

RITUALS  
TEKNIA®



# BLONDE LOVERS RITUAL

This ritual provides the care necessary to show off shiny and healthy blonde hair.

## IN-SALON



### WHITE SILVER SHAMPOO

Neutralizes warm tones



### WHITE SILVER TREATMENT

Neutralizes warm tones  
Hydration  
Smoothness



### FULL DEFENSE MIST

Protection



### FULL DEFENSE SERUM

Protection  
Nutrition



### DEEP CARE DROPS

Cuticular repair  
Nutrition

## AT HOME



## CUSTOMER PROFILE

For those who love perfect blonde and white hair. Blonde or bleached hair needs a lot of pampering. It can become vulnerable, weakened and brittle. It needs special care.

## BENEFITS

Restores blonde hair to its clarity and luminosity and neutralizes unwanted yellow highlights from white hair.

**White Silver Shampoo.** Cleans and eliminates yellow highlights in white hair. Neutralizes undesirable warm tones.

**White Silver Mask.** Repairs and protects all types of blonde hair. Enriched with ceramides, it softens the hair fiber. Hair recovers its natural shine and luminosity.

**Full Defense Mist.** A light invisible layer conditions and protects hair instantly. Leaves the hair soft and with a natural shine.

**Full Defense Serum** acts as a protector. Hair looks nourished, hydrated, with a bright and healthy shine. It prevents the fiber from "suffocating" and losing vigor and protects against the loss of lipids.

**Deep Care Drops.** Increases elasticity and improves hair flexibility. Adds shine and repairs.