

I♥RICCIO  
Save'n Safe

The complete guide to the use of all products in the Curl Save'n Safe line.

# Curly Training



Curly or wavy hair discolored and damaged by chemical and physical treatments?

As of today there is a solution!

Thanks to the I Love Riccio **Curl Curl Save'n Safe line**, goodbye dryness, dull color, frizz, breakage, split ends and little definition

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## A comprehensive and naturally effective

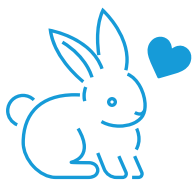
We decided to create an exclusive line designed specifically to meet the needs of bleached and damaged curly and wavy hair.

### Outstanding performance and extraordinary results

A complete range, created from a combination of plant-based functional active ingredients with strong nourishing, conditioning, protective and moisturizing properties: from **guar gum** to **tomato bioenzyme complex** to a **mix of rice and yeast amino acids**. Our product formulas contain natural ingredients, free of parabens, silicones and sulfates.



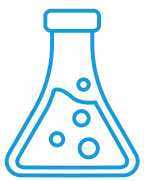
DERMATOLOGICALLY TESTED



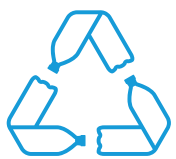
CRUELTY FREE



HYPOALLERGENIC PERFUME



SILICON AND PARABEN FREE



100% RECYCLED PLASTIC



SULFATE FREE



NICHEL TESTED



MY CURLY GIRL METHOD APPROVED

# What are the tests performed on our products?

## STABILITY TESTING

To ensure the highest quality and safety, we subject our products to rigorous testing that monitors their organoleptic (color and odor), chemical-physical (pH and viscosity) and microbiological characteristics under both normal conditions of use and varying conditions of light and heat, accelerating aging. Analysis of these parameters makes it possible to assess the stability of formulations under appropriate storage, transport and use conditions.

## COMPATIBILITY TESTING

Prior to market distribution, each I Love Riccio product must pass the “packaging compatibility test”: we examine its stability in its final primary packaging (jar, bottle, etc.), evaluate changes in control parameters (physical appearance, color, viscosity, pH, microbiological properties) and any packaging deformation. Again, testing is carried out under normal conditions of use and under accelerated conditions (extreme temperature, light, and pressure).

## CHALLENGE TEST

Under development, this test makes it possible to evaluate the effectiveness of the preservative power of the product during storage and throughout the period of consumer use. In practice, it involves artificial contamination by inoculating microorganisms into the product, followed by subsequent analysis of the decrease in contamination.

## PH TEST

PH is a fundamental measurement in all formulations because several product properties depend on its value: stability, coloration, preservative power, etc. Each I Love Riccio product, based on its characteristics and functions, must fall within a precise pH range, which is constantly monitored both during and at the end of the entire production phase.

## PATCH TEST

It is important to us that all our products are safe and tolerable for the skin. That's why, before the official launch, each finished product is tested on a skin area of a group of volunteers (at least 20) by applying some patches (patches) containing potentially irritating substances for 48 hours. Once the application period is over, the condition of the skin is evaluated, assigning a score from 0 (no reaction) to 4 (severe reaction). In each test performed, the I Love Riccio products scored 0.

## NICHEL TEST

Nickel is a heavy metal that not all people can tolerate well on the skin. For this reason, our products undergo a specific test that allows us to measure the amount of nickel in them to establish their threshold limit of tolerability. If it is less than 1 mm, the risk of allergic reactions is minimal, even for those who are particularly sensitive to nickel. All I Love Riccio products are Nickel Tested < 1 mm and this is also stated on the labels of each package.



# Complete Kit Curl Save'n Safe

Kit contents:

Curl Repair

Curl Restore

Super Builder

The Curl Save'n Safe line consists of 3 specific products formulated with botanical amino acid complexes and bioferments that can penetrate the hair to repair keratin bonds and strengthen them, help prevent split ends and protect hair from future damage.

## Just a nut

After wetting hair, apply an appropriate amount of product to lengths and ends. Massage well but gently for 2 to 3 minutes. Finally, rinse thoroughly.

## Massage with your fingers

Spread a good amount of the mask over the lengths and ends, detangling and massaging the curls with your hands. Leave on for 5 to 15 minutes and rinse depending on how dry your hair is.

## Hands like a comb

Distribute on very wet hair. Apply one walnut to short hair, two walnuts to shoulder-length hair. On very long, coarse hair, apply in 4-cm horizontal sections (one cherry of product per section) to lengths and ends, distributing it with your fingers throughout the hair. Now perform scrunching, that is, crumple the curls in the palm of your hand and squeeze them closer to the skin. Repeat using a microfibre cloth or cotton t-shirt.

Blow-dry with diffuser without ever touching the hair. Once dry, activate the product by gently massaging it in and enjoy your wonderful curls!



# Curl Repair

Strengthening and restructuring shampoo that helps repair bleached and damaged hair, making it softer, stronger, healthier, protected from damage, better defined and shiny.

## Shampoo repairer

**Curl Repair** is the strengthening and restructuring shampoo that helps repair discolored and damaged hair, making it softer, stronger and protected from damage

Preserves shine while leaving waves and curls visibly healthy and better defined. It exerts its action thanks to the synergistic combination in its formula of botanical amino acids and plant extracts that penetrate the hair to repair keratin bonds, strengthen them and protect against future damage.

## Just a nut

After wetting hair, apply a dollop of product to lengths and ends. Massage well but gently for 2 to 3 minutes. Finally, rinse thoroughly.

## Because you will love it

Even the most sensitized hair regains its natural softness and resistance against breakage. Rediscover healthy, defined and shiny waves and curls with frizz control!



## Curl Restore

Strengthening and restructuring mask for discolored and damaged curly and wavy hair. Softens, detangles, repairs and protects against breakage, dryness and frizz.

### Mask restructuring

**Curl Restore** is the strengthening and restructuring mask designed specifically to soften, detangle, repair and protect discolored and damaged curly and wavy hair by preventing breakage, dryness and frizz.

Its deeply moisturizing formulation is enriched with amino acids and plant extracts that penetrate the hair to repair keratin bonds, strengthen them and protect them from future damage, helping to prevent split ends.

### One nut

Once you have finished shampooing, apply a dollop of product to washed, wet hair. Spread evenly over lengths and ends with your hands or with special wide-tooth comb or gentle brush.

Leave on for 5 to 15 minutes and rinse more or less thoroughly depending on the degree of dryness of the hair.

### Because you will love it

Even the most sensitized hair regains its natural softness and resistance against breakage. Rediscover healthy, defined and shiny waves and curls with frizz control!



# Super Builder Styling

Styling cream for wavy and curly hair sensitized by chemical and physical treatments.

Disciplines, defines and gives shine.

Once you have rinsed off the mask, after shampooing, to **drenched hair** apply **a dollop of from roots** to ends, using your hands to distribute the product well. You can apply it two ways depending on the length and bulk of your hair.

## Method 1

Long hair with lots of mass

### • Step 1

We recommend **applying** the styling cream using **the sectional method**, which will ensure that you apply the product evenly throughout the hair and consequently have more defined curly or wavy hair.

Divide your hair into **horizontal sections** and starting from the nape section (ideally create sections 4 cm apart), **apply a cherry of Super Builder** in the palm of your hands, rub it in and apply the styling cream exclusively **with your hands as if they were a rake** (Rake technique) distributing the product well from the roots to the tips (pass your hands through the section several times squeezing the strands tightly between your fingers).

You should see the locks defined without knots, shiny to the ends once this step is finished. Then move on to the next section with another Super Builder cherry until the entire head is completed this way.

### IMPORTANT

**To eliminate frizz**, it is most important that this operation be done on very wet hair. If during the application of styling you feel the hair is not wet enough, **moisten it with a spray of water**.

### • Step 2

Now perform **scrunching and pulsing**, that is, squeeze your hair between your hands by curling the strands starting from the ends and going to the roots, once you get there, **tighten and loosen over and over again the fist gathering your hair** as if pulsing. This operation is essential to encourage the formation of your waves or curls and their definition.

### • Step 3

At this point you need to **remove the excess water** and product from your hair. How? With the **microplopping** technique. You simply have to take the microfiber cloth and re-execute a gentle and **quick scrunching** all over the hair.

Now it is time for **blow-drying** to be done strictly with a **diffuser** and with hair dryer air and heat level not too high.

### MOST IMPORTANT

Never touch the hair throughout the drying process but move the head from side to side and upside down so as to move the roots.

- **Step 4**

**At the end of drying**, when the hair is completely dry (you can check if it is perfectly dry by squeezing a strand with your fingers, you should not feel damp inside) you can **remove the cast**. What is cast-off? How is it eliminated? It is the hard film of the styling product that forms at the end of drying and is eliminated by scrunching it again with your hands, very gently, so that it breaks down and you have soft, defined, voluminous hair.

## Method 2

Short and medium length hair

- **Step 1**

Apply a cherry of product in the palms of your hands, rub them together and proceed by applying the Super builder using only and **exclusively your hands** as if they were a rake (Rake technique) distributing the product well all over the head from roots to ends (pass your hands through the section several times squeezing the strands tightly between your fingers). You should see **defined, knot-free, shiny locks all the way to the ends** once you finish this step.

### IMPORTANT

**To eliminate frizz**, it is most important that this operation be done on very wet hair. If during the application of styling you feel the hair is not wet enough, **moisten it with a spray of water**.

- **Step 2**

Now perform **scrunching and pulsing**, that is, squeeze your hair between your hands by curling the strands starting from the ends and going to the roots, once you get there, **tighten and loosen over and over again the fist gathering your hair** as if pulsing. This operation is essential to encourage the formation of your waves or curls and their definition.

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The mission of our Brand  
is to support the acceptance  
and beauty of hair  
wavy, curly and afro.

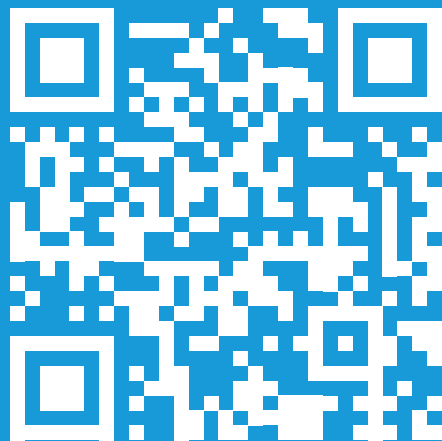
*Fulvio Tirrico*

Fulvio Tirrico

founder & ceo of I Love Riccio



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