




INNOVATIS  
**Gold Thread**



**Elegance is the science of doing nothing the same as**  
the rest, while appearing to do everything the same as  
them.

It is the result of precise and refined senses.



With maximum respect as our source of inspiration, **Gold Thread** combines rich active ingredients in treatment, seeking to turn a **science** into an **art**.



## **Technology and innovation as the result of change.**

An I&D department with an exquisite, refined taste, who turn the hours into passion, effort into lifestyle and the results into satisfaction attained.



1  
REMOVER  
SHAMPOO

INNOVATIS  
Gold Thread  
SMOOTH AND SHINE

2.3  
SMOOTHER  
EXPRESS

4  
MOISTURIZING  
CONDITIONER

INNOVATIS  
Gold Thread  
SMOOTH AND SHINE

2.1  
SMOOTHER  
TREATMENT

INNOVATIS  
Gold Thread  
SMOOTH AND SHINE

2.2  
SMOOTHER  
FLUX

3  
MOISTURIZING  
SHAMPOO

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Gold Thread  
SMOOTH AND SHINE



System of restructuring straightening and anti-frizz treatments inspired by **gold thread** technology.

**Tensing** and **rejuvenating** treatments with gold microparticles providing the hair with an elixir rich in **healing properties**, temporarily modifying the shape of the hair whilst **respecting** it to the maximum degree.



Complete system of revitalising treatments and services supplying **luxury active ingredients** to nourish and regenerate the heart of the hair fibres, **providing** your hair with:

**STRAIGHT:** Straightening with movement.

**CONTROL:** Reduction of volume.

**MANAGEABILITY:** Faster brushing.

**NO FRIZZ:** Elimination of frizz.

**SHINE:** Anti-ageing treatment.

**SILKINESS:** Maximum softness with movement.





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- Latest-generation **hydrolysed keratin**.
  - **Gold Thread** (combination of active tensing agents which act on the cortex of the hair by means of a reaction with the amino groups present in the hair's keratin, giving rise to semi-permanent straightening).
  - **Micronised gold**: nourishing and shining properties.
  - **Shea butter**: moisturising and anti-ageing properties.
  - **Silanetriol**: thermal protector; improves the hair's resistance to breaking.
  - **Polymer W**: improves the brushing process with the product in the hair.
  - **Panthenol**: healing and moisturising properties.
  - **Coffee and cocoa extracts**: antioxidants, protective properties.
  - **Argan Oil**: helps to strengthen the hair.



## **GOLD THREAD THERAPIES**

Complete **system of rituals** to treat any type of hair while eliminating frizz and reducing volume.

**Choose your ritual depending on your needs and how much you wish to straighten.**

	2.1 SMOOTHER TREATMENT	2.2 SMOOTHER PLUS	2.3 SMOOTHER EXPRESS
HAIR	WAVY AND WITH FRIZZ	VERY CURLY AND WITH FRIZZ	CURLY AND WITH FRIZZ
DURATION	3-5 MONTHS	3-5 MONTHS	1-2 MONTHS
PERCENTAGE STRAIGHTENING	70%	90%	80%
PRICE OF THERAPY	100€ SHORT / 120€ LONG	120€ SHORT / 150€ LONG	75€ SHORT / 90€ LONG



2.1

SMOOTHER  
TREATMENT

INNOVATIS

Gold Thread

SMOOTH AND DIVINE



## SMOOTHER THERAPY

Restructuring treatment with **Gold Thread** technology to remove **frizz**, provide **shine** and **silkiness**, reduce **volume** and **straighten**.



2.2

SMOOTHER  
PLUS

INNOVATIS  
Gold Thread

ARGENTIN AND OLIVE



## SMOOTHER THERAPY PLUS

**Straightening** and **volume-reducing** treatment for very curly hair with frizz.

Enriched with coffee extract, cocoa and argan oil, which help to **strengthen** and **moisturise** the hair from roots to tips.



2.3

SMOOTHER  
EXPRESS

INNOVATIS  
Gold Thread

SMOOTH AND DIVINE





## SMOOTHER THERAPY EXPRESS

**Easy** and **fast** application straightening shampoo for curly and frizzy hair.

The special mixture of organic substances modifies the hair fibres, giving them a **straighter, softer, healthier** and **brighter** appearance.

	2.1 SMOOTHER TREATMENT	2.2 SMOOTHER PLUS	2.3 SMOOTHER EXPRESS
WASH	REMOVER SHAMPOO	REMOVER SHAMPOO	REMOVER SHAMPOO
DRY	80%	80%	NO
SHAKE	NO	YES	YES
TIME	20´	30´ - 40´	20´
RINSE	NO	NO	YES
DRY	YES	YES	YES
STRAIGHTEN	2/3 PASSES	8/10 PASSES	7/8 PASSES
WASH	YES	NO	NO
CONDITION	YES	YES	NO
RINSE	YES	YES	NO



2.3  
SMOOTHER  
EXPRESS

2.2  
SMOOTHER  
PLUS

2.1  
SMOOTHER  
TREATMENT

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