OXY®

STATION



HAIREVOLUTION

- A SCIENTIFIC DISCOVERY
- REDUCING SERVICE TIMES
- INCREASING RESULTS
  - up to twice the colour fastness
  - regenerates hair following bleaching
  - doubling hair brightness
  - maximising volume of hair
  - double blow-dry hold







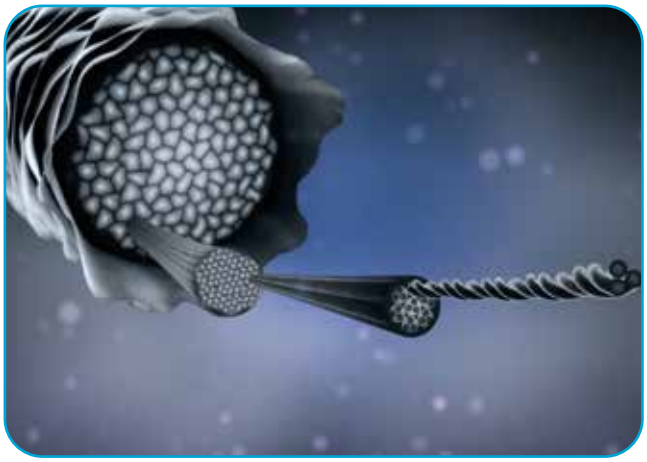


"Designed for the **discerning** hairdresser "

GREATER RESULTS IN LESS SERVICE TIME

THE HAIR STRUCTURE

The firmness and strength of hair depends on the creation of disulphide bonds.
The combination of keratin and disulphide guarantees the structure and resistance of hair.



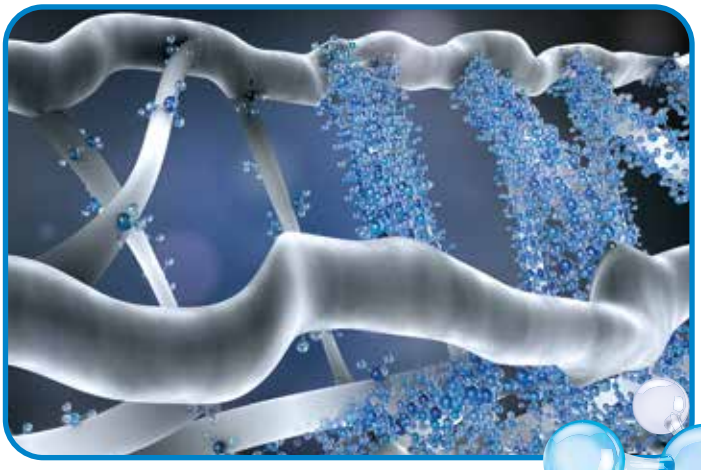
HEALTHY HAIR STRUCTURE



THE HAIR STRUCTURE DETERIORATES OVER TIME FOR:

- CHEMICAL
- PHYSICAL
- MECHANICAL

STRESSES CAUSING BREAKAGE OF THE DISULFIDE BONDS.



THANKS TO **OXY STATION®** WE GENERATE DISULFIDE BONDS

4 YEARS OF RESEARCH AND A SCIENTIFIC DISCOVERY

RESULT AND EFFECTIVE EVIDENCE FROM:

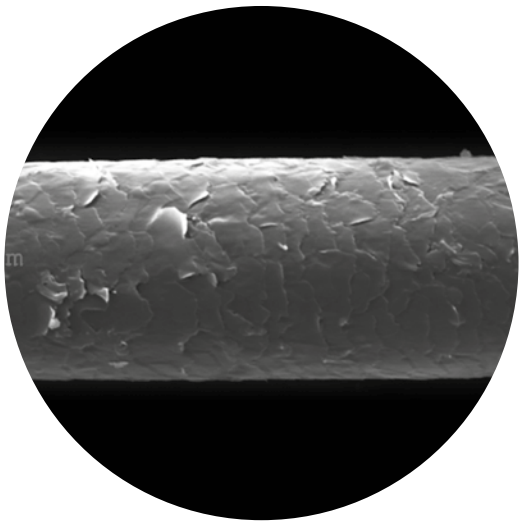
ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

RIGANO
Rigano Laboratories S.r.l.

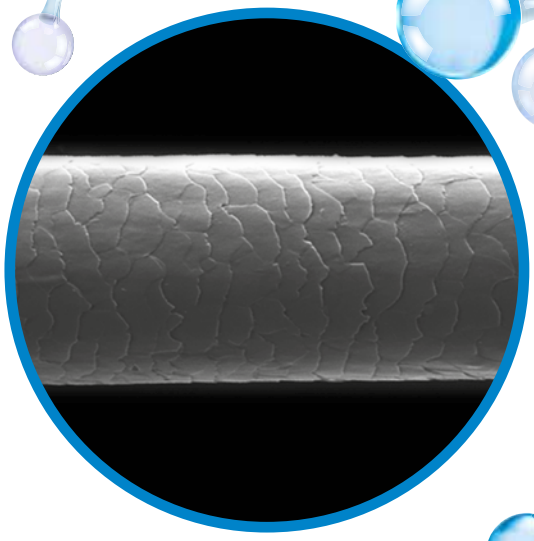
OXY STATION

APPLIED TO WET HAIR HELPS REGENERATE DISULPHIDE BONDS

+95%
BY CLOSING OF HAIR CUTICLES



UNTREATED HAIR



HAIR TREATED WITH OXY STATION®

ITALIAN AND EUROPEAN PROCESS PATENT

THE **BENEFITS** OF THIS SCIENTIFIC DISCOVERY







+95%

REGENERATING DISULPHIDE BONDS BY CLOSING THE HAIR CUTICLES



OXY STATION

COLOUR

+32%

FASTNESS AFTER
15 WASHES
DUE TO THE CLOSING
OF THE CUTICLES

+86% BRIGHTNESS

+15% VOLUME

HEALTHIER, BRIGHTER AND HYDRATED HAIR

BLEACHING

+16%

DUE TO THE REGENERATION
OF THE DISULPHIDE BONDS
THE HAIR CONDITION
IS IMPROVED

+86% BRIGHTNESS

+15% VOLUME

HEALTHIER, BRIGHTER AND HYDRATED HAIR

HAIR FOLD

+67%

DUE TO THE CLOSURE
OF THE CUTICLE AND
REGENERATION
OF DISULPHIDE BONDS,
THE HOLD OF THE BLOW
DRY LASTS LONGER

+86% BRIGHTNESS

+15% VOLUME

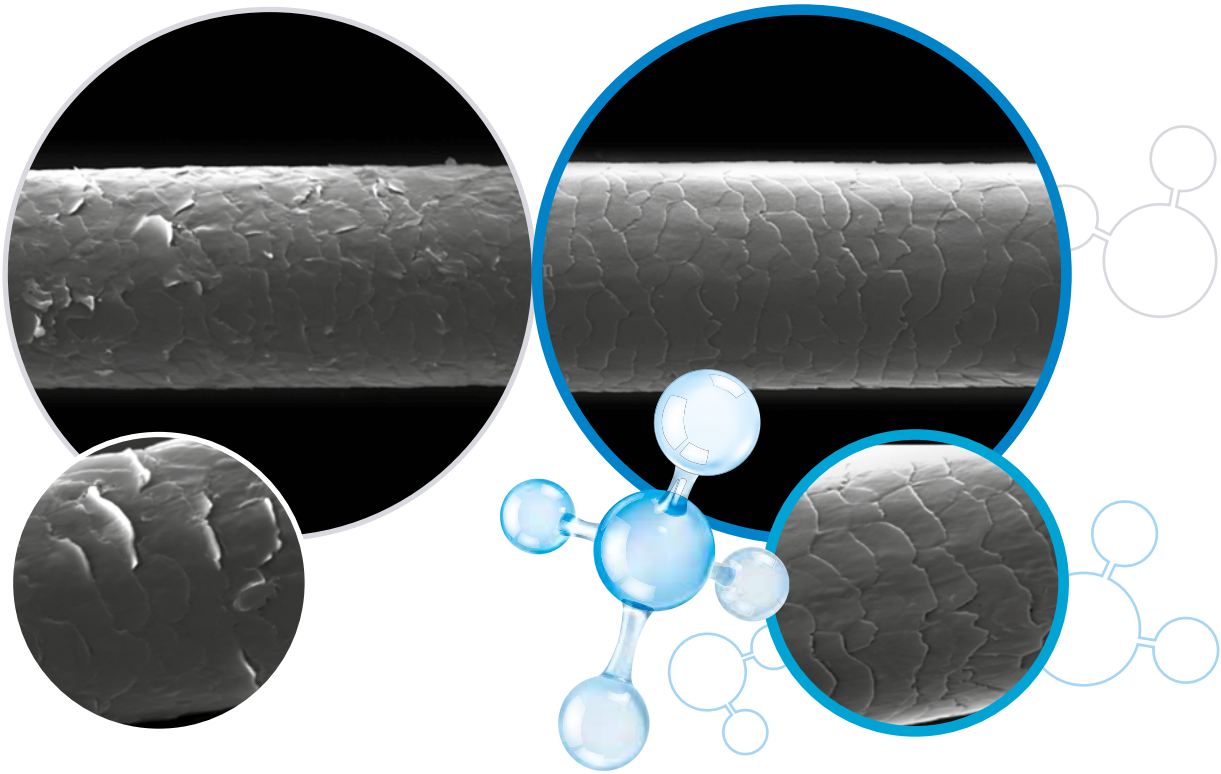
HEALTHIER, BRIGHTER AND HYDRATED HAIR

SCIENTIFIC **EVIDENCES**

CLOSURE OF HAIR CUTICLES
+95%

Photographs show the results of a survey undertaken by the University of Bologna on locks of human hair both untreated and treated with Oxy Station..

ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



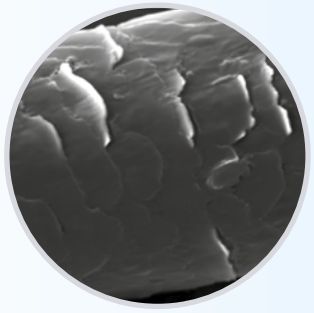
UNTREATED HAIR

HAIR TREATED WITH OXY STATION®

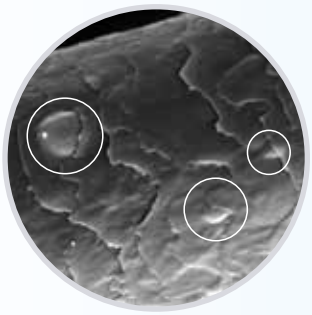
The closure of the hair cuticles by 95% generates the hair creating multiple benefits on **all technical and styling services**.

COLOUR FASTNESS **+32%**

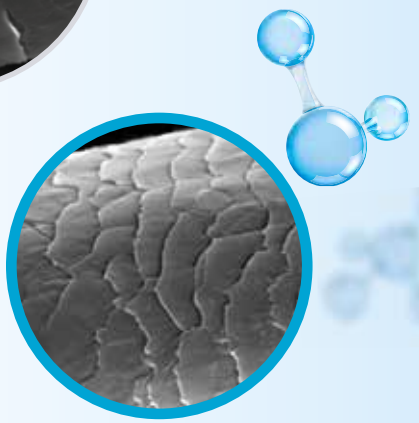
PHASE 0
UNTREATED HAIR



PHASE 1
EFFECT AFTER THE SERVICE



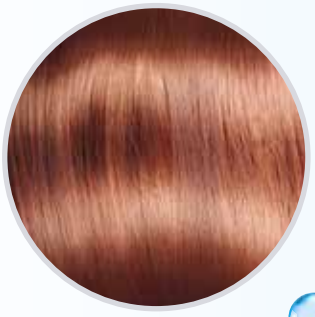
COLOURED HAIR AFTER STYLING



COLOURED HAIR FOLLOWING OXY STATION® APPLICATION AFTER STYLING

Oxy Station® applied during the colour service entraps the penetration of the colour pigment due to the closure of the cuticle.

PHASE 2
AFTER 15 WASHES



UNTREATED COLOURED HAIR **AFTER 15 WASHES**

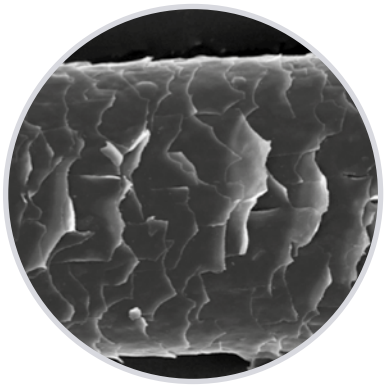


COLOURED HAIR TREATED WITH OXY STATION® AFTER 15 WASHES

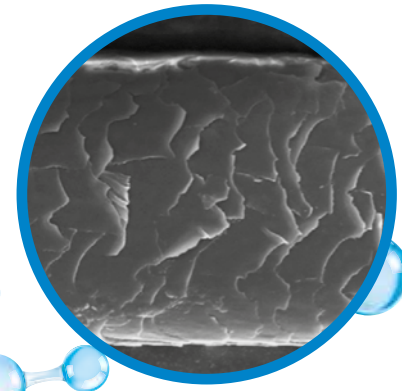
The closure of 95% of the hair cuticles increases the pigment concentration, achieving an increased colour fastness of 32% after 15 washes.

By using OXY STATION, color is **brighter and fastness is improved of 32% after 15 washes**.

BLEACHING **+16%**
HAIR RESTRUCTION



UNTREATED BLEACHED HAIR



BLEACHED HAIR FOLLOWING OXY STATION®

Thanks to Oxy Station we rebuild a great amount of disulfide bonds previously destroyed to eliminate the colour pigment from the hair. **Hair restruction +16%**.

BLOW DRY
+67%



IN THE SALON



AFTER 24 HOURS

UNTREATED HAIR



IN THE SALON



AFTER 24 HOURS

HAIR FOLLOWING OXY STATION® APPLICATION

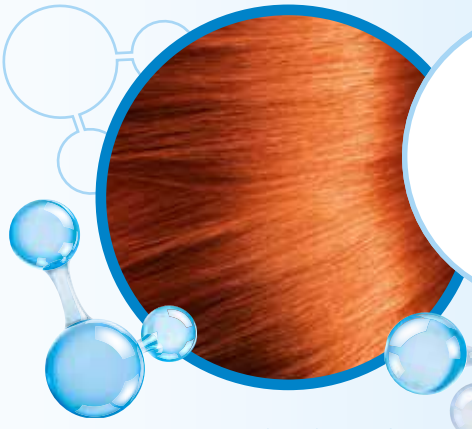
The creation of disulphide bonds increases the blow-dry ‘hold’ by **67%.** By closing the hair cuticles, **hair is easier to style in less time.**

BRIGHTNESS
+86%

COLOUR INTENSITY
1,47



UNTREATED HAIR

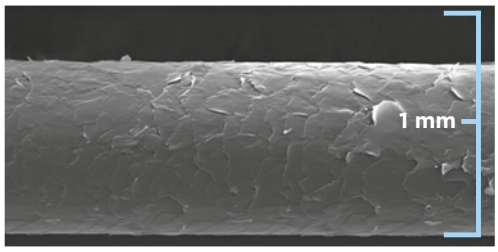


COLOUR INTENSITY
2,27

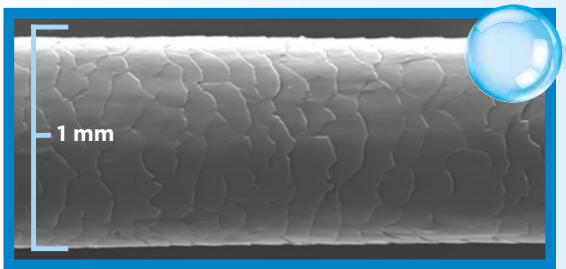
HAIR FOLLOWING OXY STATION® APPLICATION

The new smooth surface of the hair reflects more light than the original uneven surface.
The effect is hair that is up to **86% brighter** (dependent on the colour).

VOLUME
+15%



UNTREATED HAIR



HAIR FOLLOWING OXY STATION® APPLICATION

The closure of the hair cuticle entraps water molecules and the diameter of each hair is **immediately increased by 15%.**

GREATER RESULTS IN LESS SERVICE TIME

PROTOCOLS AND TECHNICAL SPECIFICATIONS



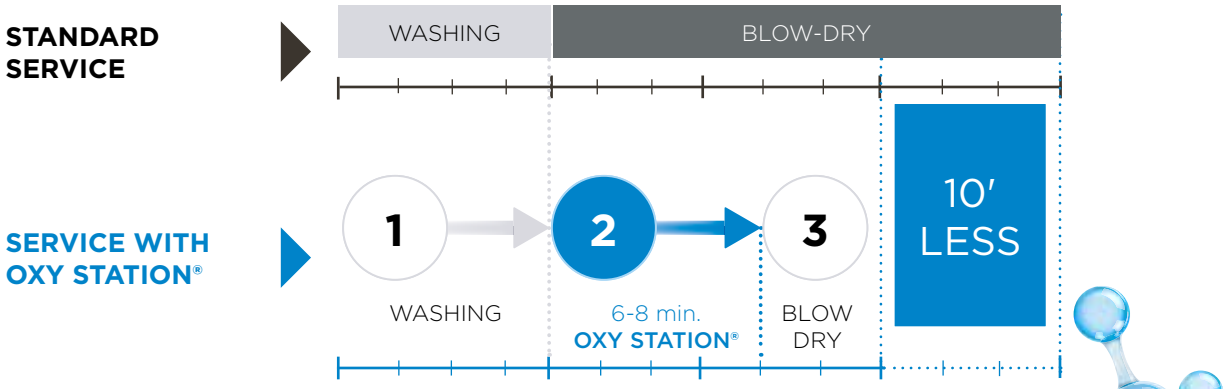




THE BENEFITS

HOW DOES THE OXY STATION REDUCE SERVICE TIMES?

Thanks to application of pure oxygen, the duration of the blow-dry is reduced, on average by 10 minutes.



10 - 20′ TIME SAVING



HOW OXY STATION CAN BE USED ON ALL CLIENTS?

During its lifespan of anything between 3 and 5 years, the **hair constantly loses Keratin** due to the breakage of disulphide bonds. This is due to many reasons such as frequent washing, exposure to UV rays, heated appliances, colour application or bleaching.
Using OXY STATION in your salon offers the following benefits:

1. **Reduction** of **service time**
2. **Immediate results** on both technical and styling services
3. **Revitalising** and **regenerating the structure** of the clients hair from root to tip following several applications.

Healthier and stronger hair
from the root to the tip

CAN I APPLY OXY STATION WITH ANY HAIR PRODUCT?

YES! In fact it increases the effectiveness of all products!
With the OXY STATION'S ability to close the hair cuticle it is the perfect time for you to apply the product to ensure it gets locked into the hair.

Increases the **effectiveness and duration**
of all products.

COLOUR SERVICE

BEFORE COLOUR



COLOUR
8 MINUTES BEFORE THE STYLE

1	2	3	4
Apply colour	Remove colour	**OXY STATION®** (8 minutes)	Style

COLOUR +32%

+86% BRIGHTNESS

BLOW DRY +67%

HEALTHIER, BRIGHTER MORE HYDRATED HAIR

+ 15% VOLUME



Oxy Collection - Hair: Sanrizz academy - Model: Lisa - Make-up: Chihiro Yamada - Photo: Mauro Carraro photography - Location: Sanrizz Academy **London**

BLEACHING SERVICE

BEFORE



BLEACHING
8 MINUTES BEFORE WASHING

1 Bleach

2 Wash

3 **OXY STATION®** (8 minutes)

4 Style

STRUCTURE +16%

+86% BRIGHTNESS

BLOW DRY +67%

HEALTHIER, BRIGHTER MORE HYDRATED HAIR

+15% VOLUME



Oxy Collection - Hair: Sanrizz academy - Model: Rebeka - Make-up: Chihiro Yamada - Photo: Mauro Carraro photography - Location: Sanrizz Academy **London**

STYLING SERVICE

BEFORE



FOLD
6 MINUTES BEFORE BLOW DRY

1 Wash → 2 **OXY STATION®** (6 minutes) → 3 Style

BLOW DRY +67%

+ 86% BRIGHTNESS

HEALTHIER, BRIGHTER MORE HYDRATED HAIR

+ 15% VOLUME



Oxy Collection - Hair: Sanrizz academy - Model: Millie - Make-up: Chihiro Yamada - Photo: Mauro Carraro photography - Location: Sanrizz Academy **London**

INSTRUMENTS

PHOXY

Phoxy is a unique hairdryer designed to apply a high pressure of oxygen (2 BAR) to the hair at a flow rate of 30 litres a minute.





Straight hair styling

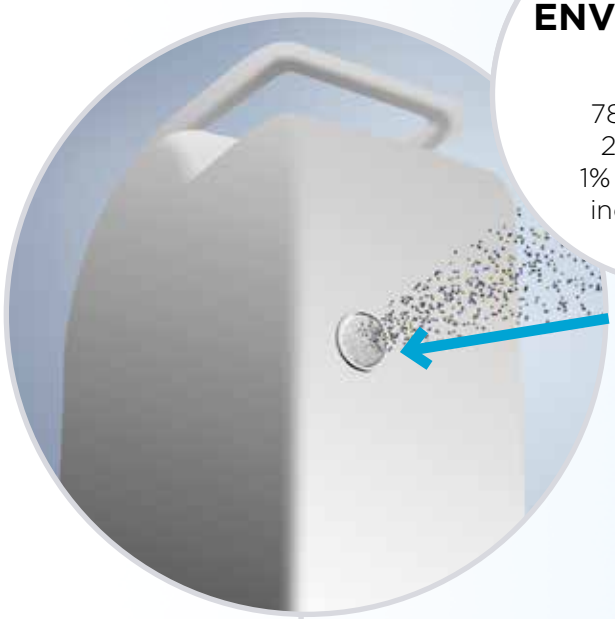
OXY CAP

The Oxy cap creates an environment full of oxygen applied at high pressurE which both hydrates and repairs the hair.



Curly hair styling

OXY STATION®
HOW IT WORKS

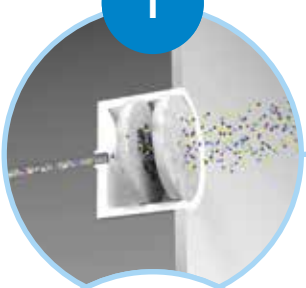


ENVIRONMENT AIR

78% Nitrogen
21% Oxygen
1% Mix of gases including CO^2

4 DEDICATED FILTERS

1



Withholds solid particles such as dust and hair.

2



Withholds minute particles.

3



ZEOLITE
Withholds Nitrogen and allows Oxygen to pass.

4



Withholds residual humidity.

FLOW RATE
30 l/Min

PRESSURE
2 bar



OXYGEN
PURITY
95%



IT'S ALL IN THE FLOW
TO REDUCE SERVICE TIME

FLOW RATE

EXISTING DEVICES: between 3 and 6 lt min/max

OXY STATION®: 30 lt/min

PRESSURE

EXISTING DEVICES: between 0,5 and 1 bar max

OXY STATION®: 2 bar

HAND PIECES

EXISTING DEVICES: airbrush

OXY STATION®: PHOXY (oxygen air-drier)

OXY STATION®: OXY® CAP (operator indipendent)

OXYGEN PURITY

EXISTING DEVICES: between 30% and 90% max

OXY STATION®: 95% +/- 3%



OXY STATION® TECHNICAL SPECIFICATIONS

Oxy Station® does not have tanks but extracts **PURE OXYGEN** from air in the environment, with a purity of **95% +/- 3%**.

Oxy Station® is a cutting edge device to leverage oxygen in all services, both technical and stylistic.

Oxy Station® is the first and only oxygen device designed the hair salon to be used in all services.

TECHNICAL DATA SHEET		
MODEL	**OXY STATION®**	**OXY BAG**
WEIGHT	**40 Kg**	**24 Kg**
WIDTH	**44 cm**	**44,4 cm**
DEPTH	**58 cm**	**23,8 cm**
HEIGHT	**96,5 cm**	**58,7 cm**
OPERATING EXTERNAL TEMPERATURE	**From 5 to 40 °C**	**From 5 to 40 °C**
OPERATING EXTERNAL HUMIDITY	**≤ 80% relative humidity**	**≤ 80% relative humidity**
EXTERNAL ATMOSPHERIC PRESSURE	**From 860 to 1060 hP**	**From 860 to 1060 hP**
VOLTAGE	**230 V.a.c., 50 Hz**	**230 V.a.c., 50 Hz**
POWER	**Max 500W**	**Max 500W**
OXYGEN PURITY	**95%. +/- 3%**	**95%. +/- 3%**
OXYGEN FLOW	**0-6 L/min (low pressure)** **28-30 L/m (high pressure)**	**28-30 L/m (high pressure)**
OXYGEN FLOW PRESSURE	**1 bar (0,10 MPa) (low pressure)** **2 bar (0,20 MPa) (high pressure)**	**2 bar (0,20 MPa) (high pressure)**

The actual product may differ from the catalogue representation.


OXY STATION
OXY® BAG
the same size as
cabin crew luggage
OXY® BAG
manages 1 customer
at a time
OXY® BAG
is like a cabin
carry-on luggage

OXY STATION



OXY® STATION manages 2 customers at a time

OXY® STATION has a practical touch screen display



OXY® STATION has 360° wheels to facilitate handling




00 : 00



BENEFITS
for the hairdresser

GREATER RESULTS IN LESS SERVICE TIME

- **More earnings** due to better results
- **Be unique** and different from competition
- **More customers** and more loyalty
- Time and energy **saving**

OUR ACADEMY

SANRIZZ®



TONY RIZZO

"The results of **Oxy Station**® are outstanding.
It's been great to be able to be one of the first salons in the UK to promote this to our clients!"

TESTIMONIALS



CRISTINA MARZO

MALU' HAIR FASHION - ALTEDO (BO)

" Clients ask for an **Oxy Station®** application with every service"



CRISTIAN MUSCILLO

MUSCILLO - CARDANO AL CAMPO (VA)

"**Oxy Station®** has enabled me to save time during all client services"



TONY PUPILLO

TONY PUPILLO - MELILLI (SR)

"**Oxy Station®** makes hair healthier, brighter and the blow dry is always perfect!"

KIT OXY STATION®

With your **OXY STATION** you will receive a kit both digital and physical in order that you can promote this brand new service to your clients::

- WINDOW STICKERS
- FREE STANDING DOUBLE SIDED BANNER
- FLYER AND HOLDER
- SOCIAL MEDIA KIT
- PROMOTIONAL VIDEO




WINDOW STICKERS
FREE STANDING DOUBLE SIDED BANNER
Shop Window
OXY STATION
SALON
HAIREVOLUTION


FLYER
OXY STATION®
BENEFITS
FREE STANDING DOUBLE SIDED BANNER
Interior
OXY STATION
HAIREVOLUTION
MAGGIORI RISULTATI
IN MINOR TEMPO

TIME SAVING
ON AVERAGE LENGTH HAIR

10’ multiplied by 100 services

Are equivalent to **16 working hours saved**

2 days of an employee

TIME SAVING
ON LONG HAIR

20’ multiplied by 100 services

Are equivalent to **32 working hours saved**

4 days of an employee

ESTIMATED FOLD TIME

REAL FOLD TIME



Oxy Collection
Hair: Sanrizz Academy **London**
Models: Millie, Rebeka, Lisa
Make-up: Chihiro Yamada
Photo: Mauro Carraro photography **London**
Location: Sanrizz Academy **London**

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