Reset

Hair cleansing

by Chemia

NEW HABITS OF BEAUTY SALONS

MADENA
PROFESSIONALS

madena.co

madena.my

Official Website

Product manuals and various inquiries can be accessed from here

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Left page

HAIR CLEANSING

Hair cleansing like makeup removal

Do you wash your face directly after wearing makeup?

It is only appropriate to use makeup remover before using your face wash..

Until now, there hasn't been a similar concept for hair.

So, is cleansing necessary for our hair?

Yes, it is **necessary**

SKIN CARE

Cleansing
∨
Face Wash
∨
Skin Care

HAIR CARE

Cleansing
∨
Shampoo
∨
Treatment

Skin and hair are both important parts of our body.
Beauty starts with cleansing.

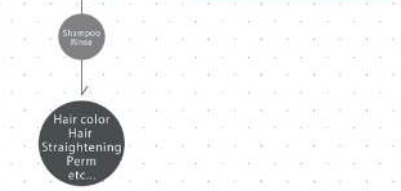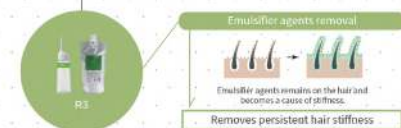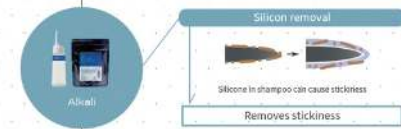Restoring hair to its ideal state.

Right page

PR Perfect Reset — Hair · Scalp Cleansing
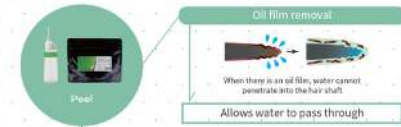
A higher-grade [5-step] cleansing technique that also addresses scalp concerns

Preparation

- 38℃ Water 100ml + 1g — Peel
- 38℃ Water 100ml + 1g — Alkali
- 38℃ Water 100ml + 5g — Remove
- 38℃ Water 100ml + 10g — R3
- 38℃ Water 100ml + 2g — Melt

Usage method / Purpose

Peel — Oil film removal
When there is an oil film, water cannot penetrate into the hair shaft.
Allows water to pass through

Alkali — Silicon removal
Silicone in shampoo can cause stickiness
Removes stickiness

Remove — Copper ion removal
Rust from tap water causes chemical reaction with bleach and color, resulting in damaging the hair
Reduces damage from bleach/color treatments

R3 — Emulsifier agents removal
Emulsifier agents remains on the hair and becomes a cause of stiffness.
Removes persistent hair stiffness

Rinse

Melt — Styling products removal
Wax and oil become causes of persistent hair stickiness
Removes persistent hair stickiness

Shampoo Rinse

Hair color
Hair Straightening
Perm etc...

R3
Specially designed applicator / Volume 200ml

Melt
Specially designed applicator / Volume 200ml

Reset bowl
Dedicated Bowl

Check!!
Reset
Hair cleansing

HOW-TO VIDEO

The manual can also be viewed as a video from here.

NEW REVOLUTION

A new choice in hair salons

Peel   Alkali   Remove   Undo   Melt

[Reset] A cleansing technology for hair

The environment surrounding hair salons is changing significantly due to trend shifts on social media, diversification of hair histories, and an increase in hair care products.

Do you have concerns such as hair not drying, poor color absorption, or treatments leaving hair sticky, etc...?

Let's first return your hair to its original state and start from scratch. MADENA's hair cleansing [Reset]
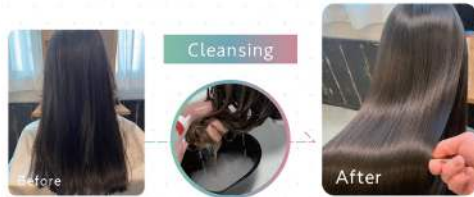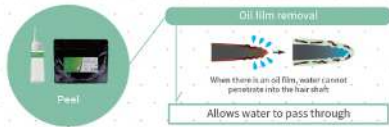
Hair Cleansing Reset

R Reset

Hair Cleansing

Basic 3-Step Hair Cleansing Technique

Preparation

- 38℃ Water 100ml → 1g **Peel**
- 38℃ Water 100ml → 1g **Alkali**
- 38℃ Water 100ml → 5g **Remove**

Usage method / Purpose

Peel — Oil film removal
When there is an oil film, water cannot penetrate into the hair shaft.
Allows water to pass through

Alkali — Silicon removal
Silicone in shampoo can cause stickiness.
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Remove — Copper ion removal
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Reduces damage from bleach/color treatments

Rinse

Shampoo Rinse

Hair color
Hair Straightening
Perm
etc...

Cleansing

Before — After

After cleansing, you can clearly tell that the dirt has been removed.

Applicator ≫

Peel
Specially designed applicator
/Volume 200ml

Alkali
Specially designed applicator
/ Volume 200ml

Remove
Specially designed applicator
/Volume 200ml

Reset

Hair cleansing

Chemia Reset series
Product list

Chemia Reset Series Product List

Hair Cleansing

HAIR

Peel / 200g
It removes the 'oil film' remaining on the hair surface and promotes the penetration of active ingredients. Always use this first.

Alkali / 100g
It removes 'silicone' residue from the hair, eliminating stickiness and heaviness.

Remove / 400ml
It removes 'tap water rust' residue from the hair, preventing damage from coloring and perming treatments.

Hair and Scalp Cleansing

SCALP

Undo / 600g
It removes residual 'emulsifier agents' from hair and scalp, softening both.

Melt / 120ml
It removes residual 'styling products' and 'scalp sebum' from hair and scalp, eliminating stickiness and heaviness.