

# Steiner

## Hair Care

# Salon Formula



# Steiner

## History

- Steiner's successful history of professional hair care began in 1934 when Mr Herman Steiner, a qualified Chemist, Trichologist and a recognised authority on hair, opened his first salon in Mayfair, London.
- Following the Second World War, he opened his now famous headquarters at Grosvenor Street, London. During this time Steiner was granted the Royal Warrant from Her Majesty The Queen Mother and later from our current Queen Elizabeth II.
- With a flair for opportunity, Mr Steiner expanded into Hotels, Airports and onto Cruise Liners, Steiner is now featured on board most of the world's shipping liners.



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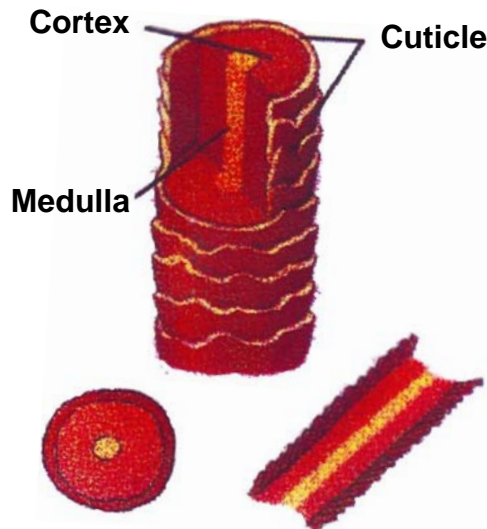
# Steiner

## What Is Hair?

- Hair is a thread-like growth from the skin. It is composed of many chemicals, chiefly a protein called Keratin. Healthy hair contains 95% Keratin, damaged hair contains as little as 30%. The only living part of the hair is the root which in a healthy scalp generally grows at a rate of 1cm per month. Climate, pollution, abuse, health or inferior treatments are the major reasons for poor hair health. There are an estimated 100,000 hairs on your head if you are brunette and natural blonde are said to have approximately 140,000 hairs.

### HAIR HEALTH

- Healthy hair is created with a well balanced lifestyle & diet.
- Abusing the hair by excessive chemical usage or prolonged exposure to sunlight or chlorine can cause the hair structure to become weakened and damaged.
- Strong Medications can even play a part in producing second class hair.
- Scalp massage is important for the treatment of dry hair as it stimulates the sebaceous glands, however, vigorous massage on oily hair is not good as it promotes the flow of natural oils and makes the hair more oily.



**Cuticle Layer:** The outer protective layer encircles hair, is translucent and can consist of many overlapping layers

**Cortex:** The middle or inner layer which gives strength and elasticity to the hair. A cable-like structure, this layer contains the pigments that gives the hair colour.

**Medulla:** Intermittent honeycombe structure, not always present in finer hair types. The Medulla has no significant bearing on the treatments that we may apply to the hair.

# Steiner

## Permed and Coloured Range

Steiner Shampoo & Conditioner For Permed & Coloured Hair

### Chemically Treated Hair

#### Shampoo & Conditioner Permed & Coloured Hair

##### Feature & Benefits

- Steiner Shampoo for Permed and Coloured Hair offers mild thorough cleansing while caring for the hair.
- The Conditioner for Permed and Coloured Hair enhances and improves the shine and condition of the hair by creating a smooth cuticle.
- Both the Shampoo and Conditioner also contain natural herbal ingredients.
- Both products maintains the natural balance of the hair and scalp, while also assisting in maintaining the hair's natural elasticity.
- With continued use, Steiner Shampoo and Conditioner for Permed and Coloured Hair offers support and durability to chemically treated hair.
- Gentle enough for everyday use.
- Contain no artificial colorants

##### Application:

**Shampoo** Wet hair thoroughly. Apply a small amount and work up to a rich lather. Rinse and repeat if necessary.

**Conditioner** Shake or towel dry off excess water and apply a small amount evenly through hair. Leave on for one minute and rinse



250ml



Travel Sachets

# Steiner

## Moisturising Range

### Steiner Moisturising Shampoo and Conditioner

### Dry and Normal Hair

#### Moisturising Shampoo & Conditioner

#### Feature & Benefits

- Steiner Moisturising Shampoo has a gently but thorough cleansing effect on the hair, while continuing to maintain the correct moisture balance.
- Steiner Moisturising Conditioner contains excellent moisturising and conditioning benefits, ensuring the hair is left silky, shiny and tangle free.
- Both the Shampoo and Conditioner contain natural herbal ingredients.
- Natural Hair Keratin is contained in both products, to help protect and strengthen the hair.
- Moisturising Shampoo and Conditioner ensures overall condition and manageability.
- Both products contain no artificial colorants

#### Application:

Shampoo Wet hair thoroughly. Apply a small amount and work up to a rich lather. Rinse and repeat if necessary.

Conditioner Shake or towel dry off excess water and apply a small amount evenly through hair. Leave on for one minute and rinse



50gm



250ml

# Steiner

## Sebosyn Range

### Steiner Sebosyn Shampoo and Conditioner

#### Daily Protection for Frequent Wash

##### Sebosyn Shampoo & Conditioner

##### Feature & Benefits

- Sebosyn Shampoo is a mild lathering shampoo, gently enough to use daily without stripping the natural moisture from the hair and scalp.
- Sebosyn Conditioner is a crème hair Conditioner and Revitaliser. It contains moisturising and protective properties which will restore shine and manageability to dry hair.
- Both products include Natural Hair Keratin to protect and strengthen.
- Sebosyn Conditioner can be applied to wet or dry hair.
- Sebosyn Conditioner may be used as a daily body moisturiser.
- Both Sebosyn Shampoo and Conditioner ensure overall condition and manageability.
- Both products contain no artificial colorants

##### Application:

**Shampoo** Wet hair thoroughly. Apply a small amount and work up to a rich lather. Rinse and repeat if necessary.

**Leave In Conditioner.**

Apply sparingly to dry hair and brush through. For use after shampooing, apply to damp hair with the palms of the hands. Do not rinse out.



# Steiner

## S3 Medicated

Steiner S3 Medicated Shampoo

### Biological Crème Shampoo for Scalp Problems

#### S3 Medicated Shampoo

##### Feature & Benefits

- Steiner S3 Medicated Shampoo is a professional treatment, vitamin enriched for dry hair and scalp problems
- S3 is rich in Tea Tree Oil, a natural active ingredient.
- Tea Tree Oil, an extremely powerful antiseptic, is active against all three types of infectious bodies, bacteria, fungi and viruses,
- S3 Medicated Shampoo is non greasy and contains no perfume.
- S3 Shampoo will not interfere with artificial colour or permanent waves.
- Soothes irritated scalp conditions.
- Mild enough for baby's first shampoo
- Ideal for eliminating cradle cap.
- Cleans and deodorises right down to the roots.

##### Application:

Apply S3 directly onto the scalp; do not wet hair first. Massage the scalp for two minutes. Rinse thoroughly. Re-apply S3 and massage into a lather. Rinse thoroughly again.



100gm

# Steiner

## Shampoo & Conditioner In One

Steiner Prolene Shampoo and Conditioner In One

### Salon Formula Ideal For The Family

#### **Prolene Shampoo And Conditioner In One**

##### **Feature & Benefits**

- Excellent for busy lifestyles, Prolene Shampoo's and Conditions
- With natural Keratin to help protect and strengthen hair
- Contains herbal extracts
- Contains no artificial colorants
- Ensures overall condition and manageability

##### **Application:**

Wet hair thoroughly and massage hair and scalp. Rinse thoroughly.  
For extra treatment a Prolene treatment may be used.



# Steiner Intensive Protein Treatment

## Steiner Prolene Intensive Protein Treatment

### Help Repair Brittle, Dry & Damaged Hair

#### Steiner Prolene Intensive Protein Treatment

#### Feature & Benefits

- Prolene Intensive Treatment contains a special blend of modified natural proteins and vitamins specially formulated of low pH level (3), to restore the hair's natural moisture balance.
- Especially suited to Permed Hair, Dry Hair, Tinted, Bleached, Blow Dried, Brittle hair, Over Processed, Dull/Limp, Split Ends, Tangled and unmanageable hair.
- The natural protein and vitamins are immediately absorbed to protect the hair shaft from further damage.
- Gives lustre shine and manageable condition.

#### Application:

Shampoo the hair & rinse thoroughly, towel dry then apply approximately 25g massaging or combing evenly through the hair. Cover hair with a plastic cap or hot towels for 5 minutes (FOR EXTREMELY DAMAGED HAIR, leave 10 minutes) then rinse out thoroughly.



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## Shampoo & Conditioner In One Steiner Protyme

### Protection For Damaged & Over Processed Hair

#### Steiner Protyme

#### Feature & Benefits

- Steiner Protyme is high in protein, vitamins & minerals
- Protyme is especially recommended for use [prior to perming, colouring or highlighting to establish even porosity and minimise damage to hair.
- Protyme is recommended for daily use as a spray on leave-in conditioning treatment.
- Suitable for use with colouring, perming and bleaching products to ensure even colour results.
- Protyme is ideal to use in conjunction with hot hair appliances to help prevent dryness.

#### Application:

As a leave-in conditioning treatment, spray onto shampooed and towel dried hair. Do not rinse. Comb through and style.

#### Special Directions:

When perming and before winding hair, spray lightly onto shampooed and towel dried hair to ensure even curl formation. When colouring, to prevent colour build up spray lightly onto the ends of hair before combing colour through.



# Steiner

## Styling Products

Steiner Salon Formula Hairspray

Steiner Moisturising Styling Gel

### Ideal For All Hair Types

#### Steiner Salon Formula Hairspray

##### Feature & Benefits

- Ideal for all hair types Steiner Hairspray has been specially developed to provide a perfect combination of flexibility with a gentle but firm hold, leaving hair shiny and fragrantly fresh
- The non aerosol Hairspray is an excellent size for travel
- Will brush or shampoo out easily when required.
- Gives light or firm hold depending on the amount used.
- Non Sticky formula.
- Ideal for all hair types.

##### Application:

For best results, spray over the hair from a distance of 15-20cm. Hold upright and press pump with short quick strokes.

#### Steiner Moisturising Styling Gel

##### Feature & Benefits

- Suitable for a wide range of styles Steiner Moisturising Styling Gel is great for adding extra body, hold and shine to any hairstyle.
- It also contains a moisturiser to protect the hair.
- Easily removed by shampooing.

##### Application:

For best results apply gel to slightly damp hair, comb through and style in the normal way



# Steiner

## SILVER BRIGHTS

### Silver Brights Shampoo & Conditioner

#### Neutralizes Yellow Tones In Hair

##### Steiner Silver Brights Enhancing Shampoo

###### Feature & Benefits

- Brightens grey, Silver, Blonde and highlighted hair
- Eliminates unwanted yellow tones and brassiness.
- Gentle formula
- Cleanses without stripping away essential nutrients whilst restoring body, softness and manageability

###### Application:

For best results, Wet hair thoroughly. Apply a small amount and work up to a rich lather. Rinse and Repeat if necessary.

##### Steiner Silver Brights Replenishing Conditioner

###### Feature & Benefits

- Brightens grey, Silver, Blonde and highlighted hair
- Eliminates unwanted yellow tones and brassiness.
- Hydrates and conditions hair to a silky softness
- Maximises shine, body and manageability
- Contains sun filter to protect hair from sun damage

###### Application:

After shampooing with silver brights shampoo, Towel dry and apply a small amount of silver brights conditioner evenly through the hair. Leave on for one minute. Rinse and style.

