

**NO. 101**  
NORMALIZING  
DAILY SHAMPOO



**Normalizing and toning shampoo for normal hair**

- Ideal for daily use
- Formulated with delicate surfactants
- Deep cleansing, toning and refreshing action on hair and scalp

**USE:**

- Apply to **damp** hair.
- Lather.
- Leave for 2-3 minutes to feel a sense of freshness.
- Rinse.

Repeat if necessary and proceed with a conditioning product

# NO. 102

## ANTI-DANDRUFF & SEBUM CONTROL SHAMPOO



### Purifying & sebum control shampoo for oily scalp & hair

- Reduces excess oil restoring the balance of scalp and hair
- Formulated with delicate surfactants

#### USE:

- Apply to **damp** hair.
- Lather.
- Leave for 2-3 minutes to feel a sense of freshness.
- Rinse.

Repeat if necessary.

# No. 103

## HYDRATING SHAMPOO



### Moisturizing shampoo for dry and brittle hair

- Delicately cleanses the hair leaving it soft and conditioned
- Formulated with delicate surfactants

### USE:

- Apply to **damp** hair
- Lather.
- Leave for 2-3 minutes.
- Rinse
- Repeat if necessary.

Proceed with a conditioning product to add more manageability and softness

**NO. 104**  
SILVER  
SHAMPOO



**Specific shampoo for grey, white or bleached hair**

- Formulated with delicate surfactants
- Enriched with blue-violet pigments that neutralize golden tones

**USE:**

- Apply to **damp** hair
- Lather.
- Leave for 5-10 minutes.
- Rinse
- Repeat if necessary.

Proceed with a conditioning product to add more manageability and softness



# No. 105

## INVIGORATING SHAMPOO



### Invigorating shampoo against hair loss

- Cleanses the hair gently whilst respecting the natural balance of hair and scalp
- Particularly suitable for weak, thinning hair that has lost its vigour
- Formulated with delicate surfactants

### USE:

- Apply to **damp** hair
- Lather.
- Leave for 2-3 minutes.
- Rinse
- Repeat if necessary.

For a more complete and synergic invigorating action, proceed with **no. 205** INVIGORATING TREATMENT or **no. 206** CONCENTRATED INVIGORATING LOTION

# NO. 106

## DANDRUFF CONTROL INTENSIVE CREAM SHAMPOO



### Intensive cream shampoo for scalp with dandruff

- Formulated with specific ingredients that counteract the unpleasantness of dandruff
- Effective specific and gentle balanced cleansing action

### USE:

- Distribute evenly over **damp scalp**.
- Massage with circular movements.
- Leave in for 2-3 minutes to allow the active ingredients to take action.
- Rinse.

# NO. 107

## WHITE CLAY SEBUM CONTROL SHAMPOO



### White clay sebum control shampoo for greasy scalp and hair

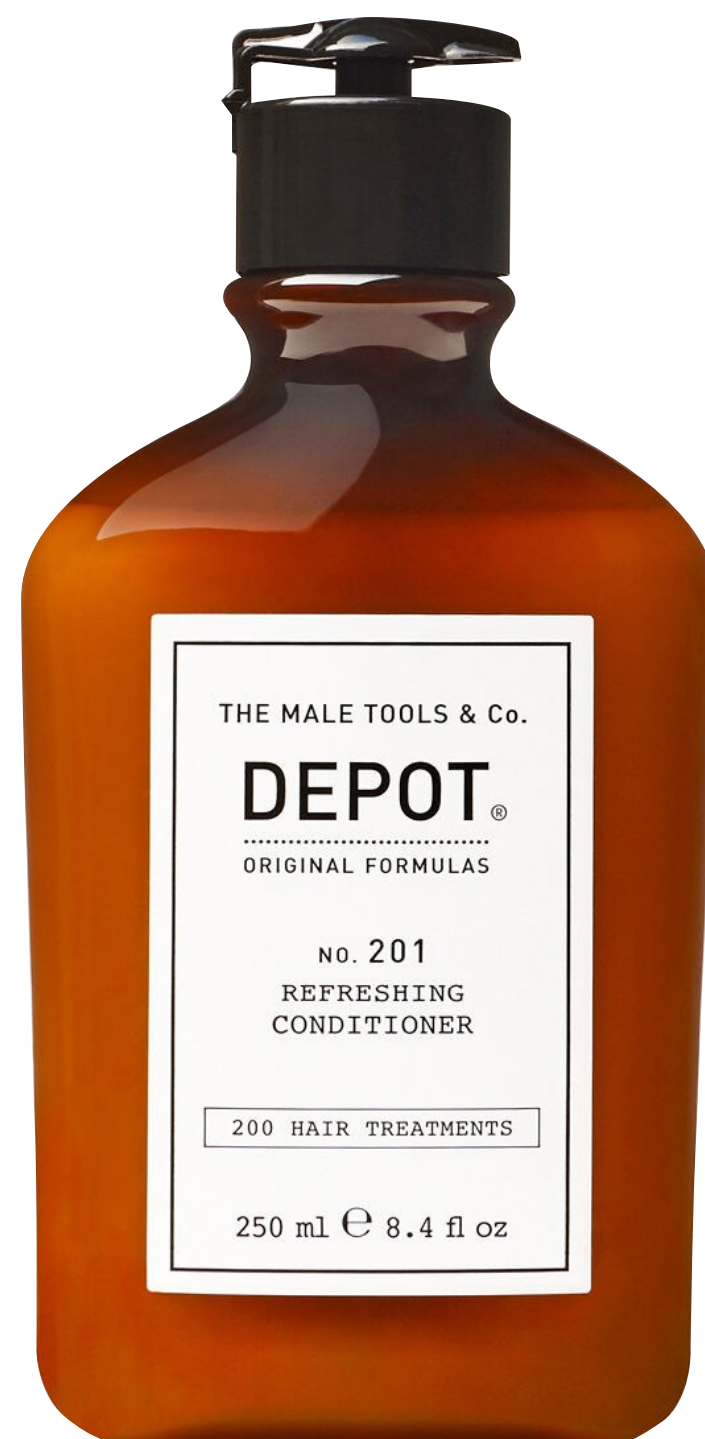
- Formulated to counteract the discomfort of excessively greasy hair
- It reverses the discomfort of greasy hair
- It has a balanced cleansing action, regulating sebum, reducing toxins and neutralizing unpleasant odours of the scalp

#### USE:

- Apply to **damp scalp and hair.**
- Lather.
- Leave in for 2-3 minutes to allow the active ingredients to take action.
- Rinse well with warm water.

# No. 201

## REFRESHING CONDITIONER



### Toning and moisturizing scalp and hair conditioner

- It has a moisturizing, toning and refreshing action on hair and scalp
- Gives hair softness and firmness
- Prevents the hair from becoming static and frizzy

### USE:

- Apply to clean, **damp** hair.
- Lather into scalp and hair.
- Leave for 2-3 minutes.
- Rinse thoroughly.

For Deep moisturizing action you can add a few drops of **No. 204** HAIR TREATMENT OIL



# NO. 202

## COMPLETE LEAVE-IN CONDITIONER



### Multifunctional leave-in treatment

- Hydrates and conditions
- Protects and adds natural control to the hair
- Recommended for the beard

### USE:

- Dispense a moderate amount on hands, depending on the length and thickness of the hair.
- Apply directly to clean, damp hair.
- Do not rinse
- Proceed with styling.

For Deep moisturizing action you can add a few drops of **NO. 204** HAIR TREATMENT OIL

# No. 203

## REFRESHING HAIR & SCALP FRAGRANCE



### Refreshing fragrance for scalp and hair

- Neutralise unpleasant odours of the scalp and hair
- Evaporates quickly without wetting the hair
- Leaves a fresh fragrance of mint, ginger and cardamom

### USE:

- Spray evenly
- Do not rinse.

Repeat the application whenever necessary

# NO. 204

HAIR TREATMENT OIL  
.NO RINSE.



## Leave in treatment oil

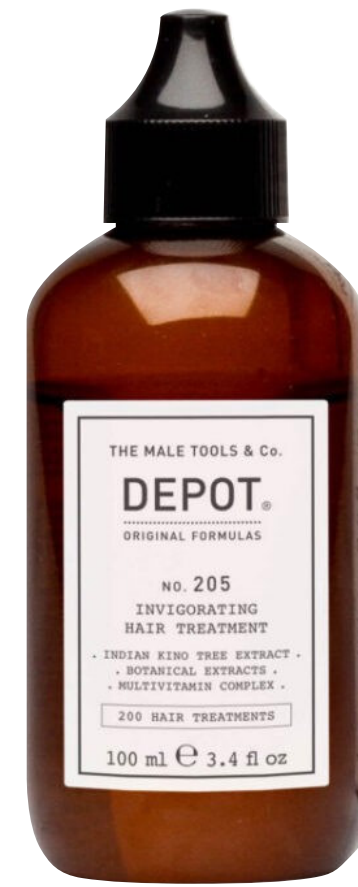
- Counteracts frizz, flyaways and lack of lustre in the hair
- Seals and protects hair cuticle's surface
- Leaves the hair detangled, manageable and shiny

## USE:

- Dose a few drops on the palm of the hand.
- Distribute over hair.
- Do not rinse.

# No. 205

## INVIGORATING HAIR TREATMENT



### Invigorating hair treatment

- Prevent and counteract excessive hair loss
- Enhances the scalp's microcirculation, protecting and strengthening the hair from the bulb
- Helps restoring hair's healthy life-cycle

### USE:

- Distribute evenly over **clean** scalp and massage with slight pressure using the fingertips.
- Do not rinse.

### Recommended general use:

for an efficient treatment apply at least three times a week



# NO. 206

CONCENTRATED  
INVIGORATING  
LOTION



## Intensive energizing lotion for thinning hair

- Promotes microcirculation of the scalp
- With an adjuvant action to prevent thinning hair
- Helps restoring hair's regular life cycle

### USE:

- Distribute evenly over **clean** scalp and massage with slight pressure using the fingertips.
- Do not rinse.

### Recommended general use:

for an efficient treatment apply at least three times a week

# NO. 207

## WHITE CLAY SEBUM CONTROL TREATMENT



### White clay sebum control treatment for greasy scalp and hair

- Counteract excess sebum of scalp and hair
- Helps to reverse the discomfort of oily scalp
- Absorbs excess sebum and impurities
- Reducing toxins, neutralizing unpleasant odours of the scalp

### USE:

- Apply evenly to scalp after cleansing with **no. 107** WHITE CLAY SEBUM CONTROL SHAMPOO.
- Leave in for 3-5 min. to allow the active ingredients to take action.
- Rinse well with warm water

# NO. 208

DETOXIFYING  
SPRAY LOTION



## Detoxifying no rinse scalp treatment

- Formulated with active ingredients with a purifying, detoxifying and balancing action

### USE:

- Spray over scalp.
- Massage until absorbed.
- Do not rinse.
- Style hair as desired.

# No. 210

## TEMPORARY COLOUR MOUSSE



### No rinse coloured foam

- Give a quick and temporary colour tone to the hair.
- Enriched with anthracite pigment and conditioning active ingredients to leave a balanced colour and a conditioning effect on hair
- Easily removed by cleansing

### USE:

- Wear protective gloves.
- Shake well.
- Hold upright and dispense a moderate amount of product on the palm of your hand.
- Apply to clean, **damp** hair.

Follow with the desired styling.

The final effect may vary slightly depending on the base colour and porosity of the hair.



# — DAILY —

## FREQUENT USE

1



No. 101  
NORMALIZING  
DAILY SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



Style as desired.

# — DAILY —

## FREQUENT USE

+ CONDITIONING (HAIR & BEARD) THIN TO MEDIUM HAIR

1



NO. 101  
NORMALIZING  
DAILY SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



NO. 202  
COMPLETE LEAVE-IN  
CONDITIONER

HAIR & BEARD

DETAILS



**Dispense** a moderate amount on hands.



**Damp** hair.



Do not rinse.

3



Style as desired.

**20% OFF**

WHEN BUYING  
ABOVE PRODUCT SET



# — DAILY —

## FREQUENT USE

+ CONDITIONING MEDIUM TO COARSE HAIR

1



NO. 101  
NORMALIZING  
DAILY SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



NO. 201  
REFRESHING  
CONDITIONER

DETAILS



**Damp** hair.



Lather into scalp & hair.



leave for **2-3** min.



Rinse thoroughly.

3



Style as desired.

**20% OFF**

WHEN BUYING  
ABOVE PRODUCT SET



# — DANDRUFF —

## FREQUENT USE

1



**No. 102**  
ANTI-DANDRUFF  
& SEBUM CONTROL  
SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



Style as desired.



# — DANDRUFF —

## MAXIMUM CONTROL

1



**No. 102**  
ANTI-DANDRUFF  
& SEBUM CONTROL  
SHAMPOO

[DETAILS](#)



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



**No. 106**  
DANDRUFF CONTROL  
INTENSIVE  
CREAM SHAMPOO

**ONCE PER WEEK**

[DETAILS](#)



**Damp** scalp.



**Circular** massage.



leave for **2-3** min.



Rinse.

3



Style as desired.

**20% OFF**

WHEN BUYING  
ABOVE PRODUCT SET



# — DANDRUFF —

## — MAXIMUM CONTROL & PREVENTION —

1



**No. 102**  
ANTI-DANDRUFF  
& SEBUM CONTROL  
SHAMPOO

[DETAILS](#)



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



**No. 106**  
DANDRUFF CONTROL  
INTENSIVE  
CREAM SHAMPOO

**ONCE PER WEEK**

[DETAILS](#)



**Damp** scalp.



**Circular** massage.



leave for **2-3** min.



Rinse.

3



**No. 208**  
DETOXIFYING  
SPRAY LOTION

**NO RINSE**

[DETAILS](#)



**spray** over scalp.



Massage until absorbed.



Do not rinse.

4



Style as desired.


**30% OFF**

WHEN BUYING  
ABOVE PRODUCT SET








# — DRY HAIR —

## FREQUENT USE

- 

**No. 103  
HYDRATING  
SHAMPOO**





**DETAILS**

  -  **Damp** hair.
  -  Lather.
  -  leave for **2-3** min.
  -  Rinse.
- 

**No. 202  
COMPLETE LEAVE-IN  
CONDITIONER**

**HAIR & BEARD**

**DETAILS**

  -  **Dispense** a moderate amount on hands.
  -  **Damp** hair.
  -  Do not rinse.
-  Style as desired.

**20% OFF** // WHEN BUYING ABOVE PRODUCT SET 

# — DRY HAIR —

## DEEP TREATMENT

1



**NO. 103**  
HYDRATING  
SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



**NO. 201**  
REFRESHING  
CONDITIONER

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

3



**NO. 202**  
COMPLETE LEAVE-IN  
CONDITIONER

HAIR & BEARD

DETAILS



**Dispense** a moderate amount on hands.



**Damp** hair.



Do not rinse.

4



Style as desired.

**30% OFF**

WHEN BUYING  
ABOVE PRODUCT SET





# — DRY SCALP —

## EXTREMELY DRY

### HAIR & BEARD

1



NO. 103  
HYDRATING  
SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

2



NO. 201  
REFRESHING  
CONDITIONER

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.

3



NO. 204  
HAIR TREATMENT OIL

NO RINSE

DETAILS



**Dose** a few drops  
on the palm of hands.



**Distribute** over hair.



Do not rinse.

4



Style as desired.

**30% OFF**

WHEN BUYING  
ABOVE PRODUCT SET



# — DRY SCALP —

## DEEP TREATMENT

1



NO. 103  
HYDRATING  
SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **3-5** min.



Rinse.

2



NO. 201  
REFRESHING  
CONDITIONER

DETAILS



**Damp** hair.



Lather.



leave for **3-5** min.



Rinse.

3



Style as desired.

**20% OFF**

WHEN BUYING  
ABOVE PRODUCT SET



# — DRY SCALP —

## EXTREME CASES

- 

**1**

**NO. 103  
HYDRATING  
SHAMPOO**

**DETAILS**

  -  **Damp** hair.
  -  Lather.
  -  leave for **3-5** min.
  -  Rinse.
- 

**2**

**NO. 201  
REFRESHING  
CONDITIONER**

**DETAILS**

  -  **Damp** hair.
  -  Lather.
  -  leave for **3-5** min.
  -  Rinse.
- 

**3**

**NO. 204  
HAIR TREATMENT OIL**

**NO RINSE**

**DETAILS**

  -  **Dose** a few drops on the palm of hands.
  -  **Distribute** over scalp.
  -  Do not rinse.
- 4**

 Style as desired.

**30% OFF**

WHEN BUYING  
ABOVE PRODUCT SET



# — SILVER HAIR —

## FREQUENT USE

1



NO. 104  
SILVER  
SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **5-10** min.



Rinse.

2



NO. 202  
COMPLETE LEAVE-IN  
CONDITIONER

HAIR & BEARD

DETAILS



**Dispense** a moderate amount on hands.



**Damp** hair.



Do not rinse.

3



Style as desired.

**20% OFF**

WHEN BUYING  
ABOVE PRODUCT SET






# — HAIR LOSS —





## FREQUENT USE

**1**




**NO. 105  
INVIGORATING  
SHAMPOO**

**DETAILS**

-  **Damp** hair.
-  Lather.
-  leave for **2-3** min.
-  Rinse.



**2**




**NO. 205  
INVIGORATING  
HAIR TREATMENT**

**NO RINSE**

**DETAILS**

-  **Distribute** over clean scalp and massage.
-  Do not rinse.

**3**

-  Style as desired.

**20% OFF** / WHEN BUYING ABOVE PRODUCT SET 

# — HAIR LOSS + OILY SCALP —

## FREQUENT USE

- 

**1**

**NO. 105  
INVIGORATING  
SHAMPOO**

**DETAILS**

  -  **Damp** hair.
  -  Lather.
  -  leave for **2-3** min.
  -  Rinse.
- 

**2**

**NO. 205  
INVIGORATING  
HAIR TREATMENT**

**NO RINSE**

**DETAILS**

  -  **Distribute** over clean scalp and massage.
  -  Do not rinse.
- 

**3**

**NO. 207  
WHITE CLAY  
SEBUM CONTROL  
TREATMENT**

**ONCE/ TWICE PER WEEK**

**DETAILS**

  -  **Dispense** a moderate amount on hands.
  -  **Damp** scalp.
  -  Do not rinse.
- 4**

  -  Style as desired.

**30% OFF**


WHEN BUYING  
ABOVE PRODUCT SET



# — INTENSE HAIR LOSS —





## FREQUENT USE

**1**




**NO. 105**  
INVIGORATING  
SHAMPOO

**DETAILS**

-  **Damp** hair.
-  Lather.
-  leave for **2-3** min.
-  Rinse.



**2**




**NO. 206**  
CONCENTRATED  
INVIGORATING  
LOTION

**NO RINSE**

**DETAILS**

-  **Distribute** over clean scalp and massage.
-  Do not rinse.

**3**

-  Style as desired.

**20% OFF**

WHEN BUYING  
ABOVE PRODUCT SET



# INTENSE HAIR LOSS+OILY SCALP

## FREQUENT USE



**No. 105**  
INVIGORATING  
SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse.



**No. 206**  
CONCENTRATED  
INVIGORATING  
LOTION

NO RINSE

DETAILS



**Distribute** over clean  
scalp and massage.



Do not rinse.



**No. 207**  
WHITE CLAY  
SEBUM CONTROL  
TREATMENT

ONCE/ TWICE PER WEEK

DETAILS



**Dispense** a moderate  
amount on hands.



**Damp** scalp.



Do not rinse.

4



Style as desired.

**30% OFF**

WHEN BUYING  
ABOVE PRODUCT SET





## — OILY SCALP —

### FREQUENT USE

1



NO. 107  
WHITE CLAY  
SEBUM CONTROL  
SHAMPOO

DETAILS



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse with warm water.

2



Style as desired.

# — OILY SCALP —

## — INTENSE TREATMENT —

1



**NO. 107**  
WHITE CLAY  
SEBUM CONTROL  
SHAMPOO

[DETAILS](#)



**Damp** hair.



Lather.



leave for **2-3** min.



Rinse with warm water.

2



**NO. 207**  
WHITE CLAY  
SEBUM CONTROL  
TREATMENT

[ONCE/ TWICE PER WEEK](#)

[DETAILS](#)



**Dispense** a moderate amount on hands.



**Damp** scalp.



Do not rinse.

3



Style as desired.

**20% OFF**

WHEN BUYING  
ABOVE PRODUCT SET

