



# shampoo

	<p><b>glistening shampoo oil</b>   frizz control shampoo oil for frizzy hair</p> <p>Specially formulated to deeply cleanse scalp and hair, while eliminating frizz, moisturizing and smoothing cuticles, leaving hair conditioned, comb-able and extremely soft and brilliant. It maintains optimum internal hydration balance, has an excellent conditioning action and preserves color integrity.</p> <p><b>Formulated with:</b></p> <ul style="list-style-type: none"><li>&gt; date seed oil extract</li><li>&gt; abyssinian oil</li><li>&gt; avocado oil</li><li>&gt; almond oil</li><li>&gt; rice bran oil</li><li>&gt; vitamin E</li></ul> <p>It leaves hair comb-able, soft and brilliant.</p> <p><b>Suggestions of use:</b> apply on damp hair and massage. Rinse. Repeat if necessary.</p>
	<p><b>no fat daily shampoo</b>   mildly protective shampoo for all hair types or frequent use</p> <p>Specifically studied to delicately clean natural or lightly dry hair maintaining the optimum moisture balance of the hair and preserving the integrity of the color. Indicated for frequent use. It has a pleasant fig fragrance and leaves hair resilient, shiny, vital and conditioned.</p> <p><b>Active ingredients:</b></p> <ul style="list-style-type: none"><li>&gt; amino acids and silk derivatives: hydrate, condition and add smoothness and shine</li><li>&gt; fig and blackcurrant extracts: are rich in minerals and vitamins and have a conditioning action</li><li>&gt; exclusive Integrity 41® (Heliantus annuus): protects color against free radicals and the oxidizing effects of environmental agents, maintaining a longer lasting, more stable and brilliant color</li><li>&gt; sun filter: protects against the sun</li></ul> <p><b>&gt; Instructions of use:</b> apply on wet hair, massage then rinse. Repeat if necessary, then follow with the most suitable conditioner or treatment.</p>



## color maintainer shampoo | hydrating &

protective shampoo for color-treated hair

Colored hair, in order to maintain its beauty and health on color and structure, needs to be treated with specific products, both on the cleansing phase and on the after shampoo treatment. The formulation of milk\_shake < color maintainer shampoo > has been studied specifically to maintain the beauty and the vitality of colored hair. The combination with milk\_shake < color maintainer conditioner > optimizes and increases its single action. It has a pleasant fragrance of sweet milk and leaves hair shiny, vital and soft.

### Active ingredients:

- > milk and casein proteins: increase and strengthen hair internal structure
- > hydrolyzed wheat germ proteins: repair condition and add shine
- > vitamin E: has an antioxidant and protective action
- > detangling silicones: add smoothness, comb-ability and shine
- > conditioning and hydrating agents: soothe and condition scalp and hair
- > exclusive Integrity 41® (Heliantus annuus): protects color against free radicals and the oxidizing effects of environmental agents, maintaining a longer lasting, more stable and brilliant color

> **Instructions of use:** apply on wet hair, massage then rinse. Repeat if necessary, then follow with the most suitable conditioner or treatment.



## intensive conditioning shampoo | intensive

conditioning shampoo for dry and damaged hair

Specially formulated to gently cleanse dry and damaged hair, restoring internal strength, keeping optimum moisture balance and color integrity. With a pleasant fragrance of sweet milk, it leaves hair smooth, conditioned and shiny.

### Active ingredients:

- > milk and casein proteins: increase and strengthen hair internal structure
- > wheat proteins: repair, condition and add shine
- > silk derivatives: hydrate, condition and add smoothness and shine
- > strawberry and blueberry extracts: are rich in minerals and vitamins and have a revitalizing action
- > Aloe vera extract: soothes and protects
- > vitamins C, E and F: have an antioxidant, revitalizing and protective action
- > detangling silicones: add smoothness, comb-ability and shine
- > wheat proteins: repair, condition and add shine
- > exclusive Integrity 41® (Heliantus annuus): protects color against free radicals and the oxidizing effects of environmental agents, maintaining a longer lasting, more stable and brilliant color
- > sun filter: protects against the sun

> **Instructions of use:** apply on wet hair, massage then rinse. Repeat if necessary, then follow with the most suitable conditioner or

	treatment.
	<p><b>curl passion shampoo</b>   curly hair shampoo</p> <p>Specifically formulated to cleanse curly hair, it gives hydration and conditioning, eliminating the frizzy effect. It favours the creation of long-lasting curls, leaving hair elastic, conditioned and shiny.</p> <p><b>Active ingredients:</b></p> <ul style="list-style-type: none"><li>&gt; Cleansing agent composed of natural sugars derived from coconut oil: cleanse softly, without eliminating the natural oils of the hair and has a soft and hydrating action.</li><li>&gt; Combination of fruit extracts (grapefruit, apple, peach): a cocktail of vitamins, trace elements and fruit acids, which gives an invigorating and fortifying effect to curly hair, leaving it soft and velvety.</li><li>&gt; Hygroscopic ingredients: optimize the storage of water on scalp and hair, preventing hydration fluctuations.</li><li>&gt; Conditioning agents: give softness and shine, making hair easier to comb and eliminating static electricity.</li></ul> <p><b>Directions of use:</b> apply on damp hair, massage, then rinse. Repeat if necessary. For better conditioning, follow with curl passion mask.</p>

# styling



## sparkling glaze | >> medium hold

- > panthenol (pro-vitamin B5) moisturizes, conditions and gives thickness to the hair, reducing the creation of split ends;
- > trace elements complex, conditioning and emollient, makes the hair thick and thriving;
- > milk proteins, have a strong integrative and conditioning action on the hair structure inside the cortex;
- > extract of Litchis, rich in Vitamin C, minerals and natural antioxidants, carries out a strongly protective action from solar rays and from atmospheric agents, avoiding colour fading and weakening of the capillary structure and carrying out a revitalizing and anti-age action;
- > solar filter, increases protection from solar rays;
- > conveys definition and support to curly hair and volume and thickness to sleek hair;
- > creates an elastic, conditioning and long-lasting effect;
- > makes the hair bright, thick and thriving.

**Use:** shake well, keep it downward and take the required quantity. Apply on the clean and damp hair massaging from the roots to the ends. Proceed with the styling.



## styling potion | > soft hold

- > conditioning and antistatic agents, give softness and shine to the hair, making it easy to comb and eliminating static electricity;
- > milk proteins, have a strong integrative and conditioning action on the hair structure inside the cortex;
- > extract of Litchis, rich in Vitamin C, minerals and natural antioxidants, carries out a strongly protective action from solar rays and from atmospheric agents, avoiding colour fading and weakening of the capillary structure and carrying out a revitalizing and anti-age action;
- > high quality resin, enables a long-lasting and flexible styling, which stands up to changes in the air's dampness value;
- > solar filter, increases protection from solar rays;
- > special conditioning end emollient agents condition the hair and make it easier to comb during the styling;
- > conveys a soft support and an immediate conditioning effect;
- > particularly suitable for fine and medium hair;
- > versatile and unique, smoothes the hair scales and gives volume and natural thickness.

**Use:** take the required quantity and apply on the clean and damp hair by massaging. Proceed with the styling



## smoothing cream | > soft hold

- > a special silicon rubber creates a transparent film by smoothing, protecting and conditioning the hair, without making it look dull;
- > special conditioning and emollient agents condition the hair and make brushing easier during the styling;
- > a fixative filmogen agent enables the creation of long-lasting sleek hair, protecting it from the thermic action thanks to a filming effect and conveying dampness resistance;
- > milk proteins, have a strong integrative and conditioning action on the hair structure inside the cortex;
- > extract of Litchis, rich in Vitamin C, minerals and natural antioxidants carries out a strongly protective action from solar rays and atmospheric agents, avoiding colour fading and weakening of the capillary structure and carrying out a revitalizing and anti-age action;
- > solar filter, increases protection from solar rays
- > smoothes the cuticle scales and gives a light support with a natural effect;
- > enables sleek hair created by the styling adding durability, especially for medium and thick hair;
- > versatile for curly hair too, to eliminate the frizzy effect and to help the creation of curls;
- > makes hair soft and bright.

**Use:** take the required quantity and apply on the clean and damp hair by massaging. Proceed with the styling

# treatments

	<p><b>glistening milk</b>   moisturizing and shining milk for frizzy hair</p> <p>Specially formulated to eliminate frizz during styling and protect hair fiber from thermal tools when drying. It adds extreme softness, shine, manageability and comb-ability and helps maintain optimum internal hydration balance. It has an excellent conditioning action and preserves color integrity, thanks to antioxidant agents.</p> <p><b>Formulated with:</b></p> <ul style="list-style-type: none"><li>&gt; date seed oil extract</li><li>&gt; abyssinian oil</li><li>&gt; glycerine</li><li>&gt; a cuticle smoothing complex</li><li>&gt; special conditioning and hydrating agents</li><li>&gt; a special mix of conditioning volatile silicones</li></ul> <p>It leaves hair comb-able, soft and brilliant.</p> <p>&gt; <b>Suggestions of use:</b> apply with a massage on towel dried hair. Do not rinse, comb and follow with styling. It is recommended to apply after styling, to improve hair look and curl definition.</p>
	<p><b>glistening spray</b>   polishing spray for frizzy hair</p> <p>Specially formulated to add shine, eliminate static electricity and improve dry hair comb-ability. It confers smoothness, manageability and helps maintain optimum internal hydration balance.</p> <p><b>Formulated with:</b></p> <ul style="list-style-type: none"><li>&gt; date seed extract</li><li>&gt; abyssinian oil</li><li>&gt; a special mix of conditioning volatile silicones</li></ul> <p>It leaves hair vital, soft and brilliant.</p> <p>&gt; <b>Suggestions of use:</b> mist a moderate quantity at a distance of 20 cm after styling</p>



## **glissening treatment** | frizz control treatment for frizzy hair

Specially formulated to eliminate frizz in all hair types, adding smoothness, shine, comb-ability and maintaining optimum internal hydration balance. It has a conditioning action on hair and preserves color integrity thanks to antioxidant agents.

### **Formulated with:**

- > date seed oil extract
- > abyssinian oil
- > special conditioning and hydrating agents
- > a special mix of conditioning volatile silicones

It leaves hair conditioned, comb-able and extremely soft and brilliant.

> **Suggestions of use:** shake well before use. Mist evenly on towel dried hair, specially on lengths and ends. Then apply milk\_shake > no frizz most suitable products to hair type



## **active milk mask** | restructuring milk mask for dry or damaged hair

A rich restructuring mask created to deeply nourish and strengthen dry or damaged hair. Milk proteins, rice and avocado oils, moisturizing agents, vitamin E and Integrity 41® deeply enhance and strengthen hair structure and at the same time condition the external layer of hair, adding smoothness and shine. A perfect help for the consumer to maintain the benefits of the natural milk mask applied in the salon, or to be suggested to every client with dry and damaged hair, for frequent use, as needed.

### **Active ingredients:**

- > milk and casein proteins: complement and strengthen internal hair structure
- > rice and avocado oil: moisturize, condition and add smoothness
- > strawberry, blueberry and papaya extracts: rich in revitalizing and mineralizing vitamins
- > honey extract: conditioning, soothing and protective
- > special silicones: add smoothness, comb-ability and shine
- > exclusive Integrity 41® (Heliantus annuus): protects colour against free radicals and the oxidizing effects of environmental agents, for a longer lasting, more stable and shinier colour
- > sun filter: protects against the sun

> **Instructions of use:** apply on clean, towel dried hair. Leave on for 3-5 minutes and rinse

# curl passion



## curl passion mask | curly hair mask

A rich mask specifically formulated for curly hair, it gives deep hydration and conditioning, eliminating the frizzy effect. Active ingredients favour the formation of long-lasting curls, leaving hair elastic, conditioned and shiny.

### Active ingredients:

- > Combination of fruit extracts (grapefruit, apple, peach): a cocktail of vitamins, trace elements and fruit acids, which gives an invigorating and fortifying effect to curly hair, leaving it soft and velvety.
- > Hygroscopic ingredients: optimize the storage of water on scalp and hair, preventing hydration fluctuations.
- > Shea butter: rich in vitamin E, it has a hydrating effect and it naturally protects from sun rays, restructuring scalp and hair.
- > Jojoba oil: for better hydration and nourishment of the hair.
- > Hydrating agent: to keep the hair structure balanced, it gives resistance to humidity, eliminating the frizzy effect.

**Directions of use:** apply on clean, damp hair, leave on for 3 to 5 minutes, comb, then rinse.



## curl passion shampoo | curly hair shampoo

Specifically formulated to cleanse curly hair, it gives hydration and conditioning, eliminating the frizzy effect. It favours the creation of long-lasting curls, leaving hair elastic, conditioned and shiny.

### Active ingredients:

- > Cleansing agent composed of natural sugars derived from coconut oil: cleanse softly, without eliminating the natural oils of the hair and has a soft and hydrating action.
- > Combination of fruit extracts (grapefruit, apple, peach): a cocktail of vitamins, trace elements and fruit acids, which gives an invigorating and fortifying effect to curly hair, leaving it soft and velvety.
- > Hygroscopic ingredients: optimize the storage of water on scalp and hair, preventing hydration fluctuations.
- > Conditioning agents: give softness and shine, making hair easier to comb and eliminating static electricity.

**Directions of use:** apply on damp hair, massage, then rinse. Repeat if necessary. For better conditioning, follow with curl passion mask.