

RITUALS
TEKNIA®

SPORTS RITUAL



This ritual, designed for hair that requires special care, moisturizes and flaunts healthy, shiny hair.

IN-SALON



PERFECT CLEANSE SHAMPOO
Deeply and gently cleans

FINE HAIR



DEEP CARE CONDITIONER
Strengthens
Hydration / Nutrition

MEDIUM / THICK HAIR



DEEP CARE TREATMENT
Strengthens
Hydration / Nutrition



BODY MAKER MIST
Volume



FULL DEFENSE SERUM
Protection
Nutrition



ORGANIC BALANCE OIL
Nutrition
Smoothness

AT HOME



FINE HAIR

MEDIUM / THICK HAIR

CUSTOMER PROFILE

Athletes with a hectic routine, who combine urban life with regular exercise either outdoor or at the gym (swimming, running, cross fit, etc.). When doing sports, hair is more exposed to moisture due to sweat. In the case of water sports, with prolonged exposure to chlorinated or salt water and to the outdoor elements—sun, wind, and temperature changes—hair ends up damaged, fragile, and losing its natural shine.

BENEFITS

Recaptures hair's hydration and shine and keeps it healthy.

Perfect Cleanse Shampoo. Effective **detox cleansing**. A fusion of Mediterranean fruits: lemons, red grapes, and apples provide protection and shine. Removes residue from sea water and swimming pools (nitrate, chlorine, etc.).

Deep Care Treatment. Organic oil from Abyssinia nourishes and increases elasticity and shine. With Keravis, which **rebuilds** hair's internal structure.

Deep Care Conditioner. FiberHance, a natural derivative extracted from corn seeds, **repairs** hair's internal structure and increases its resistance.

Body Maker Mist. Enhances flexible, instant volume. Soy and rice microproteins rejuvenate and protect hair.

Full Defense Serum effectively **protects** the structure of hair fiber. It prevents the fiber from "suffocating" and losing vigor and protects against the loss of lipids.

Organic Balance Oil. Made from 99% naturally derived ingredients and rich in omega-3, with **nutritional properties**. It can also be applied to skin.