



With **Frizz Defeat Protein**, a plant-derived active ingredient with film-forming action, to protect and repair frizzy hair, leaving it soft and tamed.

**Semi di Lino Smooth** is a treatment line created to control rebel and difficult to manage hair. It hydrates the hair effectively, aligns the fibers and counteracts the frizz caused by humidity and atmospheric agents, restoring natural beauty.

## Smooth

\*Instrumental tests performed on hair treated with the Semi di Lino Smooth service line.

- 7 days Non-stop hydration\*
- 72 hour Frizz control even at 98% humidity\*
- Silky Feel. Natural Movement.

A system developed to prevent climate fluctuations from adversely affecting hair conditions.



**CLIMATE-PROOF** is the semi di lino active ingredient, able to keep the optimal level of hydration and to protect the hair as climatic conditions change, depending on humidity and temperature.

## Climate-Proof: a technology that does not fear the climate.

The truth is that our hair does not often make us look just like we wish we did. Our hair looks: too puffy, flat, full of static electricity, frizzy, dehydrated. Frequent trips to different latitudes, climate fluctuations strongly affect how No matter whether it happens during the same day or as a result of increasingly external sources of stress for hair.

Environmental conditions such as heat and humidity are precisely the main Heat and humidity, how stressful!



SUBLIME	DIAMOND	MOISTURE	RECONSTRUCTION	VOLUME	CURLS	SMOOTH	SCALP
Detoxifying Mud 500 ml	Illuminating Low Shampoo 250 / 1000 ml	Nutritive Low Shampoo 250 / 1000 ml	Reparative Low Shampoo 250 / 1000 ml	Volumizing Low Shampoo 250 / 1000 ml	Enhancing Low Shampoo 250 / 1000 ml	Smoothing Low Shampoo 250 / 1000 ml	Renew Energizing Low Shampoo 250 / 1000 ml
Cellula Madre Beauty Genesis 12 x 13 ml	Illuminating Conditioner 200 / 1000 ml	Nutritive Mask 200 / 500 ml	Reparative Mask 200 / 500 ml	Volumizing Mousse Conditioner 200 ml	Hydrating Co-wash 200 / 1000 ml	Smoothing Conditioner 200 / 1000 ml	Renew Energizing Lotion 12 x 10 ml
Clow Multiplier Nourishment Multiplier Restructuring Multiplier 150 ml	Illuminating Mask 200 / 500 ml	Nutritive Essential Oil 6 x 13 ml	SOS Emergency Oil 6 x 13 ml	Volumizing Spray 125 ml	Enhancing Conditioner 200 / 1000 ml	Smoothing Mask 200 / 500 ml	Renew Energizing Tonic 125 ml
Clow Multiplier + Beauty Genesis Nourishment Multiplier + Beauty Genesis Restructuring Multiplier + Beauty Genesis 25 ml + 13 ml	Extraordinary All-in-1 Fluid 125 ml	Nutritive Leave-in Conditioner 200 / 1000 ml	Reparative Lotion 6 x 13 ml		Enhancing Mask 200 / 500 ml	Smoothing Cream 125 ml	Rebalance Balancing Low Shampoo 250 / 1000 ml
Essential Oil 12 x 13 ml		Nutritive Detangling Fluid 125 ml	Anti-Breakage Daily Fluid 125 ml		Defining Cream 125 ml	Smoothing Oil 100 ml	Rebalance Purifying Low Shampoo 250 / 1000 ml
Shine Lotion 12 x 13 ml					Reactivating Spray 125 ml		Rebalance Gentle Exfoliating Scrub 150 ml
Cristalli Liquidi 15 / 30 / 50 ml					Multi-benefit Oil 100 ml		Relief Calming Micellar Low Shampoo 250 / 1000 ml
Cristalli di Seta 45 ml							Relief Calming Tonic 125 ml
Cristalli Spray 125 ml							
Sublime Water 50 ml							

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\*Instrumental tests conducted on hair treated with Smoothing Low Shampoo + Smoothing Mask + Smoothing Cream + Smoothing Oil in comparison with hair treated with base Shampoo alone. \*\*Instrumental tests conducted on hair treated with the Semi di Lino Smooth service, in comparison with hair treated with basic Shampoo alone. \*\*\* Refers to Smoothing Cream and Smoothing Oil.

**REBEL HAIR SMOOTH**

CONTROLS  
HYDRATES  
SMOOTHES

Rebel hair is tamed,  
soft and radiant.

**CLEANSING**

Gently cleanses

98% less frizz after first application\*

**TREATMENT**

Detangles and hydrates

72h of smooth, tamed hair\*\*

Protection against hot styling tools\*\*\*

up to 230°C

**LEAVE-IN**

Makes brushing easier

**GLOSS**

Smooths, controls and brightens

**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.

**SHINE FIX COMPLEX**  
24-hours of brightening power from the root to the ends.

**COLOR FIX COMPLEX**  
UV filter and antioxidant to protect the beauty of the color.

**CLIMATE-PROOF**  
Protective barrier, it keeps your hair hydrated as humidity and temperature change.

**FRIZZ DEFEAT PROTEIN**  
Anti-frizz protection for soft and tamed hair.

# Diagnosis

The Semi Di Lino Diagnosis is a complete and highly professional exclusive process where **the scalp and hair are evaluated** to identify the different needs. This allows the client to receive a completely personalized beauty regimen to **achieve the desired look**.

## DESIRED LOOK

Does your customer want big hair? Do they have thin or flat hair?		FINE HAIR VOLUME	
Does your client want to tame their rebel hair to achieve a perfectly smooth look?		REBEL HAIR SMOOTH	
Does your client want a look that enhances their curly or wavy hair?		CURLY AND WAVY HAIR CURLS	

## SCALP DIAGNOSIS

Is your client's hair experiencing <b>thinning, weakness and lacking body</b> ? Is your client seeing unusual hair shedding on the pillow?		HAIR LOSS RENEW	
Does your client suffer from <b>scalp peeling</b> ? (check that a styling product has not been applied after the last shampoo)		HAIR WITH DRY AND OILY DANDRUFF REBALANCE	
How many times a week does your client need to wash their hair? When does she last wash her hair? Does your client's scalp suffer from <b>excess sebum</b> ?		OILY SKIN REBALANCE	
Does your client's scalp suffer from <b>redness</b> ? Does your client have an <b>itchy and sensitive scalp</b> ?		SENSITIVE SKIN RELIEF	

## FIBER DIAGNOSIS

First, wash at least one section of hair with a shampoo for normal hair\*, without applying any treatment.  
\*Eg SEMI DI LINO DIAMOND Illuminating Low Shampoo

**Carry out the Combability Test:** take a strand of hair 1 or 2 cm from the top of the head. Start to untangle the hair using a fine-tooth comb.

If the comb does not reach the bottom of the hair in the first three strokes of comb, but needs further combing, then it is **DRY OR DAMAGED HAIR**.

If the comb reaches the bottom of the hair in the first three strokes of comb, then it is **NORMAL HAIR**.

If hair does not stretch more than 10% and does not break, then it is **DRY, UNDAMAGED HAIR**.

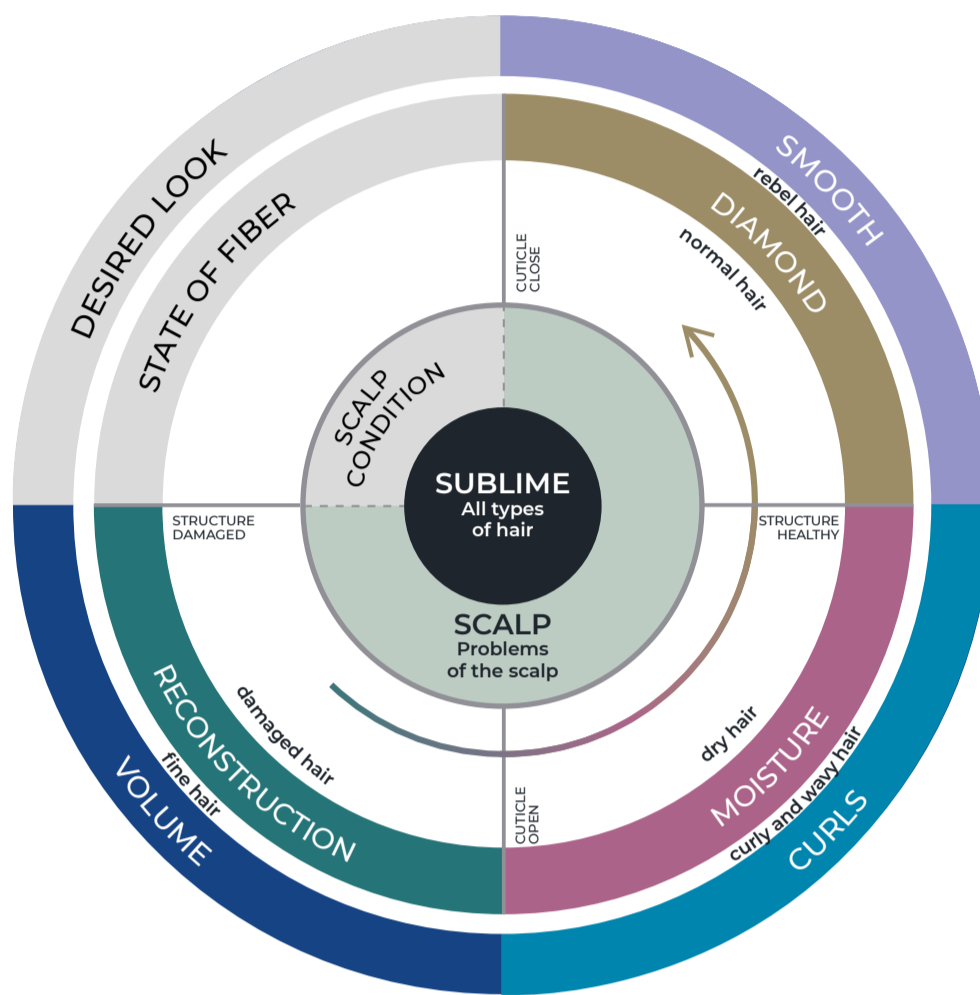
**Carry out the Resistance Test:** pull the ends of 3/5 of your damp hair with your fingers.

If hair breaks immediately or stretches more than 10%, then it is **VERY DAMAGED HAIR**.

	NORMAL HAIR DIAMOND	
	DRY HAIR MOISTURE	
	DAMAGED HAIR RECONSTRUCTION	

# The treatment paths

The result of the Diagnosis allows you to determine the specific services needed for a personalized regime to **restore the scalp and hair fiber to its optimal state and to reach the desired look**.



# Beauty protocol 1 method, 3 steps

## 1 method, 3 steps

The Semi di Lino beauty menu that reveals authentic hair beauty. With the benefit of virtual diagnosis, we can quickly identify a customized beauty routine for any hair type to achieve a desired look.



Scan the QR code and access the digital diagnosis.

<p><b>DETOX</b></p> <p><b>Hair preparation</b> › Mud that purifies, scrub that exfoliates.</p> <p><b>Objective</b> › To return the hair to its natural beauty and prepare it to better receive the subsequent treatments.</p> <p><b>Product</b> › The mud rids the hair and scalp of toxins and pollutants; the scrub removes traces of impurities, dead cells and product residue.</p>	<p><b>CARE</b></p> <p><b>Each to their own</b> › Beauty at your fingertips with the right product.</p> <p><b>Objective</b> › Restore and enhance natural hair beauty.</p> <p><b>Product</b> › At each session, the stylist evaluates the condition of the scalp and hair and, considering the desired look, builds a personalized cleansing and treatment plan.</p>	<p><b>GLOSS</b></p> <p><b>The final touch</b> › The Cristalli Liquidi, which enhances the radiant result; the Multi-benefit Oil, which hydrates, detangles and defines; the Smoothing Oil, which tames the hair and protects it from frizz.</p> <p><b>Objective</b> › To maintain the beauty of the hair over time and to magnify its radiance.</p> <p><b>Product</b> › Three different Cristalli Liquidi and two oils, to be chosen according to the type of hair, for surprising and long-lasting results.</p>
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1	2	3
ALL HAIR TYPES SUBLINE Mud	SCALP SUFFERING FROM HAIR-LOSS, DANDRUFF, EXCESS SEBUM AND SENSITIVITY SCALP	ALL HAIR TYPES SUBLINE Cristalli Liquidi
SCALP WITH DANDRUFF SCALP Scrub	NORMAL HAIR DIAMOND	CURLY AND WAVY HAIR CURLS Oil
	DRY HAIR MOISTURE	REBEL HAIR SMOOTH Oil
	DAMAGED HAIR RECONSTRUCTION	
	ALL HAIR TYPES SUBLINE	
	FINE HAIR VOLUME	
	CURLY AND WAVY HAIR CURLS	
	REBEL HAIR SMOOTH	

# Caring Smooth Service

Specific smoothing service for **fine to medium** rebel hair: detangles, tames and protects from frizz, for soft and lightweight hair.

CARING SMOOTH SERVICE				
	① DETOX	② CARE		③ GLOSS
		CLEANSING	TREATMENT	LEAVE-IN
PRODUCTS	SUBLINE Detoxifying Mud	SMOOTHING Low Shampoo	SMOOTHING Conditioner	SMOOTHING Cream
HOW TO USE	Apply on damp hair. Leave on the hair for 10-15 minutes under a heat source, then rinse.	Distribute over damp hair and emulsify. Rinse thoroughly. Repeat if necessary. Mixable with Pigments.	Apply on the lengths and ends after shampooing, and leave to work for 1-3 minutes. Massage and rinse thoroughly.	Distribute over damp hair. Follow by brushing.
SERVICE DURATION 20-30 mins				

# Deep Smooth Service

Specific intensive smoothing service for **medium to thick** rebel hair: detangles, tames and protects from frizz, for soft and hydrated hair.

DEEP SMOOTH SERVICE				
	① DETOX	② CARE		③ GLOSS
		CLEANSING	TREATMENT	LEAVE-IN
PRODUCTS	SUBLINE Detoxifying Mud	SMOOTHING Low Shampoo	SMOOTHING Mask	SMOOTHING Cream
HOW TO USE	Apply on damp hair. Leave on the hair for 10-15 minutes under a heat source, then rinse.	Distribute over damp hair and emulsify. Rinse thoroughly. Repeat if necessary. Mixable with Pigments.	Apply after the shampoo. Leave to work for 5 minutes. Rinse thoroughly. Mixable with Pigments.	Distribute over damp hair. Follow by brushing.
SERVICE DURATION 25-30 mins				

# Tips: How to use leave-in products, styling and drying

- Towel-dry your hair with a microfiber towel, without rubbing it. Keep your hair spread out between the palm of your hands. The microfiber towel reduces the mechanical rubbing of the hair and allows them to maintain a greater amount of water creating the ideal condition for well-defined drying, free from frizz and knots. Then proceed with drying.
- When blow-drying your hair, do not bring the hairdryer too close to the hair shaft. You want to keep it at a distance of about 8-10 cm with the air pointing down in the direction of the cuticles.
- On thick hair, dry using a brush with semi-rigid and spaced out bristles, this feature facilitates the flow of air and speeds up drying.
- On thin hair, to optimize the volume at the root, use a brush with soft bristles. Dry the roots while lifting them up and combing them in the opposite direction to how the hair falls naturally, then move on to the lengths and ends, combing them as they fall naturally.
- To increase the hold of the hairstyle, make sure that the last jet of air on the hair is cold, this trick helps to prevent the hair from swelling.
- For a slim fit effect, after having previously applied Smoothing Cream and/or Smoothing Oil, use a straightener once hair is completely dry.
  - When using a straightener on thin hair, it is recommended to keep the temperature of the straightener no higher than 160 – 170 °C / 320 – 340 °F, going over the hair only once or twice at the most.
  - When using a straightener on thick hair, it is recommended to keep the temperature of the straightener no higher than 200 – 210 °C / 400 – 410 °F, going over the hair two or four times at the most.