



**MEDAVITA**

# **KERATIN MIRACLE**





MEDAVITA  
KERATIN  
MIRACLE

# CAPSULE COLLECTION











**MEDAVITA**

**KERATIN  
MIRACLE**



MEDAVITA  
KERATIN  
MIRACLE

# CAPSULE COLLECTION



STEP BY STEP CUT



MARYA







**MEDAVITA**

**KERATIN  
MIRACLE**



## STEP 1

Create a central vertical section at the back to serve as guide line. Hold hair perpendicular to the sectioning; horizontal cutting line, Point Cutting technique.



## STEP 2

Continue with a mobile guide line over the entire back area, creating radiating sections.





## STEP 3

Create a central guide line at the front to serve as a fixed guide line for cutting each sides with a medium forward diagonal cutting line. Next, point cut.



## STEP 4

Isolate the back by creating vertical separations to be texturised using the Twister technique. Alternatively project the strands upwards and downwards. Texturise the area using the Notching technique to connect the lengths at the back.





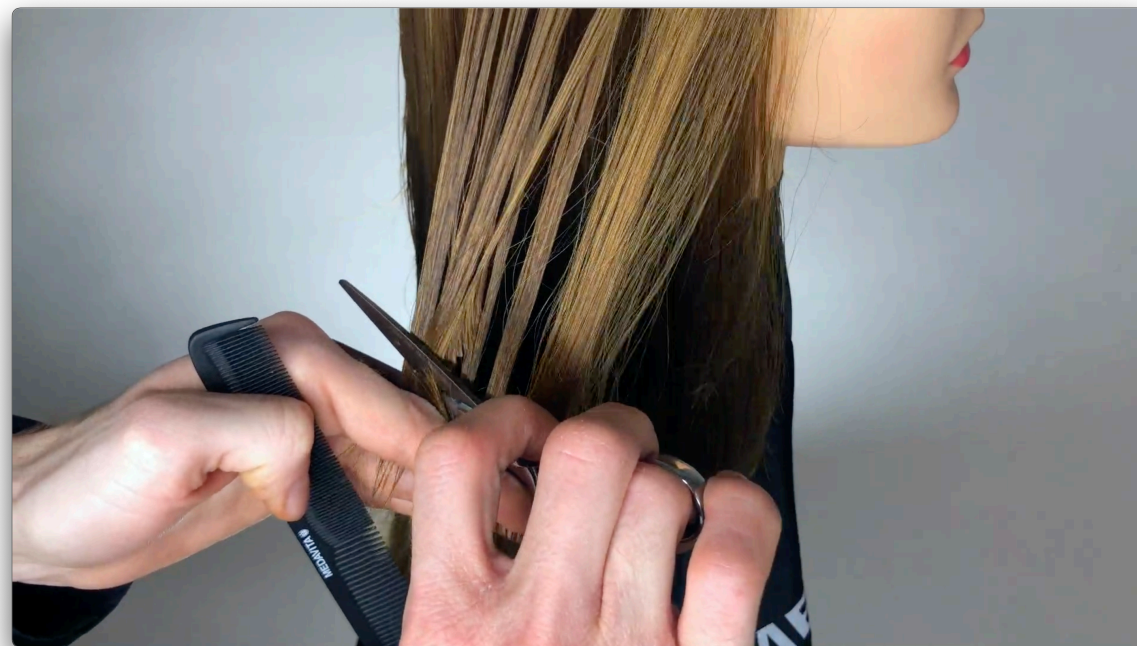
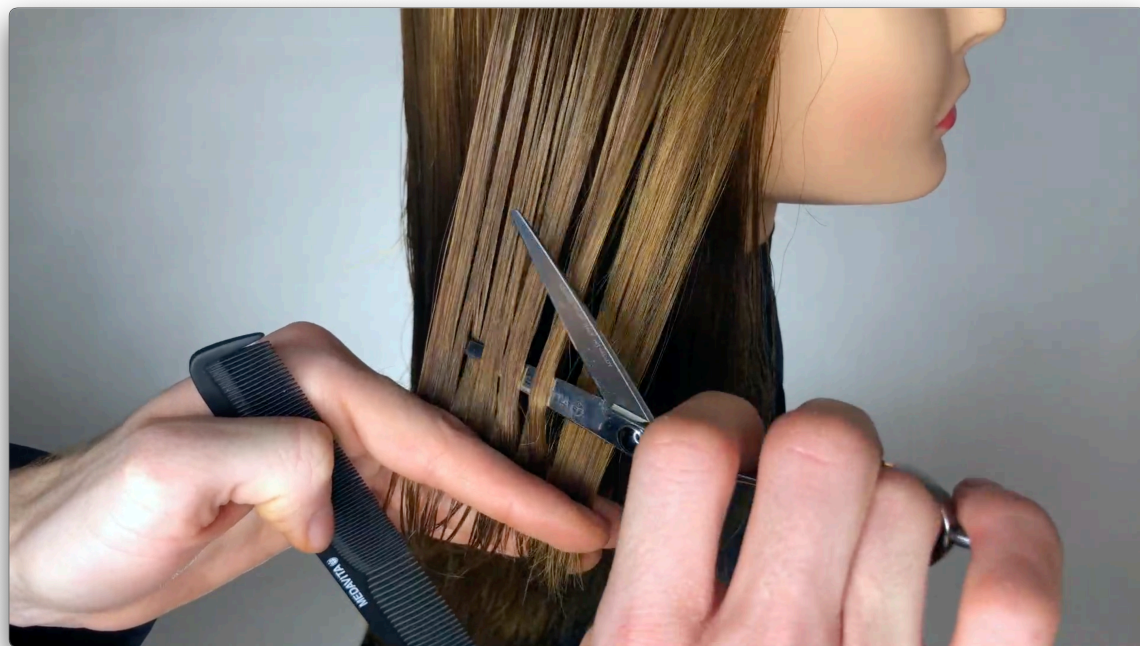
## STEP 5

Use the Sliding texturing technique along the left and right sides.



## STEP 6

Finish up using the Break Cutting texturising technique at the front.





## *COLOR TECHNIC CRESCENT*

To boost the volume and enhance the layers of a long hairstyle, while maintaining depth and a natural look at the root, with more noticeable lift at the sides.

1. With a section that goes from the tip of one ear to the tip of the other ear (2 fingers below the apex), isolate the front and back of the hair. Then section the front into 2, left and right, with a central parting.
2. Commence from the back.
3. Starting at the nape of the neck and working your way up, take a half-moon section, with the outer points along the hairline and higher up than the "fullest part" of the half-moon, as if it were a smile.
4. Holding the strand from the ends project it outwards at 45°, without moving it sideward and keeping it in the centre.
5. Use PRO PLATINUM BRUSH MEDIUM and/or LARGE to apply Medavita NEVERENDING BLONDE CREATIVE POWDER PLUS and create a crescent shape. We will now gently and unevenly blend, almost as far as the root at the outer hairlines, while staying far from the root towards the centre. Saturate lengths and ends. Cover with PRO PLATINUM FOILS.

6. Repeat step 5 over the back of the head: the finer and more saturated the strands are, the more intense the blonde result.
7. The shape of the last strand at the back is dictated by the previous ear - ear section and will only be blended at the ends.  
Cover with PRO PLATINUM FOILS.
8. Move onto the sides.
9. Take a very angled front section.
10. Project the strand outwards, parallel to the floor and carry it over the shoulder (then slightly towards the nape of the neck).
11. Only blend the bleach closer to the root near the hairline of the face, maintaining an inner area of shadow towards the ear.  
Saturate the ends. Cover with PRO PLATINUM FOILS.
12. The final strand on the central parting is worked in the same way, focusing on the forehead for a sun-kissed look. Always finish with PRO PLATINUM FOIL.
13. Repeat symmetrically on the opposite side.
14. When the desired level of lift has been reached, rinse and then apply the high impact shade followed by the post-colour treatment.



**MEDAVITA**  
BEAUTY IS A CHOICE

**MEDAVITA**

**KERATIN MIRACLE**

**SLEEK HAIR SHAMPOO**  
Shampoo superlisciante  
effetto seta  
Shampooing  
super-lissage soyeux

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

**MEDAVITA**

**KERATIN MIRACLE**

**SLEEK HAIR MASK**  
Maschera superlisciante  
effetto seta  
Masque super-lissage  
soyeux

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

pH 3.5

150 ml e  
5.07 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**LISS MAGIC DROPS**  
Olio luminoso effetto  
superlisciante  
Huile super-lissage  
lumineux

*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

PARABEN FREE  
CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

100 ml e  
3.38 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**SLEEK HAIR MASK**  
Maschera superlisciante effetto seta  
Masque super-lissage soyeux

*Fitocheratina (Phytokeratin) - Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum) - Mandorla (Prunus amygdalus dulcis)*

pH 3.5 | CLINICALLY TESTED - CLINICAMENTE TESTATO | Paraben Free  
Amino Concentré

500 ml e 16.9 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**LISS MAGIC DROPS**  
Olio luminoso effetto  
superlisciante  
Huile super-lissage  
lumineux

*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

PARABEN FREE  
CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

100 ml e  
3.38 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**SLEEK HAIR MASK**  
Maschera superlisciante  
effetto seta  
Masque super-lissage  
soyeux

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

pH 3.5

150 ml e  
5.07 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**SLEEK HAIR SHAMPOO**  
Shampoo superlisciante  
effetto seta  
Shampooing  
super-lissage soyeux

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

pH 5

250 ml e  
8.45 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**GO SMOOTH HAIR FOUNDATION SERUM**  
Siero fondante uniformante  
lunghezze e punte  
Sérum fondant lissant  
des longueurs aux pointes

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

pH 4.5

75 ml e  
2.53 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**SMOOTHING THERMO DEFENCE SPRAY**  
Spray protettore termico effetto liscio  
Spray thermoprotecteur lissant

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

pH 5

150 ml e  
5.07 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**FRIZZ OVER HAIR MOUSSE**  
Mousse stop al crespo  
Mousse antifrizzottis

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

pH 5

200 ml e  
6.76 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**PURE CHELATING SHAMPOO**  
Shampoo chelante  
ad alta deterzione  
Shampooing  
chélateur nettoyant  
en profondeur

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Cotone (Gossypium herbaceum)*  
*Mandorla (Prunus amygdalus dulcis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

500 ml e  
16.9 fl.oz. (US)

**MEDAVITA**

**KERATIN MIRACLE**

**MIRACLE SMOOTHING FLUID**  
Fluido lisciante anti-crespo  
effetto seta  
Fluide lissant soyeux  
anti-frizzottis

*Fitocheratina (Phytokeratin)*  
*Macadamia (Macadamia ternifolia)*  
*Aloe (Aloe barbadensis)*

AMINO CONCENTRÉ  
PARABEN FREE

CLINICALLY TESTED  
CLINICAMENTE TESTATO

HYPALLERGENIC\*  
IPOALLERGENICO\*

500 ml e  
16.9 fl.oz. (US)