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WAY

STYLING
& FINISH

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STYLING
& FINISH



STYLING & FINISH

high performance formulations that combine technical excellence and treatment benefits.

The Styling & Finish universe introduces **4 NEW SOULS**, identified by specific actions and differentiating characteristics:

**HANDLE
& DEFEND**

**ease of handling
and hair defense**

**NURTURE
& SHINE**

**nourishment
and shine**

**SHAPE
& DEFINE**

**shape creation
and definition**

**SHIELD
& FINISH**

**defense from atmo-
spheric agents and a
final touch of style**

Each product is characterised by a double identity:

primary benefit

**TECHNICAL
PERFORMANCE**

STYLING & FINISH RESULT
OBTAINED

secondary benefit

**TREATING
PERFORMANCE**

TREATMENT RESULT OF THE
HAIR SHAFT OBTAINED



THE ADVANTAGES OF THE NEW STYLING & FINISH WORLD

Less is more

Concentrated products: small quantities of product are enough to obtain the desired Styling & Finish result.

Naturalness

Naturalness of the formula and look: **formulas rich in active ingredients of natural origin** and the creation of **authentic styles**, that don't look made up.

Sensoriality

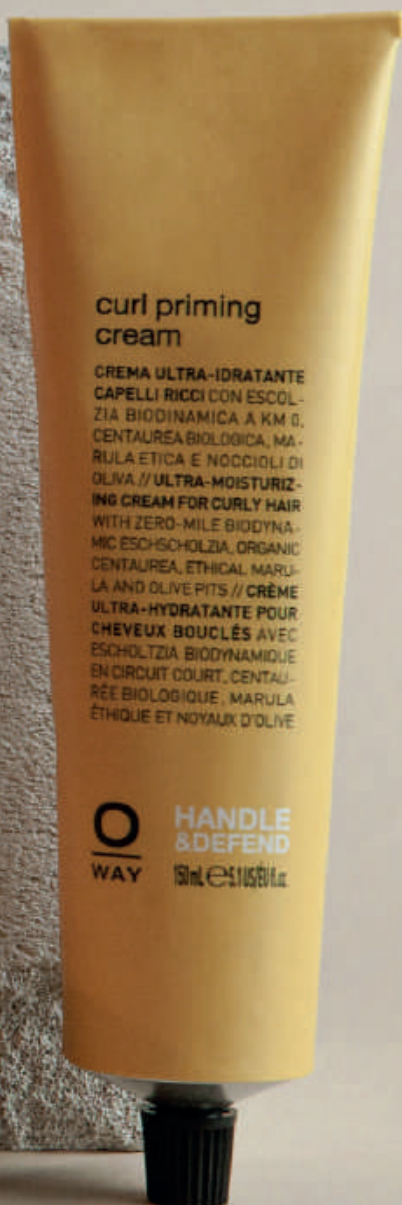
Sensoriality of the different formulations: **captivating textures and pleasant to the touch**, complemented by enveloping and intoxicating fragrances.

Simplicity

Targeted use: products offering dynamic and intuitive application methods.

Infinite styles

Mix&match possibility: wide freedom of stylistic expression, thanks to the possibility of mixing products to obtain additional results.



curl priming
cream

CREMA ULTRA-IDRATANTE
CAPELLI RICCI CON ESCOL-
ZIA BIODINAMICA A KM 0,
CENTAUREA BIOLOGICA, MA-
RULA ETICA E NOCCIOLI DI
OLIVA // ULTRA-MOISTURIZ-
ING CREAM FOR CURLY HAIR
WITH ZERO-MILE BIODYNA-
MIC ESCHSCHOLZIA, ORGANIC
CENTAUREA, ETHICAL MARU-
LA AND OLIVE PITS // CRÈME
ULTRA-HYDRATANTE POUR
CHEVEUX BOUCLÉS AVEC
ESCHOLTZIA BIODYNAMIQUE
EN CIRCUIT COURT, CENTAU-
RÉE BIOLOGIQUE, MARULA
ÉTHIQUE ET NOYAUX D'OLIVE

O
WAY

HANDLE
& DEFEND
150ml e 5.1 US FL. OZ.

ADVANTAGES

UpCycling

UpCycling substantiates the idea that innovation resides in tradition. Giving new life, reviving an object or a product is, in fact, a typical trait of rural civilizations and cultures.

Many of the technologies considered revolutionary today are, for example, reinterpretations of a long-standing man – object/tool relationship, which was lost first with industrialisation and more recently with mass consumption.

The renewed desire and practice of giving shape and life to common, every day products and tools allows us to overcome the mediocre quality of the today's disposable society, towards the perfection of product functionality and personal satisfaction.

TODAY, COMPANIES THAT PRACTICE UPCYCLING COLLECT AND REUSE UNUSED PRODUCTS, WASTE MATERIALS, BY-PRODUCTS FROM THEIR OWN PRODUCTION OR FROM OTHER SECTORS TO TRANSFORM THEM INTO PRODUCTS OF SUPERIOR QUALITY OR BENEFIT.

Moreover, the practice of UpCycling is connected to **the notion of circular economy**, in other words the production of goods and services according to a **concept of ethical responsibility towards the planet and to society**, generating a positive impact on the environment, limiting the consumption and waste of resources, as well as the production of waste.





thermo-detangling cloud

240 ml

Detangling thermal protection hair lotion

ACTION:

- Thoroughly untangles
- Nourishes without weighing the hair down
- Protects all hair types from the drying action of heat sources.

USE:

☞ Shake well before use. Spray on towel-dried hair, comb and blow dry as desired.

BEST PRACTICE

It can be used on all types of hair before proceeding with any cut and/or drying, using any hot tool

TECHNICAL PERFORMANCE
THERMAL PROTECTION

TREATING PERFORMANCE
EASE OF COMBING and TAMENESS

best
MIX&MATCH

CAN BE COMBINED WITH ANY OTHER STYLING & FINISH PRODUCT

HOLD: ○○○○
EFFECT: NATURAL



sublime hair milk

100 ml

Regenerating and anti-frizz hair milk

ACTION:

- Smooths the hair fibre
- Eliminates frizz, sealing the cuticles
- Makes all hair types easy to comb and offers extreme manageability.

USE:

☞ With towel-dried hair, separate the hair into sections and distribute the product from mid-lengths to the ends. Comb before and after application. Blow dry as desired.

BEST PRACTICE

Ideal on curly, wavy and/or frizzy hair. The product is so light that it is also suitable for fine/medium hair, not only to discipline it, but also to provide fullness and smoothness. Ideal for applying to wet hair and drying with a hairdryer

TECHNICAL PERFORMANCE
ANTI-FRIZZ EFFECT

TREATING PERFORMANCE
CONDITIONING

best
MIX&MATCH

BODIFYING HAIR RENEWER, VOLUMIZING ROOT SPRAY, FLUX POTION, BOHO POMADE

HOLD: ○○○○
EFFECT: NATURAL



curl priming cream

150 ml

Ultra-moisturizing cream for curly hair

ACTION:

- Conditions, intensely hydrates
- Smooths curly hair
- Leaves curly hair soft, elastic and defined.

USE:

☞ With wet hair, work the product from mid-lengths to the ends and style as desired. For more hold, combine with CURLY POTION.

BEST PRACTICE

Both on wavy and curly hair, it offers the best results with a natural drying using a diffuser, to obtain more consistent curls and keep them soft and defined

TECHNICAL PERFORMANCE
DEFINITION

TREATING PERFORMANCE
ULTRA-HYDRATION

best
MIX&MATCH

CURLY POTION, SUBLIME HAIR MILK, VOLUMIZING ROOT SPRAY, MOLDING MIST

HOLD: ○○○○
EFFECT: NATURAL

BOTANICAL ACTIVE INGREDIENT FROM UPCYCLING

Olive pits oil

The **olive tree** is a **long-living and centuries-old plant, considered sacred by many ancient cultures**. In Europe, its diffusion began during the Babylonian and the Phoenician periods. For the ancient Greeks, olive oil was considered the nectar of the Gods, for the Egyptians a gift from the Goddess Isis and in the Bible it is referenced as a symbol of peace.

UPCYCLING: MAKING USE OF THE OLIVE PITS, WASTE FROM THE FOOD INDUSTRY SUPPLIED BY CERTIFIED PRODUCERS, LOCATED IN ROMAGNA.

Functional elements conferred:
polyphenols and fatty acids - protective, moisturising effect



OLFACTORY NOTE

citrus, flowery, aromatic, woody



LEGEND

HOLD&EFFECT

HOLD:

none

light

medium

strong

extra-strong

EFFECT:

matt / natural / shiny

curl priming
cream

CREMA ULTRA-IDRATANTE
CAPELLI RICCI CON ESCOL-
ZIA BIODINAMICA A KM 0,
CENTAUREA BIOLOGICA, MA-
RULA ETICA E NOCCIOLE DI
OLIVA // ULTRA-MOISTURIZ-
ING CREAM FOR
WITH 7%
MICRO-
CE
LA A
ULTRA-HY-
CHEVEUX BOUCLES AVEC
ESCHOLTZIA BIODYNAMIQUE
EN CIRCUIT COURT, CENTAU-
RÉE BIOLOGIQUE, MARULA
ÉTHIQUE ET NOYAUX D'OLIVE



HANDLE
& DEFEND
150ml e 5.1 US FL OZ



NURTURE & SHINE



nurturing drops

HAIR NUTRITION
SUPPORTS THE HAIR GROWTH CYCLE AND PREVENTS HAIR LOSS
WITH A RICH BLEND OF ESSENTIAL OILS AND VITAMINS
FOR A HEALTHY AND SHINY HAIR



glossy nectar

HAIR NUTRITION
SUPPORTS THE HAIR GROWTH CYCLE AND PREVENTS HAIR LOSS
WITH A RICH BLEND OF ESSENTIAL OILS AND VITAMINS
FOR A HEALTHY AND SHINY HAIR





glossy nectar

50 ml - 160 ml

Restructuring hair oil

ACTION:

- Gives shine, nourishes and restructures the hair
- Leaves hair easy to comb, soft and silky
- Speeds up drying times.

USE:

- Apply a small amount to damp or dry hair.

BEST PRACTICE

Perfect for giving a finishing touch after drying. Ideal for long hair and with medium thickness, to give definition and shine. Suitable for any hair structure. Apply from mid-lengths to the ends

TECHNICAL PERFORMANCE

BRIGHTNESS

TREATING PERFORMANCE

SOFTNESS

best

MIX&MATCH

FLUX POTION, VOLUMIZING ROOT SPRAY, SUBLIME HAIR MILK, CURL PRIMING CREAM

HOLD:

EFFECT: SHINY



nurturing drops

50 ml

Split ends sealing protective hair serum

ACTION:

- Nourishes and seals dehydrated and damaged ends
- Protects the tips from heat sources and external agents.

USE:

- Distribute a small amount of product on the ends, on damp or dry hair.

BEST PRACTICE

Ideal for preparing wet hair before drying and for use after drying. Gives delicate shine and definition. Also great for protecting and moisturising hair without making it too heavy. Suitable for medium to long hair of any thickness and texture

TECHNICAL PERFORMANCE

SEALS ENDS

TREATING PERFORMANCE

NOURISHING

best

MIX&MATCH

THERMO-DETANGLING CLOUD, SUBLIME HAIR MILK, VOLUME & TEXTURE HAIR PUFF, SEA SALT SPRAY

HOLD:

EFFECT: SHINY

BOTANICAL ACTIVE INGREDIENT FROM UPCYCLING

Alpine apple seed oil

Wild apple (*Pyrus malus*) is native to Great Britain and is the wild ancestor of all cultivated apple tree varieties. It has been known since ancient times, when doctors would prescribe apple wine as a **cure-all**, as well as promoting it as a stimulator of the spirit, self-confidence and self-acceptance.

UPCYCLING: MAKING USE OF THE SEEDS, WASTE FROM THE FOOD INDUSTRY SUPPLIED BY CERTIFIED PRODUCERS, LOCATED IN THE ITALIAN ALPS.

Functional elements conferred:
vitamins and phytosterols - nourishing and illuminating effect.



OLFACTORY NOTE

vanilla, citrus, aniseed



LEGEND

HOLD&EFFECT

HOLD:

none

light

medium

strong

extra-strong

EFFECT:

matt / natural / shiny



SHAPE & DEFINE





sea salt spray

240 ml

Beach effect
texturizing hair lotion

ACTION:

- Separates and texturises the locks
- Reproduces a messy "beach effect" look.

USE:

☞ Shake well before use - spray from about 10 cm away over all the hair. Use on damp or dry hair.

BEST PRACTICE

Apply on wet hair and then dry. It can also be used on dry hair, but must then be dried with a hairdryer. It can be used during pre-drying to give texture to the hair. Suitable for all hair lengths. Apply from roots to mid-lengths or from mid-lengths to ends, depending where you want to add texture

TECHNICAL PERFORMANCE
TEXTURE

TREATING PERFORMANCE
STRUCTURE

best
MIX&MATCH

NURTURING DROPS, BOHO POMADE, CURL PRIMING CREAM, VOLUMIZING ROOT SPRAY, THERMO-DETANGLING CLOUD, SUBLIME HAIR MILK

HOLD:
EFFECT: MATT



bodifying hair renewer

160 ml

Bodifying, thickening lotion
for thin hair

ACTION:

- Gives body, renewed fullness to the touch and vitality to thin and stressed hair
- Restores lost tone.

USE:

☞ Shake well before use - spray on towel-dried hair, comb and blow dry as desired.

BEST PRACTICE

It offers excellent results even on thin hair, drying the hair with a blow dryer

TECHNICAL PERFORMANCE
VOLUME AT THE HAIR SHAFT

TREATING PERFORMANCE
BODY

best
MIX&MATCH

VOLUMIZING ROOT SPRAY, FINEST FLUID, NEXT DAY CREAM, MOLDING MIST

HOLD:
EFFECT: NATURAL



volumizing root spray

160 ml

Volumizing root
hair spray

ACTION:

- Adds volume to the finest hair, lifting it at the root.

USE:

☞ Shake well before use - apply at the root on damp hair, avoiding the scalp. Distribute evenly with a comb.

BEST PRACTICE

Apply near the roots to wet hair and dry with the help of your fingers or a diffuser. Ideal on medium to long hair to give volume. Excellent for very thin and flat hair. Suitable for all types of textures

TECHNICAL PERFORMANCE
ROOT VOLUME

TREATING PERFORMANCE
STRUCTURE

best
MIX&MATCH

NURTURING DROPS, BODIFYING HAIR RENEWER, MOLDING MIST, SUBLIME HAIR MILK, SCULPTING MIST, BOHO POMADE

HOLD:
EFFECT: NATURAL

SHAPE & DEFINE



flux potion

240 ml

Soft hold sculpting hair fluid

ACTION:

- Facilitates styling
- Models and defines, creating flexible and full styles
- Smooths and creates a protective film on the hair fibre.

USE:

- ☞ Shake before use - distribute on damp hair and follow with your usual drying.

BEST PRACTICE

Apply to wet hair before drying to give body and hold, ideal for shaping bobs and on long hair, to create elegant and refined looks. Also excellent on short hair, when wet, to create styles characterised by creative looks

TECHNICAL PERFORMANCE
MODELLING

TREATING PERFORMANCE
FILM-FORMING

best MIX&MATCH

GLOSSY NECTAR, BOHO POMADE, SCULPTING MIST, MOLDING MIST, SUBLIME HAIR MILK, VOLUME & TEXTURE HAIR PUFF

HOLD:
EFFECT: NATURAL



curly potion

50 ml - 240 ml

Curly hair lotion

ACTION:

- Forms, shapes and hydrates the curl
- Provides perfect separation and definition of the curls.

USE:

- ☞ Shake well before use - apply the desired amount on damp or dry hair, proceed with styling.

BEST PRACTICE

Apply to wet hair up to the ends and rub the product, after having distributed it well. For greater control and definition of the curl, dry with a diffuser. Works best on already curly or wavy hair, from medium-short to long

TECHNICAL PERFORMANCE
CURL ENHANCING

TREATING PERFORMANCE
ELASTICISING

best MIX&MATCH

CURL PRIMING CREAM, NURTURING DROPS, THERMO-DETANGLING CLOUD

HOLD:
EFFECT: SHINY



BOTANICAL ACTIVE INGREDIENT FROM UPCYCLING

Orange pulp extract

The **orange** was introduced in Sicily and Calabria during the Arab domination beginning in the 9th century, to then expand in later centuries. According to Greek mythology, the dowry of Hera, Zeus' wife, consisted of some saplings whose fruits were marvellous golden globes, in other words, oranges, a **symbol of fertility and love**.

UPCYCLING: MAKING USE OF THE PULP AND OF THE ORANGES THAT ARE TOO SMALL FOR SALE, WASTE FROM THE FOOD INDUSTRY SUPPLIED BY CERTIFIED PRODUCERS, LOCATED IN CALABRIA.

Functional elements conferred:
phytoproteins and amino acids - structuring effect, shape definition



OLFACTORY NOTE

citrus, aromatic, herbaceous



LEGEND

HOLD&EFFECT

HOLD:

none

light

medium

strong

extra-strong

EFFECT:

matt / natural / shiny



bodyfying hair renewal
LOZIONE CORPORIZZANTE E ESSENTE
LIGOTILI CON ESCHOLTZIA BIODINAMICA A KM
MIRTA BIOLOGICA, MARULA ETICA E PUL
WITH BODYFYING, THICKENING LOTION
WITH ZERO-MILE BIODYNAMIC ESCHSCH
OLIVE, CENTAURIEA, ETHICAL MARULA AND
FOR CHEVEUX FINS AVEC ESCHOLTZIA BIODY
LIGOTIL COURT, CENTAURÉE BIOL
MARULA ETHIQUE ET PULPE D'ORANGE

SHAP & DEFIN

WAY



molding mist

240 ml

Medium/strong hold ecological hairspray

ACTION:

- Models leaving the hair defined and elastic
- Soft and natural effect on the hair
- It leaves no residue.

USE:

☞ Shake well before use - spray on dry hair at the end of the styling phase.

BEST PRACTICE

Excellent as a texturising spray at the end of the styling phase, on medium length hair and of all textures, especially if straight and wavy. Ideal for creating smooth styles with movement

TECHNICAL PERFORMANCE

FLEXIBLE STYLING

TREATING PERFORMANCE

ELASTICISING

best

MIX&MATCH

SUBLIME HAIR MILK,
BODIFYING HAIR RENEWER,
FINEST FLUID

HOLD: ■■■□
EFFECT: NATURAL



sculpting mist

240 ml

Extra strong hold ecological hairspray

ACTION:

- Provides structure without weighing the hair down
- Workable for a few minutes after dispensing
- It leaves no residue.

USE:

☞ Shake well before use - spray on dry hair at the end of the styling phase.

BEST PRACTICE

Apply at the end of the drying phase to set the style. Use a hair dryer for a few seconds after the application to ensure that the heat sets the hairstyle more strongly. Suitable for creating creative looks. Ideal for long hair

TECHNICAL PERFORMANCE

STRUCTURED STYLING

TREATING PERFORMANCE

PROTECTIVE

best

MIX&MATCH

SUBLIME HAIR MILK,
THERMO-DETANGLING CLOUD,
FLUX POTION, CURL PRIMING CREAM,
VOLUME & TEXTURE HAIR PUFF

HOLD: ■■■■
EFFECT: NATURAL



precious wax

50 ml

Defining nourishing hair wax

ACTION:

- Shine and definition of the locks, texture and nourishment
- Ideal for unstructured and unkempt shapes
- It leaves no residue.

USE:

☞ Work a small amount of product with your hands and apply to dry hair, modelling with your fingers.

BEST PRACTICE

Excellent on short hair to give texture and hydration. On very short hair, it offers shine, while on slightly longer hair it provides texture and body. It can be used to give definition to long, curly hair. Excellent for both curly and straight hair

TECHNICAL PERFORMANCE

BRIGHTNESS

TREATING PERFORMANCE

NOURISHING

best

MIX&MATCH

SUBLIME HAIR MILK,
VOLUME & TEXTURE HAIR PUFF,
MOLDING MIST,
NURTURING DROPS

HOLD: ■□□□
EFFECT: SHINY

SHIELD & FINISH



boho pomade

50 ml

Flexible hold hair paste

ACTION:

- Provides texture and definition
- Ideal for dynamic, ragged and separated looks and to define curls
- It leaves no residue.

USE:

- ☞ Work between your hands and apply to damp or dry hair.

BEST PRACTICE

Excellent on short hair to give a soft hold and definition. Also great as a finishing touch on long hair after drying it with a blow dryer or a diffuser, to add texture and shine. Apply from mid-lengths to ends or on the entire strands for short hair. Excellent on straight hair to add texture

TECHNICAL PERFORMANCE
DYNAMIC STYLING

TREATING PERFORMANCE
ELASTICISING

best MIX&MATCH

MOLDING MIST, VOLUME & TEXTURE
HAIR PUFF, SEA SALT SPRAY,
FLUX POTION

HOLD:
EFFECT: NATURAL



shaping putty

50 ml

Medium/strong hold fibrous hair putty

ACTION:

- Offers structure, body and definition
- Ideal for moulded, separated and sculpted shapes
- It leaves no residue.

USE:

- ☞ Work between your hands and apply to damp or dry hair.

BEST PRACTICE

Excellent for short and very short hair. Apply to all dry hair, for a medium hold and a semi-matt finish. Excellent for giving texture to the hair

TECHNICAL PERFORMANCE
STRUCTURED STYLING

TREATING PERFORMANCE
BODY

best MIX&MATCH

THERMO-DETANGLING CLOUD,
CURL PRIMING CREAM, NURTURING
DROPS, SUBLIME HAIR MILK

HOLD:
EFFECT: NATURAL



supreme matt paste

50 ml

Strong hold matt hair paste

ACTION:

- Models and provides texture and shape
- Defines individual strands or the entire hair
- It leaves no residue.

USE:

- ☞ Take a small amount of product, work it between your hands and apply. After application, proceed to work the product on the hair.

BEST PRACTICE

Ideal on short hair, when dry, to obtain a long-lasting look; excellent for straight and wavy hair to provide more texture. It offers the best results when applied at the end of the drying phase

TECHNICAL PERFORMANCE
SCULPTURAL STYLING

TREATING PERFORMANCE
STRUCTURE

best MIX&MATCH

NEXT DAY CREAM,
FINEST FLUID,
NURTURING DROPS

HOLD:
EFFECT: MATT



quick glue

100 ml

Strong/extra-strong hold styling hair putty

ACTION:

- High definition • Offers movement and texture for a satin look • It leaves no residue.

USE:

- ☞ Work between your hands and apply to wet or dry hair.

BEST PRACTICE

Recommended for short to medium-long hair, for a strong hold. Ideal on dry hair. Suitable for all types of textures. For best results, apply from mid-lengths to ends

TECHNICAL PERFORMANCE
HIGH DEFINITION STYLING

TREATING PERFORMANCE
SATIN EFFECT

best MIX&MATCH

SCULPTING MIST, FLUX POTION,
THERMO-DETANGLING CLOUD

HOLD: 
EFFECT: NATURAL



glimmering bond

100 ml

Extra-strong hold glossy hair gel

ACTION:

- Structures the hair to create long-lasting shapes • Gives a touch of persistent shine to any style • It leaves no residue.

USE:

- ☞ Rub the product between palms and apply to wet or dry hair.

BEST PRACTICE

Ideal to be applied to wet/damp hair, to style and set the hair in the desired shape. Also excellent on dry hair, if not too thick. Particularly well suited for fine and medium hair with any texture. Ideal for short to medium hair to set the shape

TECHNICAL PERFORMANCE
FIRM STYLING

TREATING PERFORMANCE
HYDRATION

best MIX&MATCH

FLUX POTION, CURLY POTION,
FINEST FLUID, MOLDING MIST,
SCULPTING MIST

HOLD: 
EFFECT: SHINY



volume & texture hair puff

6 g

Texturizing and volumizing hair blend

ACTION:

- Volumises, gives texture and body • Does not weigh down the hair • Refreshes the style, making it last longer.

USE:

- ☞ With dry hair, spread the product on the roots and distribute by massaging. Brush to remove any residue and shape with your fingers.

BEST PRACTICE

Excellent for all hair lengths, from short to medium and long (in the latter two cases, only and exclusively with dry hair). Ideal application on the roots, on mid-lengths and on the ends to add extra texture, where desired

TECHNICAL PERFORMANCE
TEXTURISING

TREATING PERFORMANCE
BODY

best MIX&MATCH

MOLDING MIST,
NEXT DAY CREAM,
PRECIOUS WAX

HOLD: 
EFFECT: NATURAL/MATT

BOTANICAL ACTIVE INGREDIENT FROM UPCYCLING

Grape-marc extract

The first origins of **Vitis vinifera**, or European vine, seem to take us back to Caucasus, after the last glaciation and, from there, it subsequently spread westwards following the various civilizations, until it finally made **Europe its homeland** and the Greco-Romans its greatest admirers.

UPCYCLING: MAKING USE OF THE GRAPE-MARC, WASTE FROM THE FOOD INDUSTRY SUPPLIED BY CERTIFIED PRODUCERS, LOCATED IN TUSCANY.

Functional elements conferred:
polyphenols and pectins - anti-pollution, setting effect



OLFACTORY NOTE

vanilla, woody, aromatic, citrus, aniseed



LEGEND

HOLD&EFFECT

HOLD:

none	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
light	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
medium	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
strong	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
extra-strong	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

EFFECT:

matt / natural / shiny



Styling & Finish

ACTIVE INGREDIENTS

BIODYNAMIC ESCHSCHOLZIA extract

Originally from California, it has been widespread in Europe since the beginning of the 19th century, thanks to the German botanist Von Eschscholtz, from whom the plant took its name. In the language of flowers and plants “eschscholzia” symbolises wealth and success. **Plant grown in Ortofficina and/or by certified local producers.**

Properties: protective, soothing, calming.

BIODYNAMIC CENTAUREA extract

It grows throughout Italy from the mountainous to the Mediterranean regions. According to legend, it was discovered for the first time by the mythological centaur Chiron, who used it to heal a wound caused by an arrow from Hercules, with apparently extraordinary results. **Plant grown in Ortofficina and/or by certified local producers.**

Properties: conditioning, emollient, stimulating.

ETHICAL MARULA oil

Extracted from a plant native to southern Africa, it only grows spontaneously and cannot be cultivated. A tree considered mysterious, which the Bushmen worship, preserve and use extensively for its various properties.

Properties: conditioning, illuminating, restorative.

BIOTECHNOLOGICAL PHOSPHOLIPIDS AND PANTHENOL

Protect the hair from damage caused by styling tools that use heat and aggressive procedures. They adhere to the hair cuticle, creating a sort of barrier to direct heat contact. Their lipid structure strengthens the hair structure, helps prevent the cuticles from weakening and protects from direct aggressions.

Properties: thermo-protective, repairing, moisturising, fortifying, anti-static.

BIOTECHNOLOGICAL ALPHA-HYDROXYACIDES AND LIGNIN

Blend of alpha-hydroxy acids and a biopolymer derived from lignin, realigns the hair fibres, for a reduction in hair volume and frizz. It seals the cuticles and protects the hair from humidity, extending the life of the style even in highly humid environments (“umbrella” effect).

Properties: protective, anti-humidity, anti-frizz, taming, smoothing.





BIOTECHNOLOGICAL ERYTHRITOL

Derived from the fermentation of corn sugars, it has a smoothing action on the hair which makes it easier to comb, thanks to a significant reduction in resistance to combing. The hair is more manageable and, consequently, styling is much easier and faster.

Properties: smoothing, conditioning, anti-frizz, moisturising.

BIOTECHNOLOGICAL BETAINE

Derived from sugar beet molasses, it is a multifunctional active ingredient for hair care. Thanks to its osmoregulatory properties, it moisturises both the scalp and hair and is excellent for treating irritations of sensitive skin and scalp.

Properties: moisturising, protective, soothing.

BIOTECHNOLOGICAL PECTIN

Extracted from citrus peel, it has emulsifying, stabilising and viscosifying properties. It forms an elastic film that reduces the loss of water from the innermost layers of the epidermis and helps maintain the right surface humidity even in unfavourable climatic conditions. It offers a fresh and substantiating after-feel.

Properties: film-forming, moisturising, refreshing.

BIOMIMETIC HYALURONIC ACID

Hyaluronic acid is naturally present in the dermis layer. The quaternised structure, due to its high affinity with the keratin components of the skin and hair, combines moisturising and elasticising properties with a strong conditioning action, offering a pleasant sensation of freshness.

Properties: moisturising, elasticising, conditioning, refreshing.

BIOMIMETIC ASPARTIC ACID

Naturally present in plants, it creates a soft and smooth film on the hair through the “bioadhesion” process, protecting and retaining moisture.

Properties: film-forming, moisturising, anti-breaking, anti-frizz.

ONE SELF, A THOUSAND STYLES

Fragments of style:
narrating individual personalities.

As in an intricate **game of mirrors between form and content**, between **interiority and exteriority**, hair styles represent an **important expression of personal identity**, the exterior reflection of a complex and multi-faceted inwardness.

The search for your own style is a deep and genuine adventure to discover one self: it means **bringing out and fully expressing your personality** and your aesthetic sense through an unmistakable look which, in turn, makes you feel comfortable and confident. Creating a style is a way of expressing oneself, of playing with one's image, of transforming yourself while remaining faithful to your nature.

The **STYLING & FINISH** universe represents the ideal travel companion to bring out the multiple facets of one's personality, responding to both pure, intimate personal pleasure, as well as to the communicative need to differentiate and express oneself in full creative freedom.



PRODUCTS USED:
sublime hair milk, bodifying hair renewer, nurturing drops, thermo-detangling cloud







PRODUCTS USED:
curl priming cream, a touch of curly potion, molding mist



PRODUCTS USED:
supreme matt paste, molding mist







PRODUCTS USED:
curl priming cream, curly potion, finest fluid



PRODUCTS USED:
volumizing root spray, volume & texture hair puff, precious wax, next day cream, molding mist





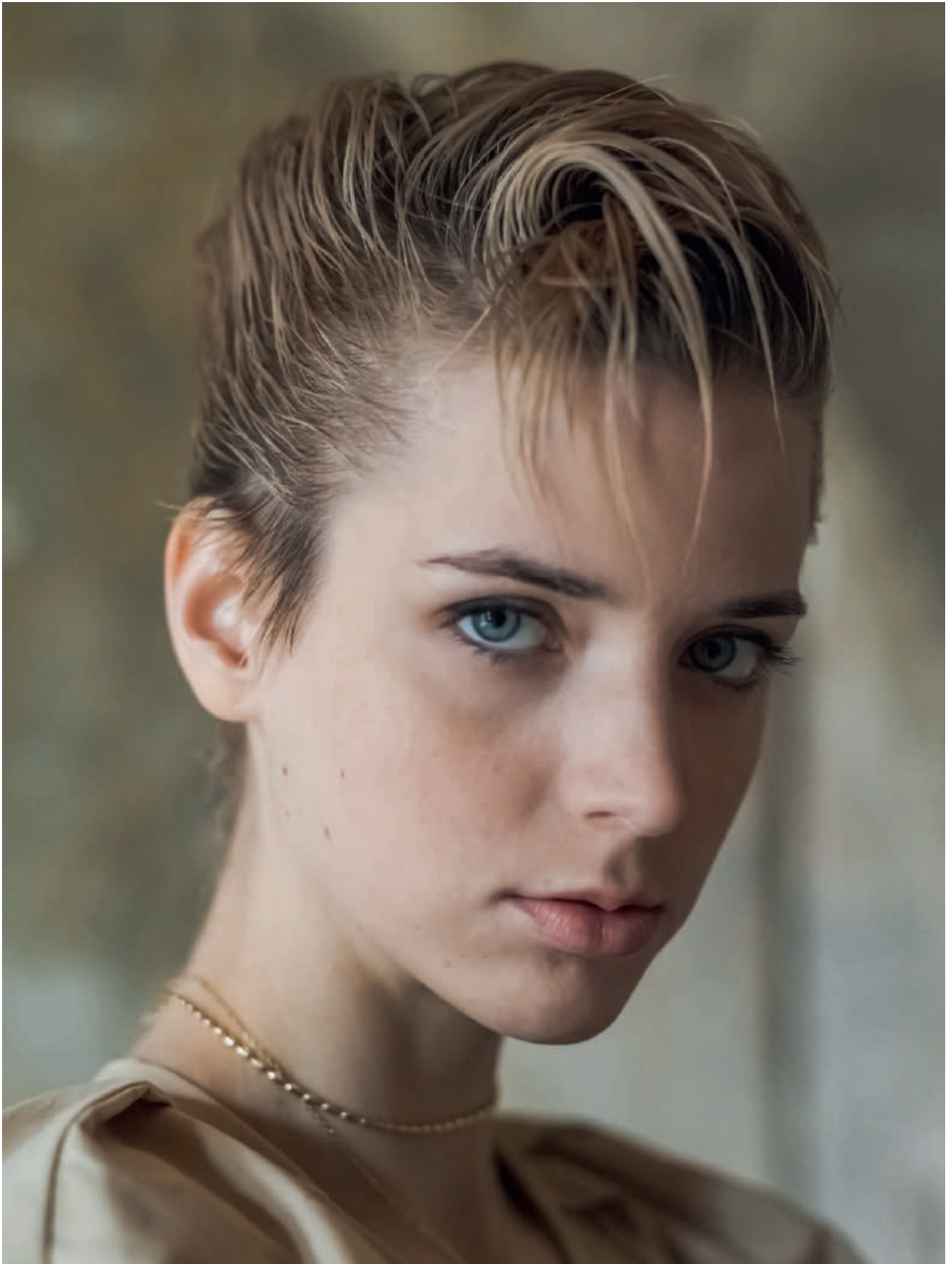


PRODUCTS USED:
sublime hair milk, finest fluid, curly potion, molding mist



PRODUCTS USED:
precious wax, thermo-detangling cloud





PRODUCTS USED:
glimmering bond, curly potion, next day cream







PRODUCTS USED:
curl priming cream, thermo-detangling cloud, molding mist



PRODUCTS USED:
volumizing root spray, bodifying hair renewer, molding mist





PRODUCTS USED:
flux potion, glimmering bond, sculpting mist





PRODUCTS USED:
volume & texture hair puff, precious wax

CREDITS:

Creative Direction: Oway Creative Team

Hair: Blue Tit Team

Hair Directors: Andi Hinteregger & Matt Gebbie for Blue Tit

Photo & Shooting: Victoria Huisman

Fashion Stylist: Rubina Marchiori for Style Events & Productions

Film Direction: Oway Creative Team

Make Up Artist: Tarita Castellari

Casting Direction: Style Events & Productions

Location: Numeroventi Design Residency

