

ALTEREGO
ITALY

BEAUTY & KINDNESS

SHAPEGO

SHAPE THE STYLE





ALTEREGO
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BEAUTY & KINDNESS



SHAPEGO

ONLY
IN THE
BEST
SALONS

ShapEgo is the **new line by Alter Ego Italy** dedicated to **SHAPE** that perfectly combines with the soul of the brand dedicated to technology and high performance.

BEAUTY, the soul of a state-of-the-art brand, expresses itself in a service, **exclusively at the disposal of the professional**, who manages to combine elegance and flexibility, style and cosmeticity, accompanying the movement of the hair, regardless of its shape.

A **unique experience for guests of the salon**, who can wear their own style with freedom, without sacrificing perfection of the hair structure.

DISCOVER **SHAPEGO!**

SHAPEGO

SHAPE THE STYLE



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Bring in the salon the new **#liquid hair** trend, increasingly loved by celebrities and on social media! The hair is soft, less and less rigid, its movement becomes more and more fluid and it is able to capture light, just like water which flows and reflects the sun's rays.

In a fluid and dynamic world there is no limit to creative expression: individual style is free to express itself.

Whether you desire pure straightness, a smooth natural effect or well-defined curls, you can experience all the expressive power of style without sacrificing the perfection of shape!

With Alter Ego Italy you can ...

PREPEGO 0.0 SHAMPOO

Deep
Cleansing
Shampoo



1000ml
AEI 1032527

BENEFITS

Preparatory shampoo that cleanses deeply, removing impurities and styling residues for a **soft peel** effect.

Acts on the cuticle, preparing the hair to better absorb the specific treatment.

ACTIVE PRINCIPLES

K3 TECHNOLOGY:

K1 Keravis: an active ingredient composed of amino acids and vegetable proteins to provide strength, shine and hydration.

K2 Keradyn™ HH: an innovative conditioning agent able to improve the surface of damaged hair by aligning the hair fibres and increasing smoothness.

K3 Kerastone™ 2.0: a next-generation keratin with targeted action on the cuticle and cortex for the best in cosmetic action.

BAOBAB OIL:

Originally from Senegal and with many beneficial properties, it is rich in vitamins E and C and protects and nourishes the hair, making it supple and soft.



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SHAPE PERFECTOR

Classic
Straightening
Treatment

BENEFITS

It gives shape to the style of very curly and frizzy natural or treated hair, and has a **long-lasting, straightening effect.**

It boosts shine, reduces volume and leaves hair soft.

1000ml
AEI 1032523



SHAPE MODULATOR

Anti-Frizz
Taming
Treatment

1000ml
AEI 1032522

BENEFITS

Gives shape to the style of curly hair, making it soft and well defined.

It reduces the volume and has an effective anti-frizz effect.



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NO YELLOW SHAPE PERFECTOR

No Yellow
Straightening
Treatment

BENEFITS

It gives shape to the style of blonde, very bleached or white hair, bestowing perfect natural smoothness and **neutralising undesirable warm tones.**

1000ml
AEI 1032524

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ACTIVE INGREDIENTS

The new **SHAPEGO** line has been designed and formulated to guarantee excellent performance and also protect the hair during the technical straightening service at the salon.

For this reason that we developed the innovative **HEAT PROTECT COMPLEX**, which combines technological active ingredients with plant extracts.



SHAPE PERFECTOR

Classic
Straightening
Treatment



SHAPE MODULATOR

Anti-frizz
Taming
Treatment



NO YELLOW SHAPE PERFECTOR

No Yellow
Straightening
Treatment

HEAT PROTECT COMPLEX



LIME LEAF EXTRACT:

Rich in active substances, it wraps the hair in a film that smooths and protects the cuticles, limits water loss, and reduces porosity.

BENEFITS

- Creates a protective film.
- Restructures and smooths the hair fibres.
- Restores softness, shine and volume.
- Reduces static electricity.

RESULT

Smooth and silky hair, easier to style.

DE-STRESS COMPLEX:

Guarantees excellent protection against the thermal stress caused by styling tools.

BENEFITS

- Counters frizz.
- Anti-humidity.
- Helps reduce brittle hair.
- Facilitates drying.

RESULT

Hair wrapped in a protective film for a feeling of extreme softness and a gloss effect.

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TAMING MASK

Disciplining Anti-frizz Mask



1000ml
AEI 1032525

BENEFITS

Taming Mask is the mask specifically formulated to maintain the **ShapEgo** straightening treatment.

Its rich and creamy formulation detangles, moisturises and nourishes in depth. It performs an antistatic action without weighing down the hair, and makes the hair straight, silky and elastic.

ACTIVE PRINCIPLES

K1 KERAIVIS:

An active ingredient composed of amino acids and vegetable proteins to provide strength, shine and hydration.

K2 KERADYN™ HH:

An innovative conditioning agent able to improve the surface of damaged hair by aligning the hair fibres and increasing smoothness.

BAOBAB OIL:

Originally from Senegal and with many beneficial properties, it is rich in vitamins E and C and protects and nourishes the hair, making it supple and soft.

SHEA BUTTER:

nourishes and moisturises in depth and gives elasticity to the hair that immediately appears soft, healthy and shiny.





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SHAPEGO

A SERVICE
THAT TAKES
SHAPE STARTING
FROM
PROFESSIONAL

ADVICE

A few simple questions can be asked to help identify the **SHAPEGO** solution that best suits the customer's needs, starting from their tastes and lifestyle.

HERE ARE SOME QUESTIONS BEFORE TREATMENT:

- What kind of result are you looking for? (straight or perfect straight, wavy, restructuring, shine, stronger hair...)
- How do you normally dry your hair at home? With a hair dryer and brush, or with your hands?
- Does your hair come in frequent contact with chlorinated or salt water? Do you play sports or go to the swimming pool?
- What are the practical benefits you expect from this treatment?

Once the needs and the desired result are known, it will be possible to advise the customer on the most suitable **SHAPEGO** service and products for maintenance at home, with personalised **Beauty Tips** that only a professional can offer with confidence.

BEAUTY TIPS FOR MAI

TYPE OF STRAIGHTENING SERVICE	PRODUCTS	MAINTENANCE AT HOME CARE LINE
SHAPE PERFECTOR		
SHAPE MODULATOR		
NO YELLOW SHAPE PERFECTOR		

NTENANCE AT HOME

MAINTENANCE AT HOME STYLING & FINISHING

HAIR TYPE

RESULTS



All types
of natural hair
or treated

Perfect smooth
with anti-frizz effect



Very curly, wavy hair,
wavy and frizzy

Exclusive effect
anti-frizz without
transformation
of hair shape



Super lightened
blonde hair bleached
or white

Perfect glossy hair with
anti-frizz effect and
neutralization of the
unwanted yellow tones

SHAPE PERFECTOR

classic straightening service

It guarantees exceptional straightening even of the most difficult hair while respecting health and well-being. It is ideal for very curly and frizzy natural or treated hair; it bestows brightness, reduces volume, and makes the hair easy to comb and easily manageable even at home.



PREPEGO 0.0
SHAMPOO



SHAPE
PERFECTOR



TAMING
MASK

TOOLS FOR THE SERVICE:

- Stiff-bristle brush.
- Bowl for cleaning the brush.
- Shape Iron straightener with adjustable temperature.
- Fine-toothed tail comb.

STEP BY STEP

STEP 1

PREPARATION PREPEGO 0.0 SHAMPOO

Apply a suitable amount of **PrepEgo 0.0 Shampoo** on wet hair, and massage gently until plenty of lather forms. Follow the instructions for applying the shampoo according to the type of hair described in the table below.



TYPE OF HAIR	NUMBER OF SHAMPOO APPLICATIONS	TIPS AND SETTING TIMES*	RECOMMENDATIONS
Natural, natural or dyed afro	3/4 applications of PREPEGO 0.0 SHAMPOO	Setting time of 6/8 minutes for the last application of shampoo	Do not rinse completely between applications (leave about 50% of the lather). Rinse thoroughly only after the last application of shampoo.
Dyed or lightened up to 50%	2 o 3 applications of PREPEGO 0.0 SHAMPOO	Setting time of 2/3 min for the last shampoo	Do not rinse completely between applications (leave about 50% of the lather). Allow the last application of shampoo to set for a few minutes and then rinse thoroughly.
Lightened or bleached up to 70% and more White hair	1/ 2 applications of PREPEGO 0.0 SHAMPOO		Allow the last application of shampoo to set for a few minutes and then rinse thoroughly

* the setting times are indicative and vary according to the diagnosis.



STEP 2

DRYING BEFORE TREATMENT

The drying process depends on the type of hair to be treated.

TYPE OF HAIR	TIPS
Natural Wavy natural Curly natural Frizzy natural	Dry the hair thoroughly
Dyed or lightened up to 50%	Dry the hair up to 70%
Lightened or bleached up to 70% or more White hair	Maintain only the damp tips

* i tempi di posa sono indicativi e variano a seconda della diagnosi effettuata.

STEP 3

STRAIGHTENING TREATMENT
SHAPE PERFECTOR

- Wear protective gloves and perform the treatment.
- Using a comb, part the hair crosswise into 4 areas.
- Shake the bottle and pour 30 to 50 grams of Shape Perfector into the plastic bowl. The amount of product required depends on the length and mass of the hair.
- Starting from the nape, part the area into horizontal sections ½ cm thick and apply the treatment with a stiff-bristle brush.
- Resume application:
 - Start 0.5 cm from the scalp and go down to the tips.
 - Massage each strand with your hands to facilitate penetration of the product in the hair fibres.



DIRECTIONS FOR USE:

TYPE OF HAIR	SETTING TIME*	TIPS
Natural Wavy natural Curly natura Frizzy natural	30 min	Do not rinse the hair after setting
Dyed or lightened up to 50%	25 min	Rinse the hair after the setting time, for 15 seconds
Lightened or bleached up to 70% and more, White hair	15/20 min	Rinse the hair after the setting time, for 15 seconds

ATTENTION: do not cover the head with a cap or similar.

STEP 4

DRYING
AFTER TREATMENT

After the setting time, where required, rinse lightly with lukewarm water for a few seconds to eliminate any excess product. Dry the hair thoroughly using a hairdryer and brush.

STEP 5

STRAIGHTENING AT HIGH TEMPERATURE

- Before using the Shape Iron straightener, carefully check that the hair is dry.
- Adjust the temperature of the straightener according to the indications provided in the **TEMPERATURE TABLE**. The choice of temperature is essential to ensure the best possible treatment.
- Using a comb, part the hair crosswise into 4 areas.
- Starting from the area of the nape, part the area into horizontal sections ½ cm in thickness using a fine-toothed, heat-resistant tail comb.
- While keeping the strand taut, pass the straightener from the base to the tips, checking the result from time to time to make sure the temperature is right. Increase the number of passes from a minimum of 5 to a maximum of 12, depending on the area.

TEMPERATURE TABLE:

TYPE OF HAIR	TEMPERATURE	REQUIRED NUMBER OF PASSES OF THE STRAIGHTENER
Natural / Wavy natural / Curly natural / Frizzy natural	230° C* and down	At least 10/12 passes depending on the reaction of the first strands
Dyed or lightened up to 50%	From 200° C to 220° C*	At least 7/8 passes depending on the reaction of the first strands
Lightened or bleached up to 70% and more / White hair	180° C*	At least 5/7 passes depending on the reaction of the first strands

* The temperature values are indicative and must always be checked on the basis of the structure of the hair (medium/thin/thick), the chromatic resistance of the first strand and adapted according to the diagnosis.

STEP 6

SHAMPOO AND CONDITIONING

PREPEGO 0.0 SHAMPOO + TAMING MASK

- Rinse thoroughly with warm water and wash the hair with **PrepEgo 0.0 Shampoo** without allowing it to set.
- Rinse, remove excess water and pat down with a towel.
- Apply **Taming Mask** on damp hair.
- Lastly, dry the hair by hand, taking care to direct the air from the hairdryer from top to bottom.



STEP 7

MAINTENANCE AT HOME

OUR BEAUTY TIPS

To keep the hair at its best over time, we recommend the following products:



For natural, wavy natural, curly natural and frizzy natural hair:
Hydrate line.



For coloured hair:
Color Care line.



Always use **Hasty Too Smoothing Balm** on damp hair before drying to help shape it.



Use **Egobond Oil n°7** on dry hair to bestow shine and definition at the end of the styling.



Fix the shape with **Hasty Too Vo-Lux-lous Hairspray.**

SHAPE MODULATOR

anti-frizz straightening service

Tames, reduces volume and gives the hair a naturally smooth look. Thanks to a quality mix of organic substances that bind to the keratin structure with the thermal action of the straightener, the hair is straightened and conditioned in a few simple steps, leaving it perfectly nourished and hydrated. It lasts for about 3 months.



PREPEGO 0.0
SHAMPOO



SHAPE
MODULATOR



TAMING
MASK

TOOLS FOR THE SERVICE:

- Shape Iron straightener with adjustable temperature.
- Fine-toothed tail comb.



STEP BY STEP

STEP 1

PREPARATION SHAMPOO PREPEGO 0.0 SHAMPOO

- Wash hair with **PrepEgo 0.0. Shampoo**.
- Rinse and dab carefully with a towel to eliminate excess water.

STEP 2

TREATMENT SHAPE MODULATOR

- Wear protective gloves and apply 50 ml (minimum) of **Shape Modulator**. Increase the amount in case of particularly long hair.
- Spread evenly by massaging with your hands until plenty of thick lather forms. (Always shake the bottle well before each application).

STEP 3

SETTING, RINSING, DRYING

- Leave to set for 10 to 25 minutes depending on the result you want to achieve, covering with a cap.
- At the end of the setting time, rinse carefully, eliminating all residual product.
- Dry thoroughly making sure to completely dry the hair.



STEP 4

STRAIGHTENING AT HIGH TEMPERATURE

- Using a comb, part the hair in terms of profile and crosswise into 4 areas. Starting from the area of the nape, divide the area into horizontal sections ½ cm in thickness using a fine-toothed, heat-resistant tail comb.
- While keeping the strand taut, pass the straightener from the base to the tips, checking the result from time to time to make sure the temperature is right with a number of passes: 4 to 8, depending on the result you wish to obtain.
- Take particular care in the more difficult areas (nape/roots/front area).
- In the case of a **STRAIGHT EFFECT**, treatment ends with the straightening step.

TEMPERATURE TABLE:

TYPE OF HAIR	TEMPERATURE
Natural white hair	160° C*
Chemically treated hair	200° C *
Natural hair	230° C*

* The temperature values are indicative and must always be checked on the basis of the structure of the hair (medium/thin/thick), the chromatic resistance of the first strand and adapted according to the diagnosis.

STEP 5

RINSING AND HYDRATION TAMING MASK

- If you are carrying out **FRIZZ CONTROL** or **VOLUME REDUCTION** treatment, after straightening it is advisable to rinse thoroughly with lukewarm water.
- Towel-dry the hair and apply Taming Mask, leaving it to set for 5/8 minutes.
- In the case of a **STRAIGHT EFFECT**, treatment ends with the straightening step.

APPLICATION TABLE:

DESIRED RESULT	1 st STEP	2 nd STEP	SETTING TIME	STRAIGHTENING**	HYDRATION
Sleekness	PrepEgo 0.0 Shampoo	Apply a minimum of 50 ml of Shape Modulator for medium-long hair and 30 ml for short hair.	20/25 min	8 passes, thin strands	Not necessary
Tamed with volume reduction			15 min	4 passes, medium-thick strands	Rinse and apply Taming Mask leaving it to set for 5 to 8 minutes
Frizz control with elimination of frizz			10 min	4 passes, medium-thick strands	

* Follow the application procedure with cares. Apply on well-dried hair and do not add water.
** Set the temperature according to the type of hair, checking the number of passes on the most damaged tips.

STEP 6

MAINTENANCE AT HOME

OUR BEAUTY TIPS

To keep the hair at its best in the period after treatment, we recommend the following products:



For frizz-control effect on natural curly hair:
Silk Oil Line.



For frizz-control effect on natural wavy hair:
Filler Line.



Always use **Hasty Too Curls Amplifier** on damp hair before drying it, to define the natural curls and improve hold.



Use **Hasty Too All-in-one** on damp hair before drying it to provide hydration, make their hair shiny, silky and smooth, and to control frizz.



Fix the shape with **Hasty Too Vo-Lux-lous Hairspray.**

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NO YELLOW SHAPE PERFECTOR

no-yellow straightening service

Straightens and tames light blonde and very lightened or natural white hair. It is unusual in that it contains a quality **no-yellow pigment** for treating even white or cool blonde hair in complete safety without any risk of yellowing.

It guarantees excellent straightening while neutralising undesirable yellowing. Its particular body and the specific dispenser allow for quick and easy application with the utmost in comfort.



PREPEGO 0.0
SHAMPOO



NO YELLOW
SHAPE PERFECTOR



TAMING
MASK

TOOLS FOR THE SERVICE:

- No Yellow Shape spray
- Narrow-tooth comb
- Shape Iron straightener with adjustable temperature

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STEP BY STEP

STEP 1

PREPARATION SHAMPOO PREPEGO 0.0 SHAMPOO

- Apply a suitable amount of **PrepEgo 0.0. Shampoo** on wet hair, and massage gently until plenty of lather forms.
- Follow the instructions for applying the shampoo according to the type of hair described in the table below.

DIRECTIONS FOR USE:

TYPE OF HAIR	NUMBER OF SHAMPOO APPLICATIONS	SETTING TIME RECOMMENDATIONS*	TIPS
Natural, natural or dyed afro	3/4 applications of PrepEgo 0.0 Shampoo	Setting time of 6/8 minutes for the last application of shampoo	Do not rinse completely between applications (leave about 50% of the lather). Rinse thoroughly only after the last application of shampoo.
Dyed or lightened up to 50%	2 /3 applications of PrepEgo 0.0 Shampoo	Setting time of 2/3 minutes for the last application of shampoo	Do not rinse completely between applications (leave about 50% of the lather). Allow the last application of shampoo to set for a few minutes and then rinse thoroughly.
Lightened or bleached up to 70% and more White hair	1 / 2 applications of PrepEgo 0.0 Shampoo	Optional	Allow the last application of shampoo to set for a few minutes and then rinse thoroughly.



STEP 2

DRYING BEFORE TREATMENT

The drying process depends on the type of hair.

TEMPERATURE TABLE:

TYPE OF HAIR	TIPS
Natural Wavy natural Curly natural Frizzy natural	Dry the hair thoroughly
Dyed or lightened up to 50%	Dry the hair up to 70%
Lightened or bleached up to 70% or more White hair	Maintain only the damp tips



STEP 3

NO YELLOW TREATMENT
SHAPE PERFECTOR

- Wear protective gloves, shake the bottle well and perform the treatment.
- Use a comb to part the hair. Part the hair crosswise into 4 areas.
- Starting from the nape, part the area into horizontal sections ½ cm thick, spray on the **No-Yellow Shape Perfector** treatment and comb the strands with a narrow-tooth tail comb.
- The amount of product required depends on the length and mass of the hair.
- Start 0.5 cm from the scalp and go down to the tips.
- Massage each strand with your hands to facilitate penetration of the product in the hair fibres.



APPLICATION TABLE:

TYPE OF HAIR	SETTING TIME	TIPS
Natural, natural or dyed afro	30 min	Do not rinse the hair after setting
Natural or dyed afro	35 min	Do not rinse the hair after setting
Dyed or lightened up to 50%	25 min	Rinse the hair after the setting time, for 15 seconds
Lightened or bleached up to 70% and more White hair	15 /20 min	Rinse the hair after the setting time, for 15 seconds

ATTENTION: do not cover the head with a cap or similar.

STEP 4

DRYING AFTER TREATMENT

- After the setting time, where required, rinse lightly with lukewarm water for a few seconds to eliminate any excess product before drying.
- Thoroughly dry the hair using a hairdryer and a flat or round brush as required.

STEP 5

STRAIGHTENING AT HIGH TEMPERATURE

- Before using the straightener, carefully check that the hair is dry.
- Adjust the temperature of the **Shape Iron** straightener according to the indications provided in the **TEMPERATURE TABLE**. The choice of temperature is essential to ensure the best possible treatment.
- Use a comb to part the hair. Part the hair crosswise into 4 areas.
- Starting from the area of the nape, part the area into horizontal sections ½ cm in thickness using a fine-toothed, heat-resistant tail comb.
- While keeping the strand taut, pass the straightener from the base to the tips, checking the result from time to time to make sure the temperature is right.
- Increase the number of passes from a minimum of 5 to a maximum of 12, depending on the area.

NO YELLOW SHAPE PERFECTOR

no-yellow straightening service

TEMPERATURE TABLE:

TYPE OF HAIR	TEMPERATURE	REQUIRED NUMBER OF PASSES OF THE STRAIGHTENER
Natural, wavy natural, curly natural, frizzy natural	230° C* and down	At least 10/12 passes depending on the reaction of the first strands
Dyed or lightened up to 50%	From 200° C to 220° C*	At least 7/8 passes depending on the reaction of the first strands
Lightened or bleached up to 70% and more White hair	180° C*	At least 5/7 passes depending on the reaction of the first strands

* The temperature values are indicative and must always be checked on the basis of the structure of the hair (medium/thin/thick), the chromatic resistance of the first strand and adapted according to the diagnosis.



STEP 6

SHAMPOO AND CONDITIONING

PREPEGO 0.0 SHAMPOO + TAMING MASK

- Rinse thoroughly with warm water and wash the hair with **PrepEgo 0.0 Shampoo** without allowing it to set.
- Rinse, remove excess water and pat down with a towel.
- Apply **Taming Mask** to damp or dry hair.
- Lastly, dry the hair by hand, taking care to direct the air from the hairdryer from top to bottom.



STEP 7

MAINTENANCE

AT HOME

To keep the hair at its best in the period after treatment, we recommend the following products:



To maintain a cool blonde effect: **Silver Maintain Line**.



For a mainly restructuring effect: **Repair Line**.



Use **Urban Proof Leave-in Conditioner**, to be applied on damp hair before drying, for untangling and conditioning.



Apply **SheWonder Shine Oil Elixir** after drying to give shine to the hair.



Fix the shape with **Hasty Too Vo-Lux-lous Hairspray**.

To obtain both results:
alternate the **Silver Maintain** and **Repair lines**.

MATERIALS & SALON TOOLS



SHAPEGO PANCARD 630 x 297
AEI 8032552



SHAPEGO BANNER 70 x 100
AEI 8032551

SHAPE IRON
AEI 8032529



NO YELLOW
SHAPE PERFECTOR
SPRAY BOTTLE
AEI 3060814



STRAIGHT BRISTLE BRUSH
AEI 8032554



BOWL
AEI 8032520



NARROW-TOOTH COMB
AEI 8032528

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SHAPEGO



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