

DESIGN ESSENTIALS®

NEW  
STRENGTHENING THERAPY SYSTEM

*Amino-Acid Thermal Reconditioning System*

STRENGTHEN  
TREAT  
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ELONG  
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TREATMENT

# STRENGTHENING THERAPY SYSTEM

## *Amino-Acid Thermal Reconditioning System*

Introducing Design Essentials® Strengthening Therapy System, a state of the art amino-acid infused *Thermal Reconditioning System* that goes beyond strengthening to straighten, stretch and smooth frizzy, naturally curly, transitioning and processed hair for up to 12 weeks of smooth, manageable, frizz free styles.

### WHY DESIGN ESSENTIALS® STRENGTHENING THERAPY SYSTEM?

**STRENGTH IS THE FOUNDATION.** Design Essentials® Strengthening Therapy System is formulated with micro-fine amino acids that penetrate deep into the hair shaft to restore and strengthen hair with each use. Clusters of power fortifiers further reinforce hair to protect hair during all stages of thermal reconditioning.

**DESIGNED FOR ALL HAIR TEXTURES.** Design Essentials® Strengthening Therapy System is a best in class collection of smoothing and curl stretching therapies for all hair textures, including frizzy, naturally curly, transitioning, bi-textural and processed hair.

**STYLE VERSATILITY.** Design Essentials® Strengthening Therapy System does not contain harsh or permanent chemicals to achieve the smoothing or elongation affect. This trusted *Amino Acid Thermal Reconditioning System* provides the ultimate in style flexibility, versatility and manageability. Straight today, curly tomorrow...it's whatever you decide.

**HIGHEST LEVEL OF MANAGEABILITY.** Design Essentials® Strengthening Therapy System delivers up to 12 weeks of frizz free, humidity resistant, lasting style with significantly reduced root-to-tip swelling and maximum reversion resistance.

**BOTANICAL RESTRUCTURING COMPLEX.** Design Essentials® Strengthening Therapy System is a signature formulation of minerals and nourishing botanicals like Sweet Almond Oil, Honey, Rose Hip Oil and Panthenol to fortify and recondition the hair for maximum smoothness and strength.

**SAFE AND EFFECTIVE.** With a combination of trusted Amino-Acid Reparative Technology, no formaldehyde, and the lowest recommended heat setting in the industry (340°F – 400°F), Design Essentials® Strengthening Therapy System is one of the safest and most effective *Amino-Acid Thermal Reconditioning Systems* available.

# TRANSITION ELONGATE SILKEN



Design Essentials® Strengthening Therapy System features four signature products, including *Transitioning Mousse* for easy straight-to-curly transitions, *Elongation Mousse* for maximum natural curl length, *Silkening Spray* for treatment and hair health restoration and *Cleansing Sulfate Free Shampoo* for gentle cleansing with maximum style benefit.

## Transitioning Mousse



Design Essentials® Strengthening Therapy Transitioning Mousse is designed to silken and smooth naturally curly, multi-textured and frizzy hair types, for seamless straight-to-curly and relaxed-to-natural transitions.

- Best for naturally curly or transitioning consumers seeking to maintain a smooth look
- Significantly reduces hair swelling from root to tip
- Honey and Sweet Almond Oil hydrates, nourishes and protects hair
- Provides maximum smoothness and lasting strength

### INSTRUCTIONS FOR USE:

1. Shampoo hair with Design Essentials® Strengthening Therapy Cleansing Sulfate Free Shampoo
2. Towel blot hair, detangle, part into four (4) sections
3. Wearing gloves, take ½ inch partings and apply 1-2 pumps of Transitioning Mousse at the roots and comb through

*NOTE: A full head application should not exceed 2oz of product*

4. Allow to process for 15 minutes at room temperature (plastic cap optional for greater penetration)
5. Once processing is complete DO NOT RINSE
6. Taking manageable subsections, starting at the back, blow dry hair from root to ends until completely dry
7. Taking 1/8 inch partings, flat iron hair using pHusion® Titanium Iron, doing 1-2 passes from root to ends at 340°F to 400°F
8. Next, Shampoo hair with Cleansing Sulfate Free Shampoo to remove any residue
9. Towel blot and condition hair with Design Essentials® Express Instant Moisturizing Conditioner
10. Rinse thoroughly after 2 – 3 minutes
11. Lightly apply Design Essentials® HCO Leave-In Conditioner
12. Proceed to blow dry and style as desired

**MAINTAIN STYLE** with Design Essentials® Silk Essentials or Reflections Liquid Shine, FORM Professional Holding Spray and SLEEK Edge Control.



**BEFORE**

**CLIENT:**

Natural client with very curly texture.

**DESIRE:**

- Flexible styling in wearing hair straight or curly
- Lasting style with reduced swelling
- Feather-weight hair

**RESULTS:**

Sleek, smooth, shiny hair



**AFTER**

**CLIENT:**

Relaxed color treated client transitioning to natural.

**DESIRE:**

- Consistent smooth texture
- Less swelling – reduced reversion
- Lasting style

**RESULTS:**

Sleek, silky, strong, shiny hair



**BEFORE**



**AFTER**

## Elongation Mousse



Design Essentials® Strengthening Therapy Elongation Mousse defines, stretches and extends curly to tightly coiled textures for maximum curl length, definition and control while reducing frizz.

- Ideal for naturally curly consumers seeking greater manageability and curl control
- Amino Acids tames and elongates curls while visibly reducing frizz
- Honey and Sweet Almond Oil hydrates, nourishes and protects hair
- Strengthens hair for maximum resilience and manageability

### INSTRUCTIONS FOR USE:

1. Shampoo hair with Design Essentials® Strengthening Therapy Cleansing Sulfate Free Shampoo
2. Towel blot hair, detangle, part into four (4) sections
3. Wearing gloves, take ½ inch partings and apply 1-2 pumps of Elongation Mousse at the roots and comb through

*NOTE: A full head application should not exceed 2oz of product*

4. Allow to process for 15 minutes at room temperature (plastic cap optional for greater penetration)
5. Once processing is complete DO NOT RINSE
6. Taking manageable subsections, starting at the back, blow dry hair from root to ends until completely dry
7. For greater elongation take 1/8 inch partings and flat iron hair using pHusion® Titanium Iron, from root to ends at 340°F to 400°F
8. Next, Shampoo hair with Cleansing Sulfate Free Shampoo to remove any residue
9. Towel blot and condition hair with Design Essentials® Express Instant Moisturizing Conditioner
10. Rinse thoroughly after 2 – 3 minutes
11. Proceed to style as desired



**BEFORE**

**CLIENT:**

Natural client tightly coiled texture.

**DESIRE:**

- Greater manageability
- Curl control
- Curl definition and length

**RESULTS:**

Fully defined curls with maximum curl length and manageability



**AFTER**



**AFTER**

**MAINTAIN STYLE** with Design Essentials® *Natural* Daily Moisturizing Lotion and Design Essentials® *Natural* styling products: Curl Enhancing Mousse, Twist & Set, Defining Crème Gel or Curl Stretching Cream.

## *Silkening Spray*



Design Essentials® Strengthening Therapy Silkening Spray is designed to strengthen, treat and repair chemically processed, weakened or damaged hair.

- Blend of Amino Acids and proteins deeply penetrate hair shaft to swiftly renew hair health
- Immediately reduces breakage and shedding
- Progressively strengthens hair with repeated use
- Emits luxurious shine

### INSTRUCTIONS FOR USE: REGULAR MAINTENANCE

1. Shampoo hair with **Design Essentials® Strengthening Therapy Cleansing Sulfate Free Shampoo**
2. Condition with **Design Essentials® Conditioner** of choice
3. Towel blot hair, detangle, part into four (4) sections
4. Starting in the back, release a section, apply **Silkening Spray**, comb through and proceed to blow dry from root to ends until completely dry
5. Repeat process until head is complete
6. Proceed to flat iron at a maximum 340°F to 400°F and style

### AFTER A RELAXER

1. After shampooing with **Design Essentials® Neutralizing Shampoo**, condition with **6N1 Reconstructive Conditioner**
2. Towel blot hair, detangle, part into four (4) sections
3. Starting in the back, release a section, apply **Silkening Spray**, comb through and proceed to blow dry from root to ends until completely dry
4. Repeat process until head is complete
5. Proceed to flat iron at a maximum 340°F to 400°F and style

REPEAT WEEKLY APPLICATIONS FOR AT LEAST THREE WEEKS FOR MAXIMUM STRENGTHENING





BEFORE

## CLIENT:

Relaxed color treated client with weakened hair mid-shaft to ends

## DESIRE:

- Stronger healthier hair
- Reduced breakage
- Natural shine

## RESULTS:

Immediate strengthening; sleeker, fuller, stronger, shinier hair



AFTER



AFTER

**MAINTAIN STYLE** with Design Essentials® Silk Essentials or Reflections Liquid Shine, FORM Professional Holding Spray and SLEEK Edge Control.

# DESIGN ESSENTIALS® STRENGTHENING THERAPY SYSTEM

## *Support Products and Tools*



Design Essentials® Strengthening Therapy Cleansing Sulfate Free Shampoo gently cleanses hair without stripping essential oils and nutrients.

- Ideal for all hair types
- Prepares the hair to receive and absorb treatments
- Panthenol strengthens and repairs hair integrity
- Rose Hip Oil and Wheat Protein moisturizes, conditions and strengthens hair

Design Essentials® Strengthening Therapy System recommends the use of pHusion® PRO Blowdryer and pHusion® Titanium flat irons for optimal results. pHusion® offers Technologically Advanced Professional Styling Tools that provides the ultimate styling experience while maintaining healthy hair.



### **pHusion® PRO Blow Dryer**

- Powerful AC motor dryer provides maximum drying efficiency
- TCI Synthesis infuses negative ions to seal the cuticle
- Dries hair in half the time
- Repels static and frizz
- Lightweight

### **pHusion® Platinum Edition Titanium Irons**

- Seals in moisture in the hair shaft
- Creates shinier, healthier, smoother frizz-free hair
- Glides through the hair without tension or pulling
- Flash heating provides quick heat and recovery within 5 seconds
- Ideal for all hair types



# DESIGN ESSENTIALS® STRENGTHENING THERAPY SYSTEM

## What is Design Essentials® Strengthening Therapy System?

Design Essentials® Strengthening Therapy System is one of the safest and most effective amino-acid infused *Thermal Reconditioning Systems* that goes beyond strengthening the hair. Design Essentials® Strengthening Therapy System treats the hair while silkening, stretching and smoothing naturally curly, frizzy and processed hair, resulting in stronger, healthier, beautiful manageable hair that is left silky smooth, perfectly curled and beautifully frizz free.

## What is the active ingredient used in the Design Essentials® Strengthening Therapy System?

Design Essentials® Strengthening Therapy System is an Amino-Acid Based system, using the active Cysteine Amino Acids. It does not contain Formaldehyde nor any Formaldehyde derivatives. It does not emit harmful gasses as other Formaldehyde or Sulfite Urea systems.

## Is the Strengthening Therapy System a chemical?

No, the Design Essentials® Strengthening Therapy System is not a chemical. It is a protein based treatment that does not contain any harsh or permanent chemicals. Unlike chemical based products, Strengthening Therapy System does not break nor rearrange the bonds. In contrast, it fills the hair fiber with micro-fine amino acids, resulting in the stretching or elongation of the hair strand, while repairing the hair for maximum strengthening.

## Does the Strengthening Therapy System contain Formaldehyde?

No, the Design Essentials® Strengthening Therapy System does not contain Formaldehyde or any ingredients that emit any level of Formaldehyde.

## Can I use the Strengthening Therapy System on relaxed hair?

The Design Essentials® Strengthening Therapy System is a relaxer enhancer, perfectly suited to be used on previously relaxed hair. It will eliminate frizz and swelling while restoring hair strength, making it shiny and silky.

# NEW STRENGTHENING THERAPY SYSTEM

*Amino-Acid Thermal Reconditioning System*

## TAKE BACK YOUR STRENGTH – ELEVATE YOUR STYLE Design Essentials® Strengthening Therapy System

- Best-in-class smoothing and curl stretching therapy for all hair types
- Micro fine amino-acids progressively restore and strengthen hair
- Exclusive Botanical Restructuring Complex, fortifies and reconditions the hair for maximum smoothness
- Allows style flexibility and manageability  
*– straight today – curly tomorrow*
- Delivers up to 12 weeks of frizz free, humidity resistant, lasting style
- Recommends the lowest heat setting in the industry (340° F – 400° F)
- Formaldehyde Free

Please contact your local distributor:



"Design Essentials"



"DesignEssentials"



"Design Essentials"

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[www.designessentials.com/STS](http://www.designessentials.com/STS)



Design Essentials® is helping to raise awareness among women about the dangers of heart disease and is a proud supporter of  
*The Heart Truth®*

