

RITUALS
TEKNIA®

—
URBAN RITUAL



This ritual, designed for hair exposed to the effects of urban life, protects and rebuilds hair volume, hydration, and nourishment.

IN-SALON

AT HOME



PERFECT CLEANSE SHAMPOO
Deeply and gently cleans



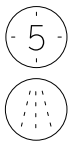
FINE HAIR



MEDIUM / THICK HAIR

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BODY MAKER BALM
Volumizes



ORGANIC BALANCE HYDRA-OIL
Hydration / Nutrition



ORGANIC BALANCE TREATMENT
Hydration / Nutrition



FULL DEFENSE SERUM
Protection
Nutrition

CUSTOMER PROFILE

Men and women who work in the city, and who enjoy its streets, shops, businesses, and daily life and are passionate about strolling through its streets.

BENEFITS

Recaptures hair's liveliness and keeps it healthy.

Perfect Cleanse Shampoo. Effective **detox** cleansing. A fusion of Mediterranean fruits: lemons, red grapes, and apples provide protection and shine.

For fine hair, we recommend conditioning with **Body Maker Balm**, which provides **texture** and **elasticity**. If intense hydration is required, apply **Organic Balance Treatment**. Its kendra oil nourishes from roots to ends.

Organic Balance hydra-oil, silicone-free, for instant detangling. Provides **hydration** and **nourishment**.

Full Defense Serum offers complete **protection**. Its extract, made of vegetable oil and whole grain rice, works against polluting particles and blue light.