



CAVIAR
REPLENISHING MOISTURE
PROFESSIONAL BACKBAR RITUAL



DIVE INTO MOISTURE

TRANSFORMATIONAL HAIRCARE. INDULGENT HYDRATION.

Since 1997, Alterna has been making Replenishing Moisture— a luxurious line of products that not only exceeds the demands of the most discerning professionals, but also opens the door to a more sustainable future for the haircare industry.

ALTERNA-TIVE BEAUTY

Experience youthful-looking hair with a luxe trifecta of Caviar Anti-Aging Replenishing Moisture Shampoo, Conditioner, and CC Cream, featuring our signature Age-Control Complex and containing only natural eco-certified ingredients as well as a potent blend of marine actives.

HYDRATING FORMULAS

Our Replenishing Moisture formulas improve the vibrancy and manageability of your hair even after one use. Every product is inspired by the boundless beauty, power, and elements of the ocean, enriching your strands with shine and hydration.

Say hello to performance without compromise, access to softer, shinier hair with minimal impact on the environment. To fully experience the beauty of this collection, enjoy a relaxing professional backbar massage.





PROFESSIONAL BACKBAR MASSAGE



PREP :

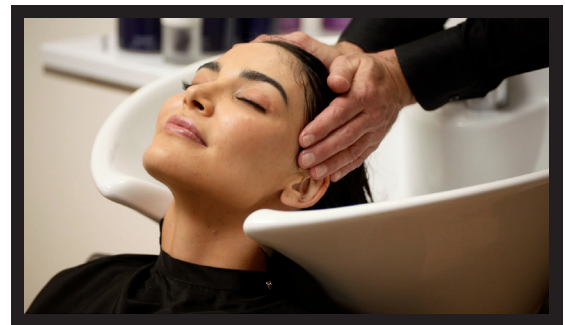
Once the hair is washed with **Replenishing Moisture Shampoo**, apply the **Replenishing Moisture Conditioner** throughout hair from mid-lengths to ends.



SCAN FOR
VIDEO TUTORIAL

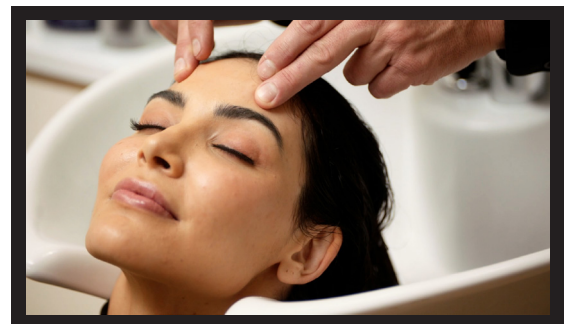
STEP 1 :

To begin the massage and help focus the client, place your hands on their head and have them take 2 deep breaths with you while applying light compressions strokes.



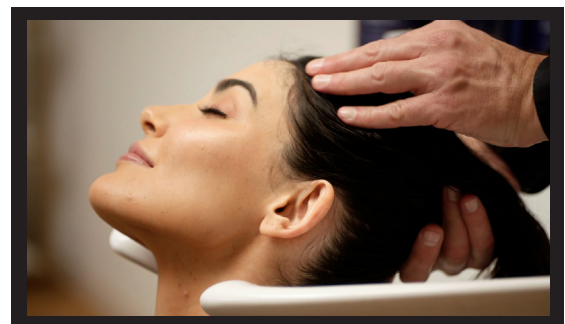
STEP 2 :

Massage the Gall Bladder 14 also known as GB 14 points located one fingers width above the eyebrows directly in line with the pupils with gentle circular motions. These points connect to the parasympathetic nervous system, responsible for the body's rest and digestion response.



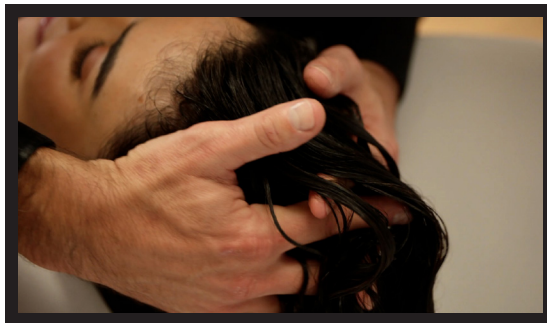
STEP 3 :

Using the four fingers of one hand while stabilizing the head with the other hand, massage the scalp using circular friction motions. Let the fingers move the muscles of the scalp rather than using a sliding motion.



STEP 4 :

Starting with the fingers on either side of the head, use gliding back and forth friction motions to massage the top and sides of the head. The fingers should interlock as your hands meet at the crown of the head.



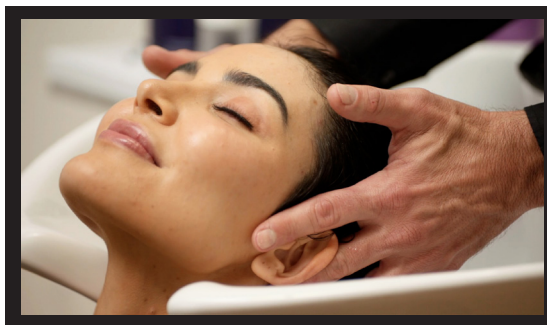
STEP 5 :

Place hands on either side of the scalp with the fingers spread about ½ inch apart. Massage with circular friction motions with each finger. Move the fingers to new areas and repeat until you cover the entire scalp.



STEP 6 :

Using the index and middle fingers, scissor the ears with gliding friction motions. This technique is soothing and helps calm the mind.



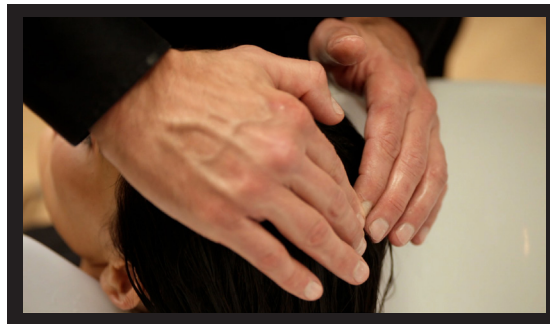
STEP 7 :

Starting at the midline of the forehead, massage with circular friction motions across the forehead to the temples. Move to the midline of the scalp at the hairline, repeat the motion along the hairline to the temples. Repeat this pattern, 3-4 times each time starting a different spot along the midline to cover most of the scalp.



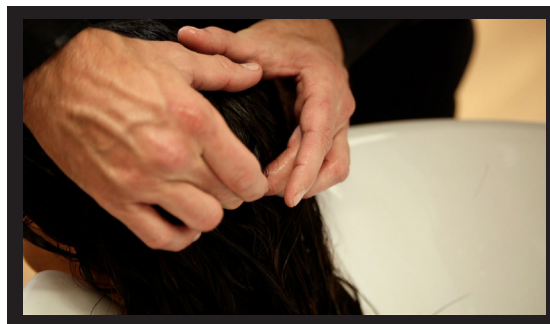
STEP 8 :

Massage the 3 pressure points along the occipital ridge with circular friction motions.



POINT 1:

Governing Vessel 16 or GV16 also known as the Wind Mansion is located along the midline at the occipital ridge. This is the main energy channel that runs up along the midline of spine.



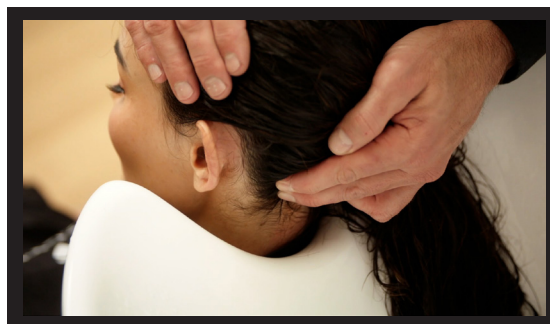
POINT 2:

Bladder Meridian 10 or B10 also known as the Heavenly Pillar is located one finger's width lateral to the GV16 on either side of the occipital ridge.



POINT 3:

Gall Bladder 20 or GB20 also known as Heaven's Gate is located one to one and half finger's width lateral to B10 on either side of the occipital.



STEP 9 :

Place your hands on the front and back of their head and have them take two deep breaths with you while applying light compression strokes.



STYLE



Once completed, style as desired with **Replenishing Moisture CC Cream** on damp or dry hair.

Say goodbye to bad hair days and hello to performance without compromise.

Caviar Replenishing Moisture delivers indulgent and sustainable hair care with real results.