

A close-up portrait of a woman with dark hair and light-colored eyes, looking directly at the camera. Her face is partially framed by large, vibrant green leaves with prominent veins. The background is dark and out of focus, suggesting a natural, forest-like setting. The overall mood is fresh and natural.

VITAMIN RECHARGE.

Where each **product** becomes **experience**

What makes us **unique**?

- Products with personality and own style.
- With Vitamin concentrate.
- Formulas free of sulphates, parabens, silicones, allergens- no synthetic dye, alcohol, phthalates, polycyclic musks.
- Eco hair care.



La Gama



The original



Orange



Detox & co.



Beach



Oh là là

Cleansing Balms. The evolution of shampoo .

Texturizer

Fiber protector



Cleansing Balms

Discover the evolution
of shampoo

VITAMIN RECHARGE reinvents itself to continue being the answer to a never-ending need: Hair full of vitality, strength, body and brilliant shine.

A ground-breaking product in the hair care market that incorporates **beauty vitamins:** Vitamins B and E combined with olive oil, natural and botanically exclusive active ingredients to get the strongest beauty concentrate ever.

Vitaminic formule, multiples benefits in one product.

Differ from your competitors with a pioneering product in the market.



Vitamin cleansing balm

VITAMIN RECHARGE. *The original*

NO SULPHATES - NO PARABENS - NO SILICONES - NO ALLERGENS
NO SYNTHETIC DYE - NO ALCOHOL - NO PHTHALATES - NO
POLYCYCLIC MUSKS





You will get...

Vitality

Strength

Body

Sublime shine

Visible results from the
first application.



Vitamin-enriched formula

MULTIPLE BENEFITS IN A SINGLE PRODUCT.


Multivitaminic complex with B1, B2, B6, PP, B12, E, BIOTIN, PANTHENOL & **OLIVE OIL**. Enriched with olive oil that confers an extra nutrition and hydration.

Due to its high content of vitamin E, it is a great antioxidant, strengthens the hair making it grow strong and healthy.

Because of its high content of Vitamin E, it is a great antioxidant, it strengthens the hair, making it grow strong and healthy.

It contains regenerative and soothing properties that help stimulate growth, especially in damaged hair.

Olive oil also has vitamin C, which stimulates the formation of collagen (with less collagen, hair becomes thinner), as well as vitamin A to control cell regeneration.



Enriched with **olive oil** that gives extra nutrition and hydration.

Other properties of olive oil

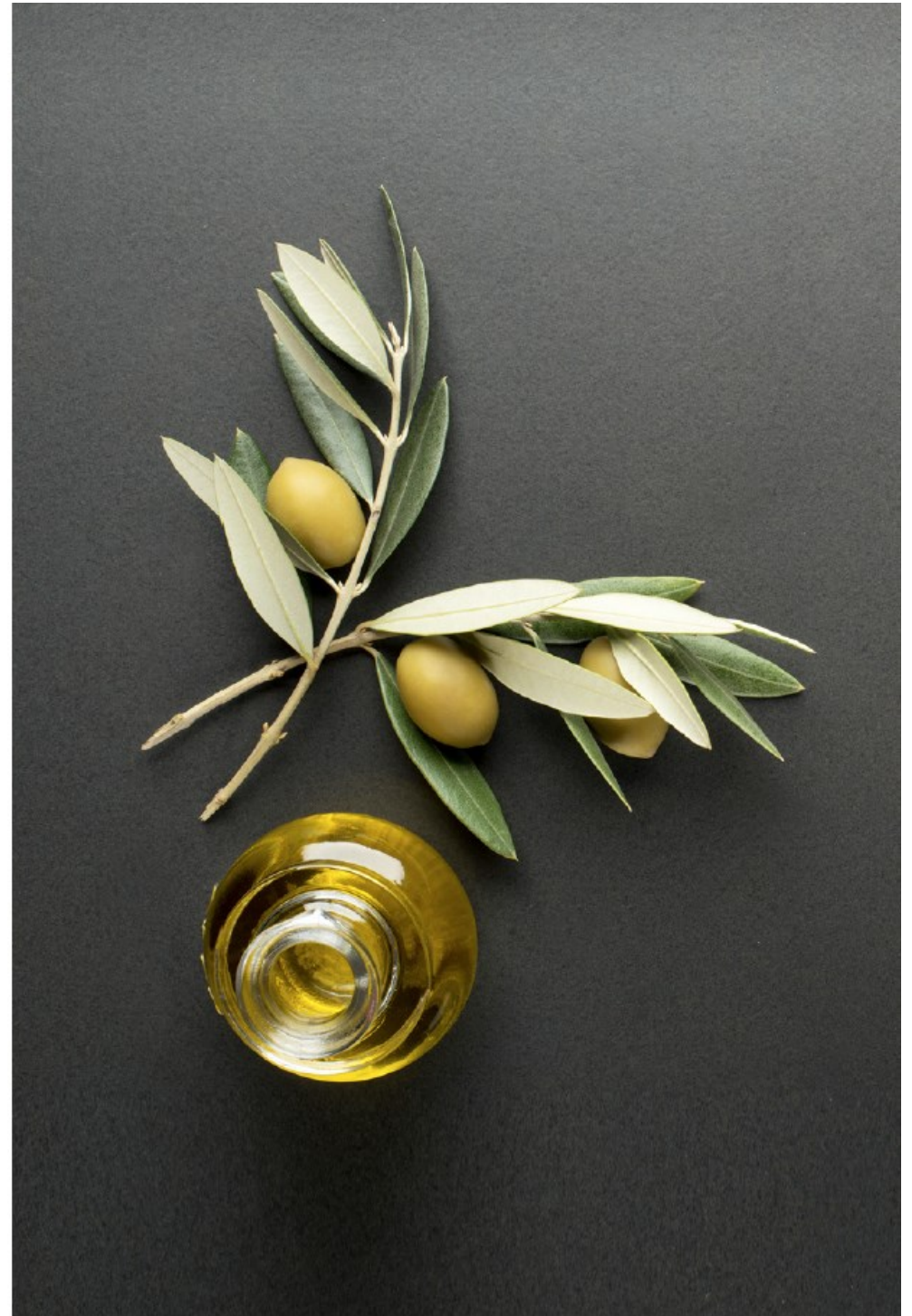
Reduces the loss of damaged hair proteins.


It **diminishes the frizz**, since its molecular structure causes that it penetrates more easily the hair fibers. If you have damaged, opened or dried tips, olive oil is the best option to treat them.

Olive oil is known for its moisturizing and toning properties. The pool, the beach, the dyes and the dryer are just some of the elements that make our hair dehydrate. Olive oil is excellent to help you recover your natural moisture.

For all these reasons, these are the fundamental benefits that olive oil brings to our hair:

Provides shine, nourishes and repairs the scalp, promotes hair growth, strengthens hair follicles to prevent hair loss, ends with brittle ends.





Why use

VITAMIN RECHARGE. *The original*

Vitamin Recharge The Original, Gently cleanses the hair and helps regulate the scalp, even when dry and irritated. An extra boost of vitamins and active ingredients specifically chosen to revitalize hair, giving it incredible shine. Enriched with olive oil for extra nutrition and hydration.

Vitamin recharge The Original meets the most selective of hair needs.

Balanced formula: Its neutral pH makes it a therapy suitable for all hair types, but especially color-treated hair and sensitive scalps and hair.

• **How to use:** Apply evenly on wet hair and work in, massaging gently. Leave on for 1-3 minutes and rinse with warm water.

• **Size:** 500 ml. / 100 ml. **Ref.:** 00170203 / 00170204

Vitamin-enriched formula

VITAMIN RECHARGE. *Orange*

NO SULPHATES - NO PARABENS - NO SILICONES - NO ALLERGENS
NO SYNTHETIC DYE - NO ALCOHOL - NO PHTHALATES - NO
POLYCYCLIC MUSKS





You will get...


Vitality

Body

Sublime shine

Volume

Visible results from the
first application.



Vitamin-enriched formula

MULTIPLE BENEFITS IN A SINGLE PRODUCT.

Multi-vitamin supplement with B1, B2, B6, PP, B12, E, BIOTIN, PANTHENOL & BITTER ORANGE EXTRACT.

Enriched with bitter orange extract for extraordinary softness and volume.

The bitter orange extract contains a large amount of vitamin C and bioflavonoids that strengthen and nourish the hair.

Thanks to its formulation, it is fully indicated to strengthen the hair. Recommended for hair very thin, weak, brittle, and punished with split ends and lack of body. -All kinds of hair-

ALANCED FORMULA:

Its **neutral pH** makes it a therapy suitable for all hair types, but especially color-treated hair and oily hair and scalp.


¿Why bitter orange extract?

Por su gran efecto energizante con propiedades For its great energizing effect with antioxidant properties that fight the main causes of hair deterioration. Its high content of vitamins, especially C, revitalizes and nourishes the hair.

Other properties of bitter orange extract:

- Great seborregulating action.
- Acts as a vitamin of the hair cuticle.
- Strengthens and nourishes the hair.
- Great disinfectant and soothing action.





Why use

VITAMIN RECHARGE. *Orange*

Vitamin Recharge Orange, Gently cleanses the hair and helps normalize the scalp, even when greasy. An extra boost of vitamins and active ingredients specifically chosen to revitalize hair, giving it incredible shine. Enriched with Bitter orange extract for extra softness and volume.

Balanced Formula: Its neutral pH makes it a therapy suitable for all hair types.

• **How to use:** Apply evenly on wet hair and work in, massaging gently. Leave on for 1-3 minutes and rinse with warm water.

• **Size:** 500 ml. / 100 ml. **Ref.:** 00170207 / 00170208

Vitamin-enriched formula

VITAMIN RECHARGE. *Detox & co.*

NO SULPHATES - NO PARABENS - NO SILICONES - NO ALLERGENS
NO SYNTHETIC DYE - NO ALCOHOL - NO PHTHALATES - NO
POLYCYCLIC MUSKS





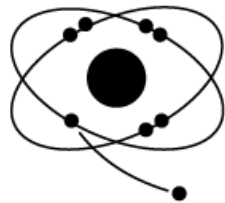
The only one in
the market with
Dual action

**Detox +
Anti-pollution**



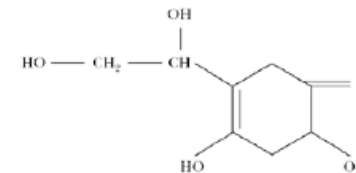
Why using anti-pollution hair care?

Just like your skin, **pollution** is one of the factors that causes the premature ageing of your hair.



Polluting agents cause the formation of Free Radicals.

They contaminate, block the pores, and destroy antioxidants such as vitamins C and E.



- + Dehydration
- + Flaccidity and premature ageing
- + Irritated and sensitive scalp



Signi cant increase of hair problems.

How does it work?

Dual action:

detox + anti-pollution

Purifying action + Protective action

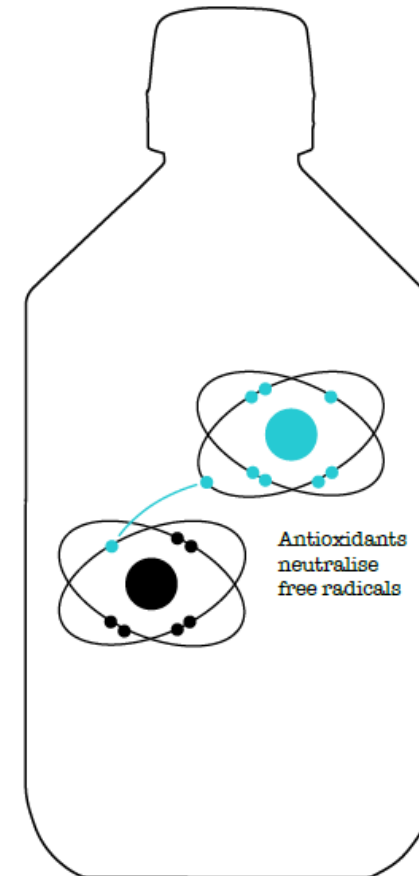
+ Antioxidants formula

+ Vitaminised formula

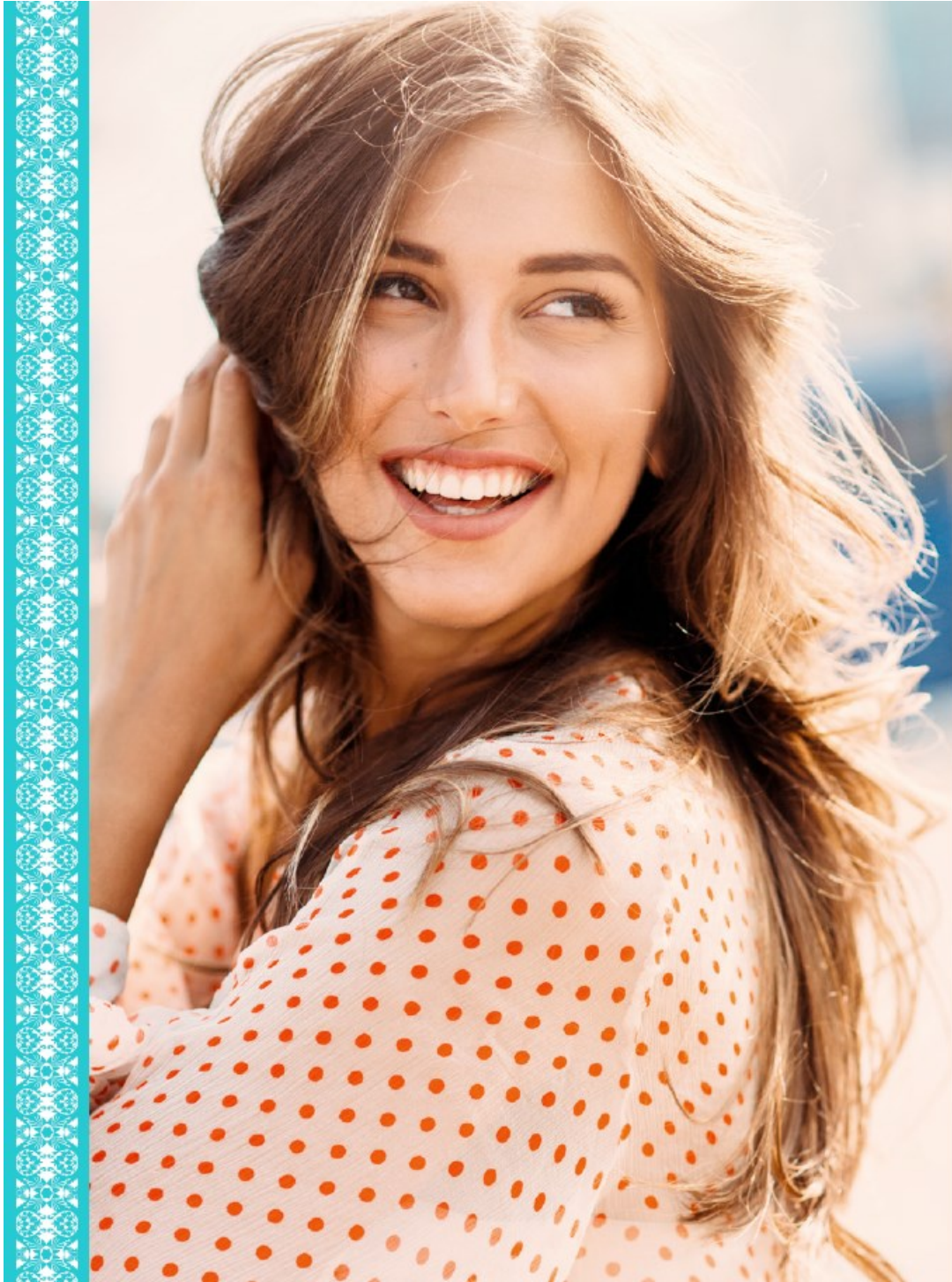


Smart protective barrier against:

- UV / Solar pollution
- Air pollution (carbon particles, particle matter, metals)
- Domestic pollution (chemicals)




Clean hair, lively and highly protected.



You will get...

Health
Protection
Vitality
Shine

Visible results from the
first application.



Vitamin- enriched formula

MULTIPLE BENEFITS IN A SINGLE
PRODUCT.

Multivitamin supplement with B1, B2, B6, PP, B12, E, BIOTINA, PANTHENOL & BIOSACCHARIDE GUM-4. (Biosaccharide).


Enriched with Biosaccharide Gum-4.

Biosaccharide: of natural origin, it is a biotechnological asset that instantly ensures a deep hydration. It forms a protective film on the skin that prevents trans epidermal water loss and dehydration. It hinders the entry of substances that may be causing skin irritations.

Moisturizing agent: Softening and moisturizing that prevents the drying of the horny layer of the skin.



Prevents particle
deposition + anti-
pollution barrier =
Superprotection



Why use

VITAMIN RECHARGE. *Detox & co.*

Specifically formulated to achieve a **Detox + Anti-pollution** double action. It purifies the hair and helps normalize the scalp.

The contribution of polysaccharides obtained by biotechnology prevents the incrustation of particles and creates an anti-pollution barrier, offering 76% more protection against free radicals. The hair is revitalized and looks incredibly luminous.

· **How to use:** Apply evenly on wet hair and work in, massaging gently. Leave on for 1-3 minutes and rinse with warm water.

· **Size:** 500 ml. / 100 ml. **Ref.:** 00170213 / 00170214

* Test comparing against a washing product with a standard formula.

Discover more about **VITAMIN RECHARGE**



· Discover more about the Vitamin Recharge balms:
<https://youtu.be/nILpAE9hUMs>

Sea Salt Hair Spray

VITAMIN RECHARGE. *Beach*

Beach waves and
bohemian looks

NO SLS - NO PARABENS - NO SILICONES - NO ALLERGENS -
NO SYNTHETIC DYE - NO ALCOHOL - NO PHTHALATES - NO
POLYCYCLIC MUSKS

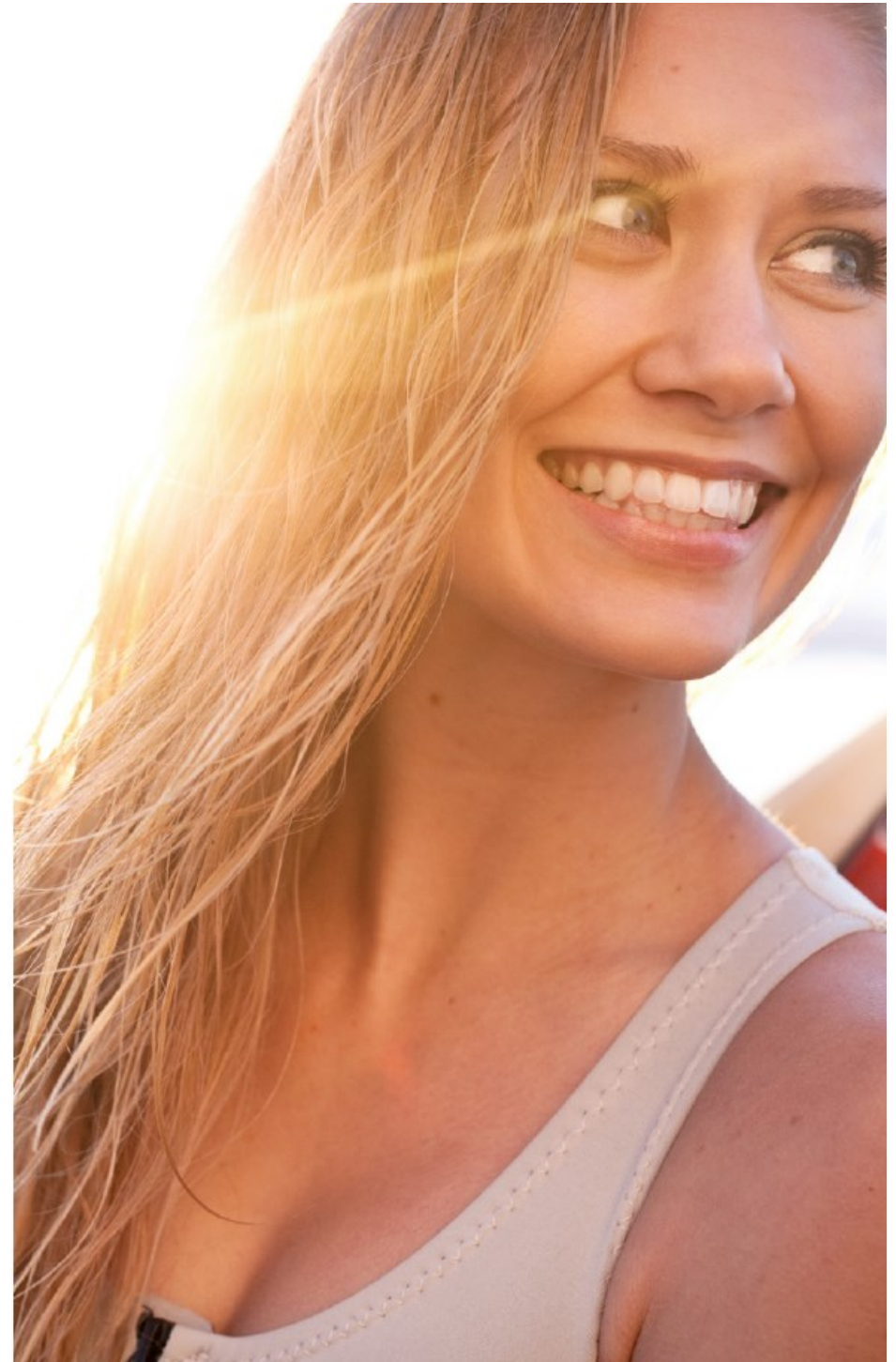




Can you imagine...

- Feeling the sea in your hair year-round
- Having perfect surfer waves
- Well-defined looks with natural hold and volume in the blink of an eye...

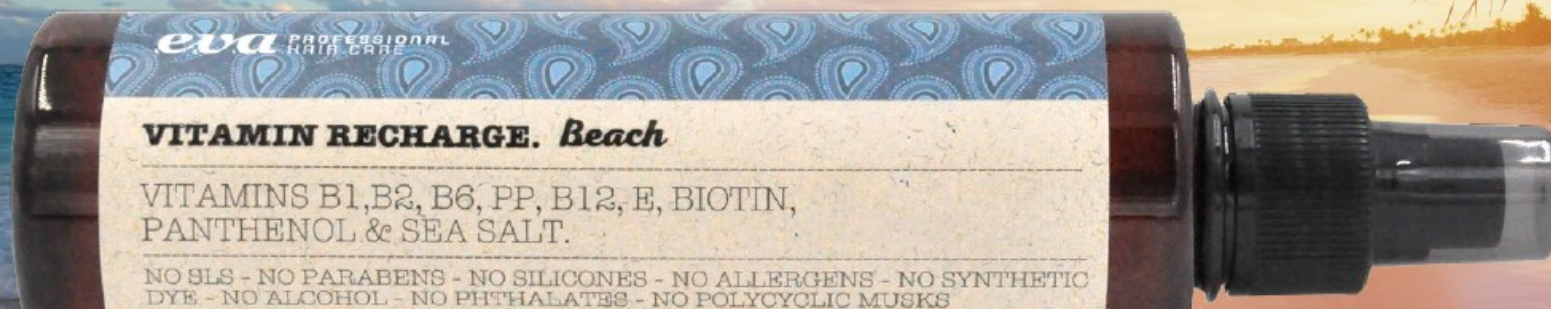
Get the *Beach feeling...*



What is **VITAMIN RECHARGE. Beach**

It's a combination of **sea salt, vitamins and minerals** that is designed to recreate the coveted effect that sea water has on hair (beautiful, slightly wavy hair).

Give you natural **body and volume**. Get that beach feeling wherever you are, along with surfer waves and the chicest Bohemian beach looks that are so in right now. The combination of vitamins and panthenol helps protect the hair from the natural drying caused by sea salt.





You will get...

Volume

Texture

Definition

**Natural hold and
finish**

Vitamin-enriched formula

MULTIPLE BENEFITS IN A SINGLE PRODUCT.

Multi-vitamin supplement with B1, B2, B6, PP, B12, E, Biotin, Panthenol & **SEA SALT**. Enriched with Sea Salt.

Sea Salt is known to absorb the natural oils in the hair, which is why during summer vacation, our hair has more texture, volume and natural curl.

Our Sea Salt comes from the Atlantic Ocean, where it is oxygenated by coral and has great trace elements.

With **Sea Salt** to give your hair definition, body and volume naturally, with no added holding agents.





Why use

VITAMIN RECHARGE. *Beach*

- Its formula provides extra thickness, giving the hair the appearance of **greater density**.
- One of the key factors is the **versatility** of the product.
- It's sure to become an **ally** of professionals everywhere.
- A **must-have** for texturizing and styling.



· **How to use:** Apply the desired amount in the palm of the hand and extend throughout the hair, from the mid-sections to the ends. Can be applied to either dry or damp hair. Style as desired.

· **Size:** 250 ml. **Ref.:** 00170211



· Discover more about Vitamin Recharge Beach:
<https://youtu.be/dAbXNsD6X10>



Benefits for hair...

FINE HAIR:

- Permits **creative looks** for fine hair.
- Gives **hair thickness** for a good styling base for the use of other finishing products.
- Hair keeps its hold **naturally** all day long.

OILY HAIR:

- Helps **hair stay clean longer**, since as mentioned earlier, sea salt absorbs the natural oils in the hair.
- It also **disciplines** this type of hair.

THICK HAIR:

- Beach Hair Spray is also for this type of hair.
- We recommend drying it with a hair dryer to create an **infinite number of finishes**.
- Sea salt provides **texture** and **greater resistance** to static electricity.

TIPS:

- Spray several times on damp hair before styling to give hair body or alternate with application on dry hair to increase volume and create a matte effect.
- Depending on your style, you can use your hands to define the hair's own natural wave and create texturized body.
- Hair can be styled immediately upon application, creating waves with the hairdryer and finishing by applying VR.Beach once dry.

FAQ'S:

- **Damp or dry hair?**
It can be applied both ways, but it provides the most natural results on damp hair. On dry hair, it provides the best professional definition.
- **Can it be applied after moisturizing and hair care products?**
Yes, since it is a finishing product that prepares the hair for styling.



Multi-action jelly

VITAMIN RECHARGE. *Oh là là*

The product that
will surprise you

NO SULPHATES - NO PARABENS - NO SILICONES - NO ALLERGENS
NO SYNTHETIC DYE - NO ALCOHOL - NO PHTHALATES - NO
POLYCYCLIC MUSKS



VITAMIN RECHARGE.

Oh là là

Multi-action jelly & hair fiber protector

An unparalleled experience that pampers the hair fiber.

The combination of vitamins and seaweeds complete a treatment inspired by thalassotherapy.

All hair types.



Maximum fiber protection:
Moisturizes, detangles, disciplines, controls, repairs, protects, rebuilds



Action:
prevents breaking
Anti-frizz
Anti-pollution



You will get...

Protection

Body and volume

Softness

Silkiness

Shine

Vitamin- enriched formula

MULTIPLE BENEFITS IN A SINGLE PRODUCT

Multi-vitamin supplement with B1, B2, B6, PP, B12, E, Biotin, PANTHENOL & **SEAWEEDS**. Enriched with seaweed (sea algae).

Algae, tone, soothe and moisturize tissues and delay aging.

They are particularly remarkable skills to regenerate, properties shared with much of the marine flora. The main purpose of this asset is to provide hair with the strength and vitality of the sea.

Commonly used in cosmetics and dietary products, are rich in vitamins, trace elements and mineral salts.

With **Seaweed** to complement a hair fiber treatment inspired by thalassotherapy



Why use

VITAMIN RECHARGE. *Oh là là*

RECOMMENDED PRODUCT FOR:

- Curly, straight and frizzy, short, long, color-treated, bleached or permanently straightened hair, afros and more. In other words, **for any hair type**.
- Does not weigh the hair down or make it greasy. Contains no holding agents.

ITS TEXTURE GUARANTEES SUCCESS:

- An easy-to-apply liquid jelly texture that is quick to extend, dry and absorb.
- May be used with other finishing products.



• **How to use:** Apply the desired amount in the palm of the hand and extend throughout the hair, from the mid-sections to the ends. Can be applied to either dry or damp hair. Style as desired.

• **Size:** 250 ml. **Ref.:** 00170212



• **Discover more about Vitamin Recharge Ohlàlà:**
https://youtu.be/y_7r_tGCMDA

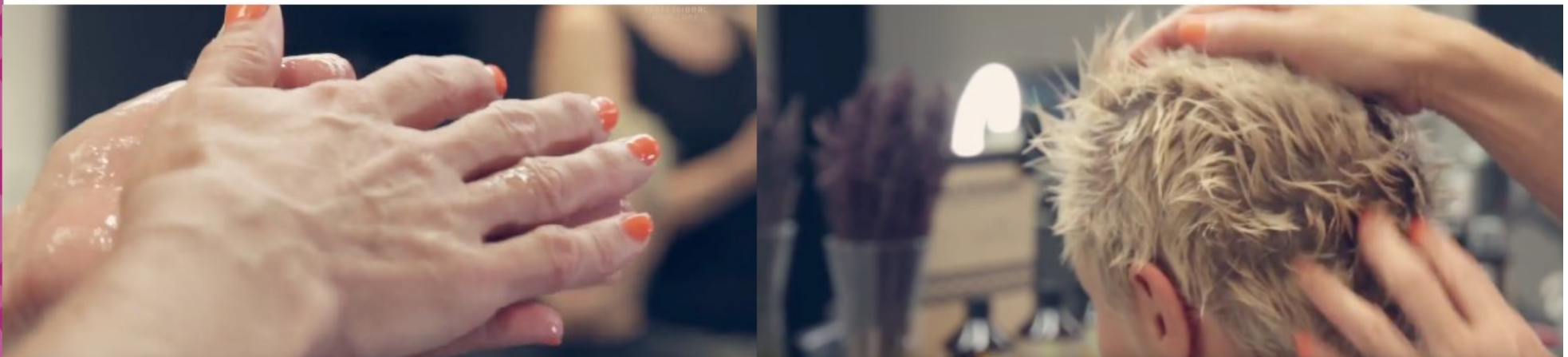
Examples of application in the hair salon:

As a “Plex” Treatment before and after any technical process

-Fiber protector: Before the bleaching or dye or any technical process. Apply to the palm of the hand and spread over dry hair from medium to ends. Proceed to bleaching or apply hair color, etc. Once the hair is washed, apply on damp hair in mediums and ends. Dry and hairstyle as desired. It can be applied dry as a final touch.

-Hairstyle and Marking: Clients who go to the salon want their hair to last as long as possible. Use the product on clean, well-wrinkled hair with a towel. Once the product is deposited, we untangle the hair. We proceed to the marking and drying desired.

-Final touch: If the hairstyle requires some touch of density and direction, it can also be used, taking into account the desired result. Example: Hairstyles collected and finished.





Examples of application in both the hair salon and home:

- **Fiber protector:** For hairstyles with heat.

- **Straightening in curled, rebellious or curly hair**

Apply to hair once washed and wrung out with a towel. Distribute evenly throughout the hair, untangle and dry at 100%.

- **Hairstyle with diffuser in curly hair**

Apply to hair once washed and wrung out with a towel. Distribute evenly throughout the hair, comb and untangle. If the person requires the very fixed curl, the fixative product can be applied after applying Ohlâlâ (usually in stubborn hair). We shape the hair with our hands and proceed to drying with a diffuser.

If this person, the next day wants to redo the curl, you can use it on dry hair, and in this way, recompose the curl.

- **Final touch: In short hair**

In this type of look is ideal to give a touch of discipline to the hair without visible fixation.

The result will be natural but with a super tameable texture, to give the required shape to the hairstyle.

FAQ'S:

- **Damp or dry hair?**

Use on either damp or dry hair before styling. Its benefits improve noticeably with both types of application.

- **Can it be used with other products?**

Yes, its neutral formula means it can be used along with VITAMIN RECHARGE and any other products.



Features



**VITAMIN RECHARGE.
The Original**



**VITAMIN RECHARGE.
Orange**



**VITAMIN RECHARGE.
Detox & co**



**VITAMIN RECHARGE.
Beach**



**VITAMIN RECHARGE.
Ohlala**

DESCRIPTION	Vitamin cleansing balm	Vitamin cleansing balm	Vitamin cleansing balm	Sea Salt Hair Spray with natural hold	Multi-action jelly & hair fiber protector
KIND OF PRODUCT	Shampoo	Shampoo	Shampoo	Texturizer	Fiber protector
RINSE?	YES	YES	YES	NO	NO
SIN SULFATOS	V	V	V	NO SLS	V
SIN PARABENOS	V	V	V	V	V
SIN COLORANTES	V	V	V	V	V
SIN SILICONAS	V	V	V	V	V
SIN ALÉRGENOS	V	V	V	V	V
SIN FTALATOS	V	V	V	V	V
SIN ALMIZCLES POLICÍCLICOS	V	V	V	V	V
SIN ALCOHOL	V	V	V	V	V
SPECIFIC INGREDIENT:	Olive Oil	Bitter orange extract	Biosaccharide	Sea salt	Seaweed
BENEFITS:	Vitality Strength Body Sublime shine	Vitality Body Sublime shine Volume	Health Protection Vitality Shine	Volume Texture Definition Natural hold and finish	Protection Body and volume Softness Silkiness Shine
RECOMMENDED FOR:	All hair types, dry scalp included.	ll hair types, oily scalp included.	All hair types	All hair types	All hair types. Especially dry/damaged. Frizzy and rebel hair.

Promotional elements



Sachet 10 ml. Oh là là



Mini Vitamin 100 ml.



Mini Vitamin display box



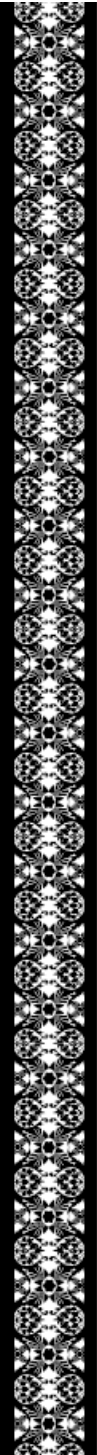
Pack Original 500 ml. + Oh là là 250 ml.



Pack Orange 500 ml. + Oh là là 250 ml.



Display Original 500 ml. + Orange 500 ml.



Samples, How I use it?

Why Sampling? -----



For customer is a way to TRY For brand INCREASE awareness & hook



For customer is a way to REMEMBER For brand is a way to ENGAGE customers



For customer is a way to BUY For brand is a way to CAPTURE sales

For you and your clients? -----

Increased use + sales €€

Suggested Retail Sampling Promotions -----



BUY any retail product
Receive a sample size (tip combine both original + orange)



BUY a hair service
Receive a sample size



BUY a color service
Receive a sample size



BUY a hair treatment
Receive a sample size



eva
PROFESSIONAL
HAIR CARE