



ALTERNA®

# CLINICAL DENSIFYING MASSAGE



  
ALTERNA®  
CAVIAR  
ANTI-AGING

## SELF-CARE STARTS WITH SCALP RITUALS

Alterna, a visionary creator of luxury haircare products formulated without harsh chemicals and additives, is proud to announce its powerful iteration of **CAVIAR Anti-Aging Clinical Densifying** collection. This line includes innovative, advanced formulas that enhance the performance of its Shampoo, Scalp Treatment and Styling Mousse and brings to market our revolutionary Foam Conditioner.

Alterna's commitment to mindful haircare also extends to scalp care. We understand the importance of a holistic and enjoyable experience for both clients and stylists. That is why we have featured massage techniques, offering an opportunity for both parties to participate in a more immersive and satisfying experience.



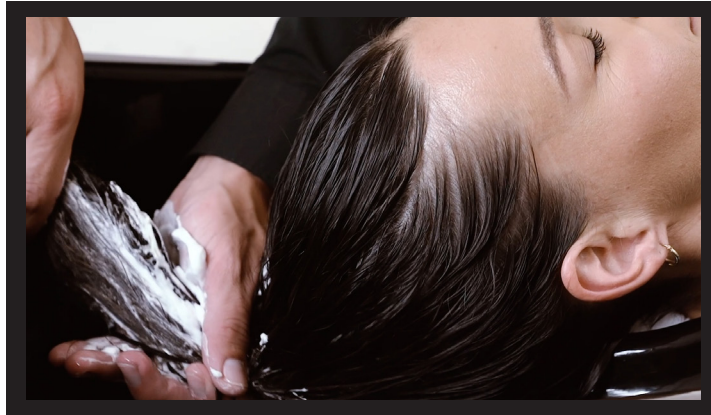


## PROFESSIONAL BACKBAR SCALP ANCIENT AYURVEDIC RITUAL

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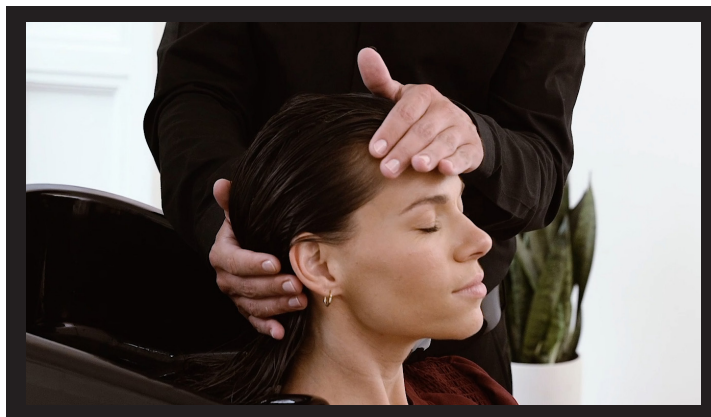
### PREP :

After cleansing hair with the **Clinical Densifying Shampoo**, apply our luxurious **Clinical Densifying Foam Conditioner** throughout hair, as it provides lightweight moisture and hydration for fuller-looking hair.



### STEP 1 :

Place one hand on the back of the head at the occipital bone and the other hand on the forehead. Gently hold while you and the client both take a deep breath in and a slow exhale out.



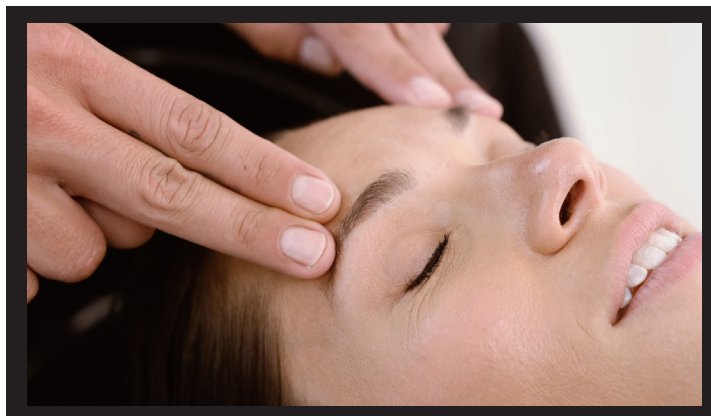
**STEP 2 :**

Begin the massaging just above the space between the eyebrows. Using your pointer and middle fingers, massage with small, circular movements.



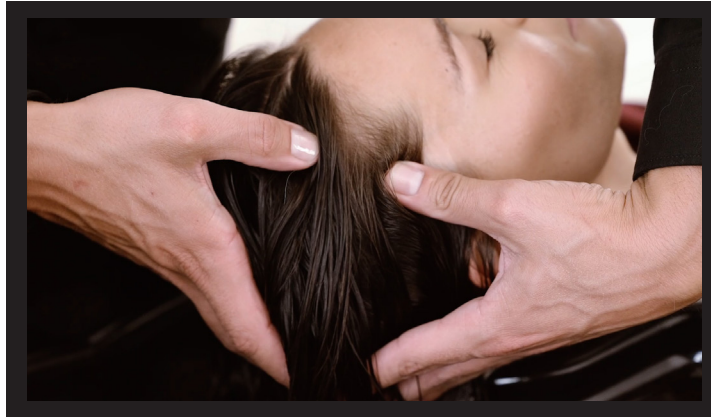
**STEP 3 :**

Next, move your pointer and middle fingers to the points near the arch of each eyebrow. Massage these points, moving in a circular motion.



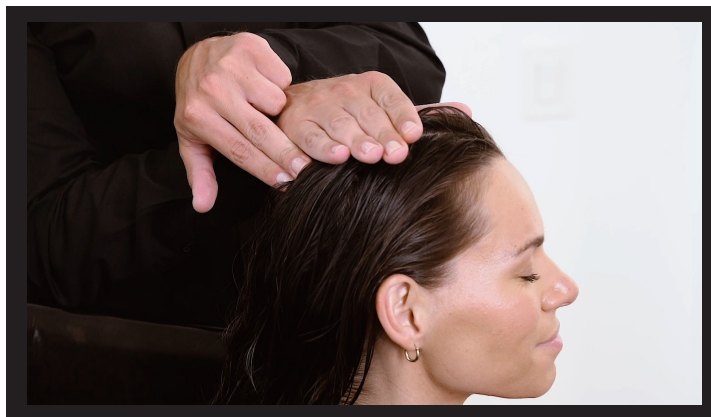
**STEP 4 :**

Imagine small squares mapped throughout the scalp. On opposite sides of each square, use your thumbs to push the scalp tissue together lifting it gently from the scalp. Repeat motion on all sides of each square and cover the entire scalp.



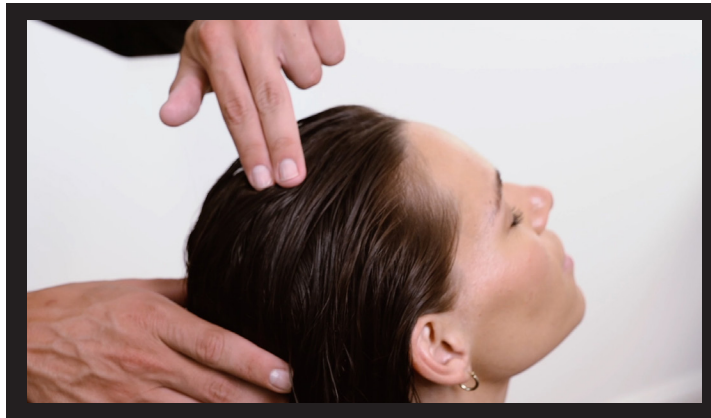
**STEP 5 :**

Next, massage the area located just behind apex. Massage the point with the middle and pointer fingers, moving in circular motions.



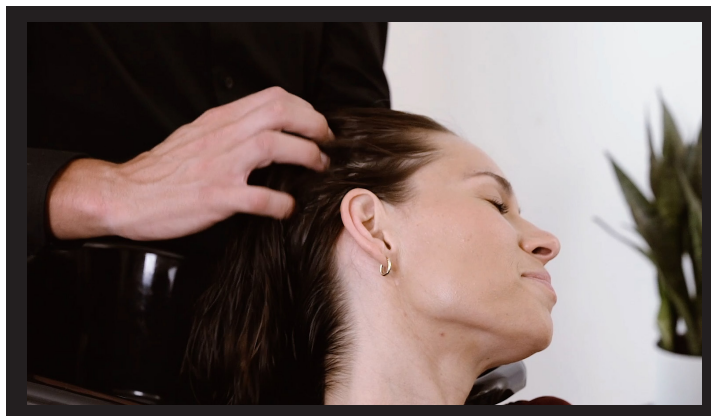
**STEP 6 :**

Continue to the point at the top of the crown of the head, just in front of the point in step 5. Again, using your middle and pointer fingers, gently massage this point in a circular motion. After a few circles, you can expand the movement to incorporate all the fingertips, massaging the entire crown area in circular motions.



**STEP 7 :**

Next, stabilize the head with one hand and massage the scalp with the four fingers of the other hand using a vigorous friction motion to cover the entire scalp.



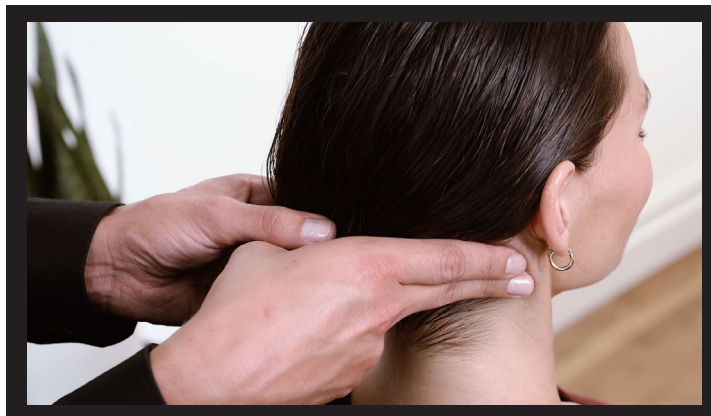
**STEP 8 :**

Next, move to the back of the head to the occipital bone, about 2 hand widths up from the base of your neck. Use the flat pads of the thumbs to gently massage this point.



**STEP 9 :**

For the last step, finish the scalp massage by stimulating the points just behind the ears, where the neck meets the skull. Use circular motions with your pointer fingers.





## STYLING :

Once completed, rinse the **Foam Conditioner** out of client's hair, follow with the **Clinical Densifying Scalp Treatment**, then **Styling Mousse** and style as desired.

Alterna offers haircare with clean\*, skin-care inspired formulas. If you're clients are looking for clinically-tested formulas that are gentle to the scalp and a regimen that feels more revitalizing than routine, look no further than the **CAVAIR Anti-Aging Clinical Densifying Collection**.

\*[www.alternahaircare.com/cleanphilosophy](http://www.alternahaircare.com/cleanphilosophy)

