seward mediter
hair care
Powered by hyper-tech nature
THERAPY 6/S
PURIFY SHAMPOO
PURIFICANTE PROTEZIONE MICROBIOMA
FORFORA SECCA E GRASSA
PURIFYING ACTION - MICROBIOME PROTECTION
DRY AND OILY DANDRUFF
VOLUME 2/L
AZIONE RIGENERANTE
Helen Seward
MILANO

seward mediter
REFORCE 1/T
SPRAY MASK
HYDRA 5/D
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THERAPY 6/S
BOTANICAL 10/D

Seward Mediter

WHEN NATURAL BECOMES HYPER-TECH

The new care solutions for hair beauty starts in the heart of the Mediterranean.
An empowered nature that offers to Cosmetics a new range of hair treatments solutions.

Selected and exclusive VEGETAL PHYTOCOMPLEXES, obtained through Organic certified farming, are empowered in their effectiveness thanks to the HyperFermentation process.

ORGANIC OILS, activated by an enzymatic process, offer an amplified cosmetic action on the hair fiber and new sensoriality.

INTRODUCING THE NEW MEDITER.

HYPER-TECHNOLOGICAL thanks to the enhanced natural ingredients, combined with new highly performing molecules for a more visible efficacy that characterizes the new and innovative cosmetic treatments in a complete range with tailor-made solutions dedicated to the most different needs.

Our choices

FOR A CONSTANTLY EVOLVING PROJECT

CERTIFIED NATURAL PLANTBASED AND OIL EXTRACTS	All our extracts and oils are obtained from certified organic plants from the Mediterranean area. Ingredients stemming from our tradition and culture, selected and treated with a scientific approach for maximum product effectiveness.
NATURAL-ORIGIN INGREDIENTS	The new formulations have a high percentage of natural-origin ingredients, calculated according to the Guidelines of the ISO 16128 International Standard, adopted by us to guarantee transparency (An ingredient can be considered natural when at least 50% of its molecular structure is declared to be of natural origin).
HYPERFERMENTED ACTIVATED INGREDIENTS	We have chosen HyperFermentation for selected plant extracts. The innovative technological process allows us to extract all the molecules that make up the phytocomplex of the plant and transform them into new active, bioavailable and effective ingredients. Thus, the plant extract is enhanced and enriched in vitamins, new antioxidant systems, amino acids and proteins.
ACTIVATED OILS	We have processed some natural oils with enzyme activation which has increased their antioxidant and nourishing power, 'activating' a new moisturising action and transforming them into new precious active ingredients which are more similar to the hair.
EASY-RINSE SYSTEM	New cleansing technology has allowed us to formulate our Sulfate free Shampoos with innovative surfactant molecules based on amino acids - 100% natural origin and latest generation - for faster rinsing. The same principle has been used for some conditioning formulas in the range, developed for rapid action, feature a combination of cationic surfactants and functional ingredients aimed at rapid rinsing with water saving.
HIGH-TECH SILICONES	We have chosen the latest generation of 'permeable' silicones for some formulas, aimed at lowering the environmental impact, with maximum performance on the hair without creating a barrier.
ACTIVE PROTECTION OF THE MICROBIOME	For the Scalp-Care Treatments, we have selected Pro-Biome, an active ingredient from natural origin that protects the microbiome and, by stimulating the growth of beneficial flora, defends the scalp and hair from external micro-aggressions.
ANTI-BREAKAGE PROTECTION SEALING ACTION SPLIT ENDS PROTECTION	We have enhanced the fortifying action of the Hair-Care Treatments dedicated to damaged and weakened hair with ingredients with proven anti-breakage protection, which generate new multiple bonds inside the hair fibre. We have enhanced the protective action of pre-styling formulas with an innovative plant-based ingredient that is activated by heat, offering long-lasting sealing and repairing action, anti-breakage protection and split-ends prevention.

Seward Mediter System

THE NEW ADVANCED SYSTEM
TO SUPPORT PROFESSIONAL HAIR CARE SPECIALISTS IN THE SALON

Introducing a **new professional method** based on an innovative system that integrates an advanced analysis technology with application techniques and precise actions.

An even **more exclusive and complete customer-oriented service**, to accompany her throughout the time spent in the salon, from diagnosis to personalised treatment.

THE DIAGNOSIS	An accurate diagnosis with maximum flexibility thanks to a new web application and a wireless trico camera that allow the analysis of scalp and hair. An easy-to-use guided program that allows you to reliably identify the cause of the problem and the specific treatment to resolve it.
THE PROGRAMS	The Mediter philosophy is based on innovative targeted treatment programs, recommended after an accurate analysis carried out with the new Seward Mediter application. **Professional programs**: treatments that are performed exclusively by the professional hair care specialists in the salon, following clear and well-defined steps and application techniques, using targeted products and professional tools. **Maintenance programs**: at-home treatments that supplement and complete the path initiated in the salon to maintain the results.

GUIDELINES

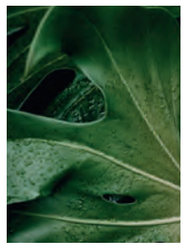
1
REFORCE

Complementary treatment in the prevention of hair loss. When performed promptly and regularly, REFORCE helps to improve the condition of the scalp, protecting the skin's microbiome and reviving and protecting the weakened hair structure, with a thickening action and anti-breakage protection.

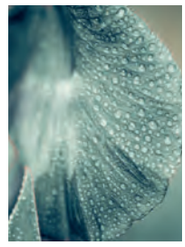
7
REMEDY

Anti-breakage reconstruction programme for fragile and damaged hair. It is the remedy for all problems related to the weakening of the hair fibre. It works by starting from deep-down in the hair fibre and reaching the cuticle surface, with amazing results: the hair immediately regains body and fullness, as well as extreme lightness, shine and softness.

2
VOLUME

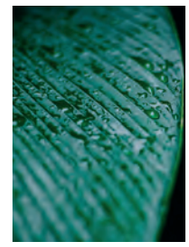


Formulated for the treatment of fine and flat hair, it delivers a dedicated thickening action, restoring body and volume to the hair, whilst adding softness and maximum lightness and anti-breakage protection. It offers an illuminating hydration and a lifting action with the support of styling with a natural effect.



9
COMFORT

Specific treatment for sensitized scalp. It cleanses gently while respecting the skin's moisture film, followed by an anti-reddening, rehydrating and soothing action for a feeling of well-being and relief. It also helps to protect the microbiome whilst strengthening the skin's barrier.



3/6
THERAPY

THERAPY BALANCE allows to effectively control excessive sebaceous secretion in the case of an oily scalp and hair.
THERAPY PURIFY offers a specific treatment for scalp with oily and dry dandruff, helping to restore the scalp to its best condition.
THERAPY helps to protect the skin's microbiome, controlling the proliferation of unwanted flora leading to inflammation, whilst leaving the hair fibre with renewed softness, body and volume.

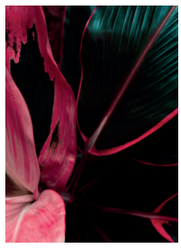
8
ABSOLUTE

ABSOLUTE CURL is created to tame the frizzy effect of curly and rebellious hair with professional formulations that offer a dedicated anti-frizz, detangling and disciplining action, hydrating the hair fibre and giving curls definition and hold. ABSOLUTE SMOOTH responds to the need to give unruly and frizzy hair perfect long-lasting smoothness, with anti-frizz protection, plus a hydrating and illuminating action.

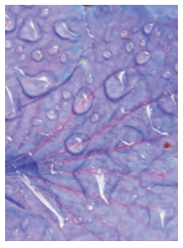
4
NUTRIVE

Dedicated to dry and dehydrated hair, it offers a complete series of cosmetic formulas developed to nourish, rehydrate and repair the hair fibre. The line also ensures a heat-protection, smoothing and sealing action, split-ends prevention, softness and shine.

5
HYDRA



Line dedicated to the treatment of colored and treated hair. The aligned formulas are designed to protect the structure and color of treated hair, prevent dehydration and repair alterations on the surface caused by external aggressions, enhancing the cosmetic color and increasing its long-term duration.

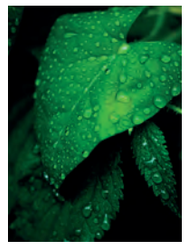


12
PURPLE

Formulated for the treatment of blonde and lightened hair, it has an anti-brass neutralizing action to maintain a perfect, bright and cool blonde, while providing intensive hydration and protection of the hair fibre, improving its resistance to external micro-aggressions.

13
ALCHEMY

Dedicated to all types of hair, ALCHEMY line treatments perform a powerful nourishing and hydrating action, giving the hair fibre extreme softness and brilliance. The line is completed with formulations that offer heat protection and aid simpler and faster styling.



10
BOTANICAL

It is created to meet the demand for cosmetic treatments with a high content of natural ingredients to support a choice of simple beauty, but with a guaranteed professional result. Three formulations consisting of 99 to 99.9% natural-origin ingredients and a fresh and sweet fruity 100% natural fragrance.

REFORCE

FORTIFYING THICKENING
FOR WEAK HAIR AND HAIR WITH LOSS PROBLEMS

With Organic Rocket Extract and
PROCARE Complex, natural origin and high-tech ingredients
with fortifying and bodifying action

POWERED BY ORGANIC NATURE

- INNOVATIVE THICKENING AND VOLUMIZING ACTION
- ANTI-BREAKAGE PROTECTION
- FORTIFYING ACTION
- MICROBIOME PROTECTION

FRESH CITRUS NOTE WITH A FLORAL HEART
AND WOODY AND MUSKY BASE

REFORCE SHAMPOO 1/S

FORTIFYING THICKENING SHAMPOO
for weak hair and hair with loss problems, with Organic Rocket Extract + PROCARE Complex. With a strengthening and volume-building action, it delicately cleanses the hair and scalp, restoring the hair fibre's resistance, volume and shine.

90.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - REPAIRING CLEANSING ACTION
2 - VOLUMIZING AND THICKENING ACTION
3 - FORTIFYING ANTI-BREAKAGE ACTION
4 - MICROBIOME PROTECTION
5 - HYDRATION

1000 ml – cod. 1346
300 ml – cod. 1345

REFORCE SPECIFIC 1/L

FORTIFYING THICKENING INTENSIVE TREATMENT
for weak hair and hair with loss problems, with Organic Rocket Extract + PROCARE Complex. Improves the condition of the scalp and hair follicle. Instantly reinforces and revives the hair fibre. USE: distribute evenly on the scalp, with wet or dry hair, and a light massage. Do not rinse.

95% natural-origin ingredients

1- COADJUVATING ACTION IN PREVENTING HAIR LOSS
2 - VOLUMIZING AND THICKENING ACTION
3 - FORTIFYING ANTI-BREAKAGE ACTION
4 - MICROBIOME PROTECTION

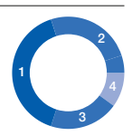
12X10 ml – cod. 1347

REFORCE TONIC 1/T

FORTIFYING THICKENING MAINTENANCE TONIC
for weak hair and hair with loss problems, with Organic Rocket Extract + PROCARE Complex. Maintains good condition of the hair bulb, improving the quality of the hair fibre. USE: distribute evenly on the scalp, with wet or dry hair, and a light massage. Do not rinse.

95% natural-origin ingredients

1- COADJUVATING ACTION IN PREVENTING HAIR LOSS
2 - VOLUMIZING AND THICKENING ACTION
3 - FORTIFYING ANTI-BREAKAGE ACTION
4 - MICROBIOME PROTECTION



100 ml – cod. 1348

IN-SALON PROGRAM

STEP 1
REFORCE SHAMPOO 1/S
Cleansing and repairing action with volumizing effect.

STEP 2
MEDITER SCALP MASSAGER
Scalp stimulation massage using the MEDITER SCALP MASSAGER. Allows you to massage the scalp with a combined vibrating action, reactivating blood microcirculation and encouraging the relaxation of the dermal connective tissue.

STEP 3
REFORCE SPECIFIC 1/L
Intensive fortifying thickening action by massaging the product in. RECOMMENDED APPLICATION WITH MEDITER BREEZE: helps to distribute the product evenly over the scalp.

MAINTENANCE PROGRAM

To maintain the professional treatment in the salon, we recommend using REFORCE SHAMPOO combined with REFORCE TONIC.

REMEDY

RECONSTRUCTION WITH ANTI-BREAKAGE ACTION FOR FRAGILE AND DAMAGED HAIR

With HyperFermented Organic Grape extract
and FiberHance™, natural anti-breakage active ingredient

POWERED BY HYPERFERMENTATION

ANTI-BREAKAGE REPAIRING ACTION

HYDRATION AND SHINE

HEAT PROTECTION

INTENSE FRUITY GREEN FRAGRANCE WITH
FLORAL HEART AND AMBER ACCENTS

REMEDY SHAMPOO 7/S

REPAIRING SHAMPOO WITH ANTI-BREAKAGE ACTION
for fragile and damaged hair, with HyperFermented Organic Grape Extract + FiberHance™. Removes all residue and impurities boosting the action of repairing and restructuring active ingredients.

95% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - SCALP/HAIR RESPECTFUL CLEANSING ACTION
2 - REPAIRING ANTI-BREAKAGE ACTION
3 - HYDRATION
4 – SHINE

1000 ml – cod. 1330

REMEDY FILLER 7/M

REPAIRING GEL MASK WITH ANTI-BREAKAGE ACTION
for fragile and damaged hair, with HyperFermented Organic Grape Extract + FiberHance™. The heart of the Remedy program, developed to restore body and fullness to weakened hair fibre. USE: apply on individual strands of towel-dried hair, massaging to boost the penetration of the active ingredients. Comb all the hair and leave it to act for 5 to 10 minutes, then rinse.

94.5% natural-origin ingredients

1 - HYDRATION
2 - REPAIRING ANTI-BREAKAGE ACTION
3 - COMBABILITY
4 - SOFTNESS
5 – SHINE

500 ml – cod. 1331

REMEDY SEALER 7/L

SHINE AND SILKINESS FLUID
for fragile and damaged hair, with HyperFermented Organic Grape Extract + FiberHance™. Thanks to the fluid, the results obtained in the previous steps are "sealed", thus confirming the efficacy of REMEDY and ensuring its long-term effect. USE: distribute evenly on towel-dried hair, treating each individual strand and focusing on the most sensitized areas. Do not rinse.

97% natural-origin ingredients

1 - REPAIRING ANTI-BREAKAGE ACTION
2 - HYDRATION
3 - HEAT PROTECTION
4 - SILKY SOFTNESS
5 - SHINE

24X8 ml – cod.1333

REMEDY KIT

Anti-breakage repair program for fragile and damaged hair, with HyperFermented Organic Grape Extract + FiberHance™.
Kit consisting of:
STEP 1: REMEDY SHAMPOO 7/S - Repairing Shampoo - 75 ml
STEP 2: REMEDY FILLER 7/M - Repairing Gel-mask - 75 ml
STEP 3: REMEDY SEALER 7/L - Shine and silkiness Fluid - 3x8ml

1 - REPAIRING ANTI-BREAKAGE ACTION
2 - HYDRATION
3 - HEAT PROTECTION
4 - SILKY SOFTNESS
5 – SHINE

cod.1334

IN-SALON PROGRAM

STEP 1
REMEDY SHAMPOO 7/S
Preparation of hair with anti-breakage repairing action.

STEP 2
REMEDY FILLER 7/M
Internal repair with anti-breakage action. APPLICATION WITH MEDITER TRICO ACTIVATOR, the special cold plate with combined technology (infrared + ultrasound) which boosts the internal repair action performed by REMEDY FILLER.

STEP 3
REMEDY SEALER 7/L
External repair enhancing shine and silkiness. RECOMMENDED APPLICATION WITH MEDITER BREEZE: allows for perfect spraying of the product on the lengths.

The treatment is proposed ideally for monthly application. Intensive Treatment: if the hair is highly damaged and weakened, the treatment should be repeated after 15 days.

MAINTENANCE PROGRAM

Depending on the type of hair, the HYDRA, NUTRIVE or ALCHEMY lines should be used.

VOLUME

VOLUMIZING, BODIFYING FOR FINE AND FLAT HAIR

With ORGANIC Almond Extract
and PROTEXTURE volumizing high-tech ceramide

POWERED BY ORGANIC NATURE

- BODYFING ACTION
- VOLUMIZING-LIFTING ACTION
- SOFTNESS AND MAXIMUM LIGHTNESS
- ILLUMINATING HYDRATION
- ANTI-BREAKAGE PROTECTION

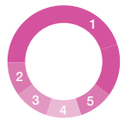
DELICATE FRAGRANCE OF SWEET FLOWERS
CONTRASTED BY GREEN SHADES

VOLUME SHAMPOO 2/S

VOLUMIZING AND BODIFYING SHAMPOO
for fine and flat hair, with Organic Almond Extract + PROTEXTURE. It offers a targeted and repair cleansing, with a particular focus on the volume of the hair and long-lasting feeling of cleanliness.

95% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1- SCALP/HAIR RESPECTFUL CLEANSING ACTION
2 - BODIFYING ACTION
3 - VOLUMIZING ACTION
4 - HYDRATION
5 – SHINE



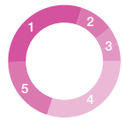
1000 ml – cod. 1325
300 ml – cod. 1324

VOLUME CONDITIONER 2/C

SOFTNESS AND LIGHTNESS MOUSSE CONDITIONER
for all hair types with Organic Almond Extract + PROTEXTURE. Ultra-light formula with protective action, instantly restores shine, body and volume. USE: dispense a small amount of product and distribute it from the roots to the tips. Leave it to act for a few minutes, then rinse.

86% natural-origin ingredients
EASY RINSE FORMULA

1 - HYDRATION
2 - BODYFING ACTION
3 - VOLUMIZING ACTION AND LIGHTNESS
4 - COMBABILITY
5 - SHINE



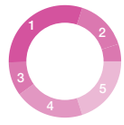
200 ml – cod.1326

VOLUME BODY-FILLER 2/L

REGENERATING AND BODIFYING SERUM
for fine and fragile hair, with Organic Almond Extract + PROTEXTURE. Provides intensive hydration, extreme softness and shine. USE: apply on towel-dried hair, leave it to act for 15 minutes, then rinse from 50 to 80%.

94% natural-origin ingredients

1 - BODIFYING ACTION
2 - REGENERATING ANTI-BREAKAGE ACTION
3 - HYDRATION
4 - LONG-LASTING SOFTNESS
5 - SHINE



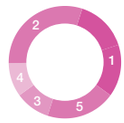
100 ml – cod. 1328

VOLUME SPRAY 2/F

VOLUMIZING ROOT SPRAY
for fine and flat hair, with Organic Almond Extract + PROTEXTURE. Care&styling formula offers natural style holding and maximum flexibility, boosting the volume of hair and adding shine. USE: apply evenly on towel-dried hair, starting from the roots. Do not rinse.

96% natural-origin ingredients

1 - VOLUMIZING-LIFTING ACTION
2 - BODYFING ACTION
3 - HYDRATION
4 - NATURAL STYLE HOLD
5 - SHINE



125 ml – cod.1327

IN-SALON PROGRAM

STEP 1
VOLUME SHAMPOO 2/S
Cleansing action with enhanced VOLUMIZING and thickening action.

STEP 2
VOLUME BODY-FILLER 2/L
Volumizing and regenerating anti-breakage action.

STEP 3
VOLUME CONDITIONER 2/C
Conditioning action with maximum lightness.

STEP 4
VOLUME SPRAY 2/F
Volumizing action from the roots, enhancing fullness and adding radiance.

PROGRAMMA DI MANTENIMENTO

To maintain the professional treatment in the salon, continue with VOLUME SHAMPOO, VOLUME CONDITIONER and VOLUME SPRAY.

COMFORT

EUDERMIC HYDRATING AND SOOTHING FOR SENSITIZED SCALP

With Organic Aloe Vera Extract and
PROCALM Complex, natural origin and high-tech ingredients
with moisturizing, soothing action

POWERED BY ORGANIC NATURE

INTENSIVE AND SOOTHING REHYDRATING ACTION

REDNESS REDUCTION

MICROBIOME PROTECTION

AQUATIC FLOWER FRAGRANCE WITH FRUITY
AND VANILLA ACCENTS

COMFORT SHAMPOO 9/S

EUDERMIC MOISTURIZING SHAMPOO
for sensitized scalp, with Organic Aloe Vera Extract + PROCALM Complex. Advanced formula with high skin tolerance guarantees an ultra-delicate, perfect cleansing, improving the condition of the scalp.

95% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 – VERY GENTLE CLEANSING ACTION
2 - MOISTURIZING ACTION
3 - MICROBIOME PROTECTION
4 - LIGHTNESS EFFECT

1000 ml – cod. 1343
300 ml – cod. 1342

COMFORT SPECIFIC 9/L

EUDERMIC SOOTHING TREATMENT
for sensitized scalp, with Organic Aloe Vera extract + PROCALM Complex. Intense rehydration, soothes itchiness and redness while providing instant relief to the scalp. USE: distribute evenly on the scalp, with wet or dry hair, and a light massage. Do not rinse.

95.5% natural-origin ingredients

1 - SOOTHING ACTION
2 - REDNESS REDUCTION
3 - MICROBIOME PROTECTION
4 - MOISTURIZING ACTION

12X10 ml – cod. 1344

RECOMMEND

- Before or after technical services (coloring, bleaching, perm, straightening) which can cause irritation and sensitisation.
- This complementary treatment is specifically for a dry scalp or dry dandruff, to rebalance the microbiome through hydration.
- To alternate with the THERAPY line products as a complementary treatment specifically for a greasy and sensitized scalp or greasy dandruff, to soothe and combat redness.
- If the scalp is dry/reddened, apply COMFORT SPECIFIC treatment and massage with the SCALP MASSAGER to stimulate the secretion of sebum.

THERAPY

PURIFYING NORMALISING, MICROBIOME PROTECTION OF THE SCALP AND HAIR WITH DRY AND OILY DANDRUFF

With Organic Nettle, Thyme and Lavender Extracts and
PROBIOMA SD, natural origin and high-tech ingredients with sebum-dandruff normalizing action

POWERED BY ORGANIC NATURE

PURIFYING AND DETOX ACTION

NORMALIZING ACTION WITH DANDRUFF AND SEBUM CONTROL

MICROBIOME PROTECTION

AQUATIC FRESH FRAGRANCE WITH DELICATE FLORAL ACCENTS

THERAPY SCRUB 6/P

DETOXIFYING PEELING SCRUB
for scalp and hair with dry and oily dandruff, with Organic Nettle and Lavender Extracts + PROBIOMA SD. Removes all impurities and traces of dandruff, toning the scalp, revitalising the hair fibre and producing a pleasant sensation of freshness. USE: apply to wet hair directly on the scalp and massage gently. Leave to act for a few minutes, then emulsify and rinse with warm water. Use as a replacement for shampoo.

93% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1- DETOXIFYING CLEANSING ACTION
2 - DANDRUFF AND SEBUM CONTROL
3 - MICROBIOME PROTECTION
4 - LIGHTNESS EFFECT

250 ml – cod.1340

THERAPY PURIFY SHAMPOO 6/S

PURIFYING SHAMPOO WITH MICROBIOME PROTECTION
for scalp and hair with dry and oily dandruff, with Organic Nettle and Lavender Extracts + PROBIOMA SD. Delicately cleanses removing all impurities and traces of dandruff without stimulating the secretion of sebum. It has an effective dermopurifying action, toning the scalp with a pleasant sensation of freshness while adding volume, lightness and softness.

90% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1- PURIFYING CLEANSING ACTION
2 - DANDRUFF CONTROL
3 - MICROBIOME PROTECTION
4 - HYDRATION

1000 ml- cod. 1338
300 ml – cod.1337

THERAPY TONIC 6/T

SEBUM-BALANCING ANTI-DANDRUFF TONIC
for oily scalps with dandruff, with Organic Nettle and Thyme Extract + PROBIOMA SD. Purifies the scalp by normalising the imperfections of seborrhoea and dandruff. Tones, guaranteeing volume and long-lasting lightness. USE: distribute evenly on the scalp, with wet or dry hair, and a light massage. Do not rinse.

97% natural-origin ingredients

1- PURIFYING ACTION
2 - REFRESHING AND TONING ACTION
3 - DANDRUFF AND SEBUM CONTROL
4 - LONGER HAIR FRESHNESS
5 - MICROBIOME PROTECTION

12x10 ml – cod. 1339

IN-SALON PROGRAM

STEP 1
THERAPY SCRUB 6/P
Cleansing, exfoliating and detox action with microbiome protection.

STEP 2
THERAPY PURIFY SHAMPOO 6/S
Cleansing and purifying action with microbiome protection.

STEP 3
THERAPY TONIC 6/T
Toning and purifying action with dandruff and sebum control by massaging in the product to ensure it is evenly distributed. RECOMMENDED APPLICATION WITH MEDITER BREEZE: encourages a uniform distribution of the product on the scalp.

MAINTENANCE PROGRAM

The use of THERAPY PURIFY SHAMPOO and THERAPY TONIC is recommended to alternate with the other Mediter lines depending on the type of hair.

SEBUM-BALANCING, MICROBIOME PROTECTION FOR SCALP AND OILY HAIR

With Organic Thyme and Lavender Extract and
PROBIOMA SD, natural origin and high-tech ingredients with sebum-dandruff normalizing action

BENEFITS

POWERED BY ORGANIC NATURE

- PURIFYING AND DETOX ACTION
- SEBUM-BALANCING ACTION
- LIGHTNESS EFFECT
- MICROBIOME PROTECTION

THERAPY MASK 3/M

PURIFYING DETOXIFYING MASK
for oily scalp and hair, with Organic Thyme and Lavender Extracts + PROBIOMA SD. Purifies the scalp by natural adsorption without stimulating sebaceous secretion. Tones and revitalises the hair fibre leaving a pleasant sensation of freshness. USE: apply the product on the scalp to wet or dry hair with a light, prolonged massage. Leave to act for 10-15 minutes, then emulsify and rinse thoroughly with warm water.

91% natural-origin ingredients
SULFATE FREE

1- DETOXIFYING CLEANSING ACTION
2 - EXCESS SEBUM CONTROL
3 - MICROBIOME PROTECTION
4 - LIGHTNESS EFFECT

250 ml – cod. 1341

THERAPY BALANCE SHAMPOO 3/S

SEBUM-BALANCING SHAMPOO WITH MICROBIOME PROTECTION
for oily scalp and hair, with Organic Thyme and Lavender Extracts + PROBIOMA SD. Delicately cleanses removing all impurities without stimulating the secretion of sebum. It optimises hygienic conditions, toning the scalp with a pleasant sensation of freshness while adding volume, lightness and softness.

94.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1- PURIFYING CLEANSING ACTION
2 - EXCESS SEBUM CONTROL
3 - MICROBIOME PROTECTION
4 - LIGHTNESS EFFECT
5 - HYDRATION

1000 ml- cod. 1336
300 ml – cod.1335

IN-SALON PROGRAM

STEP 1
THERAPY MASK 3/M
Cleansing and purifying action with microbiome protection.

STEP 2
THERAPY BALANCE SHAMPOO 3/S
Cleansing and sebum-balancing action with microbiome protection.

STEP 3
THERAPY TONIC 6/T
Toning and purifying action with dandruff and sebum control, plus a massage to ensure the product is evenly distributed. RECOMMENDED APPLICATION WITH MEDITER BREEZE: encourages a uniform distribution of the product on the scalp.

MAINTENANCE PROGRAM

The use of THERAPY PURIFY SHAMPOO and THERAPY TONIC is recommended to alternate with the other Mediter lines depending on the type of hair.

ABSOLUTE

ELASTICIZING ANTI-FRIZZ
FOR CURLY AND REBELLIOUS HAIR

With Activated Organic Hemp Oil and
ANTIFRIZZ SHIELD, anti-frizz protective natural origin ingredients

BENEFITS

POWERED BY
ACTIVATED BIO-ENERGY

- ANTI-FRIZZ DISCIPLINING ACTION
- HYDRATION AND ELASTICITY
- DETANGLING
- HEAT PROTECTION
- DEFINITION AND HOLD

CITRUS FRUIT GREEN FRAGRANCE WITH
FLORAL HEART NOTES WITH MUSK ACCENTS

ABSOLUTE CURL SHAMPOO 8/S1

ANTI-FRIZZ ELASTICIZING SHAMPOO
for curly and rebellious hair with Activated Organic Hemp Oil + ANTIFRIZZ SHIELD. Cleansing for curly, unruly hair, eliminating all impurities: anti-frizz taming action, enhances the curl and restores vigour, tone and elasticity.

92.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - RESTORATIVE CLEANSING ACTION
2 - ANTI-FRIZZ DISCIPLINING ACTION
3 - HYDRATION AND ELASTICITY
4 – SHINE

1000 ml – cod. 1355
300 ml – cod. 1354

ABSOLUTE CURL MASK 8/M1

ANTIFRIZZ ELASTICIZING MASK
for curly and rebellious hair for curly and rebellious hair with Activated Organic Hemp Oil + ANTIFRIZZ SHIELD. With a powerful taming action, it helps to restore elasticity to curly hair, eliminating the anti-frizz effect, making it much easier to detangle hair and restoring shine. USE: leave it to act for 5-10 minutes and then rinse.

91% natural-origin ingredients

1 - COMBABILITY
2 - HYDRATION AND ELASTICITY
3 - ANTI-FRIZZ DISCIPLINING ACTION
4 - HEAT PROTECTION
5 – SHINE

500 ml – cod. 1357
250 ml – cod. 1356

ABSOLUTE CURL FLUID 8/F1

STYLING ANTI-FRIZZ FLUID
for curl and rebellious hair with Activated Organic Hemp Oil + ANTIFRIZZ SHIELD. Elasticizing modelling fluid defines the curl with a powerful taming action, eliminating the frizz effect. Guarantees flexible hold with long-term styling control and protection from humidity. USE: apply to wet hair and style to define curls.

93% natural-origin ingredients

1 - DEFINITION AND HOLD
2 - ANTI-FRIZZ DISCIPLINING ACTION
3 - HYDRATION AND ELASTICITY
4 - HEAT PROTECTION
5 - SHINE

150 ml – cod. 1358

RECOMMEND

- For defined and supple curls, apply a small amount of ABSOLUTE CURL FLUID on the individual strands, twisting them around the fingers, and dry with a diffuser. To revive curls the next day, reactivate the product with water spray.
- For curly and dull hair, after drying with a diffuser, apply HYDRA GLAZE to illuminate and protect the hair with a long-lasting effect.
- For very curly hair, evenly distribute ABSOLUTE CURL FLUID and, for greater hydration, apply a dose of NUTRIVE OIL. Define the curls and then, dry with the diffuser.
- For very frizzy, dry hair or with split ends, evenly distribute ABSOLUTE CURL FLUID, define the curls and then, dry with the diffuser. When the hair is dry, apply a dose of NUTRIVE OIL for added nourishment and shine.

ANTI-FRIZZ SMOOTHING ACTION FOR UNRULY HAIR

With Activated Organic Hemp Oil and
ANTIFRIZZ SHIELD, anti-frizz protective natural origin ingredients

BENEFITS

POWERED BY ACTIVATED BIO-ENERGY

- SMOOTHING ACTION
- HYDRATION AND ELASTICITY
- HEAT PROTECTION
- LONG-LASTING ANTI-FRIZZ PROTECTION
- SHINE

ABSOLUTE SMOOTH SHAMPOO 8/S2

SLEEKING ANTI-FRIZZ SHAMPOO
for unruly hair with Activated Organic Hemp Oil + ANTIFRIZZ SHIELD. Rich cosmetic formula with smoothing effect on UNRULY and frizzy hair fibre. It offers delicate cleansing, removing all impurities: it ensures control of volumes, restoring hydration and shine.

93% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - RESTORATIVE CLEANSING ACTION
2 - ANTI-FRIZZ SEEKING EFFECT
3 - HYDRATION AND ELASTICITY
4 - SHINE

1000 ml – cod. 1350
300 ml – cod. 1349

ABSOLUTE SMOOTH MASK 8/M2

SLEEKING ANTI-FRIZZ MASK
for unruly hair with Organic Activated Hemp Oil + ANTIFRIZZ SHIELD. Tames frizzy hair with a powerful smoothing action. It eliminates the frizzy effect by making the hair significantly easier to detangle and restoring elasticity and extreme shine.
USE: leave it to act for 5-10 minutes and then rinse.

91% natural-origin ingredients

1 - COMBABILITY
2 - ANTI-FRIZZ SEEKING EFFECT
3 - HYDRATION AND ELASTICITY
4 - HEAT PROTECTION
5 – SHINE

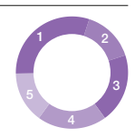
500 ml – cod. 1352
250 ml – cod. 1351

ABSOLUTE SMOOTH SERUM 8/F2

SLEEKING ANTI-FRIZZ PROTECTIVE SERUM
for unruly hair with Activated Organic Hemp Oil + ANTIFRIZZ SHIELD. With heat protection action, it smooths the hair fibre with a powerful smoothing action, making styling significantly easier. It eliminates the frizzy effect with long-lasting smoothing control and protection against humidity. USE: distribute evenly on wet hair on lengths and ends, then dry.

88% natural-origin ingredients

1 - ANTI-FRIZZ SEEKING EFFECT
2 - EASY LONG-LASTING STYLING
3 - HYDRATION AND ELASTICITY
4 - HEAT PROTECTION
5 – SHINE



150 ml – cod. 1353

RECOMMEND

- For an extra-smooth effect, perform the complete treatment with the ABSOLUTE SMOOTH line and spray NUTRIVE FLUID for maximum heat protection before completing styling on dry hair with the straightener.
- For frizzy and very dry hair, perform the complete treatment with the ABSOLUTE SMOOTH line and add a few drops of NUTRIVE OIL on dry hair, for intense nourishment and shine.

NUTRIVE

DEEP-DOWN NOURISHMENT AND SHINE FOR DRY, DEHYDRATED HAIR

With Activated Organic Pistachio and Olive Oils and NUTRICARE, natural active ingredients for nourishment with illuminating action

POWERED BY ACTIVATED BIO-ENERGY

- DEEP-DOWN NOURISHMENT
- HEAT PROTECTION
- SMOOTHING AND SEALING ACTION
- SOFTNESS AND BRILLIANCE
- SPLIT-ENDS PREVENTION

INTENSE SWEET FLORAL FRAGRANCE WITH WARM BASE AMBER AND VANILLA NOTES

NUTRIVE SHAMPOO 4/S

NOURISHMENT AND BRILLIANCE SHAMPOO
for dry, dehydrated hair with Activated Organic Pistachio and Olive Oils + NUTRICARE. Rich cosmetic formula offers delicate and thorough cleansing of the hair fibre, to complement a deep-down nourishing action with rehydration. It helps detangle hair and restores shine, leaving it soft and light.

92.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - RESTORATIVE CLEANSING ACTION
2 - NOURISHMENT
3 - BRILLIANCE

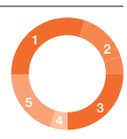
1000 ml – cod. 1360
300 ml – cod. 1359
75 ml – cod. 1361

NUTRIVE MASK 4/M

Nourishment AND BRILLIANCE MASK
for dry, dehydrated hair with Activated Organic Pistachio and Olive Oils + NUTRICARE. Mask with deep-down nourishment and rehydrating effect which adds amazing softness and elasticity. Its smoothing action reinforces the binding of the cuticle scales, making it much easier to detangle hair whilst restoring shine. USE: leave it to act for 5-10 minutes and then rinse.

95.5% natural-origin ingredients

1 - NOURISHMENT
2 - COMBABILITY
3 - SOFTNESS
4 - SMOOTHNESS
5 – BRILLIANCE



500 ml – cod. 1364
250 ml – cod. 1363
75 ml- cod. 1362

NUTRIVE FLUID 4/F

NOURISHMENT AND HEAT-PROTECTION BI-PHASE FLUID
for dry, fine hair, with Activated Organic Pistachio and Olive Oils + NUTRIPERFECTOR. Ideal for pre-styling, it offers an effective protective and illuminating action. Applied daily, it renews nourishment and softness. USE: SHAKE WELL BEFORE USE. Apply evenly on wet or dry hair. Do not rinse.

96% natural-origin ingredients

1 - HEAT PROTECTION
2 - NOURISHMENT AND SOFTNESS
3 - LIGHTNESS EFFECT
4 - BRILLIANCE
5 - SPLIT-ENDS PREVENTION

125 ml – cod. 1366

NUTRIVE OIL 4/O

NOURISHMENT AND BRILLIANCE OIL FOR LENGTHS AND ENDS
for very dry, dull hair, with Activated Organic Pistachio and Olive Oils + NUTRIPERFECTOR. Provides intense nourishment and perfects the condition of hair fibre, adding an extraordinary velvety touch. Long-lasting shine and protection. USE: dispense a few drops on wet or dry hair and work in evenly. Do not rinse.

ACTIVATED 100% ORGANIC PISTACHIO AND OLIVE OILS HEAT ACTIVATED FORMULA

1 - NOURISHMENT AND SUMPTUOUS SOFTNESS
2 - SEALING ACTION AND SPLIT-ENDS PREVENTION
3 - ANTI-BREAKAGE PROTECTION
4 - HEAT PROTECTION
5 – BRILLIANCE

75ml – cod. 1365

RECOMMEND

- For dry and fine hair, reduce the application time of NUTRIVE MASK and then, apply NUTRIVE FLUID for nourishment and lightness.
- For long, dry hair, apply NUTRIVE OIL as a daily treatment to prevent split ends and anti-breakage protection.
- For long hair with very dry ends, use NUTRIVE MASK as a pre-shampoo mask on dry hair.
- For frizzy and very dry hair, alternate the NUTRIVE line with the ABSOLUTE SMOOTH line.
- For dry and damaged hair, use the NUTRIVE line as a home maintenance treatment following the REMEDY professional repair program performed in the salon.

HYDRA

INTENSE HYDRATION, BRILLIANCE AND COLOR PROTECTION FOR COLORED AND TREATED HAIR

With HyperFermented Organic Fruit Extracts and HYDRASHINE, natural shine enhancer

POWERED BY HYPERFERMENTATION

- BOOSTED HYDRATION
- ANTI-FADE COLOR PROTECTION
- ILLUMINATING ACTION
- ANTIOXIDANT AND PHOTO-PROTECTIVE ACTION

CITRUS FRUIT SPARKLING FRAGRANCE WITH SWEET HEART AND DELICATE FLORAL ACCENTS

HYDRA SHAMPOO 5/S

BRILLIANCE AND COLOR-PROTECTION SHAMPOO
for colored and treated hair with HyperFermented Organic Fruit Extracts + HYDRASHINE. It cleanses the colored and treated hair fibre delicately and thoroughly while respecting the cosmetic color with anti-fade action.

91.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - COLOR SAFE CLEANSING ACTION
2 - HYDRATION
3 - BRILLIANCE

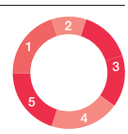
1000 ml – cod. 1312
300 ml – cod. 1311
75 ml – cod. 1313

HYDRA CONDITIONER 5/C

BRILLIANCE AND COLOR-PROTECTION CONDITIONER
for colored and treated hair with HyperFermented Organic Fruit Extracts+ HYDRASHINE. It actively protects the natural and cosmetic color of hair, increasing its resistance to external micro-aggressions with antioxidant action. USE: leave it to act for a few minutes and then rinse.

92.5% natural-origin ingredients

1 - HYDRATION
2 - COLOR PROTECTION
3 - COMBABILITY
4 - LIGHTNESS EFFECT
5 – BRILLIANCE



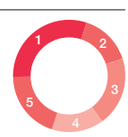
1000 ml – cod. 1315
300 ml – cod. 1314

HYDRA MASK 5/M

BRILLIANCE AND COLOR-PROTECTION MASK
for colored and treated hair with HyperFermented Organic Fruit Extracts + HYDRASHINE. It rehydrates deep down restoring an amazing touch to hair. It adds shine and antioxidant protection of the cosmetic color. USE: leave it to act for 5-10 minutes and then rinse.

94.5% natural-origin ingredients

1 - HYDRATION
2 - COLOR PROTECTION
3 - COMBABILITY
4 - SOFTNESS AND LIGHTNESS
5 - BRILLIANCE



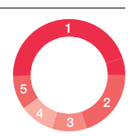
500 ml – cod. 1317
250 ml – cod. 1316
75 ml – cod. 1318

HYDRA GLAZE 5/O

BRILLIANCE AND ACTIVE COLOR-PROTECTION OIL
for colored and treated hair with Organic Lemon Essential Oil + CRYSTALSHINE. Extraordinarily long-lasting shine boost and protection. USE: dispense a few drops on wet or dry hair and work in evenly. Do not rinse.

100% ORGANIC LEMON ESSENTIAL OIL
HEAT ACTIVATED FORMULA

1 - BRILLIANCE
2 - ACTIVE COLOR PROTECTION
3 –HEAT PROTECTION
4 - SEALING ACTION AND SPLIT-ENDS PREVENTION
5 - ANTI-BREAKAGE PROTECTION



125 ml – cod. 1319

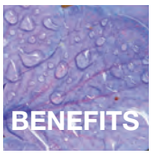
RECOMMEND

- After a coloring treatment, to enhance the cosmetic color by increasing its long-term resistance with an illuminating and anti-fade action.
- For very dull hair, use HYDRA GLAZE as a daily illuminating treatment.
- For curly, treated hair, alternate HYDRA MASK with ABSOLUTE CURL MASK for maximum dehydration and curl definition.
- For treated and damaged hair, use the HYDRA line as a home maintenance treatment following the REMEDY professional repair program performed in the salon.
- For treated and very dehydrated hair, use HYDRA MASK as a pre-shampoo mask on dry hair and HYDRA CONDITIONER as an after-shampoo treatment for maximum hydration and conditioning-

PURPLE

SHINE AND COLOR CORRECTION FOR BLONDE AND LIGHTENED HAIR

With HyperFermented ORGANIC Mauve Extract and OPTICAL-V balanced system of corrective pigments



POWERED BY HYPERFERMENTATION

ANTI-BRASS NEUTRALIZING ACTION ON YELLOW-ORANGE REFLECTIONS FOR COOL BLONDES

ILLUMINATING ACTION

HYDRATION AND INTENSIVE PROTECTION

PLEASANT FRAGRANCE WITH FRUITY NOTES BALANCED BY FLORAL NOTES

PURPLE SHAMPOO 12/S

SHINE AND COLOR-CORRECTION SHAMPOO
for blonde and lightened hair, with HyperFermented Organic Mauve Extract + OPTICAL-V. Instantly neutralises unwanted reflections and intensifies the brightness of cool blondes.
USE: Leave it to act for 2 minutes depending on the degree of neutralisation desired, then rinse.

93.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1- SCALP/HAIR RESPECTFUL CLEANSING ACTION
2 - ANTI-BRASS EFFECT/COLOR CORRECTION
3 - HYDRATION
4 - SHINE

1000 ml – cod. 1321
300 ml – cod. 1320

PURPLE MASK 12/M

SHINE AND COLOR-CORRECTION MASK
for blonde and lightened hair with Hyperfermented Organic Mauve Extract + OPTICAL-V. Hydrating and protective formula, allows unwanted reflections to be neutralised and intensifies the brightness of cool blondes. If used regularly, it has a long-lasting effect.
USE: distribute the product evenly on washed and towel-dried hair, massaging lengths and tips. leave it to act for 3 to 5 minutes depending on the degree of neutralisation desired, then rinse.

95.5% natural-origin ingredients
EASY RINSE FORMULA

1 - HYDRATION
2 - ANTI-BRASS EFFECT/COLOR CORRECTION
3 - COMBABILITY
4 - SHINE

1000 ml – cod. 1323
200 ml – cod. 1322

RECOMMENDED

- For blonde, lightened or highlighted hair, to neutralise unwanted golden-warm reflections.
- For naturally grey or white hair, for a bright silver look.
- As a maintenance treatment after a technical toning service with metallic or cool shades.

ALCHEMY

NUTRI-HYDRATATION AND BRILLIANCE FOR ALL TYPES OF HAIR

With Activated Organic Argan and Almond Oils and SHEERLIGHT, illuminating high-tech active ingredient

POWERED BY ACTIVATED BIO-ENERGY

- NUTRI-HYDRATATION
- HEAT PROTECTION
- QUICK AND EASY STYLING
- SOFTNESS
- BRILLIANCE

FRUITY AMBER FRAGRANCE WITH FLORAL HEART CONTRASTED BY WOOD AND SPICE NOTES

ALCHEMY SHAMPOO 13/S

NUTRI-HYDRATATION AND BRILLIANCE SHAMPOO
for all hair types, with Activated Organic Argan and Almond Oils + SHEERLIGHT. It cleanses and repairs thanks to a balanced nourishing and moisturising action for all types of hair, leaving the hair shiny, soft and light.

90% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - RESTORATIVE CLEANSING ACTION
2 - NUTRI-HYDRATION
3 – BRILLIANCE

1000 ml – cod. 1368
300 ml – cod. 1367
75 ml – cod. 1369

ALCHEMY MASK 13/M

NUTRI-HYDRATATION AND BRILLIANCE MASK
for all hair types, with Activated Organic Argan and Almond Oils + SHEERLIGHT. High-performance formula with a soft and light texture, it has a powerful nourishing and moisturising action at the same time, making it much easier to detangle hair whilst adding softness and shine. USE: leave it to act for 5-10 minutes and then rinse.

94% natural-origin ingredients

1 - NUTRI-HYDRATION
2 - COMBABILITY
3 - SOFTNESS
4 – BRILLIANCE

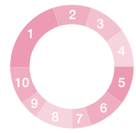
500 ml – cod.1371
250 ml – cod. 1370
75 ml – cod. 1372

ALCHEMY SPRAY MASK 13/F1

NUTRI-HYDRATATION SPRAY MASK WITH 10 EFFECTS for all hair types, with Activated Organic Argan and Almond Oils + SHEERLIGHT. DUAL USE: apply evenly on washed, towel-dried hair and comb in. Light conditioning: leave in for a few minutes and then rinse - Intensive action: style without rinsing.

95% natural-origin ingredients

1 - ILLUMINATING NUTRI-HYDRATION
2 - RESTRUCTURING ACTION
3 - EXCELLENT DETANGLING EFFECT
4 - ANTI-FRIZZ EFFECT
5 - HEAT PROTECTION
6 – EASIER, FASTER STYLING
7 - EXTRAORDINARY BODY AND SOFTNESS
8 - LONGER STYLING HOLD
9 - SPLIT-ENDS PREVENTION
10 - IMPROVED COLOR DURATION/ANTI-AGE PROTECTION



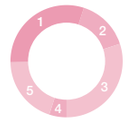
200 ml – cod. 1374

ALCHEMY CREAMY OIL 13/O

NUTRI-HYDRATATION CREAMY OIL FOR LENGTHS AND ENDS for all hair types, with Activated Organic Argan and Almond Oils + SHEERLIGHT. Detangles, brightens and protects by restoring nourishment and hydration, leaving hair flowing and light. USE: work in a small amount of product with your hands until the cream turns into an oil and distribute evenly on wet or dry hair. Do not rinse.

71% natural-origin ingredients

1 - NUTRI-HYDRATION
2 - FAST DRYING
3 - COMBABILITY
4 - LIGHTNESS EFFECT
5 – BRILLIANCE



150 ml – cod. 1375

ALCHEMY BI-PHASE 13/F2

NUTRI-HYDRATATION AND LIGHTNESS BI-PHASE FLUID for all hair types, with Activated Organic Argan and Almond Oils + SHEERLIGHT. Instantly nourishes and hydrates, helping to detangle resulting in ultra-light hair with weighing it down. USE: SHAKE WELL BEFORE USE. Apply evenly on lengths. Do not rinse.

98% natural-origin ingredients

1 - NUTRI-HYDRATION
2 - LIGHTNESS EFFECT
3 - COMBABILITY
4 – BRILLIANCE

200 ml – cod. 1373

RECOMMEND

- To treat mature hair, use the ALCHEMY line to restore hydration, elasticity and shine.
- ALCHEMY BI-PHASE can be used as a no-rinse conditioning treatment for instant nourishment and lightness.
- For fast drying and nourishing and illuminating action, apply ALCHEMY CREAMY OIL as a pre-styling treatment.
- For dry, dull hair, after performing the REMEDY Professional Program in the salon, use the ALCHEMY Line products as a home maintenance treatment.
- For dry hair, use ALCHEMY as an alternative treatment to the NUTRIVE line.

BOTANICAL

BRILLIANCE AND NOURISHMENT WITH A HIGH ORGANIC CONTENT FOR ALL TYPES OF HAIR

With Organic Extracts of Poppy, Mullein and Yellow Nutsedge Oil

POWERED BY ORGANIC NATURE

FORMULA WITH HIGH ORGANIC CONTENT (50%)

FORMULA WITH HIGH NATURAL-ORIGIN INGREDIENTS (FROM 99 TO 99.9%)

TESTED PROFESSIONAL EFFICACY

100% NATURAL FRAGRANCE
SWEET FRUITY FRESH FRAGRANCE WITH FLORAL HEART AND WOODY ACCENTS

BOTANICAL SHAMPOO 10/S

BRILLIANCE AND VOLUME SHAMPOO
for all hair types, with Organic Poppy and Mullein Extracts. Cleanses with extreme delicacy, eliminating all impurities, leaving hair soft, ultra-light and shiny.

99% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

1 - ULTRA-DELICATE CLEANSING ACTION
2 - VOLUME AND LIGHTNESS
3 – BRILLIANCE

1000 ml – cod. 1377
300 ml – cod. 1376

BOTANICAL MASK 10/M

BRILLIANCE AND NOURISHMENT MASK
for all hair types, with Organic Great Mullein Extract and Yellow Nutsedge Oil. Illuminating mask, adds nourishment, hydration and detangling action, leaving hair soft and ultra-light. USE: leave it to act for 5-10 minutes and then rinse.

99.8% natural-origin ingredients

1 - BRILLIANCE
2 - NOURISHMENT
3 - COMBABILITY
4 - SOFTNESS
5 - LIGHTNESS EFFECT

250 ml – cod. 1378

BOTANICAL OIL 10/O

BRILLIANCE AND LIGHTNESS BI-PHASE OIL
for all hair types with Organic Poppy Extract and Yellow Nutsedge Oil. Nourishes and illuminates without weighing hair down. USE: SHAKE WELL BEFORE USE. Apply on lengths. Do not rinse.

99.9% natural-origin ingredients

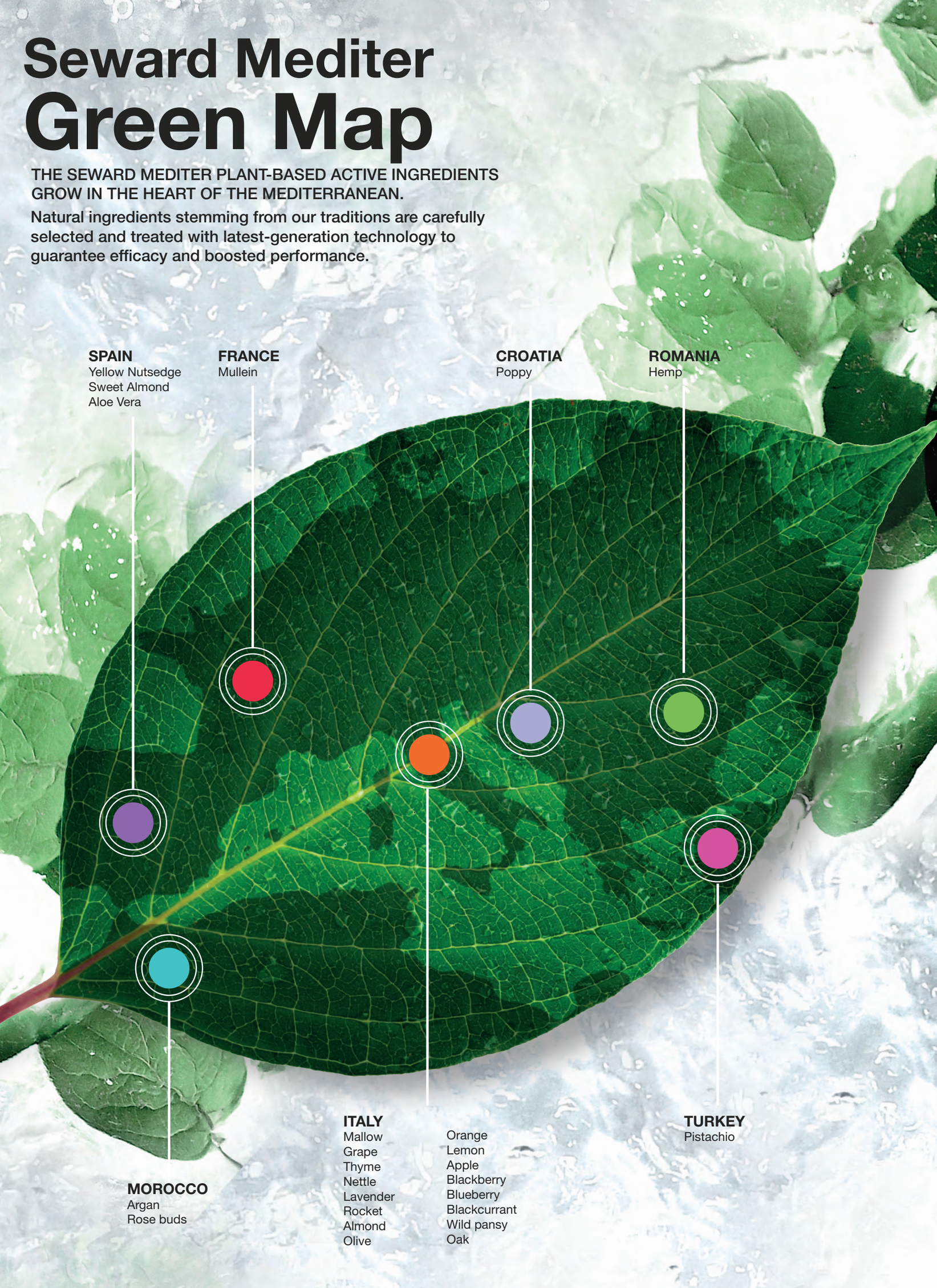
1 - BRILLIANCE
2 - NOURISHMENT
3 - HYDRATION
4 - FAST DRYING
5 - LIGHTNESS EFFECT

75 ml – cod. 1379

Seward Mediter
Green Map

THE SEWARD MEDITER PLANT-BASED ACTIVE INGREDIENTS GROW IN THE HEART OF THE MEDITERRANEAN.

Natural ingredients stemming from our traditions are carefully selected and treated with latest-generation technology to guarantee efficacy and boosted performance.



SPAIN
Yellow Nutsedge
Sweet Almond
Aloe Vera

FRANCE
Mullein

CROATIA
Poppy

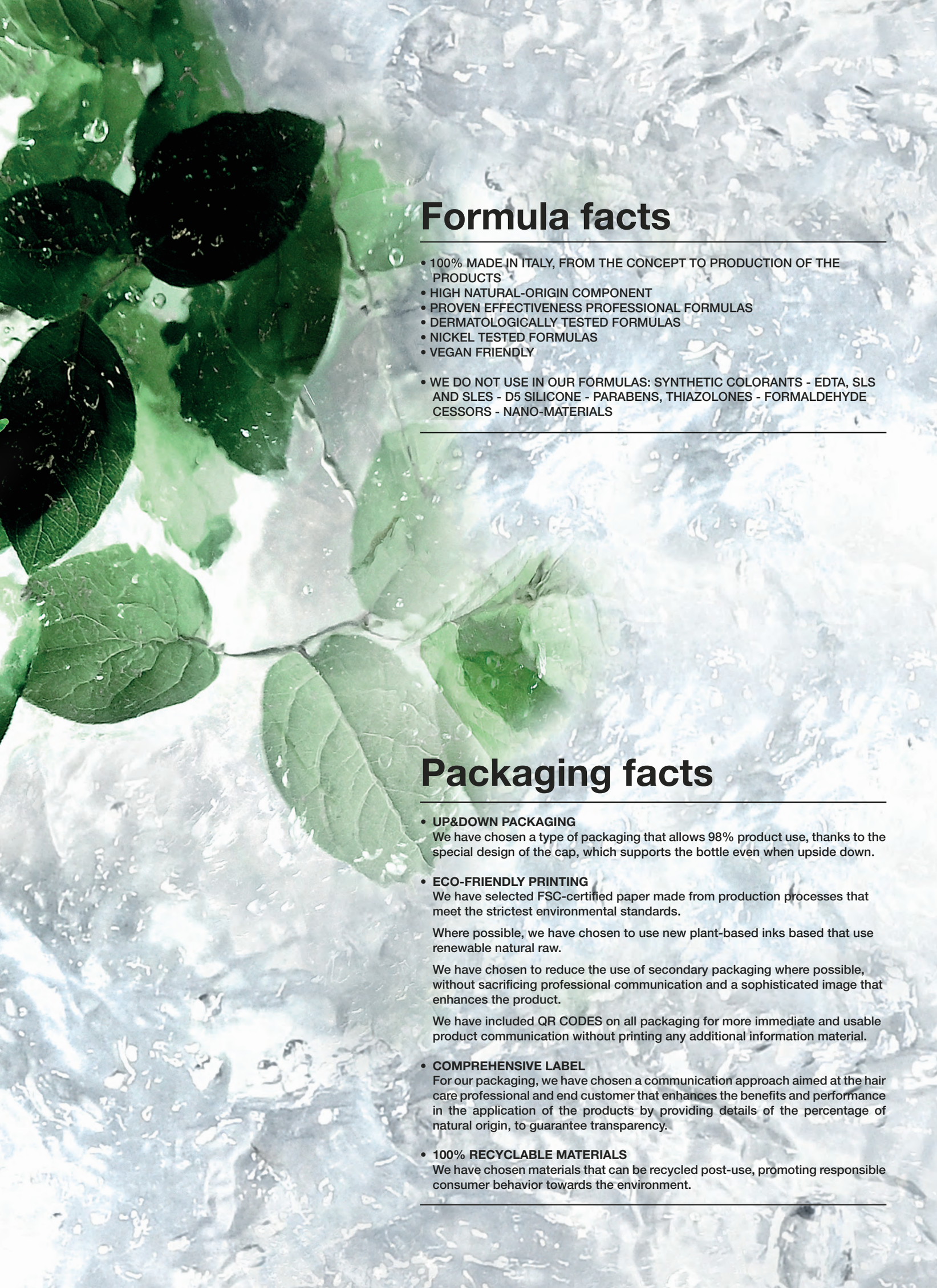
ROMANIA
Hemp

MOROCCO
Argan
Rose buds

ITALY
Mallow
Grape
Thyme
Nettle
Lavender
Rocket
Almond
Olive

Orange
Lemon
Apple
Blackberry
Blueberry
Blackcurrant
Wild pansy
Oak

TURKEY
Pistachio



Formula facts

- 100% MADE IN ITALY, FROM THE CONCEPT TO PRODUCTION OF THE PRODUCTS
- HIGH NATURAL-ORIGIN COMPONENT
- PROVEN EFFECTIVENESS PROFESSIONAL FORMULAS
- DERMATOLOGICALLY TESTED FORMULAS
- NICKEL TESTED FORMULAS
- VEGAN FRIENDLY

- WE DO NOT USE IN OUR FORMULAS: SYNTHETIC COLORANTS - EDTA, SLS AND SLES - D5 SILICONE - PARABENS, THIAZOLONES - FORMALDEHYDE CESSORS - NANO-MATERIALS

Packaging facts

- **UP&DOWN PACKAGING**
  We have chosen a type of packaging that allows 98% product use, thanks to the special design of the cap, which supports the bottle even when upside down.

- **ECO-FRIENDLY PRINTING**
  We have selected FSC-certified paper made from production processes that meet the strictest environmental standards.

  Where possible, we have chosen to use new plant-based inks based that use renewable natural raw.

  We have chosen to reduce the use of secondary packaging where possible, without sacrificing professional communication and a sophisticated image that enhances the product.

  We have included QR CODES on all packaging for more immediate and usable product communication without printing any additional information material.

- **COMPREHENSIVE LABEL**
  For our packaging, we have chosen a communication approach aimed at the hair care professional and end customer that enhances the benefits and performance in the application of the products by providing details of the percentage of natural origin, to guarantee transparency.

- **100% RECYCLABLE MATERIALS**
  We have chosen materials that can be recycled post-use, promoting responsible consumer behavior towards the environment.

FSC
www.fsc.org
MIX
Paper from responsible sources
FSC® C110170

WE PROTECT THE SALE OF OUR PRODUCTS VIA PROFESSIONAL HAIR STYLIST CHANNEL AND ACTIVELY COMBAT SALES VIA UNAUTHORISED CHANNELS.

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