



Reactive. Express

Super Express 3 Step Concept Line



Reactive

Express

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Advanced, Innovative, Safe & Swift Biotechnology for All Hair Types, to be applied In Salon within versatile services, generating multiple benefits including Super Express Treatment & Smoothing to retrieving youth back to hair.





Reactive. Express



Professional Reactive Smoother

Reactive Smoother for All Hair Types to be applied in salon for safe & swift Bond Reformation Treatment & Smoothing service restructuring hair bonds to a straight formation for soft & smooth hair fibres. It forms solid inner layer to seal natural nourishing nutrients inside hair fibre to enable enhanced inner fluent nourishment and self healing as well as outer layer to construct outer foundation and insulate hair fibre against damaging environmental sources. It reduces friction between hair strands for freedom of movement, enhances colour shine, prolongs colour retention and keeps colour from fading so hair is smooth, healthy, toned, elastic, easily designed and manageable as well as luminous having intensified natural shine and colour vibrancy.

550 ml / 280 ml



Home care Reactive Shampoo

Reactive Shampoo for All Hair Types gently and effectively cleanses hair and scalp as well as balancing and refreshing them keeping their natural pH. It enhances colour shine, prolongs colour retention and keeps colour from fading. It also detangles and reduces friction between hair strands for freedom of movement and improved combability so hair is healthy, toned, elastic, soft, fresh, light, static and frizz controlled, luminous having intensified natural shine and colour vibrancy.

150 ml



Reactive Mask

Reactive Mask for All Hair Types actively encourages enhanced inner fluent nourishment from roots to tips by natural nourishing nutrients. It forms a mild outer layer to insulate hair fibre against damaging environmental sources as humidity, salty water and UV rays, providing anti-dryness protection under heat and making it elastic. It enhances colour shine, prolongs colour retention and keeps colour from fading. It also detangles and reduces friction between hair strands for freedom of movement and encourages hair growth for a perfect hair fibre so hair is healthy, toned, elastic, soft, humidity-proof, static and frizz controlled, luminous having intensified natural shine and colour vibrancy.

150 ml



Reinvent Insulator

Reinvent Insulator for All Hair Types insulates hair fibre against damaging environmental sources as humidity, salty water and UV rays, providing anti-dryness protection under heat and making it elastic. It lightly smoothes hair using heating sources as sunrays, blow dryer and flat iron as well as speeding up drying time and enhancing shine so hair is healthy, toned, smooth, elastic, soft, humidity-proof, static and frizz controlled, easily designed and manageable having intensified natural shine and colour vibrancy.

320 ml