

# Pre + Post

Pre- and post-treatment products  
for hair colouring services

# PRE + POST

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## PRE + POST

Professional pre– and post–treatment with the conditioning and protecting products in the *Pre + Post* range perfectly round off the hair colouring process.

At *La Biosthétique*, perfection goes beyond what is visible. As a result, hair colouring is about more than just a brilliant colour result. Factors such as the skin and hair sensation during and after the treatment, as well as the scent experience, contribute towards a positive, multi–sensory experience in the salon. With its high–performance product solutions for professional pre– and post–treatment, the *Pre + Post* range ideally rounds off the hair colouring process. Its deep cleansing, structure balancing, skin protection and sealing care guarantee lastingly perfect hair colouring results. The effect concepts are tailored to achieve the best product performance and ideal tolerance, and the visual and olfactory expression of these high standards can be found in the colour and scent concept. The colour pink combines the power and zest for action of red with the pureness and perfection of white, while the individual components of the scent composition underline the specific properties of the range. The consistent scent concept of the *Pre + Post* salon products and *Colour Protection* home care products transfers the positive experience of a visit to the hairdresser into daily home care and provides customers with a pampering *La Biosthétique* moment with every application.



The secret of perfect colour.

## PRE + POST

PRODUCTS	ART. NO.	RETAIL PRODUCT SALON PRODUCT
PRE		
<b>Deep Purifying Shampoo</b> Deep cleansing shampoo	032652	Bottle, 1000 ml
<b>Structure Balancing Spray</b> A structure-balancing spray	033265	Bottle, 150 ml
<b>Thickening Liquid</b> Hair colour thickening liquid	042254	Bottle, 50 ml
<b>Scalp Protecting Cream</b> Protective cream for the scalp	033202	Tube, 150 ml)
<b>Skin Protecting Oil</b> Oil for protecting the skin	130715	Bottle, 100 ml
POST		
<b>Post Colour Shampoo</b> Shampoo after hair colouring	032779	Bottle, 1000 ml
<b>Post Colour Rinse</b> Conditioner after hair colouring	032487	Bottle, 1000 ml
<b>Stain Removing Gel</b> Colour removing gel	033581	Bottle, 100 ml



# DEEP PURIFYING SHAMPOO

The intensively cleansing shampoo frees the hair from residue and improves its ability to absorb the active ingredients of subsequent treatments.

The success of many treatments depends on how evenly the active ingredients or pigments penetrate the hair. To guarantee the hair's receptiveness to these ingredients and pigments, it is important that excess residue is removed from the hair before it is coloured or permed. This task is performed by *Deep Purifying Shampoo*. The deep-cleansing formulation is based on a combination of three surfactants that remove

silicon compounds, polymers and metal ions from the hair in a gentle and reliable process. At the same time, calming yellow wood extract protects the scalp, while panthenol supplies moisture and strengthens the hair. After the intensively cleansing pre-treatment with *Deep Purifying Shampoo*, the hair is free from unwanted residue and has improved receptiveness: the ultimate detox and ideal basis for perfect results!

PRODUCT TYPE  
Shampoo

SALON PRODUCT  
Bottle, 1000 ml

## Ingredients

- A combination of three surfactants: gently and reliably removes silicon compounds, polymers and metal ions from the hair.
- Yellow wood extract: calms and protects the scalp.
- Panthenol: moisturises and strengthens the hair.

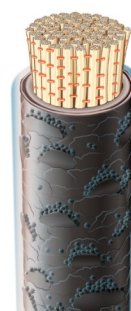


Yellow wood extract

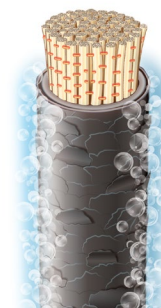
## Application

Distribute evenly into damp hair and lather carefully, especially in the lengths and tips. If needed, leave to take effect for 2–3 minutes, then rinse out thoroughly. Repeat if necessary. Slightly dry the hair if needed.

*Tip:* If you plan to colour the hair after cleansing it with *Deep Purifying Shampoo*, we recommend balancing the structure with *Structure Balancing Spray* before application.



Hair with residue



Deep cleansing effect of  
*Deep Purifying Shampoo*



Hair structure receptive to  
colour pigments

## Area of application

- The deep-cleansing *Deep Purifying Shampoo* reliably removes residue such as silicon compounds, polymers and metal ions from the hair.
- This pre-treatment guarantees that the active ingredients evenly penetrate the hair during a hair colouring or perming treatment.

Detox for the hair.



# STRUCTURE BALANCING SPRAY

The leave-in care balances out structural differences and perfectly prepares the hair for the subsequent colour treatment.

The secret to perfect results often lies in ideal preparation. By balancing and strengthening the hair structure before colour treatments, *Structure Balancing Spray* enables more even and stable deposition of the colour pigments and improves the durability of the hair colour. Wheat proteins fill gaps in the hair caused by chemical and physical treatments, and

magnesium salt has a hair-strengthening and structure-balancing effect. The hair surface is smoothed, and the combability of damp hair is improved. Panthenol and urea bind moisture in the hair and increase its elasticity. With fast and easy application, the leave-in care product provides the ideal basis for a consistently intensive, radiant colour result.

PRODUCT TYPE  
Leave-in spray care

SALON PRODUCT  
Bottle, 50 ml

## Ingredients

- *Wheat protein*: strengthens the hair by filling gaps.
- *Magnesium salt*: has a hair-strengthening and structure-balancing effect.
- *Panthenol*: moisturises and strengthens the hair.
- *Natural moisturising factor (NMF)*: contains serine, sorbitol, lactate, urea and allantoin and has a moisturising effect.



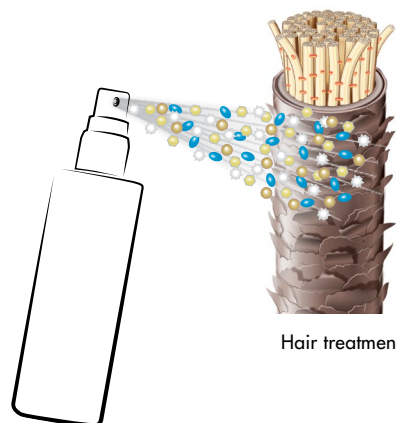
Wheat protein

## Application

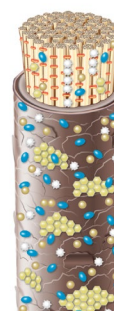
Spray evenly into dry hair before the hair colouring treatment. Do not rinse out. Slightly dry the hair if needed.

## Area of application

- *Structure Balancing Spray perfectly prepares the hair for hair colouring treatments.*
- *It balances out structural differences, smooths the hair surface and improves combability.*
- *Panthenol and urea bind moisture in the hair and increase its elasticity.*
- *As a result, the pigment deposition is more even and stable, and the durability of the hair colour is improved.*



Hair treatment



Hair with structure-balancing active ingredients

The preparation for  
the perfect colour result.





# THICKENING LIQUID

The highly concentrated *Thickening Liquid* thickens hair colouring and bleaching products to the desired consistency.

Be it hair colouring or bleaching, *La Biothétique* treatments using *Tint & Tone Advanced*, *Color & Light Advanced* or *Blonde System* products have consistencies designed to be ideal for use in all areas. Nonetheless, certain applications, especially creative highlighting and freehand techniques such as *balayage*, require a more compact consistency. In such cases, highly concentrated *Thickening Liquid* uses thickening

polymers to achieve the ideal consistency. Without impairing the efficacy, colour result or other properties of the hair colouring and lightening products, the liquid is added to the products drop by drop. It therefore enables individual and flexible adjustment of their consistencies and even more versatile use of the *La Biothétique* colour and bleaching systems.

PRODUCT TYPE  
Product mixture thickening agent

SALON PRODUCT  
Bottle, 50 ml

## Ingredients

- *Polymers*: thicken the consistency of hair colours and bleaches.

## Application

Shake well before use, then add to the ready-to-use colouring or bleaching mixture drop by drop until the desired level of consistency has been reached.

## Important information

Always shake well before use.

## Dosage

Add *Thickening Liquid* drop by drop until you have reached the desired thickness.

The product is highly concentrated. You can avoid overdosing by checking the consistency of the overall mixture after each addition of *Thickening Liquid*.

## Area of application

- Use *Thickening Liquid* to individually and flexibly thicken the consistency of *Tint & Tone Advanced*, *Color & Light Advanced* or *Blonde* bleaching products where needed.
- Use of the product is particularly recommended for creative highlighting and freehand techniques such as *balayage*.
- *Thickening Liquid* does not impair the efficacy, the colour result or other properties of the colouration and lightening products.

Achieve the ideal consistency  
drop by drop.



# SCALP PROTECTING CREAM

The conditioning cream calms and protects the scalp during chemical treatments.

When chemical colouring processes are expected to achieve strong effects while also being gentle on the scalp, *Scalp Protecting Cream* is the ideal product to meet these expectations. Its calming and conditioning ingredients protect the scalp against chemical stress, for example during lightening or root bleaching treatments. Oat polyphenols and yellow wood extract soothe irritations, shea butter and phytosqualane

coat the skin like a caring protective mantle, and panthenol moisturises and strengthens the hair. As a result, even sensitive skin remains protected throughout hair colouring treatments. The feeling of calming care is supported by the aromas of selected essential oils, which give the entire *Pre + Post* range its scent character.

PRODUCT TYPE  
Scalp cream

SALON PRODUCT  
Tube, 150 ml

## Ingredients

- *Oat polyphenols*: calm the scalp.
- *Yellow wood extract*: calms the skin.
- *Panthenol*: has a moisturising effect and strengthens the scalp.
- *Shea butter*: protects against moisture loss and makes the skin silky soft.
- *Phytosqualane based on olives*: protects against moisture loss and conditions the skin.

## Application

Create sections measuring a maximum of 0.5 cm and apply the cream to the scalp along the parting. No residue should be visible on the skin.

*Skin Protecting Oil* is ideal for protecting the contours.



*Oat polyphenols*



*Shea butter*



*Yellow wood extract*



*Phytosqualane*

## Area of application

- *Scalp Protecting Cream conditions and protects the scalp during chemical treatments such as hair lightening, root bleaching and hair colouring treatments in the case of sensitive skin.*

A calming protective measure.



# SKIN PROTECTING OIL

The protective oil protects the skin at the hair contours against staining during hair colouring treatments.

A hair colouring treatment is only perfect if it also covers the finest hairs in the hair contour. *Skin Protecting Oil* ensures that the fine hairs, but not the skin in the contour area, are covered in rich colour. Polysorbate 80 forms a barrier layer on the skin to prevent staining, while extracts of liquorice root and willow herb soothe irritations and protect against

both redness and new irritations. After a hair colouring treatment, the hair colour is everywhere it should be, and undesirable colour stains are nowhere to be seen. A pleasant oil texture and selected essential oils that give the entire *Pre + Post* range its scent character make the application of the product particularly comfortable.

PRODUCT TYPE  
Skin oil

SALON PRODUCT  
Bottle, 100 ml

## Ingredients

- *Polysorbate 80*: forms a barrier layer on the skin to prevent staining.
- *Liquorice extract*: optimises tolerability by the scalp and soothes irritations.
- *Willow herb extract*: soothes irritations and protects the scalp against redness and new irritations.

## Application

Apply a thin layer of *Skin Protecting Oil* along the contours, then continue to treat the hair as usual. *Scalp Protecting Cream* is ideal for protecting the scalp during chemical colouring processes.



*Liquorice root extract*



*Willow herb extract*

## Area of application

- *Skin Protecting Oil prevents staining of the contour area during a hair colouring treatment.*

Colour stains? No, thank you!



# POST COLOUR SHAMPOO

The mild shampoo gently cleanses the hair after colour treatments, supplies moisture and calms the scalp.

After a colour-changing application, calming softness is a top priority. The colour brilliance needs to be preserved without putting any stress on the skin or hair. With its dermatologically tested mild formulation, *Post Colour Shampoo* fulfils these requirements. It gently removes residue from the hair and scalp after the treatment. Oat polyphenols have an actively

calming effect on the skin, while panthenol moisturises and strengthens the hair. The subsequent care with *Post Colour Rinse* concludes the post-treatment. The feeling of fresh, fragrant cleansing and gentle care is supported by the aromas of selected essential oils, which give the entire *Pre + Post* range its olfactory character.

PRODUCT TYPE  
Deep-conditioning hair care

SALON PRODUCT  
Bottle, 1000 ml

## Ingredients

- *Surfactants*: mildly cleanse the hair without drying it out.
- *Oat polyphenols*: calm the scalp.
- *Panthenol*: calms and moisturises the skin.

## Application

First, lather the hair colour and rinse out thoroughly. Evenly distribute *Post Colour Shampoo* on the scalp and hair, shampoo and rinse out thoroughly. Repeat if necessary and finish with *Post Colour Rinse*.

After shampooing with *Post Colour Shampoo*, *Post Colour Rinse* concludes the colour-changing treatment.



*Oat polyphenols*

## Area of application

- *Post Colour Shampoo* was developed especially for application after *La Biosthétique®* colour treatments.
- Its mild and calming ingredients are specifically geared to fulfil the needs of the hair and scalp after the colour treatment.

Pure performance.





# POST COLOUR RINSE

The neutralising care completes colour-changing treatments, protects the hair and seals the colour inside the hair.

*Post Colour Rinse* is the second step for application after *La Biosthétique* hair colour treatments. In synergy with *Post Colour Shampoo*, it concludes the colour-changing process and conditions the hair. Specific active ingredients seal the colour pigments in the hair structure and consequently stabilise the colour result. An antioxidative active component with fruit acids from papaya, pineapple and lime neutralises the oxidative hair colouring process and has

an astringent effect. Panthenol strengthens the hair with moisture deep down and has an anti-static effect. With its high content of Vitamin E and linolenic acid, Kalahari melon seed oil locks the moisture in the hair and makes the hair silky soft and shiny. The *Pre + Post* scent composition with selected essential oils underlines the gentle conditioning effect of the moisturising, glossing treatment and strengthens the wellness effect.

PRODUCT TYPE  
Conditioner after hair colouring

SALON PRODUCT  
Bottle, 1000 ml

## Ingredients

- *Kalahari melon seed oil with a high content of Vitamin E and linolenic acid:* helps to lock moisture in the hair and makes the hair silky soft and shiny.
- *Panthenol:* strengthens the hair with moisture deep down and has an anti-static effect.
- *Fruit acids (papaya, pineapple and lime):* neutralise the alkalinity of the hair and have an astringent effect.

## Application

After treatment with *Post Colour Shampoo*, evenly distribute into towel-dried hair, comb through if needed, leave to take effect for 2–3 minutes, then rinse out thoroughly. Style as usual.

*Tip:* The right application and the correct use of the synergistically coordinated components of the *La Biosthétique Color System* guarantee a perfect result.



Kalahari melon seed oil



Fruit acids

## Area of application

- *Post Colour Rinse* works in synergy with *Post Colour Shampoo* and was developed especially for colour treatments with the *La Biosthétique Color System*.
- Specific active ingredients stabilise and optimise the colour result by locking the colour pigments in the hair structure.
- The antioxidative active ingredient component with fruit acids has an astringent effect on the hair and neutralises the oxidative hair colouring process.



Hair before treatment with  
*Post Colour Rinse*



Hair after treatment with  
*Post Colour Rinse*

The shiny colour finale.



# STAIN REMOVING GEL

Without stressing the skin, the mild gel removes undesired colour stains from the scalp after hair colouring treatments.

A consistently intensive colour result down to the finest hair often involves unavoidable staining of the skin at the contour. *Stain Removing Gel* gently removes undesired colour stains from the skin after hair colouring treatments. Without unnecessarily stressing the skin with excessive rubbing, salicylic acid removes

colour residue on the scalp particularly gently, while dipropylene glycol binds moisture and thus prevents the skin from drying out. The light, soothing Pre + Post scent underlines the gentle effect of the treatment and completes the enjoyable cleansing sensation.

PRODUCT TYPE  
Skin cleansing Gel

SALON PRODUCT  
Bottle, 100 ml

## Ingredients

- *Salicylic acid*: gently removes colour residue from the skin.
- *Dipropylene glycol*: binds moisture and prevents the scalp from drying out.

## Application

Add *Stain Removing Gel* to cotton wool and use it to treat the stained areas of skin directly after the hair colouring treatment. If needed, the gel can be applied directly to the affected areas and be left to take effect during the final treatment with *Post Colour Rinse*.

## Area of application

- *Stain Removing Gel* removes undesired colour stains from the skin after hair colouring treatments.
- It is particularly gentle and does not dry out the skin.

Perfect without a trace.