

# INCA SECRET® SYSTEM



  
COPPER

  
RED

  
CHOCO

  
VIOLET

  
LITE

## INCA SECRET® DIRECT

DIRECT COLORING TREATMENT  
WITHOUT ACTIVATOR

in 5 shades

Direct coloring treatment with pure pigments enriched with **Qui.Sacha Complex®** and precious Cashmere Proteins. These last, since they are made of the same amino acids that make up the keratin of the hair, are able to deeply regenerate the molecules that make up the fibers; in addition, Cardamom extract has an antiseptic and toning effect. The cream gel base is ideal for tone-on-tone color reflections, to intensify and tone colored hair. Mixed with **Inca Secret® Color**, it is possible to obtain a hybrid product for a demi-permanent color that is customized for every hair type, offering customers a Tailor-made service.

FORMAT 500 ml • 16.91 fl.oz.

### ACTIVE INGREDIENTS

QUI.SACHA COMPLEX®	Moisturizing, regenerating, protective and anti-radical action
CASHMERE PROTEINS	Regenerating action
CARDAMOM EXTRACT	Antiseptic and toning action

### MENU SERVICES

#### TONALIZATION WITH AN INTENSE, REGENERATING EFFECT

Prepare your hair with **Clarity** shampoo and remove excess of water with a towel. Apply **Inca Secret® Direct** and leave for 20 minutes with a cap under a heat source. Take the cap off and let it cool down for 10 minutes. Massage the product with small amount of water all over hair. Rinse thoroughly and use the **Anthology** shampoo and conditioner as per instructions provided.

#### INTENSIFYING TONALIZATION

After shampooing with **Anthology** as per instructions provided, remove the excess of water with a towel and apply **Inca Secret® Direct** as a conditioning treatment. Leave on for 5-10 minutes e rinse thoroughly.

#### COMBINED TONALIZATION WITH INCA SECRET® COLOR

After the application of **Inca Secret® Color** on the regrowth, apply the most suitable **Inca Secret® Direct** shade on the lengths and ends already moistened with **Tune**. After processing time of **Inca Secret® Color** on the regrowth, massage with small amount of water all over hair. Rinse thoroughly and use the **Anthology** shampoo and conditioner as per instructions provided.

DEMI-PERMANENT COLOR Prepare the required amount of **Inca Secret® Color**, add 50% of **Inca Secret® Direct** and activate the mixture with **Enzy Oxy® 8** Volumes 1:1. Apply on hair for coloring. Processing time: 20 minutes. Afterward massage with small amount of water all over hair. Rinse thoroughly and use the **Anthology** shampoo and conditioner as per instructions provided.

LITE USE To preserve and strengthen the internal hair fibers use Lite in mixture with all technical products. To give protection to fragile and unstructured hair, add 4 gr. of Lite every 10 gr. of **Inca Secret® Bleach** or any nuances of **Inca Secret® Color**. Mix with **Enzy Oxy®** as per instructions provided, not calculating the amount of Lite.

LITE USE AS INTENSIVE PRE-TREATMENT To restore the natural balance of structure and porosity, to have uniform technical results, healthy and bright hair from base to ends, apply pure Lite on the most sensitized areas of hair before any technical treatment.

CREATIVE MIXTURES The choice of service depends on the hair quality and the alteration of its color.

Practical examples:

1. Little altered color: last 10 minutes of processing time using only **Inca Secret® Direct** of the same reflection of the color applied in base.
2. Moderately altered color: last 15 minutes of processing time using 3 parts of the color used in the base and 1 part of Lite.
3. Very altered color: last 20 minutes of processing time using 3 parts of the color used in the base and 1 part of **Inca Secret® Direct** of the same reflection of the base color.

Once the processing time has finished massage the product with small amount of water all over hair. Rinse thoroughly and continue with the **Anthology** treatment as per instructions provided.