



LISAP Man
GINSENG

Shampoo Densificante
Capelli Normali
Thickening Shampoo
for Normal Hair
Shampooing Densifiant
Cheveux Normaux

Lisap
HILANO

250 mL e 8.45 FL. Oz

LISAP Man
GINSENG

Shampoo Purificante
Antiforfora
Anti-dandruff Purifying
Shampoo
Shampooing Purifiant
Antipolluciane

Lisap
HILANO

250 mL e 8.45 FL. Oz

LISAP Man
GINSENG

Gel strong
Strong gel
Gel fort

Lisap
HILANO

150 mL e 5 FL. Oz

LISAP Man
GINSENG

Crema anti-occhiaie
Anti-dark circles cream
Crème anti-ocillages

Lisap
HILANO

50 mL e 1.7 FL. Oz

Today's man no longer conforms to the traditional "macho" stereotype. Today's world is competitive and continuously.

Men today use many beauty products as women.

This is the reason why in recent years the men's hair colouring market has experienced such a significant growth, now representing around 40% of the total hair colouring market.

LISAP = ITALIAN FASHION COLOR



**In their homes we can find shaving foam,
aftershave, deodorants, perfumes, colors, gels,
face creams, eyes creams etc etc ...**

**The only difference between men and women is that men want a
color fast, that does not make them sit too long in front of the
window of the hairdresser and it is a very natural color that he
does not show that they have colored their hair.**

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Lisap answer

To meet this new demand Lisap's Research and Development Laboratories have developed LISAP MAN COLOR the ideal professional hair colour product for men, 100% ammonia free and formulated specifically for the modern man!

A logo for 'Lisap Man Ginseng' featuring the text 'LISAP' at the top, 'Man' in a large, stylized font in the center, and 'GINSENG' at the bottom, all enclosed in a white rectangular border with a distressed, hand-painted appearance. The logo is set against a dark red background.

**LISAP
Man
GINSENG**



- ▶ **MADE IN ITALY – TOTALLY AMMONIA FREE**
- ▶ **100% COMPLETELY GREY COVER**
- ▶ **HASSLE FREE IN APPLICATION**
- ▶ **EASY IN PREPARATION & APPLICATION**
- ▶ **MIXING RATIO 1:1 (50 GRAMS OF COLOR AND 50 GRAMS OF SPECIFIC PEROXIDE)**
- ▶ **100 % ACTIVE NATURAL EXTRACT**
- ▶ **HELPS TO ELIMINATE THE ALCHALINE RESIDUES**
- ▶ **STABILIZE THE MIXING**
- ▶ **ENHANCES THE EXTERNAL HAIR STRUCTURE**
- ▶ **ENHANCES AND PROTECTS THE LASTING OF THE COLOUR AFTER MANY SHAMPOOS**
- ▶ **6 SHADES**

LISAP = ITALIAN FASHION COLOR





The new technology LISAP MAN COLOR is a professional hair colour product for men, 100% ammonia free. It's different from a standard dye: it doesn't cover completely white hairs, but it softly masks them in just 5 minutes enhancing a natural "salt and pepper" appearance. It produces natural results with neutral effects that are neither warm or cold.

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It has no re growth effect, gradually fading after 5-6 weeks.

The technology LISAP MAN COLOR doesn't damage hair:

- Ammonia free
- protects and creates an 'anti-age' action on hair fibres thanks to the Phytoenhancer and ginseng extract.
- Ceramide A2 strengthens the hair and makes it smoother

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ACTIVE PRINCIPLE FUNCTIONALITY

PHYTO ENHANCER

It's a vegetable origin preparation that protects and conditions the hair with an anti-age action on hair fibres.

CERAMIDE A2

Strengthen the keratin structure of the hair and makes it smoother

GINSENG EXTRACT

Strengthen damaged hair and protects them from radicals increasing the anti-age action.

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LISAP MAN COLOR offers 5 natural shades:

- BLACK
- DARK CHESTNUT
- CHESTNUT
- LIGHT CHESTNUT
- DARK BLOND

And a special SILVER LIGHT tone that:

- gives a shiny salt and pepper effect
- delicately illuminates white hairs

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LISAP MAN COLOR is easy to apply:
mix in the special dispenser bottle

1 part of LISAP MAN COLOR

+

1 part of DEVELOPER LISAP MAN 20 VOLUMES

apply directly on hair

leave acting 5 minutes*



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WHITE HAIRS PERCENTAGE	ACTING TIME
LESS THAN 60%	5 minutes
OVER 60%	5 minutes for an intensified "salt and pepper" effect
OVER 60%	Up to 10 minutes for a stronger result

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APPLICATION

Apply cream colour directly using the bottle on dry and unwashed hair.

First Application:

Apply on roots, lengths and edges. Leave to act 5 minutes. Rinse thoroughly with water and apply a specific shampoo.

N.B. Respect the acting time. A longer acting time could give a more intensive coloration.

Following applications:

Apply the product starting from roots, do the same on lengths and edges. Leave to act for a maximum of 5 minutes.

FORMAT: 60 ml. tube

PACKAGE : 3 tubes of 60 ml.

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SEMI-MATTE WAX With TEA TREE OIL AND GINSENG EXTRACT

Semi-matte wax is ideal for living your hair flexible hold.
Tea Tree Oil softens the hair, eliminating frizz and giving a semi-matte effect.
With Ginseng extract to give strength to the hair.

Directions: take the necessary quantity of wax, warm it between the hands and apply to hair tuft by tuft.

DERMATOLOGICALLY TESTED

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STRONG GEL With GINSENG EXTRACT

Perfect for creating control and hold with short and medium-short hair.

Gel enriched with Ginseng extract, which gives the hair strength and shine.

Directions: apply a dab of gel to your hands and apply to the hair tuft by tuft , from roots to tips.

Excellent hold, it doesn't dry out the hair or leave any residue.

DERMATOLOGICALLY TESTED

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THICKENING SHAMPOO FOR NORMAL HAIR With SOY PROTEINS and GINSENG EXTRACT

The thickening shampoo delicately cleanses while caring for the scalp.

With soy proteins, creatine and ginseng extract to give energy and vitality for every kind of hair.

It fortifies and protects normal hair from external agents, thanks to creatine and ginseng extract and to the anti-ageing action of Moringa seeds (natural anti-oxidant).

High respect for the scalp.

DERMATOLOGICALLY TESTED

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ANTI DANDRUFF PURIFYING SHAMPOO With SOY PROTEINS and GINSENG EXTRACT

Anti- dandruff purifying shampoo gently removes existing dandruff, preventing it from reforming thanks to the synergy between Piroctone Olamine and Salicylic Acid.

The Tea Tree Oil cleanses the scalp, while the herbal extract (Buchu, Alcanna, Capelvenere) has softening and regenerative properties.
The Ginseng extract gives brilliance volume to hair.

This shampoo delicately cleanses and moisturises hair and brings relief to the scalp.

Suitable also for frequent use

Directions:

apply to scalp and wet hair , gently massage and rinse with plenty of water. Apply a second time, leaving it for 2 minutes and then rinse.

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