



BES[®]
BEAUTY & SCIENCE

MILKY[®]
WAVE



MILKY®
WAVE

**New creamy modeling and shaping product,
perfect for creating directional and support movements.**

A new concept of undulation capable of obtaining several types of shapes depending
on the application method.

Curls, Waves, Ringlets, Movements, Support and Volume.

It gently shapes the hair structure and modifies the keratin conformation with
extreme delicacy and care, carrying out a compensatory, conditioning and protective action.

Respects the integrity of the hair fiber, refining and improving the surface of the hair.

It recomposes and smooths the cuticle, eliminating frizz and giving softness.

For natural, colored, bleached, treated or sensitized hair.



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THE KIT CONTAINS:

1 pc. PROTECTIVE, BALANCING AND COMPENSATING LOTION
120 ml e 4.2 Fl. Oz.

1 pc. SHAPING, WAVING & TEXTURIZING CREAM
250 ml e 8.8 Fl. Oz.

1 pc. FIXATIVE NEUTRALIZING SOLUTION
300 ml e 10.5 Fl. Oz.





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**PROTECTIVE, BALANCING
AND COMPENSATING LOTION**



Pre-treatment, balancing and finalizing lotion.
For treated or sensitized hair.
Repairs, Conditions, Protects.

PROTECTIVE, BALANCING AND COMPENSATING LOTION

Contains Cysteine, Methionine and Arginine to compensate for the amino acid loss of keratin that occurs every time a chemical or physical treatment is done on the hair.

It compensates and rebalances the hair structure before carrying out the texturizing treatment.

Also used as a post-treatment because it covers the hair giving softness and elasticity to the shape just created, protecting it from the heat.

Contains conditioning substances which reduce electrostaticity and frizz, thus improving smoothness and combability of the hair.

Can be sprayed on towel-dried hair before proceeding with drying.

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SHAPING, WAVING & TEXTURIZING CREAM

Waving and shaping innovative cream to create and obtain waves, curls, directional and support movements with a gentle and delicate action. It creates volume and support at the roots and along the lengths. Allows to shape the hair structure and modify the keratin conformation with extreme delicacy and care, carrying out a compensatory, conditioning and protective action.

It shapes, modifies and transforms the texture of the hair through a reducing modeling system based on Arginine and Cysteamine. Respects the integrity of the hair fiber, refining and improving the surface of the hair.

It recomposes and smooths the cuticle, eliminating frizz. It makes the curl or wave more elastic and ductile. With Coconut Oil.



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FIXATIVE NEUTRALIZING SOLUTION



Neutralizing solution.

Finalizes the treatment by defining the new shape of the hair.
Recomposes the hair structure by fixing the movement
and the wave.

Conditions the hair by providing support, softness and elasticity.
With Arginine and Cysteine.

FIXATIVE NEUTRALIZING SOLUTION

Improved and innovative formula compared to classic neutralizers.

Contains Cysteine and Arginine which make up keratin and are essential in the formation of the new conformation of the hair structure.

In addition to closing the new cysteine bridges just formed and fixing the new shape, it provides structural amino acids to fix it in a more natural and physiological way.

Creates a film around the hair to protect and strengthen it, reducing frizz and increasing combability.



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FEATURES

OPPORTUNITY TO CREATE VOLUME AND SUPPORT AT THE ROOT

GLOSSY AND SHINY HAIR
EVEN BLEACHED HAIR

CAN BE USED ON TREATED, COLORED OR BLEACHED HAIR
NO COLOR FADING

SINGLE PRODUCT FOR ALL HAIR TYPE

ONLY SUPERFICIAL AND SUPERFLUOUS LOSS OF COSMETIC COLOUR
BRIGHTER COLOUR

ELIMINATES FRIZZ AND GIVES SOFTNESS

VERY GENTLE PRODUCT
CAN BE DONE MONTHLY WITH NO FEAR

ADVANTAGES COMPARED TO CLASSIC PERMS

TOTAL ABSENCE OF THIOLYCOLATES
ALMOST TOTAL REDUCTION OF UNPLEASANT ODOR

NO NERVOUS CURL
GIVES A MORE NATURAL AND SOFT CURL

VERY LOW AMMONIUM CONTENT
NO AMMONIA

MAKES FREEHAND TECHNIQUES FACILITATE
CREAMY TEXTURE

SEMI-PERMANENT MOVEMENT
THE WAVE DECREASES OVER TIME UNTIL IT DISAPPEARS

HOW TO PROPOSE IT TO THE CLIENT

FOR THE SUMMER PERIOD
BEACHWAVES (Just come out of the sea)

AS A SUPPORT FOR THE WEEKLY BLOWOUT

FIRST APPROACH TO THE WAVY EFFECT
The Effect is not permanent and definitive

WHEN THE NATURAL CURL IS LOST
RECREATE THE SUPPORT OF THE NATURAL CURL

TO HAVE MORE VOLUME ON VERY THIN HAIR

1

SHAMPOO



2

PROTECTIVE, BALANCING AND COMPENSATING LOTION



3

SHAPING, WAVING & TEXTURIZING CREAM



20 min
15 min
10-15 min

4

WATER



5

FIXATIVE NEUTRALIZING SOLUTION



6

FIXATIVE NEUTRALIZING SOLUTION



10 min

7

WATER/SHAMPOO



5-10 min



8

PROTECTIVE, BALANCING AND COMPENSATING LOTION



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STEP BY STEP

1**SHAMPOO****2****PROTECTIVE, BALANCING AND COMPENSATING LOTION****3****SHAPING, WAVING & TEXTURIZING CREAM****4****WATER****5****FIXATIVE NEUTRALIZING SOLUTION****6****FIXATIVE NEUTRALIZING SOLUTION****7****WATER/SHAMPOO****8****PROTECTIVE, BALANCING AND COMPENSATING LOTION****1****SHAMPOO****STEP 1**

Cleanse hair and scalp using an appropriate shampoo free of salt and silicones. Remove all substances that may hinder and obstruct the modeling treatment. Rinse thoroughly.

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1

SHAMPOO

**2**

PROTECTIVE, BALANCING AND COMPENSATING LOTION

**3**

SHAPING, WAVING & TEXTURIZING CREAM

20 min
15 min
10-15 min**4**

WATER

**5**

FIXATIVE NEUTRALIZING SOLUTION



10 min

6

FIXATIVE NEUTRALIZING SOLUTION



5-10 min

7

WATER/SHAMPOO

**8**

PROTECTIVE, BALANCING AND COMPENSATING LOTION

**2**

PROTECTIVE, BALANCING AND COMPENSATING LOTION



STEP 2

For bleached, colored, treated and sensitized hair.

Saturate the hair (or portions of damaged hair) with BES MILKY WAVE Protective Lotion.

Spray the lotion at a distance of about 10cm (4 inches).

Comb the hair with a medium or wide comb. Leave on for a couple of minutes.

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1

SHAMPOO

**2**

PROTECTIVE, BALANCING AND COMPENSATING LOTION

**3**

SHAPING, WAVING & TEXTURIZING CREAM



20 min
15 min
10-15 min

4

WATER

**5**

FIXATIVE NEUTRALIZING SOLUTION



10 min

6

FIXATIVE NEUTRALIZING SOLUTION



5-10 min

7

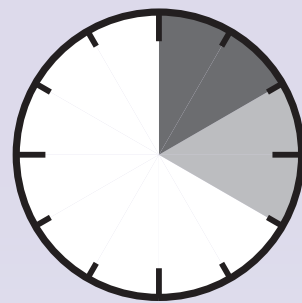
WATER/SHAMPOO

**8**

PROTECTIVE, BALANCING AND COMPENSATING LOTION

**3**

SHAPING, WAVING & TEXTURIZING CREAM



20 min
15 min
10-15 min

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STEP 3

Apply BES MILKY WAVE Shaping & Waving Cream to the hair.

Use the right amount of product to saturate each individual lock.

Use the desired tool or method of application: Clamps, Cords, Braids, Bands, Torchon, Tubulars, Curlers, Rods, Beak Clips.

Processing Time:

- Natural Hair: 20 minutes
- Treated or thin hair: 15 minutes
- Very sensitized or very thin hair: 10-15 minutes

1

SHAMPOO

**2**PROTECTIVE, BALANCING AND
COMPENSATING LOTION**3**SHAPING, WAVING
& TEXTURIZING CREAM20 min
15 min
10-15 min**4**

WATER

**5**FIXATIVE NEUTRALIZING
SOLUTION

10 min

6FIXATIVE NEUTRALIZING
SOLUTION

5-10 min

7

WATER/SHAMPOO

**8**PROTECTIVE, BALANCING AND
COMPENSATING LOTION**4**

WATER



STEP 4

After the processing time, rinse thoroughly using only warm water.

Do not remove the tools or undo the shapes created.

Dab excess water with a towel.

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1

SHAMPOO

**2**

PROTECTIVE, BALANCING AND COMPENSATING LOTION

**3**

SHAPING, WAVING & TEXTURIZING CREAM

20 min
15 min
10-15 min**4**

WATER

**5**

FIXATIVE NEUTRALIZING SOLUTION



10 min

6

FIXATIVE NEUTRALIZING SOLUTION



5-10 min

7

WATER/SHAMPOO

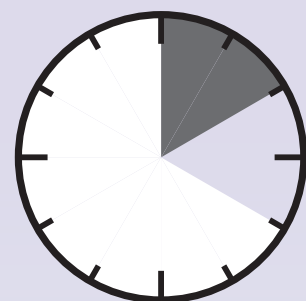
**8**

PROTECTIVE, BALANCING AND COMPENSATING LOTION



5

FIXATIVE NEUTRALIZING SOLUTION



10 min

STEP 5

Apply BES MILKY WAVE Neutralizer carefully to each shape, section or structure created. Use the drop applicator or the spray pump provided in the Kit. Use the right amount of product to saturate the hair. Processing time: 10 minutes.

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1

SHAMPOO

**2**

PROTECTIVE, BALANCING AND COMPENSATING LOTION

**3**

SHAPING, WAVING & TEXTURIZING CREAM

20 min
15 min
10-15 min**4**

WATER

**5**

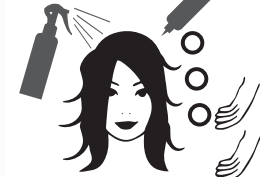
FIXATIVE NEUTRALIZING SOLUTION



10 min

6

FIXATIVE NEUTRALIZING SOLUTION



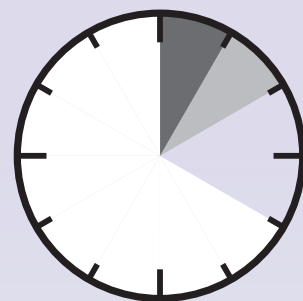
5-10 min

7

WATER/SHAMPOO

**8**

PROTECTIVE, BALANCING AND COMPENSATING LOTION

**6****FIXATIVE NEUTRALIZING SOLUTION****5-10 min****STEP 6**

Undo the shapes created and remove the equipment and the tools used. Proceed with a second application of BES MILKY WAVE Neutralizer, gathering the hair between your hands to fix the shape. Processing time: 5-10 minutes.

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1

SHAMPOO



2

PROTECTIVE, BALANCING AND COMPENSATING LOTION



3

SHAPING, WAVING & TEXTURIZING CREAM



20 min
15 min
10-15 min

4

WATER



5

FIXATIVE NEUTRALIZING SOLUTION



10 min

6

FIXATIVE NEUTRALIZING SOLUTION



5-10 min

7

WATER/SHAMPOO



8

PROTECTIVE, BALANCING AND COMPENSATING LOTION



7

WATER/SHAMPOO



STEP 7

Rinse thoroughly with warm water.
If necessary, perform a light and delicate shampoo.

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1

SHAMPOO



2

PROTECTIVE, BALANCING AND COMPENSATING LOTION



3

SHAPING, WAVING & TEXTURIZING CREAM



20 min
15 min
10-15 min

4

WATER



5

FIXATIVE NEUTRALIZING SOLUTION



10 min

6

FIXATIVE NEUTRALIZING SOLUTION



5-10 min

7

WATER/SHAMPOO



8

PROTECTIVE, BALANCING AND COMPENSATING LOTION



8

PROTECTIVE, BALANCING AND COMPENSATING LOTION

STEP 8

Complete the treatment by spraying BES MILKY WAVE Protective and Balancing Lotion on the hair at a distance of about 10cm (4 inches).



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BEAK HAIR CLIPS



HAIR RODS



HAIR CORDS



HAIR TORCHON



HAIR BRAIDS



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KIT WAVE & VOLUME



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