

***Sebastian Professionals
Launches the all new Sebastian Style Treat Service***

We are often struck while choosing Care or Style for our Hair. It is very difficult when you need to take a call between Hair Care or Hair Styling, both are equally important and inseparable. Working on the same lines Sebastian has launched 'Style Treat Service', which is capable of fulfilling the Care & Style needs of your hair collectively in 2 Ultra Versatile Steps that can create an endless universe from sleek to voluminous , soft to textured. You can choose your look and style to infinity

The Sebastian Style Treat service includes the following style statements

- Shine
- Volume
- Elasticity
- Hold
- Texture
- Definition



The Sebastian Style Treat Service works in two ways:

Step 1 – It lets your hair burst with energy:

Professional moisturizing treatment providing ultimate hydration. Activated by thermal power and packing that will provide your hair extra protein punch, restoring moisture and bounce.

The Sebastian Stylist recommends the right Hydre Treatment for you based on your hair type:

- Quick Fix hydration application
- Ultimate Hydration application
- Maximum Moisturization Application

Step 2 – Makes your Style Statement with Extra Care:

Hair has no limitations and Styling no reservations, Now get the most advanced wearable style-care treat for super natural style.

Choose your style statement from:

- Shine: high gloss polished hair with shine boosting finish
- Volume: spectacular styles with a root-lift technology that best combines full on volume & sensual softness
- Elasticity: touchably smooth hair without the feel of any product
- Hold: sculpted hair for glistening style and shimmer-strong hold
- Control: Tones individual strands of curly or straight hair, flexing textured definition into re-energized bdy

Recommended for Men styling:

- Texture: matte, moisturizing and flexible finish tailored for every length to gently hold that style and softly shape the hardest of heads
- Definition: remoldable matte texture in hair that can be styled and restyled creating a touchable matte finish hold



About Sebastian Professional: Sebastian Professional is one of the true innovators of haircare. Geri Cusenza and her husband John founder the brand in 1973. From the early days of Sebastian the brand made a name for itself as the professional haircare brand that offered styling inspiration to the creative. Sebastian has its roots back in the 70s, when America was awash with music and experimentation. The late 1990's marked the retirement of John and Geri Cusenza and the acquisition of Sebastian by Wella.

| Product | Pricing |
|---------------------|-------------------------|
| Style treat service | Starts Rs. 1500 & above |

Service will be soon available at exclusive Sebastian Salons:

Ahmedabad- Cher; Bangalore- Bodycraft; Chennai- Toni & Guy; Delhi/ NCR- Affinity Salons; Hyderabad- Mirrors ; Kolkatta- Head Turners, Head Turners Next; Mumbai- Placids, N&Y, Muah, Toni & Guy, Thomas, Vanite Essensual; Pune- Toni & Guy; Surat- Bhavin s Salon

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