



# THE ADOK SYSTEM

WHAT IS THE REVOLUTIONARY METHOD THAT WILL  
ENABLE YOU TO HAVE HYPER-FAITHFUL CUSTOMERS  
WHO ARE WILLING TO PAY WITHOUT OBJECTION.





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## WHAT DO YOU ASPIRE TO AS A PROFESSIONAL?

Do you dream of hyper-loyal customers who want you and no one else, but find yourself entangled in the "price war", failing to really value your work? I'll tell you why...

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# Summary

# WHAT DO YOU ASPIRE TO AS A PROFESSIONAL?



Hello, nice to meet you!

I introduce myself:

I am **Vincenzo Papa** (the one in the black shirt) and together with my brother **Antonio**, I devised **the Adok System...**

I can tell you right now that if you are browsing through this information box, it means that you are a professional ready to improve, looking for a solution that will allow you to **offer a superior service** to your customers!

I assure you that if you read this material all the way through, you will discover a whole new world, one that will completely overturn your previous approach to cosmetics in your salon and guarantee you results unthinkable with the old traditional methods.

I start by asking a simple question:

**What is your greatest aspiration as a professional?**

Well, I think in all likelihood your answer is:

***“Being able to differentiate myself, making my service unique and irreplicable”.***



Imagine being able to count on a **hyper-faithful client** queue that wants you and no one else, eager to receive an exclusive service that you alone can guarantee.



Not bad, no?

If you are a groomer or a breeder, or have recently decided to approach this world, you know how such a prospect **can seem almost like science fiction**, given the fierce competition you face every day.

**You will be confronted on a daily basis with people who**, not clearly perceiving your differentiation from others, **do not really value your work**, ready to replace you without too much trouble with competitors, perhaps even less talented than you, but who guarantee them a lower price.



Or perhaps, being already a professional of a certain level, you will be able to count on a loyal clientele, but I invite you to think in perspective.

### **The more the sector grows, the more the competition evolves!**

Your customer will demand, demanding an increasingly exclusive and quality service from you, so...

Your goal must be to continue to give him **a real reason to choose you** and not someone else.

The problem is that perfecting your cutting is a commitment that takes time and application and you can't expect to achieve noticeable improvements in the blink of an eye...Often it doesn't take a lifetime to get to certain levels!

***“So I'm doomed?”***

Absolutely not! And do you know why?

**The cosmetics** you use represent the other side of the coin.

**A powerful weapon and the most immediate means at your disposal to stand out and give your customers a strong reason to choose you!**

Wait though...

Let us dwell for a moment on the degree of differentiation that the brands currently on the market are able to offer your service.

If you think about it, the main problem is that all brands on the market offer **standardised formulas**, i.e. created a priori by the company, without taking into account the unique characteristics of each animal.

**Formulas that are basically the same for everyone and on which you cannot intervene!**

**You just use a predefined product, without putting anything of your own into it!**



This means that, in all likelihood, you will use, or already use, a line that **any of your competitors** might have, if not exactly the same, then essentially very similar, since the logic of the products does not change.

O peggio...

You use products that your customer can **conveniently find** online without any effort.

I assure you that I speak from experience...

Before starting this project, my brother and I were for several years sales agents for a common standardised cosmetics company for dogs and the professionals always complained about the same problem:

*"Customers constantly discuss my prices and I have a hard time finding a strong reason for them to come back to me again and again!"*

I am sure you know what I am talking about....

This happened and continues to happen because the products currently on the market do not allow you to give the treatment your distinctive touch.

The customer sees you only as an **easily replaceable user** of cosmetics created by someone else and therefore,

not really perceiving your authority, he thinks he can easily replace you with a competitor willing to charge less, or even with himself, trying his hand at 'dangerous' DIY.



*"At the end of the day you are just using a product, what skills do you need to have?"*

Mind you, I know perfectly well that washing and drying a dog in the correct manner is one of the most complex aspects in grooming, but I am trying to get you into the mind of your customer and there is no point in hiding it from you. Most of the time, he thinks just that.

He sees you as one of many who simply use very similar formulas and therefore **do not really feel 'connected'**.



In short...



***“If what you offer me is basically the same as what anyone else offers me, why should I choose you?”***

Seen like that, it seems a very difficult or almost impossible task, doesn't it?

What I want you to understand is that it is precisely the system at its base that is wrong or at least very limiting, because it eliminates the possibility for the professional to make a difference.

At this point **you may be wondering if there really is a concrete way to make the leap and become the white fly that stands out from the rest.**

The answer is absolutely yes!

And therein lies a concept that is as simple as it is revolutionary: **customisation!**



Namely,

**the opportunity to give your customers unique and exclusive experiences every time, creating YOUR formulas from scratch and composing them according to the specific characteristics of their animal.**

No, it is not impossible!

It took several years of trials, attempts and refinements to refine

**the only System capable of allowing you to create, in a simple and immediate way, infinite 'tailor-made' formulas.**

**Like a tailor-made suit, which YOU will 'sew' each time, according to the specific needs of each animal, your skills and the unique desires of each customer.**

I am talking about **the ADOK SYSTEM.**

# THE ADOK SYSTEM



If you are curious, you can already take a peek at the "**Adok Experience**" volume, inside you will find the stories of many professionals who, before you, have chosen customisation, achieving **results unthinkable** with the old standardised methods and securing a multitude of **loyal customers** who want them and no one else!

**But now it is really time to explain in detail how it works.**

Let's start with the assumption that any common product on the market: shampoo, conditioner or mask, is basically made up of...

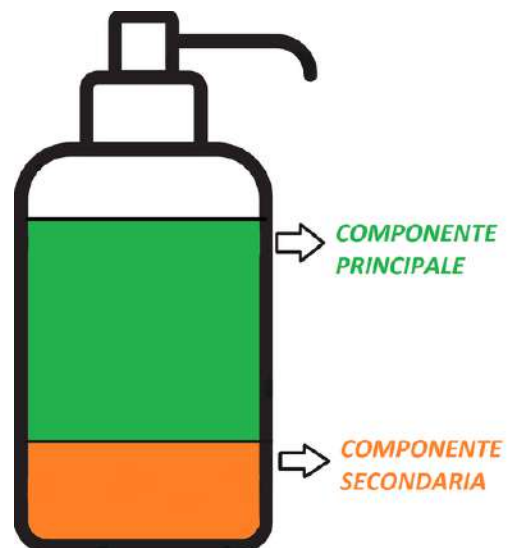
A **main component** that fulfils the primary function for which that product is purchased (for shampoo it will wash and for mask or conditioner it will condition).

And from...

a secondary component, which includes within it all those specific assets intended for the particular purpose for which you buy that particular reference.

We will thus have:

Volumising, bleaching, super-washing, dermatological, sebum-regulating shampoos etc...





In practice, the starting principle of the Adok System, lies in the intuition of **breaking down the formula**, separating the main component from the secondary component and allowing YOU to recompose it each time, choosing **which** and **how many** actives to include.

You will have at your disposal 2 basic compounds, respectively:

- **PHASE 1**, your washing base and
- **PHASE 2**, your conditioning base

Which in other words, form the basis of your shampoo and mask.

Neutral bases, i.e. deprived of the secondary component intended for specific actives, **bases that you can customise** by adding the ELISIRs you prefer from those available.



What are **ELISIR**?

**These are specific, highly concentrated active ingredients, each with a specific function on skin and hair.**

By choosing which elixirs to include, you can determine which characteristics to give your formula.

But this is only the beginning!

If you have been paying attention, you will have noticed that earlier on, I was talking about being able to choose **which** and **how many** assets to include.

Do you understand what I mean?

Let me explain, starting with the 'which'...

## Choose 'which' assets to enter

For the first time, you can add to your PHASE, all the actives you need, **SIMULTANEOUSLY** .

Yes you got it right, at the same time!

The Elixirs are designed to work together, without one hindering the proper functioning of the other in any way.

Think for a moment about any dog you have ever come across.

Well, you will have realised that **each subject never has a single need**, but there are always several aspects that should be improved and acted upon.



Let us give some examples...

That Maltese will have, yes, a frayed coat but, at the same time, a yellowed coat that needs to be re-tanned.



Similarly, that cocker will have the classic undisciplined coat but, as often happens, also an oily skin resulting from an imbalance in the production of sebum that needs to be regularised, not to mention the pigment that also needs to be revitalised.

Or that bum will need, yes, volume and structure for texture, perhaps in preparation for a cut, but at the same time, it will need colour intensification and specific treatment to prevent the hair from fraying, especially if it is heavily knotted.



As you can well understand, the possible examples are really endless, but the question I want to ask is always the same:

### **how do you intervene in ALL the aspects that dog needs?**

If you continue to use standardised formulas designed to work on a single aspect (volume, whitening, dermis, sebum regulation, conditioning, etc.)  
the answer will always be the same:

**not possible!**

- By choosing to volumise, you will neglect the whitening...
- By choosing a bleaching product, you will not restore the correct texture structure...
- By preferring an extra-working shampoo, you will ignore dermatological problems that might be present ....



- By choosing a moisturising mask, you can also restructure the coat ...
- By opting for a jointed mask, you will not be able to intervene on the gloss as well...

And so on...

You will always be forced to **choose the most pressing issue** and focus exclusively on that, **neglecting all the others**, which will inevitably get worse.

That's why, **being able to include all the Elixirs you need at the same time** is a huge **evolutionary step** that can make all the difference in the world, finally **allowing you to work on every aspect of skin and hair** without neglecting any!

But it doesn't end there...

Let us now turn to the 'how many'.

## Choose 'how many' actives to enter

As you well know, **certain problems or aspects** to be improved do **not always occur with the same intensity**.

Let me explain...

Factors such as:

- dirt,
- knotting,
- the need for volume,
- conditioning or
- of pigmentation of the coat,

do not always have the same severity in different individuals or in the same animal at different stages of its life.

In other words,

**not all dogs are knotted or dirty in the same way and the same dog may present more or less severe problems at different periods of its life or in relation to whether it is kept indoors or outdoors.**

This is just to give the most trivial examples.

So here comes my question:

**how do you change the incisiveness of the formula as needed?**

The answer here is also quite obvious:

**This is impossible!**

**If the product is defined a priori by the company, you cannot intervene in its formulation, modulating its capabilities.**

In practice, you can't make your shampoo more or less cleansing, more or less volumising or more or less whitening, or your mask more or less unravelling, more or less moisturising or more or less polishing, depending on the subject in front of you.

This is because **the percentage of actives in that formula is fixed** and it is impossible for you to increase or decrease it.

And no, if you're thinking that it's enough to use more shampoo or more mask, I'll stop you right there...

Using a larger amount of product **does not change the percentage of** active ingredients, which remains unchanged, the only thing that increases is the cost!

If a shampoo doesn't wash enough or a mask doesn't wash enough, there's nothing you can do about it, at least as long as you stick to the old standardised method.

One of the most obvious advantages of the Adok System is precisely this aspect:

Each elixir has a **minimum and a maximum dosage**, depending on how much base you have decided to use.

The Elixirs are designed to **give you a precise range of use**, within which you can move freely according to **the severity of the problem**.

In practice,  
thanks to the Elixirs, **you can choose how much of each** concentrated **active ingredient** to include in your customised cosmetics.  
Do you understand how revolutionary this is?

**For the first time, you will be able to modulate every single aspect of the formula, inserting as many actives as you need and setting the dosage according to how severe that problem is.**





With this medium at your disposal, **you will be able to create countless different combinations**, each tailored to that individual animal, just **like a tailor-made suit...**  
Unique and irreplicable!

You will be the only one to know the type and dosage of the Elixirs you insert, suddenly switching from a standard product that doesn't allow you to differentiate yourself at all to a **'SECRET FORMULA'** created by you and that your customer can only have in your salon and nowhere else!

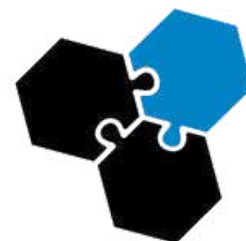
From being a mere extra, **you will** in effect **become the protagonist of the treatment.**

You will no longer simply use a formula created by someone else, but **YOU WILL CREATE YOUR FORMULA**, every time, acquiring a much higher level of professional authority in the eyes of your customer.

Now I'm sure I've intrigued you enough to want to know more about the various system components, so there you go:

Let's start with the washing phase...

# PHASE 1



The base of your washing phase, which, as I mentioned earlier, unlike any shampoo currently on the market, has been **stripped of the part intended for active ingredients**,

i.e. that portion of the formula within which are the elements that make the shampoo volumising, whitening, dermatological, sebum-regulating, etc...

Thus, **the sole purpose** of Phase 1 will be to **provide you with the washing supply** you need and nothing else.



Imagine it as '**a blank canvas**' with no specific characteristics on hair and skin, a blank canvas that **you will customise** with the concentrated actives that you deem most suitable to solve the problems of that particular dog.

There are essentially **two major advantages**:

✓ The first is that **100 per cent Phase 1 is intended solely to remove dirt**, without 'formula portions' occupied by the specific actives that necessarily take away space from the washing component of the shampoo.

✓ The second is that you can, for the first time ever, be the one to **choose the specific characteristics to be given to the formula**, each time, according to the particular needs of that individual animal, guaranteeing your customer a service tailored specifically to them.

**USEFUL INDICATION:** Surely you could ask yourself:

*"how do I determine the right amount of Phase 1 to use in my mix, each time, based on the characteristics of a particular dog?"*

Don't worry, Adok has thought of that too, providing you with a table that cross-references four size values:

- SMALL
- MEDIUM
- LARGE
- EXTREME

And three levels of hair length:

- Level 1 (shaved hair)
- Level 2 (medium hair)
- Level 3 (long hair)



**Simply cross the two variants and you will find the amount of PHASE 1 to be used indicated.**

For example, a cocker spaniel in hair, will be considered a medium-long hair size, a dwarf poodle, a small-medium hair size and so on...

This way you can find out how much base you need instantly and intuitively.



# PHASE 1 ELIXIRS



Returning for a moment to the previous metaphor...

If Phase 1 is the blank canvas of your cleansing treatment, the Elixirs are certainly all the colours that, appropriately mixed, will bring your personal 'cosmetic work of art' to life.

Your '**secret blend**' will be the result of the elixirs you have chosen to include according to the aspects to be improved and their particular (secret) dosage that you will be the only one to know.

It will be like painting a picture that will bear your unmistakable signature.

## What better way to retain your customers?

Offer a treatment and, more generally, **an experience so exclusive that it cannot be replicated** by any of your competitors.

But no more waiting,

I finally want to reveal to you the incredible Phase 1 Elixirs you can choose from,



**ELISIR EXTRA-WASH** designed to increase the washing power of the formula.

By adding Extra-Wash you increase the percentage of primary Phase 1 surfactant, i.e. that element of any shampoo that is meant to provide the washing power.

**You can make your Phase 1 more or less cleansing** as required, almost always managing to avoid the need for a double shampooing, with considerable product savings.

**ELISIR VOLUMIX**, a concentrate of active proteins that envelop the hair, giving the coat a 'filler effect'.

Designed to strengthen the bulb, giving volume and structure right from the roots.





**ELISIR DERMA-SAFE**, designed to lower the washing power of the formula to your liking, reducing the incisiveness of the primary surfactant.

It represents a **derma-protective barrier to add to your Phase1** to prevent irritation and soothe all skin types.

**EELISIR CONDITIONER PLUS**, a coating that settles on the animal's coat, restoring softness to the most problematic and neglected hair.

**A conditioning booster** to give your shampoo formula greater filming power.



**ELISIR SEBUM**, an excellent complex of anti-dandruff and sebum-balancing active ingredients. It re-establishes an adequate hydrolipidic film in the case of excessively dry skin that flakes, combating dandruff through specific active ingredients and reducing that annoying 'greasy effect' in subjects suffering from excessive sebum production.

A true **rebalancer of the hydrolipidic film**.



**ELISIR MANTI BIANCHI F1** (ELIXIR WHITE COATS F1), a complex specifically **designed to switch off the yellowing** that occurs on white coats following exposure to oxidative phenomena of various kinds such as urine, saliva and sunlight.

It gives 'icy' reflections by restoring cold tones.

**ELISIR COAT FULVI F1** (FALVI ELIXIR COAT F1), a toning agent designed for fawn coats that have lost their optimal intensity and appear faded and dull.

**It gives a more vivid colour** and shiny highlights.



**ELISIR MANTI NERI** (ELISIR BLACK COAT), a formula with a high concentration of green pigments, ideal for **extinguishing the unsightly reddish highlights of** black coats at the tips following prolonged exposure to oxidative agents such as the sun or saliva.



There are no less than eight choices available to you, and as you can see, you can really work on every aspect at once, with no more compromises.

Elixirs have a specific range of use and in particular, **all those of Phase 1, between 5% and 18% of the chosen Phase** quantity can be used.

Let's take an example:

If for a given dog I decide to use 100ml of washing phase, I can put any elixir in any dose between 5% and 18% of this 100ml.

That is, between 5ml and 18ml.



Remember, too, that thanks to the Adok System you can use as many Elixirs as you deem necessary at the same time, so if, for example:

for that dog you deem it appropriate to use Extra-Wash, Volumix and Manti whites, the range indicated above will apply to each of the Elixirs!

In other words, you can choose to dose the Extra-Wash between 5 and 18% Phase 1, the Volumix between 5% and 18% Phase 1 and the Manti Bianchi between 5 and 18% Phase 1, each taken individually.

When I spoke to you earlier about HOW MANY actives to use, I meant exactly that!

**You can choose to increase or decrease each elixir depending on how severe the problem is with that dog.**

If you think about it for a moment, **this means no more cosmetic restrictions!**

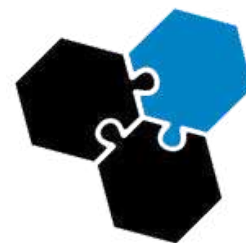
From now on, you no longer **have to 'get it right' but can 'bend' the formula to your will**, adjusting even the smallest detail to your liking.

Everything clear so far?

I know it is exciting, but we are only halfway through the System.

Let us now move on to the second phase of customisable treatment.

# PHASE 2



Any truly comprehensive cosmetic treatment cannot do without a mask, and with Adok this too **could only be customisable.**

In practice, Phase 2 will create a positively charged infrastructure that will bind like a magnet to the negative charge assumed by the hair that has just been washed with Phase 1.

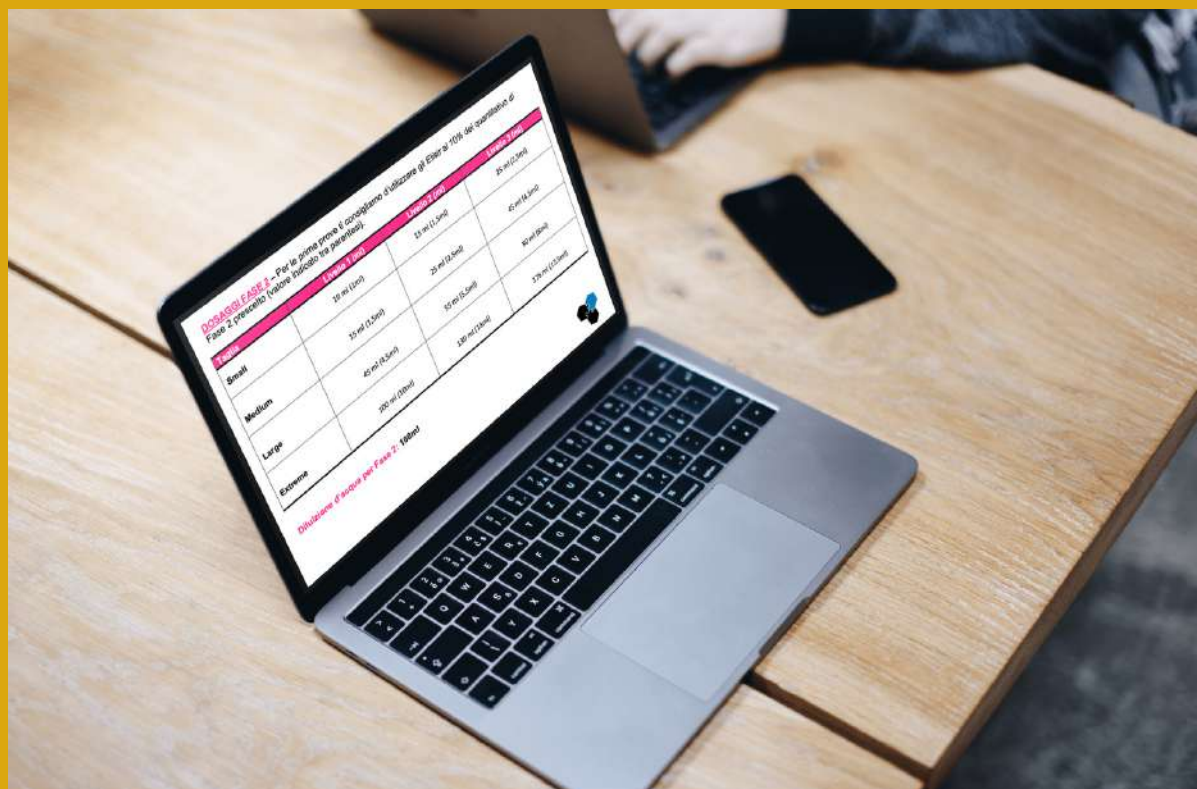
Opposites attract, remember?



A '**magnet effect**' that allows the elixirs you decide to add to resist rinsing, maximising the performance of your treatment.

The great thing will be to be able to customise the 'Phase 2 outfit' each time to make it fit the hair and skin characteristics of that particular dog.

**USEFUL INDICATION :** Also for PHASE 2 you will have at your disposal a table that cross-checks all possible values for size and length of hair, allowing you to easily identify the right base quantity to use according to the dog.



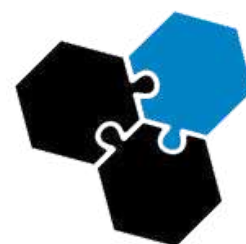
QUANTITÀ PHASE 2		Lunghezza Capelli		Quantità Base	
		10-15 cm	15-20 cm	20-25 cm	25-30 cm
Small	10-15 cm	10 ml (100%)	15 ml (150%)	20 ml (200%)	25 ml (250%)
Medium	15-20 cm	15 ml (150%)	20 ml (200%)	25 ml (250%)	30 ml (300%)
Large	20-25 cm	20 ml (200%)	25 ml (250%)	30 ml (300%)	35 ml (350%)
Extreme	25-30 cm	25 ml (250%)	30 ml (300%)	35 ml (350%)	40 ml (400%)

*Quantità di prodotto da utilizzare in base alla taglia del cane e alla lunghezza dei capelli.*

Let's find out together what tools you have at your disposal to make it unique every time.



# PHASE 2 ELIXIRS



I would like to say that the same considerations apply as above for Phase 1 Elixirs, in fact...

Elisirs are always the means to **make even the mask a unique and exclusive experience**, built especially for that particular customer.

Now you'll be curious to discover all the fantastic Elixirs that can be added to Phase 2, so I'll just have to reveal them to you...



**ELISIR SNODANTE PLUS**, simple and ingenious at the same time, acts by boosting the conditioning active ingredients of Phase 2.

You can achieve a **more or less** knotting **mask as** required, making the formula more 'heavy' only if needed and depending on how severe the knotting is.

**ELISIR SOSTANTIVANTE**, ideally continues the treatment begun with the Volumix Elixir in Phase 1.

It represents Phase 2 protein elixir, giving the mask **restructuring and volumising capabilities**, without weighing it down.

If you think about it, one of the main limitations of any standardised mask is that it is excessively 'heavy' even in those subjects who, on the contrary, would need more body and volume.



**ELISIR HYDRO-BOOST**, as its name suggests, is a mix of strongly moisturising elements that make the skin **'breathe better'**.

It restores optimal dermal health and is the ideal complement to the treatment started in Phase 1 with Derma-Safe.

**ELISIR OLEIC**, simply a boost consisting of 100 per cent oil content.

Ideal for providing a **'nourishing bomb' for the driest** and most brittle coats.

You choose at your own discretion whether to increase, and by how much, the lipid percentage of your formula, to feed only if you need it.



**ELISIR GLOSS**, an excellent combination of polishing actives, designed to **restore bright and vibrant tones** to the dullest and most neglected textures.

Coupled with Phase 2, it recreates a transparent film that coats the hair, incredibly enhancing its reflections in sunlight.

**ELISIR MANTI BIANCHI F2**, as you might guess, **is the completion of the reflex treatment started with Phase 1 White Coats Elixir**, whose effect and duration it enhances.

It acts on the outermost layer of the cuticle, unlike Manti Bianchi F1 which acts more internally, penetrating the scales.

The co-operation between the two optimises the whitening effects, extinguishing even more unwanted yellow tones.





**ELISIR MANTI FULVI F2**, again, the use of this elixir further **intensifies the restoration of warm tones** initiated in Phase 1.

Added to Phase 2, it takes full advantage of its filming and adhesion capabilities to the surface layer of the coat.



## DOSAGES



All Phase 2 Elixirs **can be used between 5% and 18% of the chosen Phase quantity.**

**And of course, the rule concerning the simultaneous use of more than one Elixir continues to apply.**

If, for example, you decide to use the Snodante Elixir, the Hydro-Boost Elixir and the Gloss Elixir, you can dose each of them individually, taking into account only how much base you have added.

In practice, even in this case, the **range (5-18%) remains independent of the number of Elixirs you choose to include** and only concerns the amount of the individual variant in relation to how much Phase 2 you used in your mix.

So summing up, even for Phase 2...

It is up to you to choose whether to use certain actives over others, depending on the result you want to achieve or the specific preparation you need to perform.

**All this without compromising or the risk of having to give up the benefits of the mask for fear that in some way, it might adversely affect the end result by weighing down the coat too much, as is the case, for example, if you have to cut it afterwards.**

You no longer have to adapt to the formula, but will 'shape' it to suit your needs!  
Beautiful, isn't it?

What if I told you that the Adok System has another surprise in store for you and your customers?

That's right, it doesn't end there!

# THE ELISIR ESSENCE



If you have been paying attention, you will have noticed that so far I have not mentioned **fragrances** at all, but do you really think I have forgotten?

Of course not!

This is just the icing on the cake of the whole system, the ultimate evolutionary leap towards personalisation, which will bind your customer to you like never before.

**What happens today when you use a common standardised product?**

**Your shampoo will have a certain fragrance, almost always different from that of the mask,** not to mention the finishing spray that will add yet another fragrance.

The result?

✗ In the best case scenario, **let's say that one of the 3 fragrances will overpower the others**, thus rendering them completely useless.

I ask you though, what was the point of using them?

✗ In the worst case scenario, **the mix of the three fragrances will generate an unpleasant odour,**

almost nullifying your treatment, with the strong risk of displeasing the customer.



Also in this case the Adok customization system comes to your rescue, providing you with the solution to the problem.



We have called them **Elisir Essence**; they are **pure fragrances** to be mixed with each treatment step and make your tailor-made formulas unique.

The functioning is quite similar to that of the other Elixirs, with the only exception that **you can use them indifferently in Phase 1 and Phase 2**.

You will have several variants to choose from:

- **ESSENCE VAMP**
- **ESSENCE EXOTIC**
- **ESSENCE PURE FEEL**
- **ESSENCE UNIQUE**
- **ESSENCE ARTIC**

In addition to these 5, which represent the basic fragrances of your personalised treatment , the first reference of the new **PRESTIGE LINE**, designed to bring together all of Adok's most exclusive variants over time, is added as an absolute exclusive.

Kicking off this new line will be a fragrance:

**ELISIR IDOL** Idol is the result of the first study performed to obtain **the variability** of fragrance **notes**.

This is the first fragrance that can change over time.

That's right!

The customer who chooses it will perceive new and unpredictable scents on his dog without running the risk of becoming too accustomed to the scent.

To recap, you will have no less than **6 different fragrances** at your disposal to customise even the essence of the treatment and surprise your customer every time.



## DOSAGES

Even for the Essence Elixirs, Adok gives you a precise usage range of **1 to 10 per cent of the amount of base you put in.**

So if, for example, you use 100ml of base (whether Phase 1 or Phase 2), you can modulate your Essence Elixir between 1 and 10ml.

Can you already see the enormous advantages of being able to personalise the fragrance?



## THE ADVANTAGES

✓ By using the same Essence Elixir in both Phase 1 and Phase 2, **you will strengthen the essence**, keeping it the same throughout the treatment and avoiding the overlapping of different fragrances.

The result will be a much more recognisable and long-lasting fragrance.

✓ **You can dose the percentage**, resulting in more or less persistent fragrances depending on the subject in front of you, how he or she 'responds' to the fragrance and how often he or she returns to your salon.

✓ **You can even choose not to include the fragrance**, for those more delicate dogs or for customers who do not like 'artificial' fragrances.

✓ Most importantly, **you can make your customer an active part of the customisation experience** by letting them choose the fragrance they want.

An extraordinary way to make him feel 'cuddled', but at the same time to make him feel the exclusivity of a treatment built especially for his dog and that you are the only one to know and be able to replicate, starting with the very scent.



***An outstanding weapon of loyalty, don't you think?***

Wait though, what if I told you that this is not the end?

Nothing can be left to chance and even finishing sprays are certainly no exception!

# THE FINISH ESSENCE



I am talking about Finish Essence, designed to give the final perfumed touch just before handing the dog back to your customer.

They have been optimised to **perfectly 'match' the fragrances of Essence Elixirs, in a finishing spray version...**

- **FINISH VAMP**
- **FINISH EXOTIC**
- **FINISH PURE FEEL**
- **FINISH UNIQUE**
- **FINISH ARTIC**

In this way, **you can use the same fragrance for the entire treatment**, from start to finish, from Phase 1, through Phase 2, to the finishing phase.

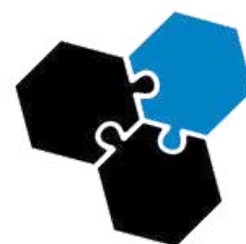
Of course, the Finish version of the Prestige Idol fragrance cannot be missing:

### FINISH IDOL



You will be able to reinforce the essence, repeating it at every stage of the treatment and offering your customer persistence performance never seen before with traditional lines.

# THE WRAP LINE



Now I want to tell you about all the products that are part of **the Wrap Line**, designed **to perfect every aspect of styling and finishing.**

Consisting of **5 different technical products**, each with a particular function.

Scopriamoli uno per uno...

**WRAP CONDITIONER**, an innovative complex of film-forming elements with strong smoothing and antistatic properties, **designed to coat the coat while giving it remarkable tidiness and combability.**

Ideal on all types of weave to loosen any knots and to discipline the coat to perfection. Leaves no residue.



**WRAP BOTOX**, designed to wrap the coat with a sustaining protein film, gives considerable stiffness to the coat, **ensuring a fixative effect during cutting** without leaving any residue.

**WRAP PROBIOTIC**, an odour-cancelling complex **that uses innovative probiotic technology to inhibit the microbial origin of odour.**

Ideal during the pre-wash with a dirty coat, to create a neutral base on which the Essence Elixirs can act in the subsequent phases.





**WRAP OIL** A refined mix of oils, perfected to coat the coat without greasing and leaving residues.

It combats split ends and gives great softness to the texture.



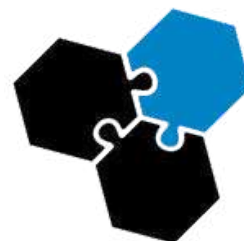
**WRAP GRIP** This is a powder to be diluted (one teaspoon in one litre of water) and used as a final rinse at the end of the treatment, before drying.



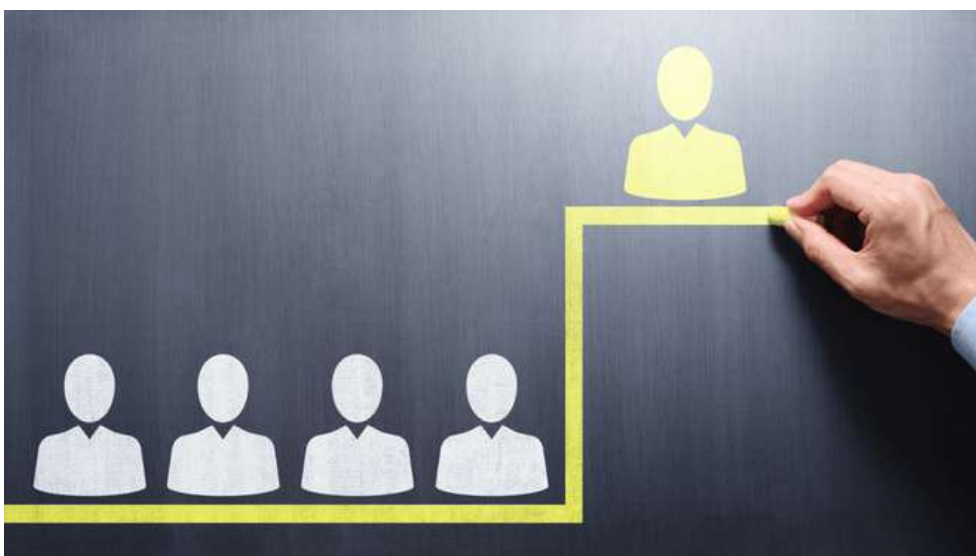
**Thanks to the use of this powder**, in spite of the previous washing and conditioning phases, which usually soften the hair, penalising grip during stripping, **the texture will maintain a remarkable grip**, making the practitioner's work much easier.

A new way of approaching this 'clean dog' technique to minimise the risk of irritation.

# BE DIFFERENT WITH ADOK



Now you can truly say that you have the complete picture of the world's first fully customisable dog line.



**As we have found out together, tailoring each formula gives you the competitive edge that can guarantee a level of loyalty never seen before.**

**An exclusive experience** to be told and in which **your customer will feel that he is a protagonist**, actively participating in the composition of the cosmetic.

A treatment created by taking into account, as never before, the starting conditions of that particular dog, in order to build a formula that is suitable for its specific needs.



A system that allows you, for the first time, to create **YOUR FORMULA**, a formula that will have your signature and that you will be the only one to know and be able to replicate.

The best way to impose **YOUR PRICE**, without any more constraints.

Everything, every single aspect, is designed to allow you to differentiate yourself, clearly detaching you from the logic of the standardised product that, on the contrary, prevents you from standing out.



Remember...

***As long as your service remains the same for everyone and undifferentiated from that of your competitors, why should the customer choose to bond, preferring you over all the others?***



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**MUCH MORE THAN A BRAND,  
BUT A SYSTEM THAT WILL ALLOW  
YOU TO REALLY ENHANCE YOUR  
WORK IN FRONT OF THE  
CUSTOMER.**

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