**Video 0000 & 00001**

Introducing you to TIGI COPYRIGHT SERVICES

To begin with lets see the star product & treatment SOS Extreme Recovery Treatment

SOS means Save Our Ship which used to be a signal to save ship during emergency similarly TIGI Copyright SOS is repair damaged hair.

SOS with Marine Protein Complex contains 100 times more Keratin than using just shampoo & conditioner.

1 time treatment contains as much protein as is lost by a damaged hair in a whole year

The main ingredients are Keratin – it builds the broken structure of the cortex inside the hair

Black Rice – high in anti-oxidants & protein strengthens the hair fibre

Elastin – Increases flexibility & strength

Marine Collagen Amino Acids – Gives form nourishes the hair giving more manageability.

How is it different & best than any other bond or plex?

Others products have 2 step in salon process SOS has only 1 in salon process

For other bonds or plex it takes around 15 to 25 minutes, SOS is only 5 minutes

Bonds or Plex are done as stand alone treatment or mixed in colour or used during straightening process. SOS is always done as a stand alone treatment , not mixed in colour. Can be done before or after complete colour process or after 2 days of straightening, never used mixed in products or during process hence it does not alter the results of the chemical service.

Mostly all plex prevents hair during chemical service however SOS repairs before & after chemical service & restores hair back to virgin state, it not only protects & builds the weak bonds but also strengthens the keratin chain & inner most part the hair by filling all lost protein.

Lets see the step by Step of SOS Extreme Recovery Treatment.

**Video 00002**

SOS treatment id for damaged hair, hair which is breaking & extremely porous.

Here our client has done straightening 1 and half year back & has light hair colour, during the consultation she said her hair breaks & is very weak. Lets check porosity & the elasticity of her hair. How do I know if the hair is porous & weak?

Lets do the diagnosis- will hold few strands of hair and start feeling the texture from the roots till the ends. The hair feels soft & looks shiny at the roots and rough and dull from mid length to ends, this means its porous like sponge & weak at the ends. This type of hair absorbs colour quickly and fades fast.the cortex inside is damaged and empty , needs to be filled with protein through treatment.

Secondly lets do an elasticity test to check its strength, will hold one strand of hair and stretch it, if stretches ¼ part than its actual length & comes back means its has good strength , if it breaks that means it has bad elasticity and needs strength.

With this diagnosis we know that her hair needs goo strength & nourishment hence we recommend SOS stand alone treatment for her.

**Video 00004 & 00005**

First is shampoo the hair.

1. At back wash first I will check the water temperature on my hand & then wet the hair with warm water.
2. Tigi Copyright Repair Shampoo & Conditioner are infused with Colour Care Complex and have unique blend of coconut oil,keratin & Lipids, which means it protects colour and nourishes and add shine to the hair.
3. Will take 5 to 10 ml of Tigi Copyriight repair shampoo and apply on the scalp , gently massage and spread the shampoo.
4. Rinse thoroughly

**Video 00006 & 00008 (cut the video short)**

1. Towel dry the hair
2. Detangle & make 4 sections

**Video 00009, 00010 , 00011, 00012,00013, 00014 & 00015-16(cut short the clips)**

1. Take 8 to 10 pumps of SOS for mid length of hair.
2. Take medium sections with the help of tail comb & apply SOS on mid length & ends. SOS is for weak damaged or colour treated hair hence apply it on weak areas. Dab it on mid length & concentrate more on ends.
3. Emulsify and comb so that the product spreads evenly all over.
4. You will observe that the product is gel like hence quickly absorbed and very easy to apply.
5. Will leave SOS on the hair for only 5 minutes.
6. Rinse thoroughly & shampoo again with TIGI copyright repair shampoo. Take 5 ml of shampoo , massage & rinse.
7. Remove extra water and apply Tigi copyright Conditioner. Take 10 to 15 ml of conditioner depending on the length & density of the hair , apply on mid length & ends only. (00012)
8. Leave in for 3 minutes till then give a light massage on the scalp for relaxation. (00012)
9. Rinse the conditioner & towel the hair. (00013)
10. Detangle the hair (00013)
11. As this is a repairing treatment we not do much of styling with blow drying however its important to 100% blast dry the hair, so will use Tigi Bedhead After party smoothing cream , its protect the hair from the dryer’s heat & gives smoothness. (00014)
12. Blast dry the hair with help of a paddle brush (00015-16)

**Video 00017**

We have finished with the SOS Extreme recovery treatment and you can see how healthy the hair looks & feel.

Total time duration for this treatment is 20 minutes.

For such damaged hair will recommend 4 to 6 sittings once a week or once in 15 days depending on the severity of damage.

**Video 00020**

Also recommend home care .

Use Tigi Copyright Shampoo & Conditioner at home

This is the shampoo & this is the conditioner.

Video 00022

Introducing you to Tigi Custom copyright treatment

This quick 30 minutes is tailormade & designed as per hair concerns

We use Tigi Copyright repair shampoo & 3 boosters , shine , smooth & repair as per clients need & concern.

Boosters are mixed with treatment base.

Tigi Copyright repair shampoo is colour safe & has coconut oil, keratin & lipids.

* Shine booster a blend of coconut oil & cassia leaf oil known for its ultimate shine. This treatment promises 75% more shine.
* Smooth booster comes with Shield lipid complex enriched with 18 MEA-40 Lipids which replenishes the lost lipids from the cuticles of the hair. Bamboo extract in the booster provides anti humidity & frizz fighting benefits to the hair giving 62% more smoother hair.
* Repair booster with Keratin Bond Complex gives 10 times more keratin than a conditioner. Each service will give back 7 days lost keratin & 96% less breakage.
* Treatment Base is infused with Keratin, shea butter & vitamin complex. Its colour safe. Its base to mix the booster & adds smoothness & gives nourishment to the hair.
* The home care has Tigi Copyright Shampoo Conditioner & mini booster to use at home.
* As per the hair concern recommend the mini booster along with shampoo & conditioner.
* Mix the mini booster with conditioner & apply after shampooing.

Video 00026

During consultation client expressed her concern for lack of shine & dry hair.

In the diagnosis we can observe that she has beautiful colour however looks dull and when I feel the hair its very dry. Tigi custom copyright is the best treatment as we can combine 2 boosters in this treatment, we can mix any 2 boosters as per concerns or use only 1 booster.

Here we will use shine & smooth boosters.

Video 00029

Lets go through step by step of Tigi custom copyright treatment

1. Wet the hair complete with warm water
2. Shampoo with Tigi Copyright repair shampoo, take 5 to 10 ml of shampoo & apply on scalp and gently massage to lather. Tigi copyright repair shampoo & conditioner have colour care complex so its protects colour.
3. Rinse the hair & towel dry.

Video 00030-31-32-33

Next step is to choose the booster, for our model her we are using a mix of 2 boosters shine & smooth incase her concern was repair we could mix repair & smooth or we can just use 1 booster. Booster has to be mixed with treatment base

Video 00031

The mixing ratio is 20:12 that it for mid length hait hair 20 gms of treatment base & mix 12 gms of booster. 1 pump of booster is 2 gms so take 6 pums of booster.

1 scoop of treatment base is 10 gms so we take 2 scoops of treatment base, its contains shea butter, keratin & vitamin complex & take 6 pumps of shine & 6 pumps of smooth boosters. Mix the blend.

Apply section by section on mid length & ends , comb the hair to spread the product evenly and emulsify.

Video 00034

The product is kept for 20 minutes, can we 7 to 10 minutes relaxing head massage & then leave the product on the hair for further 10 minutes.

Video 00036

We will see the massage steps-

1. First step is effleurage where we gently move our palm over the client’s head (3 times) do not leave the contact of touch till the complete massage.
2. Petrissage A – move the fingers over the scalp in clock & anti clockwise with gentle pressure
3. Petrissage B – with 2 fingers gently move the scalp clockwise & anti clockwise 3 times all over the scalp
4. Friction – from the temples move fingers in the opposite direction of the hair growth, do not pull the hair.
5. Finally, effleurage to complete the massage.

Video 00037-38-39

Rinse the product thoroughly do not leave any residue as it would weigh down the hair.

Towel dry & blast dry 100%

I’m applying Bead head Small Talk styling product, this gives volume , movement & texture to the hair and very important will protect the hair from the heat of the dryer.

Video 00040

This is the result after the treatment, this treatment takes 30 minutes and client can do this once in 15 days.

Video 00041

For homecare we recommend Tigi Copyright repair shampoo & conditioner and a mini booster. As she is concerned with smoothness, we give her smooth booster. The booster must be mixed with the conditioner & applied, leave it for 3 to 5 minutes on the hair & rinse thoroughly.

Video 00042-43

Tressplex spa therapy is a complete spa with treatment & relaxation.

Tressplex spa therapy nourishes repairs damaged hair from the core & also relaxes, it’s a 45 minutes service and can be done once in 20 days or as required by the client.

Tressplex spa therapy is a combination of SOS & Custom copyright treatment followed with a relaxing massage.

SOS with Marine Protein Complex contains 100 times more Keratin than using just shampoo & conditioner.

1 time treatment contains as much protein as is lost by a damaged hair in a whole year

The main ingredients are Keratin – it builds the broken structure of the cortex inside the hair

Black Rice – high in anti-oxidants & protein strengthens the hair fibre

Elastin – Increases flexibility & strength

Marine Collagen Amino Acids – Gives form nourishes the hair giving more manageability.

SOS repairs & nourishes the cortex part while Custom copyright nurtures the cortex & smoothens the cuticles

* Shine booster a blend of coconut oil & cassia leaf oil known for its ultimate shine. This treatment promises 75% more shine.
* Smooth booster comes with Shield lipid complex enriched with 18 MEA-40 Lipids which replenishes the lost lipids from the cuticles of the hair. Bamboo extract in the booster provides anti humidity & frizz fighting benefits to the hair giving 62% more smoother hair.
* Repair booster with Keratin Bond Complex gives 10 times more keratin than a conditioner. Each service will give back 7 days lost keratin & 96% less breakage.
* Treatment Base is infused with Keratin, shea butter & vitamin complex. Its colour safe. Its base to mix the booster & adds smoothness & gives nourishment to the hair.

Video 00044

In the consultation client has a concern for her weak hair coloured hair & also feels it’s very dry.

Lets go through the diagnosis. Will take few strands of hair, observe & feel the texture, I can feel its quite rough on the lengths & also we can see the frizz at the ends.

Now lets do an elasticity test to check its strength, will hold one strand of hair and stretch it, if stretches ¼ part than its actual length & comes back means its has good strength , if it breaks that means it has bad elasticity and needs strength. The hair is breaking so its very weak.

The best treatment for this type of hair is Tressplex spa therapy as it repairs internally & smoothens externally also the head massage will relax her nerves.

Video 00045

First is shampoo the hair.

1. At back wash first I will check the water temperature on my hand & then wet the hair with warm water.
2. Tigi Copyright Repair Shampoo & Conditioner are infused with Colour Care Complex and have unique blend of coconut oil, keratin & Lipids, which means it protects colour and nourishes and add shine to the hair.
3. Will take 5 to 10 ml of Tigi Copyright repair shampoo and apply on the scalp, gently massage and spread the shampoo.
4. Rinse thoroughly

Video 48-49-50-51

1. Towel dry the hair
2. Detangle & make 4 sections
3. Take 8 to 10 pumps of SOS for mid length of hair.
4. Take medium sections with the help of tail comb & apply SOS on mid length & ends. SOS is for weak damaged or colour treated hair hence apply it on weak areas. Dab it on mid length & concentrate more on ends.
5. Emulsify and comb so that the product spreads evenly all over.
6. Will leave SOS on the hair for only 5 minutes.
7. For other bonds or plex it takes around 15 to 25 minutes, SOS is only 5 minutes
8. Bonds or Plex are done as stand alone treatment or mixed in colour or used during straightening process. SOS is always done as a stand alone treatment , not mixed in colour. Can be done before or after complete colour process or after 2 days of straightening, never used mixed in products or during process hence it does not alter the results of the chemical service.
9. Mostly all plex prevents hair during chemical service however SOS repairs before & after chemical service & restores hair back to virgin state, it not only protects & builds the weak bonds but also strengthens the keratin chain & inner most part the hair by filling all lost protein.

Video 00052

Rinse thoroughly & shampoo again with TIGI copyright repair shampoo. Take 5 ml of shampoo , massage & rinse.

Video 55

Towel dry the hair next step is apply custom copyright

Booster & treatment base.

The mixing ratio is 20:12 for mid length hair 20 gms of treatment base & mix 12 gms of booster. 1 pump of booster is 2 gms so take 6 pumps of booster.

1 scoop of treatment base is 10 gms so we take 2 scoops of treatment base, it contains shea butter, keratin & vitamin complex & take 12 pumps of repair boosters. Mix the blend. As our model’s hair is damaged & weak we have selected repair booster.

Apply section by section on mid length & ends , comb the hair to spread the product evenly and emulsify. Do not apply too much product.

Video 00056- 63

Then do a 20 minutes relaxing massage

We will see the massage steps-

1. First step is effleurage where we gently move our palm over the client’s head (3 times) do not leave the contact of touch till the complete massage.
2. Petrissage A – move the fingers over the scalp in clock & anti clockwise with gentle pressure
3. Petrissage B – with 2 fingers gently move the scalp clockwise & anti clockwise 3 times all over the scalp
4. Friction – from the temples move fingers in the opposite direction of the hair growth, do not pull the hair.
5. Tapotment – gently tap with finger tips on the scalp
6. Finally, effleurage to complete the massage.
7. Rinse the product thoroughly do not leave any residue as it would weigh down the hair.
8. Towel dry & blast dry 100%
9. I’m applying Bead head After Party styling product, this gives smoothness and very important will protect the hair from the heat of the dryer.

This is the result of Tressplex spa therapy which a combination of SOS, custom copyright & head massage. This a 45 minutes spa treatment and client can do this once in 15 to 20 days or as required.

Video 64-65

We recommend Tigi copyright repair shampoo, Conditioner & mini booster. For our client we recommend repair booster. After shampoo mix booster with the conditioner & apply on lengths leave it for 3to 5 minutes then rinse thoroughly.

Video 00067-68-69

We will now see unique express treatment at the backwash with custom copyright. These are top up boosters. There are 3 boosters smooth, shine & repair.

This quick top up can be added to a shampoo service for client who come for hair cut, blow dry, conditioning.

Tigi Copyright repair shampoo is colour safe & has coconut oil, keratin & lipids.

* Shine booster a blend of coconut oil & cassia leaf oil known for its ultimate shine. This treatment promises 75% more shine.
* Smooth booster comes with Shield lipid complex enriched with 18 MEA-40 Lipids which replenishes the lost lipids from the cuticles of the hair. Bamboo extract in the booster provides anti humidity & frizz fighting benefits to the hair giving 62% more smoother hair.
* Repair booster with Keratin Bond Complex gives 10 times more keratin than a conditioner. Each service will give back 7 days lost keratin & 96% less breakage.

How do we use these boosters at back wash?

First shampoo the hair with Tigi copyright repair shampoo post tat mix conditioner with the booster.

For smoothness mix smooth booster & this top up is called smooth Boost. Take 4 to 5 pumps of conditioner & 2 pumps of smooth booster. Mix & apply on lengths & ends , leave it for 3 to 4 minutes. Rinse thoroughly.

For shine mix shine booster & this top up is called shimmer Boost. Take 4 to 5 pumps of conditioner & 2 pumps of smooth booster. Mix & apply on lengths & ends , leave it for 3 to 4 minutes. Rinse thoroughly.

For Repair & nourishment mix the repair booster & this top up is called Health Boost. Take 4 to 5 pumps of conditioner & 2 pumps of smooth booster. Mix & apply on lengths & ends , leave it for 3 to 4 minutes. Rinse thoroughly.

Video 00070-71-72-73-74

Our client needs a good blow dry service. We recommend her smooth boost top up as an add on after shampoo.

First check the water temperature on the hand & then wet the hair completely.

Shampoo the hair with Tigi copyright repair shampoo, take 5 to 10 ml of shampoo apply & massage gently. If hair is oily shampoo twice. Rinse thoroughly, squeeze out the extra water.

Divide the hair into 2 to 4 sections, apply the smooth boost top up on mid length & ends, not on roots, leave it on the hair for 3 to 4 mintues. Rinse with room temperature water.

Squeeze out the extra water. Wrap a towel.

Let see how to wrap a towel professionally. Always use 2 towels one to cover client’s back & one to wrap the head.

Fold one side of the towel & place on the head, wrap around the head,lock the end of the towel. Then wrap the rest of the towel & tuck it inside the fold.

Video 00075

After the smooth boost top up service recommend Tigi Copyright Repair Shampoo conditioner & mini smooth booster for home care. After shampoo mix booster with conditioner & apply on lengths , leave it for 3 minutes & rinse.