



SEMI DI LINO

CURLS TECHNICAL CHART

ALFAPARF MILANO PROFESSIONAL

Today beauty is no longer measured in standards but in emotions, experiences, freedom. The new generations do not seek perfection but authenticity: they want to feel free, unique, powerful.

Free your texture.

Imagine having no limits. Let your hair move, breathe, and live naturally, wherever you are. Today beauty is freedom: freedom to choose your style, to love your hair as it is, to express it in all its shapes.

Flow freely. Curl proudly.

Waves, curls, coils: every shape deserves care, definition, and freedom. Today Semi di Lino Curls renews itself with new products, ingredients and fragrance. Nourishes, protects, and enhances, to accompany every curl and respect its identity.

CURL AMPLIFIER Nourishes, strengthens, and redefines curls, improving elasticity, definition, and reducing frizz.

NEW FRAGRANCE With floral and oriental notes, designed to transform every curl-care gesture into a unique personal experience.



ALL CURL TYPES CURLS

DEFINES HYDRATES CONTROLS

Wavy, curly, and coily hair gain definition and softness.

Product grid for Curls line with icons for curl definition, hydration, anti-frizz, and shine. Includes categories like Cleansing, Treatment, Leave-in, and Gloss.

Ingredient highlights: Curl Amplifier, Urban Defence Pro, Color Fix Complex, Recycled and Recyclable, Climate-Proof, Shine Fix Complex, Vegan Formula.

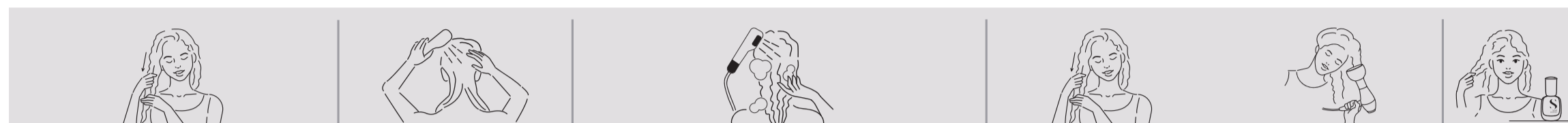
Product catalog table with columns for Scalp, Diamond, Reconstruction, Curls, Smooth, Blonde, Brunette, Volume, Sublime, Sunshine, Style & Care, and other product lines.

## INTENSIVE SERVICE

PRE			CLEANSING		TREATMENT, MASK & CONDITIONER		LEAVE-IN			GLOSS
Detox	Hydration	Dandruff		Curls & coils	Fine waves and curls	Thick waves & curls, coils	Waves	Curls	Coils	
Detoxifying Mud	Multi-benefit Oil	Gentle Exfoliating Scrub	Enhancing Low Shampoo	Hydrating Co-wash	Enhancing Conditioner + Multi-benefit Oil	Enhancing Mask + Multi-benefit Oil	Enhancing Milk	Defining Cream	Perfecting Balm	Multi-benefit Oil

## HOME CARE

PRE			CLEANSING		TREATMENT, MASK & CONDITIONER		LEAVE-IN			GLOSS
Detox	Hydration	Dandruff		Curls & coils	Fine waves and curls	Thick waves & curls, coils	Waves	Curls	Coils	
Detoxifying Low Shampoo	Multi-benefit Oil	Gentle Exfoliating Scrub	Enhancing Low Shampoo	Hydrating Co-wash	Enhancing Conditioner	Enhancing Mask	Enhancing Milk	Defining Cream	Perfecting Balm	Reactivating Spray



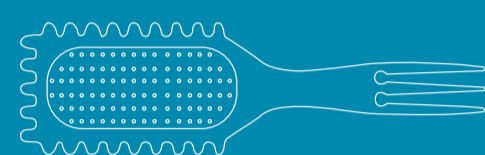
### NIGHT ROUTINE

Apply **Multi-benefit Oil** to every strand, distributing it evenly on lengths and ends. Protect the hair with a cap or silk scarf and sleep as usual. In the morning, proceed with shampoo, treatment, and the most suitable leave-in for the curl type and hair thickness, and finish the routine by applying the oil as gloss.



## CURLY BRUSH

Designed for **waves, curls, and coily hair**, this **defining** brush is the essential ally for professionals to enhance the natural curl pattern. The **flexible bristles** separate and define each section, adding **volume and softness** without compromising the fiber structure. Perfect for **improving detangling and reducing frizz**.



### Step by step

- On wet hair, apply the leave-in most suitable for the curl type. You may add **Multi-benefit Oil** or a styling product for greater definition and control. Then divide the hair into 5-6 sections.
- Start from the lower sections, brush strands of 3-5 cm thick, rotating the bristles outward.
- Rotate the bristles downward and slide the strand through the grooves of the brush to the ends.
- Lift and gently move the hair to encourage the formation of its natural curl pattern.
- Take a section from below, hold the ends, squeeze gently toward the root, then release. Repeat over the entire head.
- Proceed with drying using a diffuser at medium-low temperature and slow airflow.

### Tips - Root volume

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- On wet hair, place the brush near the roots with the bristles facing outward. Slide the strand along the grooves with an upward movement, then guide the brush to the ends.
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- On dry hair, lift the roots using the fork of the handle to separate strands and set with **Semi di Lino Style&Care Original Hairspray**.

## CURLS MEETS ... STYLE&CARE

### TIPS FOR ALL CURL TYPES

- PRE-STYLING**
- AMPLIFYING MOUSSE**  
Volumizing mousse. Light hold.  
**Ideal for:** fine and/or thinned hair, amplifying root volume, and adding body to the hair fiber.
  - FLEXIBLE MOUSSE**  
Shaping mousse that creates elastic support and gives definition and flexibility. Medium hold.  
**Ideal for:** enhancing the natural curl shape.
  - FIRMING MOUSSE**  
Fixing mousse that defines the shape and ensures hold without drying the hair. Strong hold.  
**Ideal for:** structured and well-supported curls.
- TEXTURIZERS**
- TEXTURIZING BALM**  
Texturizing balm that hydrates and controls the hair, adding light volume. Light hold.  
**Ideal for:** a natural finish and soft drying for curly or wavy hair.
  - TWISTED CURLS**  
Curl cream that amplifies, controls, and separates strands, giving definition and softness without residue. Medium hold.  
**Ideal for:** achieving defined, disciplined curls with a natural effect.

### TIPS FOR WAVY HAIR

- SEA SPRAY**  
Medium-hold salt spray that gives a "beach effect" with a slightly matte finish. Apply on wavy hair after **Enhancing Milk**.  
**Ideal for:** adding hold and texture to wavy looks.

### TIPS FOR CURLY HAIR

- FROZEN GEL**  
Ice-effect gel that sculpts and memorizes the hairstyle, guaranteeing extreme and long-lasting hold.  
Apply on curly hair after **Defining Cream**.  
**Ideal for:** defining and sculpting curls with strong, long-lasting hold.

### TIPS FOR COILY HAIR

- DEFINING WAX**  
Soft medium-hold wax that shapes and defines with flexibility, leaving a shiny and controlled finish.  
Use on coily hair after **Perfecting Balm**.  
**Ideal for:** defining and shaping coily curls, maintaining elasticity and shine.

## SEMI DI LINO BEAUTY PROTOCOL

The **Semi di Lino beauty protocol** describes the correct product sequence determined by the stylist after consulting with the client.

- PRE**  
The preparation phase that purifies and reawakens the hair, priming it to best receive subsequent treatments and to enhance their benefits.
- CLEANSING**  
Prioritize any scalp issues. If there are no scalp abnormalities, assess the condition of the hair fiber. If there are no specific needs to be treated, choose a shampoo for the desired look. Use **Detoxifying Low Shampoo** for a deep cleansing action.
- TREATMENT, MASK & CONDITIONER**  
Prioritize the condition of the hair fiber to treat its specific needs. If there is no special need of the hair fiber, choose a product for the desired look.
- LEAVE-IN**  
Leave-in products can be used to treat the scalp and hair fiber as well as to create the desired look. They can be layered to create the ideal combination.
- GLOSS**  
Pair the most suitable gloss for a final touch of extraordinary shine and to protect the hair from external agents such as dust, pollution, and humidity.

<b>DETOXIFY</b> 	<b>DANDRUFF RELATED ABNORMALITIES</b> 	<b>MOISTURIZE LENGTHS AND ENDS</b> 	<b>Desired look</b>		
<b>SCALP</b> 	<b>FIBER</b> 	<b>SHAPE</b> 	<b>COLOR</b> 	<b>DETOX</b> 	+ <b>PIGMENTS</b>
<b>FIBER</b> 	<b>SHAPE</b> 	<b>COLOR</b> 	<b>CELLULA MADRE</b> 		
<b>SCALP</b> 	<b>FIBER</b> 	<b>SHAPE</b> 	<b>COLOR</b> 		
<b>CRISTALLI AND OILS</b> 					

### STYLING

Styling products allow you to create personalized and versatile looks. They can be mixed with leave-ins and glosses to create unique combinations and always distinctive results, in line with the client's specific needs.

<b>PRE-STYLING</b> 	<b>TEXTURIZERS</b> 	<b>PASTES &amp; GEL</b> 	<b>HAIRSPRAYS</b> 
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