

THEÓ

GUIDE BOOK



THEO

THEO: The Optimal (means "best of the best")

The desire to look intelligent at times
and look refreshed and casual at other times.

The idea of new beauty is to look attractive
in the various aspects and at different time of life.

THEO offers a comprehensive proposal from haircare to
styling according to conditions specific from scalp to hair.

We support new by beauty for
expressing themselves with confidence.

Proud to be a
attractive with
confidence



ICEMINT
| SCALP CARE LINE

HOTMINT
| SCALP CARE LINE



| STYLING LINE



ABOUT Skin & Scalp CONDITION

Men's skin is sticky and dry.

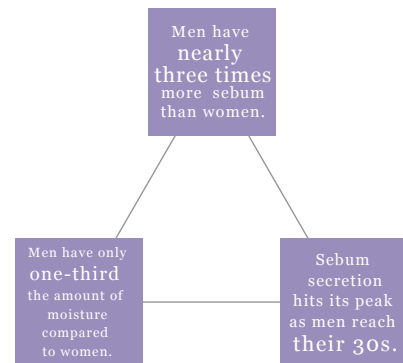
The sebum from the skin reaches its peak when men reach their 30s. In addition, skin moisture declines compared to women to become increasingly drier with aging.

Sebum (sticky) and moisture differ from one another.

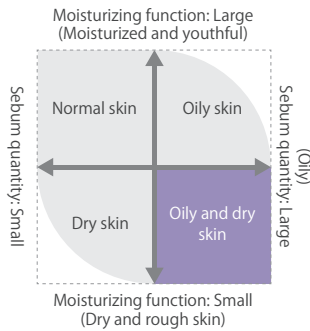
Men need to properly take control of the balance of moisture and sebum; in other words, men need age appropriate care. Also, the lifestyle habit such as dryness due to washing too frequently and shaving, and seasonal condition cause the decline in moisture retention ability.

■The rules of 3/3/3

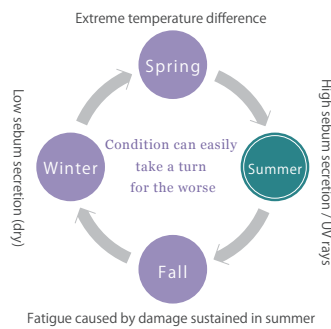
A rule states that men's skin tends to be sticky (dry, oily skin) with conditions unique to men based on age groups when the amount of sebum secretion hits its



■Skin type and balance of sebum and moisture

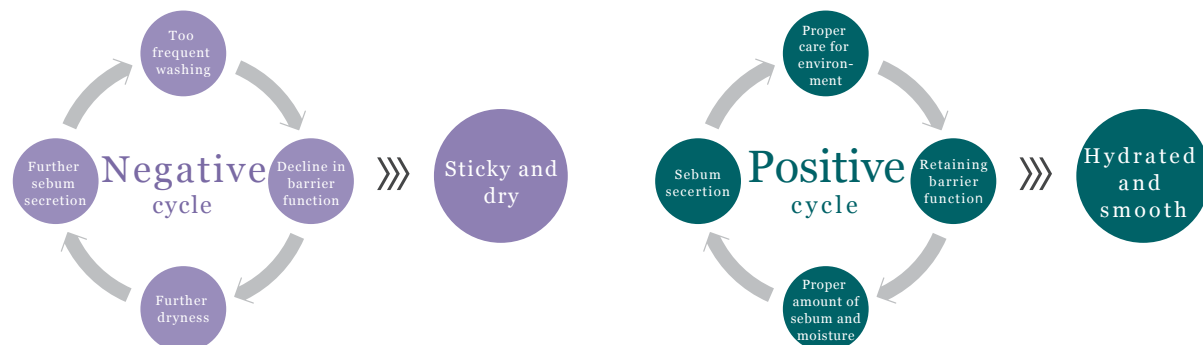


■The skin condition varies with the season



For proper men's care through proposals by salons.

Washing too frequently causes the decline in barrier function resulting in further dryness, which therefore initiates the negative cycle of promoting excess sebum secretion. With proper care and advice, the cycle becomes positive.



ICEMINT

ICEMINT conditions the scalp and hair of summer.

Refreshes sticky and dry condition due to sweat and heat.

Leads moisturized and soft condition to support comfortable days.



< Shampoo >

THEO SCALP SHAMPOO ICEMINT

Washes mildly and removes the source of odors while moisturizing with a strong, cool feeling.



< Scalp & hair treatment >

THEO SCALP TREATMENT ICEMINT

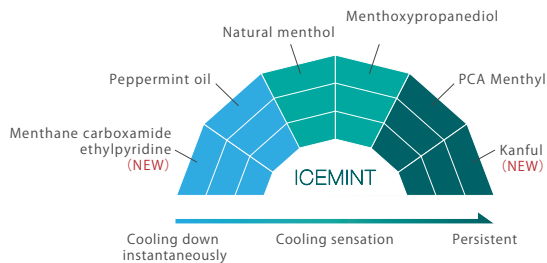
Controls excessive sebum and suppresses stickiness, ensuring clean scalp environment and manageable hair. Refreshing cool sensation lasts long.

Three characteristics of ICEMINT

- ① To experience a super*¹ exhilarating sensation faster.
- ② Refreshing, but mild cleansing components.

Formulated with a new blend of six types of refreshing ingredients for an improved experience of speed, strength, and endurance.

*1 Compared to other Label products.



Formulated with glycerin-based mild components*² equipped with the cleansing ability. The cushioned foam lifts sticky sebum and dirt and washes gently and quickly while leaving a moisture on the hair and scalp. (shampoo)

*2 polyglycerol-20 lauryl ether

Comparison of condition after washing

Washes after applying moisturizing ingredients and styling product in order, then leave 25 hours.



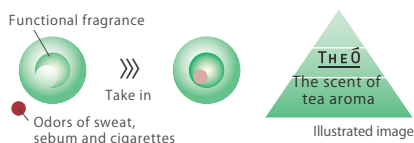
Cleansing component A

Cleansing component A + Mild cleansing component

Functional fragrance takes in sweat, sebum and cigarettes*³ odors and makes it into the scents of team aroma.

* Formulated with HOTMINT, ICEMINT and SCALP BUILDER.

*3 Eliminating cigarettes smell is equipped with ICRMINT only.



HOTMINT

Adds vitality to the scalp and makes hair manageable.

Hydrates and conditions the scalp environment, which tends to become sticky, dry, and hardened. THEO supports men's lifestyles to live confidently every day.



Refreshing

<Scalp cleansing>
THEO Scalp Flex

Adds elasticity to the hair and softens the scalp while removing dirt from the pores, which is the cause of odor, by gently loosening the scalp.



Refreshing

<Shampoo>
THEO Scalp Shampoo

The seaweed*5 foam gently cleanses and thoroughly removes stickiness and the cause of odor. Conditioning the balance of moisture in the horny layer leads to a hydrated scalp.

*5 Seaweed moisturizing component:
Brown algae extract.



Warming sensation

<Scalp and hair treatment>
THEO Scalp Treatment

Controls excessive sebum secretion, ensures a hydrated and soft scalp, and makes the hair manageable and supple.

*Warming sensation varies among different individuals.



Refreshing

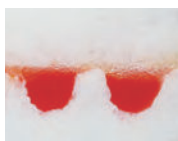
<Scalp treatment>
THEO Scalp Recharge

Micro-carbonated*6 bubbles provide a pleasant sensation while hydrating and softening

*6 Contained as propellant.

Mechanism of Scalp Shampoo

Seaweed foam penetrates the pores to gently and carefully cleanse.



Pores filled with sebum (Model image)

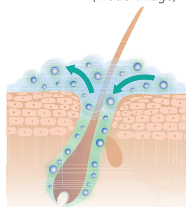


Conventional LebeL products

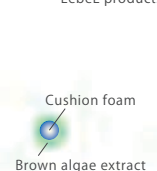


Seaweed foam

Increased washability



Illustrated image



Cushion foam

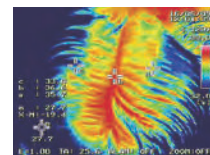
Brown algae extract

Seaweed foam reaches every corner of the pore to remove dirt.

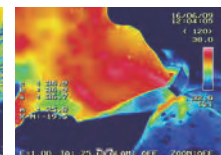
Mechanism of Scalp Treatment

Hot mint effect provides a pleasant, gradual warming sensation.

The mixture of three types of warming sensations hydrates and softens the scalp.



Head



Neck

Pleasant, gradual warming sensation (Hot mint effect)

[Components]

Capsicum extract, vanillyl butyl, thymol, and natural menthol

Conditions the scalp to be hydrated and soft.

[Components]

Isostearyl isostearate

STYLING LINE

Creates stylish, shiny men's hair.



<Hair styling>

THEO HAIR GREASE ARRANGE 7

Rich shine and optimal style-setting power freely create clean and frizz-free style

- Great for naturally curled hair and permed hair



<Hair styling>

THEO HAIR GREASE HARD 9

Rich shine and strong style-setting power create clean, frizz-free and tight style

- Great for a lifted, tight look
- Well-textured style with a bold look



<Hair styling>

THEO HAIR GREASE ARRANGE 7 THEO HAIR GREASE HARD 9 Refill

- Best for those who have a hard time putting the hair together and wish to emphasize hair movement

APPROACH SCENE

Professional advice leads to client satisfaction.

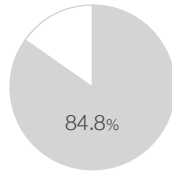
There are broadly four scenes for approaching clients from visiting to leaving the salon. An active approach not only increases the rate of menu use, but also the rate of purchase of at-home care products. In addition, professional advice results in increased client satisfaction.



Men are looking for a professional advice.

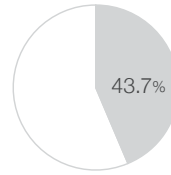
While men are increasingly interested in maintaining personal appearance, in the present situation, there is not enough information available when it comes to men's delicate skin and the scalp environment. Now, more men are seeking accurate advice from professionals on how to take care of their skin, scalp, and hair according to the conditions.

Level of appeal of the advice from a salon



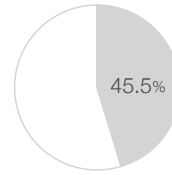
Surveyed by LebeL Customer monitor survey 2015 N = 95

The percentage of menu use when suggested by a professional.



NBBA Salon Report From the percentage of use of the scalp care menu 2013, N = 110

The percentage of salon products purchased when suggested by a professional



NBBA Salon Report From the percentage of salon products purchased 2013, N = 216



Recommended three phrases to approach clients: clean, refreshing, and a fresh look.

The key is to separate the sales pitch and the descriptions. Use a POP and other tools to explain the menu and product descriptions.

<Appealing points>

- ⊙ You will have cleaner skin and a fresher scalp.
- ⊙ It helps control excessive sebum secretion specific to men and conditions the scalp from hard skin and scalp to hydrated and soft.
- ⊙ It removes odor and refreshes the scalp.

Options for scalp softening head spa and facial spa to choose from according to the season and feelings.

Spring and summer Ice cold sensation

Ice Mint Spa + Face Spa

This course offers a super refreshing head spa to freshen the skin and scalp to eliminate the stickiness experienced during the summer.

Fall and winter Gradual warming sensation

Hot Mint Spa + Face Spa

By promoting blood circulation with a massage, the skin and scalp become hydrated and protected from dryness.

Scalp Builder

Even younger generation are concerned about thinning hair and hair loss. Make proposals for hair loss according to their needs.

Treatment options that gives a finishing touch to the skin to choose from according to the season and feelings.

Spring and summer Cooling and moisturizing

Face Lotion

Freshen up with a cool, refreshing sensation! It tightens the skin so you look healthy.

Fall and winter Smooth and moisturizing

Face Moisture

Super moisturizing component*9 penetrates the horny layers for hydrated, smooth skin and scalp.

*9 Water-soluble proteoglycan

After treatment, re-affirm using the phrases you used for making the approach.

Ask or tell customer, "Did it make you feel fresh?" "Do you feel refreshed?" "It gave you a fresh look." to ensure the results.

<Appealing points>

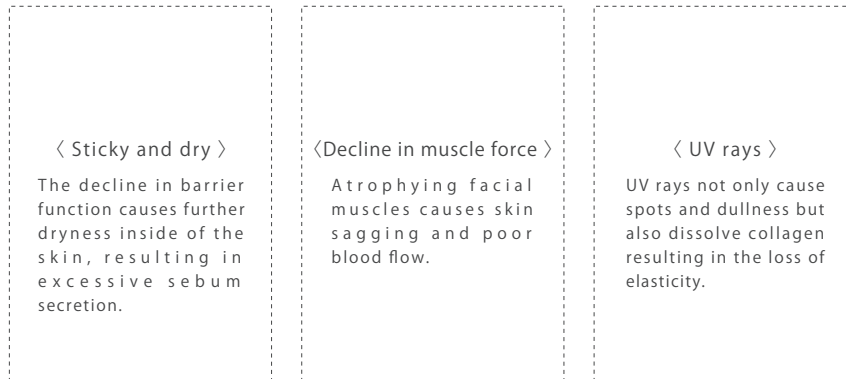
After treatment, tell the clients about something that they do not normally notice.

- ⊙ Your scalp is softer.
- ⊙ Your face and skin look bright and healthy.

To maintain this finish, it is essential to take care of your skin and scalp at home.

Knowledge of men's skin and scalp

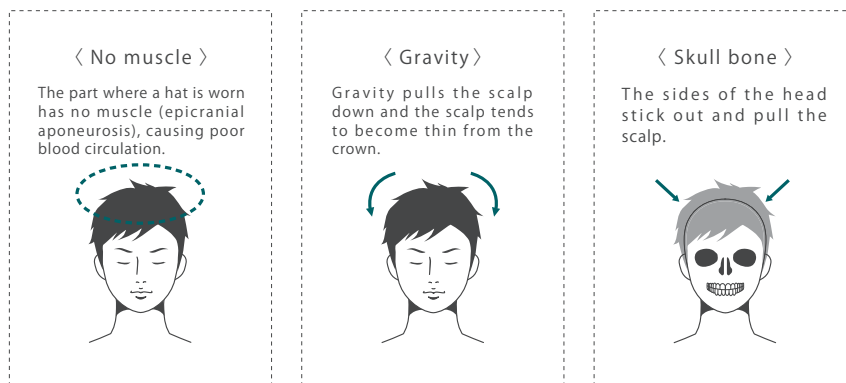
The skin tends to get hardened.



What's desertification of skin?

- ⊙ Often feel the skin is dry and has lost elasticity.
 - ⊙ Due to poor blood circulation, sufficient nutrition are not delivered to the skin.
 - ⊙ Concerned about skin dullness, visible pores and rough skin.
- Hardened skin may cause skin desertification...

The scalp tends to get hardened.

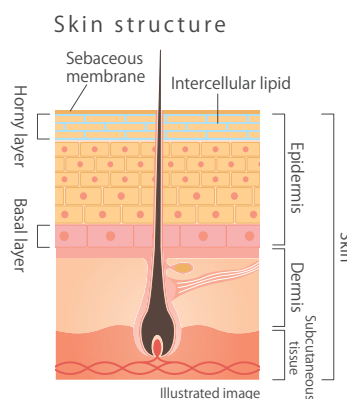
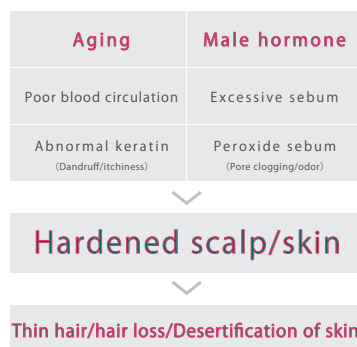


The characteristics of the scalp that tends to cause hair loss

- ⊙ Often feels that the scalp is hard and tight.
 - ⊙ Poor blood circulation is possible. The conditions are that sufficient nutrients are not delivered to the scalp.
 - ⊙ The pores tend to clog, causing odors.
- The hardened scalp also possibly causes hair loss..

It is important to continue caring for the skin by softening the scalp to remove dirt and promoting blood circulation through massage, as well as by keeping the scalp hydrated from within*¹⁰ so as to promote turnover and protect the healthy scalp.*¹⁰ Horny layer

Physiological phenomena of men in 30s



Horny layer and barrier function

The horny layer has multiple layers of horny cells, and those gaps are completely filled with intercellular lipids, such as ceramide. This structure offers a barrier function to protect the skin.

What's turnover?

The basal layers of the epidermis in between the dermis continue to produce new cells (epidermis cells) periodically. These cells are pushed toward the horny layer to become horny cells and take about 28 days to fall off. This process is called skin turnover (regeneration).

Knowledge of men's thinning hair

The characteristic of men's thinning hair is said to be "changing into downy hair" due to shortened anagen phase, resulting in poor growth of hair. It is said that most of the reasons are related to the suppression of hair growth caused by aging, decline in cell activation by poor blood circulation and increasing male hormones.

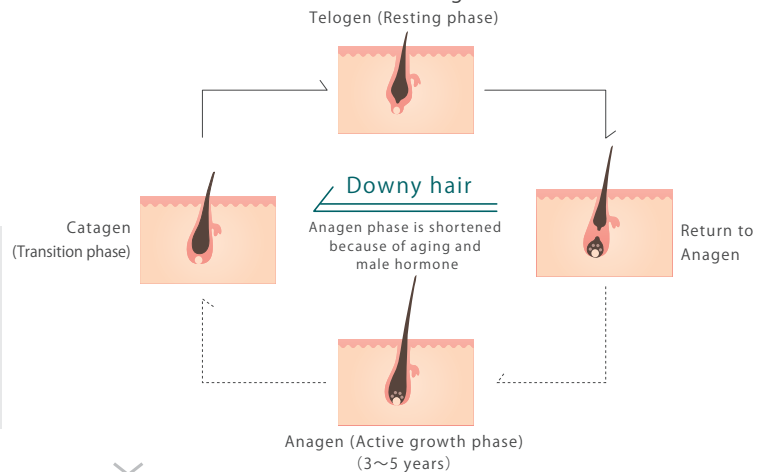
Major symptoms of men's thinning hair

- Hair becomes thinned
- Hair doesn't grow well
- Less elastic (Difficult to make style)
- A lot of hair loss (Uneasy feeling of hair loss)
- Scalp can be seen through hair
- Hardened scalp

Tips on care to enjoy hair styles forever

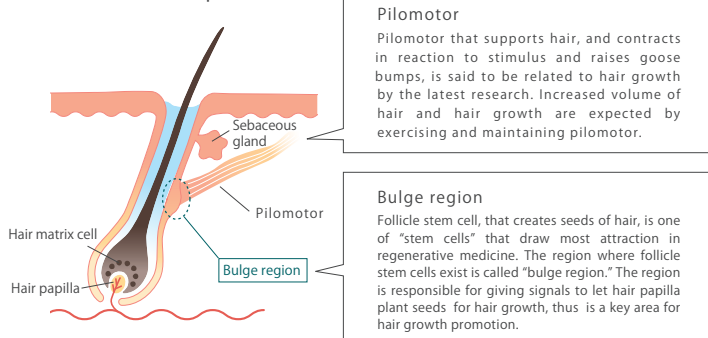
- Cell activation
- Approach to male hormones
- Maintaining anagen phase(Protect existing hair)

Characteristic of men's thinning hair

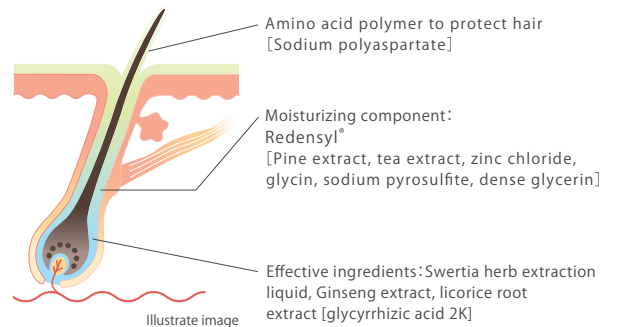


What is required for hair growth product for men is to give a confidence to men by protecting and nurturing hair for stronger, abundant hair as well as stimulating hair growth.

Structure of scalp and hair



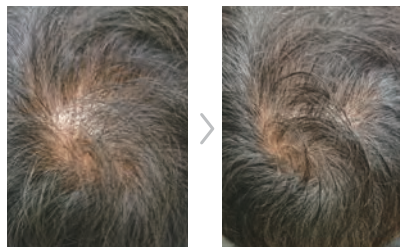
Approach of Scalp Builder



Clinical data

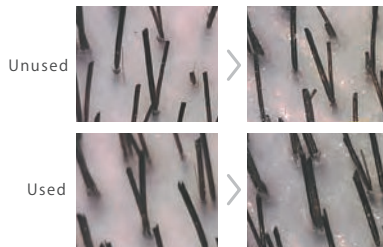
○Test method: Phototrichogram method ○Implementation period: 3 months ○Shaved hair area: Top part of the head

① Hair growth promotion **2,080 strands***



● Compared to unused hair, the hair in anagen phase has increased by approx. 5.2%.

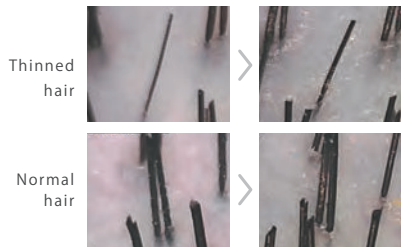
② Thickened hair **Approx. 2 times**



● Compared to unused hair, approx. 12,000 strands* of hair has become thicker in 3 months.

* Converted from the number of hair in shaved area. ○ The effect varies from individual to individual.

③ Thickness of hair **10% UP**



● Compared to unused hair, the hair has become thicker by approx. 10% on average in 3 months.

HOTMINT / ICEMINT SPA MENU

Integrated menu of head spa and facial spa

With professional techniques, the salon menu conditions the skin, scalp, and hair, leaving them hydrated and smooth instead of sticky and dry. Like going to a fitness gym to maintain a healthy body, salon techniques soften both the skin and scalp to lift them up effectively for a youthful look appropriate for men.



Scalp cleansing | Scalp softening cleansing Approx. 1 min

Rinsing with warm water only

01
Apply

02
Distribute evenly

03
Lymph circulation promotion (Massage)

04
Lymph circulation promotion (Gentle rub)

Apply in four lines and spread evenly. Dispense the product on the fingertips and spread, and then apply around the nape of the neck.

POINT
Apply the product sufficiently around the face line (4), which tends to accumulate dirt.

Distribute evenly from (1) to (2) as you rub into the scalp carefully. (3) Lift the head up and rub in.

POINT
The area of lymph nodes is crowded with many lymph channels. Loosening up the lymph nodes helps promote the circulation of lymph.

Massage the lymph nodes located in (1) front of the ears (around sideburns) and the lymph nodes located in (2) back of the ears (around the projecting bone in the back of the ears) gently in a circular motion three times.

POINT
Be sure to run the fingers by following the flow of lymph.
*Move on to the shampoo process without rinsing it off.

(1)(2) Open up the fingers to run the fingers slowly from near the median line while gently rubbing the scalp. For (3), lift the head up and run the fingers from the bottom of the ears all the way to the nape of the neck and (4) back to the bottom of the ears. Switch the hand supporting the head to rub both sides.



Shampoo Spa | Hydration cleansing Approx. 2 mins

01
Shampoo

02
Loosen the hair muscles (Massage)

03
Blood circulation promotion (Apply pressure)

04
Pushing pressure points (Finger pressure)

05
Pushing pressure points (Finger pressure)

Add a small amount of warm water while lathering. After that, shampoo as normally.

(1) Place a thumb at the top as a support point, and use the tip of four fingers to massage. (2) Use both hands to lift the head up and massage from the nape of the neck. Put down the head gradually as you move toward the top.

POINT
Apply stronger pressure when pulling toward the top to increase the level of comfort.

Use the entire palms to massage the side of the head in a large circular motion three times and apply pressure for five beats. After that, ease up on the pressure while slowly running the palms to the top.

POINT
Be sure to apply weaker pressure while massaging in a circular motion and stronger while applying pressure.

(1) Use the thumbs of both hands to massage along the top of the ears, face line, and the median line. (2) Use the thumbs of both hands to apply pressure alternately along the median line.

POINT
Finger pressure around the median line tends to be more painful as it moves to the top. Be sure to ease the pressure gradually.

Lift the head and use the middle fingers and third fingers of both hands to apply pressure in five points from the base of neck symmetrically for three beats. Put the head down slowly.

POINT
Be sure to apply finger pressure while moving the fingers forward.

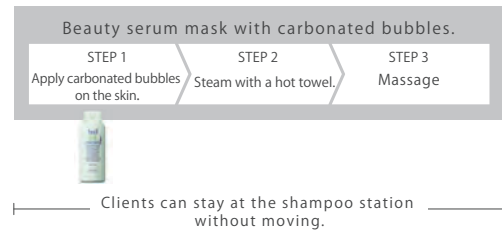
HOTMINT / ICEMINT SPA MENU

Head spa for soft, hydrated, and smooth scalp.



FACE SPA MENU

Face spa for soft, hydrated, and smooth skin.



Treatment spa | Hydrated and smooth texture Approx. 3 mins

01 Apply

Start from the face line and apply to the scalp and hair several times while you distribute carefully.

02 Distribute evenly

Distribute evenly from (1) to (2) as you rub into the scalp carefully. (3) Lift the head and repeat.

03 Approach the hair muscle (Massage)

Use the thumbs to massage from the face line to the top while applying stronger and weaker pressure alternatively. Start from (1) the median line, and then from (2) temple to (3) the sideburns.

Weak +--+--+ Strong

POINT
Clients will feel more comfortable if you massage in a larger circular motion.

04 Approach the hair muscle (Strong rub)

Place a (1) thumb at the top as a support point, and open up four fingers. Start from the (1) face line and run the fingers, and (2) from the top of the ears to the top while lifting up. For (3), nape of the neck, lift the head up once, and run the fingers while lifting up and then put down slowly.

Repeat twice

Weak +--+--+ Strong

POINT
Strong rubbing also helps lift the face and loosen the kinks situated deep down. Be sure to apply pressure carefully.

05 Blood circulation promotion (Apply pressure)

Use the entire palms to massage the side of the head in a large circular motion three times and apply pressure for five beats. After that, ease the pressure while slowly running the palms to the top.

Weak +--+--+ Strong
Wrap hands around the head.

Weak +--+--+ Strong
Apply firm and strong pressure.

POINT
Be sure to apply weaker pressure while massaging in a circular motion and stronger while applying pressure.

06 Condition (Gentle rub)

Use the entire palms to wrap around the head and rub from (1) the face line to the top slowly. Repeat the same from (2) the nape of the neck.

Weak +--+--+ Strong

POINT
Follow these steps trying to recover client's breathing to finish up the head spa.

Scalp Recharge Approx. 1 min

Long-lasting soft, hydrated, and smooth scalp.

Application

Spray directly from (1) Front -> (2) (3) Sides of the head -> (4) Top and then use the palm of the hand to apply light pressure on each location. After that, use the fingertips to massage and loosen the scalp and tap the scalp.

How to read the strength scale

The strength level of each technique is shown on a scale of one to five. (5) is strong enough to feel pain, depending on the customer, and (4) gives substantial strength while it is strong enough that many clients are comfortable. Be sure to adjust according to the conditions of the clients and their preferences.

① ② ③ ④ ⑤
 Weak +--+--+ Strong



LINE UP

SCALP CARE LINE / FACE CARE LINE

All items Silicon-free

SCALP CARE LINE



THEO SCALP FLEX

230mL



THEO SCALP SHAMPOO

320mL
600mL
1000mL (Refill)



THEO SCALP TREATMENT

240mL
600mL
1000mL (Refill)



THEO SCALP RECHARGE

140g

	Once a week	Once a day	Once a day	Once a day
Standard amount of use	Basic For approx. 38 applications 6mL / application	Basic For approx. 53 applications 6mL / application (320mL size)	Short For approx. 60 applications 4mL / application Short medium For approx. 40 applications 6mL / application (240mL size)	Basic For approx. 47 applications 3g / application
Mild Cleansing	Mild cleansing Charcoal powder (Charcoals) Konjac scrubs (Glucomannan) Lactic acid, Arginine	Seaweed foam Seaweed moisturizing component (Brown alga extract) Cleansing components (Sodium laureth-4 carboxylate, Cocoyl glutamic acid TEA) Foaming enhancement component (Lauramidopropyl hydroxysultaine)		
Sebum Control <Common ingredients>	Skin conditioning components Rehmannia chinensis root extract Soja (soybean) seed extract			
For elasticity and moisture <Common ingredients>	Black ginger extract (Kaempferia parviflora extract)		Bamboo root extract	
Charging Function	Softening and moisturizing Passiflora edulis fruit extract, Polyglutamic acid		Super moisturizing component Water-soluble proteoglycan Scram moisturizing component Istostearic acid isostearyl Skin conditioning components Ceramide-like lipid (Lauroyl glutamic acid) <Phytosteryl/octyldodecyl>	Softening and moisturizing Pterocarpus marsupium bark extract Polyglutamic acid Power moisturizing components Acetyl tetrapeptide-3 Trifolium pratense (clover) flower extract Super moisturizing component Water-soluble proteoglycan
Hair growth promotion ingredients				
Refreshing ingredients	Hot-mint effects Capsicum extract Peppermint oil	Hot-mint effects Capsicum extract Vanillyl butyl Thymol Natural menthol		Hot-mint effects Capsicum extract Natural menthol Peppermint leaf extract Menthyl PCA
Functional Fragrance	○	○	○	○

Refreshing scent of tea aroma "Refreshing and intelligent"

With the keynote of green tea, the scent is suggestive of a relaxed, refreshing atmosphere of mature men. The lively scent of citrus fruit provides a sense of refreshment and a playful attitude.



THEO
SCALP SHAMPOO
ICE MINT

320mL
600mL
1000mL (Refill)



THEO
SCALP TREATMENT
ICE MINT

240mL
600mL
1000mL (Refill)

Once a day	Once a day				
Basic For approx. 53 applications 6mL/application (320mL size)	Short For approx. 60 applications 4mL/application Short medium For approx. 40 applications 6mL/application (240mL size)				
Moisturizing components Lecithin capsules containing glacial water from the Alps (water, lecithin, and ethanol) Chshion foam Cleansing components (Sodium laureth-4 carboxylate, Cocoyl glutamic acid TEA) Foaming enhancement component (lauramidopropyl hydroxysul- taine)					
Skin conditioning component Rehmannia chinensis root extract	Skin conditioning components Rehmannia chinensis root extract Soja (soybean) seed extract				
	Super moisturizing component Water-soluble proteoglycan Moisturizing components Lecithin capsules containing glacial water from the Alps (water, lecithin, and ethanol)				
Ice-mint effects Artificial color (natural menthol, peppermint oil), menthyl PCA, menthoxypropanediol					
○	○				

LebeL

ALL YOUR OWN



ISO 14001
認証番号: 0772695

This catalog was printed using environmentally friendly recycled paper and soy ink. The copying, reproduction, display of the pictures, articles, and information in this catalog is prohibited. LebeL hair products are intended or use under professional instruction and guidance.

LebeL / www.lebel-takara.com
Takara Belmont Corp.



LebeL Website



Instagram account
@lebel_global