



Therapies

sen science®

Specially formulated by Shiseido Laboratories



# Pure Indulgence. Extraordinary Results.

The Most Unforgettable  
Experience for Your Hair.

Senscience is hair care redesigned  
by Shiseido Laboratories: a modern fusion  
of sensuality and science.

The most lavish, exquisitely scented formulas  
deeply indulge your senses, while Vitalock-6—  
the most advanced hair care technology—  
dramatically improves and helps transform the  
structure of your hair.

The result? Hair that is unbelievably silky,  
luminous and strong—beautiful beyond compare.

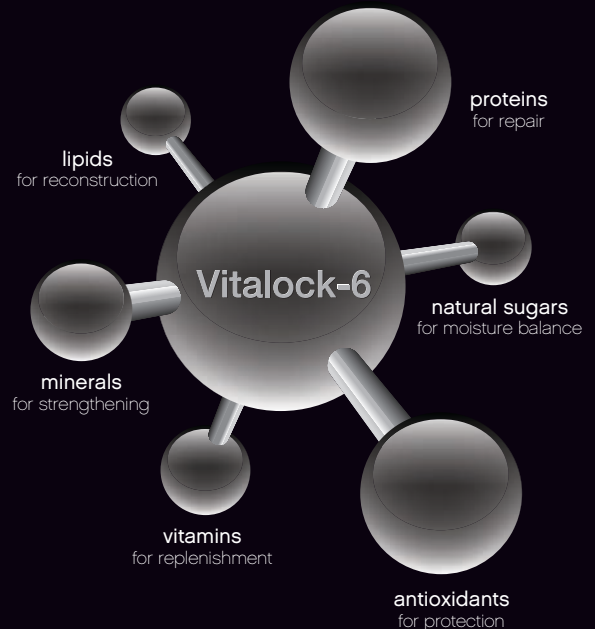


# Vitalock-6<sup>®</sup>

The Secret of  
Exquisite Hair,  
Unlocked.

**VITALOCK-6 IS THE SECRET BEHIND  
SENSCIENCE'S EXTRAORDINARY RESULTS.**

This exclusive blend of antioxidants, vitamins, minerals, sugars, lipids and proteins work in synergy to help repair, nourish, moisturize and strengthen from the inside out, completely revitalizing your hair while protecting it from future damage.



# Products needed

## purify

for deep cleansing  
of all hair types



## balance

for healthy, normal hair



## silk moisture

for dry, damaged  
or coarse hair



## true hue

for color-treated hair

## true hue violet

for grey, white and  
pale blonde hair



## smooth

for unmanageable,  
unruly hair



## inner restore

deep moisturizing  
conditioner

## inner restore intensif

deep repairing  
masque

## c.p.r.

cuticle and porosity  
reconstructive  
treatment

## renew

shine serum

## moisturizing mist

leave-in conditioner

Collection	Solution	Hair Type
Silk Moisture	Moisturizing	Dry, Damaged, Coarse
True Hue	Color Preserving & Moisturizing	Color Treated Hair
True Hue Violet	Color Preserving & Toning	Blonde & Grey Hair
Balance	Balancing	Normal Hair
Specialty Oily	Scalp Treat	Oily Hair & Scalp
Volume	Volumizing	Fine, Weak, Fragile Hair
Smooth	Smoothing	Unruly, Frizzy Hair
Purify	Chelating	All Hair Types

## TIPS

- Place the Senscience black satin relaxation masque on your client's eyes to create a spa experience
- Prior to using C.P.R., wait at least one week after a chemical service
- Rinse out C.P.R. thoroughly from hair
- For fine or normal hair use Inner Restore Deep Moisturizing Conditioner
- For dry, damaged, and/or coarse hair use Inner Restore Repairing Masque
- For at home maintenance recommend the appropriate Inner Restore





# DRY / COARSE / COLOR TREATED

## TREATMENT

- Repairs damaged cuticles
- Smooth & seal strands
- Preserve the natural moisture and shine

## PRODUCTS

- Shampoo: **Purify, True Hue** or **True Hue Violet**
- Treatment: **C.P.R. 1 & 2**
- Conditioner: **True Hue** or **True Hue Violet**



## Step 1

- Wash hair with appropriate shampoo
- **Purify:** Coloring process more than 72 hrs before
- **True Hue:** Coloring process less than 72 hrs before
- Leave the treatment shampoo sit for 3 minutes before rinsing
- Towel dry hair

## Step 2

- Apply **C.P.R. 1** throughout hair
- Avoid applying on the scalp
- Leave to process for 5 minutes under dryer or heating cap
- Do not rinse

## Step 3

- Mix **C.P.R. 2** with **True Hue** conditioner at a 1:1 ratio and distribute evenly
- Leave to process for 10 minutes under dryer or heating cap

## Step 4

- Rinse thoroughly and style as desired





# FRAGILE / BRITTLE

## TREATMENT

- Deeply regenerates hair suffering from daily stress
- Get healthy looking, exceptionally hydrated, shiny and nourished hair
- Contains silicones, vitamin A, E and silk protein
- Prevents hair breakage and split ends
- Eliminates frizz and static

## PRODUCTS

- Shampoo: **Purify, True Hue, True Hue Violet, Silk** or **Smooth**
- Treatment: **Inner Restore** Conditioner or Masque & **Renew** Serum
- Conditioner: According to shampoo

## Step 1

- Wash hair with appropriate shampoo
- Leave the treatment shampoo sit for 3 minutes before rinsing
- Towel dry hair

## Step 2

- Mix the **Inner Restore** with **Renew** Serum at a 1:1 ration (for each pump of Inner Restore, use 1 drop of Renew)
- Distribute evenly throughout hair
- Leave to process for 5 minutes

## Step 3

- Rinse, condition and style as desired



FRAGILE/  
BRITTLE

# SEVERELY DAMAGED

## C.P.R. TREATMENT

### Step 1 – Porosity Reconstructor

- Penetrates deeply into cortex, restoring the natural elasticity and increasing the strength and flexibility inside and out

### Step 2 – Cuticle Repair

- Substitutes for damaged or depleted cuticles
- Forms a protective layer on the hair surface
- Restores existing cells within the outer layer to repair and soften hair

## PRODUCTS

- Shampoo:
  1. **Purify**
  2. **Silk, Smooth** or **Balance**
- Treatment: **C.P.R. 1 & 2**
- Conditioner: According to shampoo



## Step 1

- Wash hair with **Purify** shampoo
- Then, wash hair with appropriate shampoo
- Leave the treatment shampoos sit for 3 minutes before rinsing
- Towel dry hair

## Step 2

- Apply **C.P.R. 1**
- Distribute evenly throughout hair
- Leave to process for 5 minutes under dryer or heating cap
- Do not rinse

## Step 3

- Apply **C.P.R. 2**
- Distribute evenly throughout hair
- Leave to process for 10 minutes under dryer or heating cap

## Step 4

- Rinse thoroughly, condition (if needed) and style as desired



SEVERELY  
DAMAGED

# CHEMICALLY PROCESSED / DRY

## TREATMENT

- Thermal reconstructor
- Superior reconstruction , helps decrease the hair loss from breakage
- Using direct heat with **C.P.R.** accelerates its reconstructive benefits, by helping CMIC, Vitalock-6 and the proteins contained in **C.P.R. 1** to penetrate and settle faster inside hair

## PRODUCTS

- Shampoo: **Purify**
- Treatment: **C.P.R. 1 & 2, Moisturizing Mist** and **Inner Restore** Conditioner or Masque



## Step 1

- Wash hair with **Purify** shampoo
- Leave the treatment shampoo sit for 3 minutes before rinsing
- Towel dry hair

## Step 2

- Divide the hair into quadrants and apply the recommended amount of **C.P.R. 1** (5 to 25 ml)
- Apply **C.P.R. 1** at a distance of about 1 inch from the root (except in the case where the hair is damaged throughout the strand)

## Step 3

- Blow dry hair until it is up to 80% dry

## Step 4

- Divide hair again and start passing the ceramic iron throughout the hair

## Step 5

- Spray **Moisturize Mist** throughout the hair

## Step 6

- Divide hair and apply **C.P.R. 2** (same amount as **C.P.R. 1**) starting at the nape
- Leave to process for 10 minutes under dryer or heating cap

## Step 7

- Rinse hair well
- Apply **Inner Restore**
- Leave to process for 5 minutes

## Step 8

- Rinse and style as desired



CHEMICALLY  
PROCESSED / DRY



# DEEP MOISTURE REPLENISHMENT

## TREATMENT

- Repairs dry and damaged hair
- Leaves it soft, shiny with a silky smooth texture
- Renews the internal structure, external beauty and the moisture balance of hair
- Enriched with Keratin, Silk Amino Acids, Panthenol and Silicone

## PRODUCTS

- Shampoo: **Purify, Balance, Silk** or **Smooth**
- Treatment: **Inner Restore** Conditioner or Masque
- Conditioner: According to shampoo

## Step 1

- Wash hair with appropriate shampoo
- Leave the treatment shampoo sit for 3 minutes before rinsing
- Towel dry hair

## Step 2

- Apply **Inner Restore**

## Step 3

- Rinse thoroughly and style as desired







# SALON § SUPPORT

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