



SINERGY

HAIR TAILORING



LISSÉR

THE SMOOTHING EXPERIENCE

SMOOTHNESS AS STRUCTURE

LISSÉR WAS CREATED TO CHANGE
THE WAY SMOOTHNESS IS UNDERSTOOD.

NOT A SIMPLE PRODUCT LINE.
NOT AN ISOLATED TREATMENT.
NOT A PROMISE ENTRUSTED ONLY
TO THE IMMEDIACY OF THE RESULT.

NOT ABSENCE OF VOLUME.
DIRECTION OF THE FIBER.
ORDER OF THE SURFACE.
DEPTH OF LIGHT.

LISSÉR BUILDS A SINERGY SIGNATURE SYSTEM
THAT ACCOMPANIES THE HAIR
FROM THE PROFESSIONAL GESTURE IN SALON
TO CONTINUITY AT HOME.

SMOOTHNESS BECOMES METHOD.
BECOMES GESTURE.
BECOMES SURFACE.

A STRUCTURED, CONTINUOUS, READABLE SMOOTHNESS.
A MORE ORDERED FIBER.
A MORE COMPOSED SURFACE.
A LIGHT THAT GAINS DEPTH.

LISSÉR GIVES FORM
TO A NEW LANGUAGE OF SMOOTHNESS.

THE LISSÉR SYSTEM

PROFESSIONAL METHOD. HOME RITUAL.

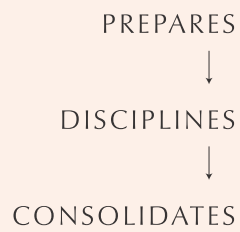


THE METHOD TAKES SHAPE IN SALON.
THE RITUAL CONTINUES AT HOME.

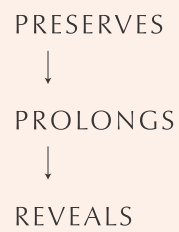
THE ARCHITECTURE OF THE RESULT

LISSÉR DOES NOT WORK THROUGH INDIVIDUAL PRODUCTS, BUT THROUGH PHASES.
EACH GESTURE HAS A PRECISE FUNCTION.

PROFESSIONAL METHOD



HOME RITUAL



THE METHOD BUILDS THE STRUCTURE.
THE RITUAL PRESERVES ITS CONTINUITY.

PROFESSIONAL METHOD

THE PROFESSIONAL METHOD THAT DEFINES
THE STRUCTURE OF SMOOTHNESS.

DISCIPLINES THE FIBER
FOR AN ORDERED, CONTROLLED
AND RECOGNIZABLE RESULT.



CLARIFYING SHAMPOO PREPARES.
STRAIGHTENING CREAM DISCIPLINES.
REFINING MASK CONSOLIDATES.

THE SEQUENCE GIVES FORM TO THE METHOD.

1 - CLARIFYING SHAMPOO

THE PHASE THAT PREPARES THE FIBER.

CLARIFYING SHAMPOO IS THE FIRST GESTURE
OF THE LISSÉR PROFESSIONAL METHOD.

IT DEEPLY CLEANSSES AND FREES THE FIBER
FROM RESIDUE, IMPURITIES AND COSMETIC BUILD-UP,
PREPARING THE HAIR FOR THE DISCIPLINING PHASE.

ROLE IN THE SYSTEM

PREPARES THE FIBER AND MAKES IT MORE RECEPTIVE.

PLUS

ALKALINE pH.

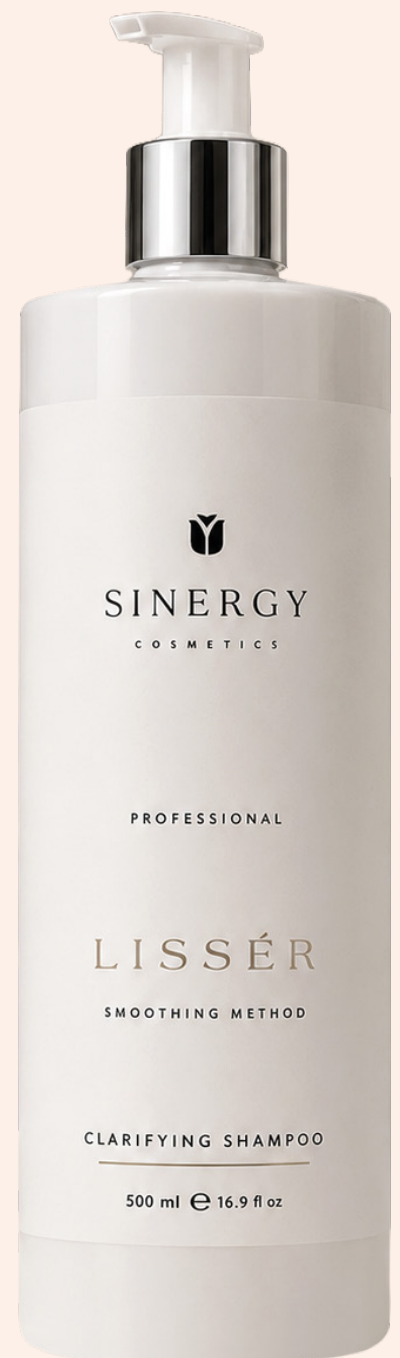
TECHNICAL PREPARATORY CLEANSING.

PROMOTES A CLEANER, MORE ORDERED AND RECEPTIVE BASE.

NOT A ROUTINE SHAMPOO:

THE TECHNICAL GESTURE

THAT OPENS THE PROFESSIONAL PATHWAY.



STRAIGHTENING CREAM

THE TECHNICAL HEART OF THE SERVICE.

STRAIGHTENING CREAM IS THE CENTRAL PHASE
OF THE LISSÉR PROFESSIONAL METHOD.

HEAT-ACTIVATED,
IT WORKS WITH GLYOXYLOYL TECHNOLOGY
DURING THE IN-SALON TREATMENT.

HEAT ENHANCES THE PRODUCT'S ACTION
ACCORDING TO PROTOCOL, GUIDING THE FIBER
TOWARD A MORE UNIFORM, CONTROLLED
AND CONTINUOUS SMOOTHNESS.

TECHNOLOGY

GLYOXYLOYL KERATIN AMINO ACIDS

GLYOXYLOYL CARBOCYSTEINE

pH 1.8 - 2.5

FORMALDEHYDE-FREE

ROLE IN THE SYSTEM

DISCIPLINES AND SMOOTHS THE FIBER.

TECHNICAL PLUS

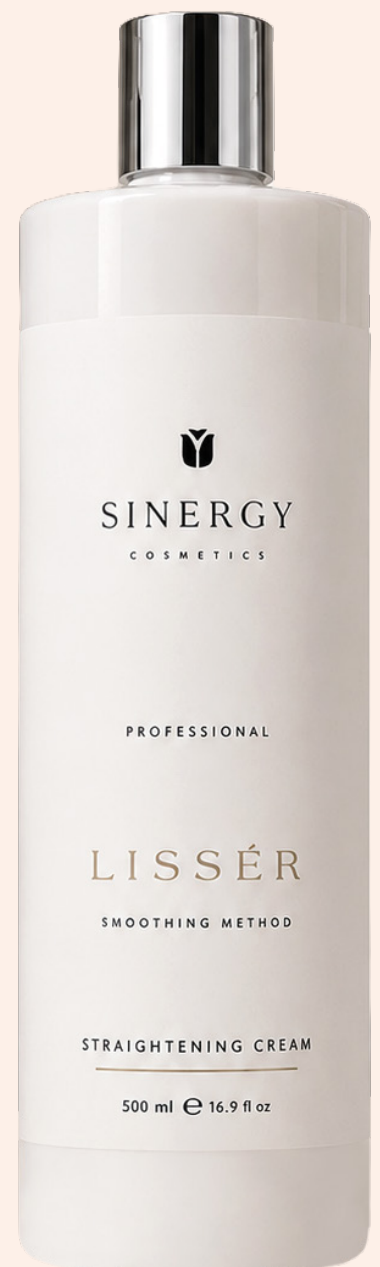
HEAT ACTIVATION ACCORDING TO PROTOCOL.

FULL-BODIED, SATIN TEXTURE.

CONTROLLED APPLICATION SECTION BY SECTION.

WITH SUPPORTING OILS AND PROTEINS.

THE MOMENT WHEN THE SALON DEFINES
THE NEW DISCIPLINE OF SMOOTHNESS.



REFINING MASK

THE PHASE THAT CONSOLIDATES THE RESULT.

REFINING MASK CLOSES THE LISSÉR PROFESSIONAL METHOD.

AFTER THE TECHNICAL HEART OF THE SERVICE,
IT GUIDES THE FIBER TOWARD A NEW PERCEPTION OF ORDER,
COMPACTNESS AND SURFACE CONTROL.

ITS ACIDIC pH ACTION CONTRIBUTES
TO THE COSMETIC REBALANCING OF THE HAIR,
COMPLETING THE WORK OF STRAIGHTENING CREAM
AND GIVING COHERENCE TO THE METHOD.

ROLE IN THE SYSTEM

CONSOLIDATES THE FIBER AFTER THE CONSTRUCTION PHASE.

TECHNICAL PLUS

ACIDIC pH.

COMPACTING AND DISCIPLINING ACTION.

SUPPORTS SURFACE QUALITY.

WITH HYDROLYZED KERATIN,

SILK AMINO ACIDS AND MACADAMIA OIL.

NOT A GENERIC FINAL MASK.

THE PROFESSIONAL GESTURE THAT STABILIZES,
ORDERS AND COMPLETES THE LISSÉR METHOD.



HOME RITUAL

THE GESTURE THAT CONTINUES AT HOME.

THE LISSÉR RITUAL PROLONGS THE RESULT OF THE IN-SALON SERVICE.

A SEQUENCE OF GESTURES DESIGNED TO PRESERVE, PROLONG AND REVEAL THE QUALITY OF SMOOTHNESS.



SHAMPOO PRESERVES.
MASK PROLONGS.
GLASS FINISHING FLUID REVEALS.

CONTINUITY IS PART OF THE EXPERIENCE.

RITUAL SHAMPOO

THE PHASE THAT PRESERVES BALANCE.

RITUAL SHAMPOO IS THE FIRST GESTURE
OF THE LISSÉR HOME RITUAL.

IT GENTLY CLEANSSES AND ACCOMPANIES
THE FIBER DAY AFTER DAY.

A GESTURE OF CONTINUITY DESIGNED TO PRESERVE
THE UNIFORMITY, DISCIPLINE AND CONTROL
ACHIEVED WITH THE IN-SALON METHOD.

ROLE IN THE SYSTEM

PRESERVES THE QUALITY OF THE RESULT
BETWEEN WASHES.

TECHNICAL PLUS

GENTLE CLEANSING.
SUPPORTS THE CONTINUITY OF SMOOTHNESS.
HELPS MAINTAIN A MORE ORDERED AND CONTROLLED SURFACE.
WITH GLYOXYLOYL COMPLEX, SILK AMINO ACIDS
AND HYDROLYZED KERATIN.

PRESERVES THE BALANCE OF THE FIBER
BETWEEN SALON AND HOME.



RITUAL MASK

THE PHASE THAT PROLONGS THE QUALITY OF THE RESULT.

RITUAL MASK IS THE INTENSIVE GESTURE
OF THE RITUAL.

AFTER SHAMPOOING, IT WORKS ON THE PERCEPTION
OF A MORE COMPOSED, SOFT
AND COMPACT FIBER.

DESIGNED TO SUPPORT
BODY, ORDER
AND SURFACE QUALITY.

ROLE IN THE SYSTEM

RESTORES SOFTNESS TO THE FIBER
FOR A SILKIER, MORE COMPACT FINISH.

TECHNICAL PLUS

COMPACTING AND DISCIPLINING ACTION.

HELPS MAINTAIN A MORE ORDERED
AND CONTROLLED SURFACE.

WITH GLYOXYLOYL COMPLEX, HYDROLYZED KERATIN
AND SILK AMINO ACIDS.

THE GESTURE THAT GIVES BODY TO THE RITUAL.
GIVES BODY TO THE FIBER,
SOFTNESS TO THE SURFACE
AND GREATER PRESENCE TO SMOOTHNESS.



GLASS FINISHING FLUID

THE PHASE THAT REVEALS LIGHT.

GLASS FINISHING FLUID IS THE FINAL GESTURE
OF THE LISSÉR HOME RITUAL.

A SILKY, LIGHTWEIGHT LEAVE-IN FLUID,
DESIGNED TO REFINE THE SURFACE
AND ENHANCE THE PERCEPTION OF REFLECTIONS.

NOT A SIMPLE SHINE PRODUCT.
A SIGNATURE THAT DISCIPLINES THE SURFACE,
REFINES THE ENDS
AND MAKES THE REFLECTION OF SMOOTHNESS
DEEPER, BRIGHTER AND MORE CONTROLLED.

ROLE IN THE SYSTEM
DEFINES THE FINISH,
IGNITES THE REFLECTION
AND SEALS THE RESULT.

TECHNICAL PLUS
LEAVE-IN FINISHING FLUID.
DISCIPLINING EFFECT ON THE SURFACE.
SUPPORTS SHINE.
WITH MACADAMIA OIL AND ARGAN OIL.

SIGNS THE SURFACE.
RELEASES THE REFLECTION.
SEALS THE LISSÉR EXPERIENCE.



LIGHT.
MATTER.
DEPTH.



THE LISSÉR SENSORIAL SIGNATURE

COLOR. TEXTURE. MEMORY.

ITS SENSORY IDENTITY IS BORN FROM THE BALANCE
BETWEEN MATTER, LIGHT AND GESTURE:
WARM, CONTROLLED TONES,
CLEAN AND CALIBRATED TEXTURES,
A REFINED AND RECOGNIZABLE OLFACTORY SIGNATURE.

COLOR FOLLOWS THE LOGIC OF THE METHOD.
WARM WHITES,
MILKY SHADES,
CHAMPAGNE REFLECTIONS
AND A SATIN LILAC NOTE
TELL THE DIFFERENT PHASES OF THE SYSTEM:
PREPARATION, CONSTRUCTION, CONSOLIDATION, CONTINUITY AND SEAL.

TEXTURES ACCOMPANY FUNCTION.
MORE TECHNICAL AND STRUCTURED IN THE PROFESSIONAL METHOD,
SOFTER, MORE ENVELOPING AND LUMINOUS IN THE HOME RITUAL.

THE OLFACTORY SIGNATURE BLENDS ELEGANCE, SOFTNESS AND DEPTH.
FLORAL AND POWDERY AT HEART, WARM AND VELVETY IN THE BASE,
IT ACCOMPANIES THE GESTURE WITH A CONTROLLED,
SOPHISTICATED AND CONTINUOUS PRESENCE.

NOT A GENERIC COSMETIC FRAGRANCE.
NOT AN INTRUSIVE NOTE.

AN ORDERED, SOFT AND RECOGNIZABLE TRAIL.
A SUBTLE MEMORY OF THE EXPERIENCE.

THE LISSÉR IDENTITY IS NOT PERCEIVED ONLY IN FORM.
IT REMAINS IN MATTER, IN LIGHT, IN MEMORY.

THE IN-SALON PROTOCOL

THE STRUCTURE TAKES SHAPE IN SALON.

FIBER DIAGNOSIS

THE CHOICE OF METHOD BEGINS WITH THE DIAGNOSIS:

METHOD I – STRUCTURED, FOR RESISTANT, NORMAL AND COLOR-TREATED HAIR;

METHOD II – BALANCED, FOR FINE AND SENSITIZED HAIR.

PREPARATION

CLARIFYING SHAMPOO – PREPARES THE FIBER AND MAKES IT MORE RECEPTIVE.

CONSTRUCTION

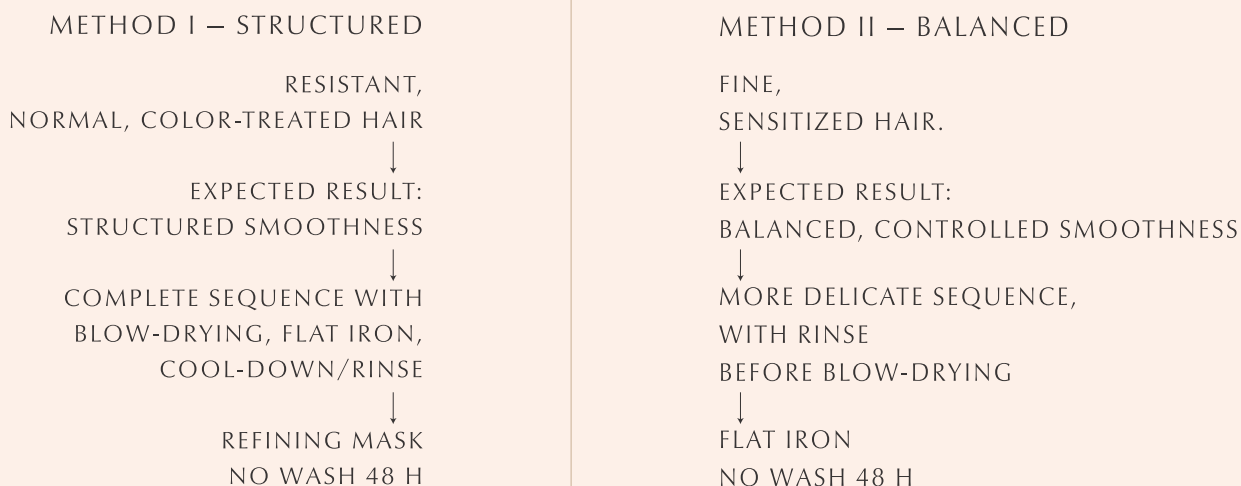
STRAIGHTENING CREAM – APPLIED SECTION BY SECTION, IT WORKS AS THE CENTRAL PHASE OF THE METHOD.

SEALING

THE SEALING PHASE CHANGES ACCORDING TO THE DIAGNOSIS:

IL METHOD I STRUCTURES AND CONSOLIDATES,

IL METHOD II BALANCES WITH A MORE DELICATE SEQUENCE.



* REDUCED PROTOCOL AVAILABLE FOR STRUCTURED ANTI-FRIZZ CONTROL BASED ON METHOD I.

DIAGNOSIS, PREPARATION, CONSTRUCTION AND SEALING:

THE STRUCTURE TAKES SHAPE THROUGH A PRECISE READING OF THE FIBER.

THE RITUAL AT HOME

THE METHOD CONTINUES IN THE DAILY GESTURE.

THE DAILY GESTURE OF THE RITUAL.

THE LISSÉR RITUAL IS NOT AN ACCESSORY GESTURE.
IT IS THE NATURAL CONTINUATION OF THE METHOD:

IT ACCOMPANIES THE FIBER BETWEEN WASHES
AND SUPPORTS UNIFORMITY, DISCIPLINE
AND SURFACE QUALITY OVER TIME.

THE THREE GESTURES OF THE RITUAL

RITUAL SHAMPOO

GENTLY CLEANSSES.
PRESERVES THE BALANCE OF THE FIBER
BETWEEN WASHES.



RITUAL MASK

WORKS AS AN INTENSIVE GESTURE.
SUPPORTS SOFTNESS, COMPACTNESS
AND SURFACE QUALITY.



GLASS FINISHING FLUID

REFINES THE SURFACE.
ENHANCES THE PERCEPTION OF REFLECTIONS
AND COMPLETES THE LISSÉR EXPERIENCE.

THE SALON BUILDS THE STRUCTURE.
THE RITUAL PRESERVES ITS CONTINUITY.

THE COMPLETE EXPERIENCE

FROM THE PROFESSIONAL SERVICE TO CONTINUITY AT HOME.

METHOD AND RITUAL ARE EXPRESSED IN ONE SINGLE SYSTEM.

THE PROFESSIONAL METHOD
DEFINES THE STRUCTURE IN SALON.

THE HOME RITUAL
PRESERVES UNIFORMITY, DISCIPLINE
AND SURFACE QUALITY.

THE VALUE DOES NOT END
WITH THE LISSÉR GESTURE.

IT LIVES IN THE PRECISION OF THE METHOD,
IN THE QUALITY OF THE SURFACE,
IN THE PERCEPTION OF SELF.

WHEN SMOOTHNESS BECOMES PRESENCE.

LISSÉR

SMOOTHNESS
IN ITS MOST DESIRABLE FORM.

DRAWS THE LINE.
REVEALS THE ALLURE.
ELEVATES THE PRESENCE.

MORE CONFIDENT.
MORE LUMINOUS.
MORE MEMORABLE.

A CHARM
THAT LINGERS ON.

