



TOUCH  
beauty movement

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CARE FOR BEAUTY



KNOW

YOUR STYLE, YOUR BEAUTY

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THE PHILOSOPHY, THE MARKET, THE CLIENT

# TOUCH

beauty movement

FOCUS ON YOUR HANDS,  
YOU USE THEM TO EXPRESS YOURSELVES.

Use your hands like a sculptor who first imagines, then crafts and shapes. Like him, you're driven by your inspiration, experience, professionalism, taste and passion.

Focus on your hands, they will teach you which is the best touch for each of your special clients.

You are not molding rocks, you are interpreting different styles, personalities, trends and tastes. You are interacting with so many different people, in constant movement and with changing personalities; and to do that, you will deploy an ancient yet powerful language: TOUCH.

Those who entrust to you are looking for emotions, for something new, special and sophisticated: amaze and get amazed, because no technology will replace your hands, but only a wise dose of craftsmanship and innovation will help you achieve the result your customers dream of.

Release your energy: you are about to beautify a trusting, expecting face; you will give it a new shape using your sensitivity, experience, talent. You need an accomplice.

You will find one in the words and the look of your client, and in a loyal partner that will help you conveying positivity and well-being. Count on the complicity of TOUCH.

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CARE FOR BEAUTY  
*Always.*

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THE LINE AT A GLANCE

## TOUCH, THE EMOTION IS IN YOUR HANDS

TOUCH is the Artēgo styling products line designed to combine creativity, innovation and beauty.

TOUCH is a concept that immediately invokes our most engaging and intimate sense: the touch.

The only way that leads us to really get in touch with others, to develop mutual trust and optimism.

Align your hands, your heart and your soul: only then you will be able to touch and be touched.

## CARE FOR BEAUTY *Always*

Each gesture is inspired by our will to create and protect beauty in every step of the styling process, with care.

TOUCH is by your side from the start with its CARE AND PROTECTION STYLING PRODUCTS, until the end, with the CARE AND PROTECTION BEAUTY ENHANCERS.

### CARE AND PROTECTION STYLING PRODUCTS

The hair is beautiful when it's cared for.

To get a long lasting, soft and healthy styling, the hair needs to be protected, mainly before using hair dryers, brushes, flat or curling irons.

That is why our R&D laboratory designed a line of products to be used before every styling in order to add protection, hydration, elasticity, quality.

The color of CARE AND PROTECTION STYLING PRODUCTS packaging recalls clay, wonderful substance ready to be molded.


### CARE AND PROTECTION BEAUTY ENHANCERS

Beauty is an image that contains mastery, harmony, balance, interpretation, sensitivity. Beauty is the result of talent, taste, experience and the ability to grasp the uniqueness of the person who entrusts to your hands.

CARE AND PROTECTION BEAUTY ENHANCERS have been designed to offer you the highest degree of versatility and support in the creation of incredibly beautiful and performing blow-outs.

For these products we chose a black packaging, since black conveys refinement, elegance and exclusivity: enhance the personality of those entrusting to your hands. The final result will be the encounter with those who look for an emotion and find it in the beauty you created.

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FOR US THE FIRST BEAUTY GESTURE  
IS TAKING CARE OF THE HAIR

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UNIQUE FEATURES OF THE LINE

## HIGH PERFORMING STYLE AND IMAGES UNIQUE TEXTURES AND FRAGRANCES

TOUCH combines selected and valuable natural ingredient with advanced cosmetic technology, pleasant texture and unique fragrances.

All the above thanks to MACROPRO active principle - distinctive for the line - and to natural ingredients working in synergy.

The line offers

- CARE PROTECTIVE ACTION
- HIGH PERFORMING COSMETIC AND STYLISTIC ACTION

Touch products' TEXTURE allows for an easy and pleasant application.  
The FRAGRANCE makes the products true beauty and sensory pleasure tools for the client.

The line's STYLE and LOOKS are essential and clean, conveying elegance, perfection, plainness and that extra oomph to create wonderful customized styles.

TOUCH's refined package, beyond improving salon positioning, favors RETAIL and GIFT IDEAS.

TOUCH HAS BEEN CREATED TO TAKE CARE OF CLIENTS HAIR, AND TO OFFER YOU AN INNOVATIVE AND CUSTOMIZED STYLING TOOL TO IMPROVE YOUR SALON POSITIONING.

BECAUSE FOR US THE FIRST BEAUTY GESTURE IS TAKING CARE OF THE HAIR.

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PHYTO - TECHNOLOGY

## PHYTO-TECHNOLOGY FOR EXTRAORDINARY RESULTS

NATURE IS THE INSPIRATION, SCIENCE IS THE GUIDE

We looked for TOUCH's properties and energy wandering into Nature.

Careful research and innovation have created an optimal synergy and balance between the features of the natural components employed and their required performances.

TOUCH products' formulation is the synthesis of the most advanced technology to produce high-level cosmetic results.

MACROPRO: PROTECTED, HYDRATED, ELASTICIZED HAIR

In partnership with one of the best Universities that studies hair cosmetics, we created an exclusive active principle of advanced beauty technology: **MACROPRO**, with extraordinary care properties and performances thanks to the actions of its main natural ingredients:



OLIVE LEAVES  
ANTIOXIDANT AND ANTI-AGE  
ACTION



BARLEY SEEDS EXTRACT  
SOOTHING, PROTECTIVE,  
MOISTURIZING

PHYTO-TECHNOLOGY  
FOR HAIR CARE AND BEAUTY  
*Always.*

EVERY TOUCH PRODUCT IS PARABEN FREE

SUSTAINABILITY AND PROFESSIONAL QUALITY

100% Renewable energy for production

ISO 22716 - Good manufacturing practices Certification

100% Use of **FSC** Paper, sourced from responsibly managed forests

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TOUCH FAMILY

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Always.

CARE AND PROTECTION STYLING PRODUCTS

CARE AND PROTECTION BEAUTY ENHANCERS



BEAUTY PRIMER	SEA STYLE	CURL MUST	STRAIGHT RULES	THERMO SHIMMER	EMPOWERED SHAPE	NO LIMITS	GET SHINY	BE MATT	POSH POMADE	CONTROL FREAK	ROCK ME	HOT SHOT	UP & DOWN	SHINE BRIGHT	STRONG BOND	STYLE ART WAX	OH MY DRY
Revitalizing cream with Limnanthes Alba Seeds	Volumizing and texturizing eco spray with precious Provence Salts Crystals	No-frizz curl shaping cream with Sacha Inchi Oil	Straightening cream, with anti-frizz and thermal protective action; enriched with Verbascum Thapsus flower petals.	Two-phase spray, with thermal protective and scaling action, enriched with Veneto Green Walnuts.	Anti-frizz fortifying mousse with Phytocomplex of organic Red Grape skins	Volumizing powder enriched with Panthenol	Medium hold shine effect wax pomade enriched with Chia Oil	Matt effect wax with medium strong hold and Brazilian Clay	Modeling pomade with matt finish and light hold, enriched with Opuntia ficus-Indica (Sicilian cactus) stem extract.	Light gel with Vegetable Glycerin	Strong gel with Green Coffee	Medium-strong hold hairspray	Medium hold no-gas hairspray	Dry shining and perfuming spray	Strong hold hairspray	Defining mattifying spray with Baobab extract	Lightweight volumizing dry shampoo with Amaranth seed extract

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DISCOVERING THE LINE

# Care and Protection Styling products

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The first gesture...

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## BEAUTY PRIMER

Revitalizing cream with Meadowfoam Seed Oil

### CARE ACTION

- The first care gesture to restore strength and energy on every hair type, without adding weight
- Its formulation is maximized by **MACROPRO**, the active principle
- One gesture, four immediate results

1. Thickness and volume to thin hair
2. Vitality to distressed hair
3. Definition and long lasting humidity for a perfect management of the cut
4. It reduces porosity and frizz

### SPECIALTIES

Revitalizing cream with immediate action.  
In blend with other styling products it enhances their cosmeticity or either lightens their hold factor.

Examples:  
Mixed with Control Freak will give a more cosmetic result, controlling frizz and maintaining the wet effect;

Mixed with Rock Me will give the style moldability and medium-strong hold.

Mixed with Be Matt, it will thicken the hair and give a medium hold.

### CARE INSTRUCTIONS

Apply in small doses on wet hair as a 'care base' you can overlap with every other styling product, or either mix with any other styling product beforehand.

### SENSORY FRAGRANCE

Vanilla sweet fragrances and scents of Verbena and Tangerine.

### SIZE

200ml (30-40 applications) 500ml (90 applications)

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle.  
Hydrated, protected, elasticized hair.

### Limnanthes Alba

Meadowfoam Seed Oil has a very high penetration capacity that provides a thickening and repairing action.



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The treatment...

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## SEA STYLE

Volumizing and texturizing eco spray with precious Provence Salts Crystals

### CARE ACTION

- Perfect to texturize hair
- Suitable for men and women

### SPECIALTIES

Salt spray to recreate the waves and natural volumes of a day spent on the beach between sea breeze and refreshing baths.

### CARE INSTRUCTIONS

Spray on damp or dry hair and either dry naturally or style as desired.

### SENSORY FRAGRANCE

An ocean of male and female aromas such as Gaiac Wood, Violet and Rose Wood.

**SIZE:** 250ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**Provence Salt Crystals.** The Crystals of this precious French Salt are the main ingredients capable of texturizing the hair to the maximum, giving soft waves and natural volume without giving a frizzy effect.

**HOLD FACTOR:** LIGHT 2

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CURL MUST

No-frizz curl shaping cream with Sacha Inchi Oil

CARE ACTION

- It eliminates frizz on curly hair
- It ensures perfect hold
- It leaves the curls soft and shiny

SPECIALTIES

No frizz shaping cream for curly and very curly hair. It shapes and separates the hair, making it perfectly ringed leaving it elastic and soft, not plasticized.

CARE INSTRUCTIONS

Evenly apply on clean towel-dried hair and blow-dry using a hair diffuser. For softer and better defined curls, let dry naturally.

SENSORY FRAGRANCE

Sweet fruity aromas, Jasmine and Orange blossom fuse together with sweet notes of Patchouli, Vanilla and Tonka Bean.

SIZE: 100ml

PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**Sacha Inchi Oil.** Rich in fatty acids such as Omega 3, Omega 6 and Omega 9 to add elasticity, protection and hydration to the scalp and the hair.

**HOLD FACTOR: MEDIUM-STRONG 4**



STRAIGHT RULES

Straightening and disciplining cream, with anti-frizz and thermal protective action, enriched with Verbascum thapsus flower petals

CARE ACTION

- It makes the hair smooth and shiny
- It reduces frizz for 3 days long, without adding weight
- It shields the hair from humidity
- It makes blow-drying quicker
- It protects the hair from hot tools

SPECIALTIES

Straightening and disciplining cream, with silkening, anti-frizz and thermal protective action.

CARE INSTRUCTIONS

Apply evenly on lengths and tips on towel-dried hair. Comb in multiple directions to make sure the product is spread all over the hair before blow-drying. Use a flat iron for an elegant, straight effect.

SENSORY FRAGRANCE

Captivating Mascarpone and Vanilla beans scent. An evocative fragrance perfectly combining sweet and talc notes.

SIZE: 100 ml

PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**Verbascum Thapsus Flower.** It shields from the harm caused by UV radiation and transform it into new visible light onto the hair.



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## THERMO SHIMMER

Two-phase spray, with thermal protective and sealing action, with Veneto Green Walnuts.

### CARE ACTION

- Great thermal protection
- Illuminating, sealing
- Glitter effect
- Step A isolates and shields from heat, while Step B retains hydration inside the hair, sealing split ends

### SPECIALTIES

Extra thin thermal protective spray, for shiny and protected hair, without adding weight.

### CARE INSTRUCTIONS

Shake well in order to activate the two-phases of the formula, spray on the hair and comb in multiple directions. Blow-dry and style as desired.  
Perfect on dry hair before using heat source or irons. It does not add weight.

### SENSORY FRAGRANCE

Fucus vesiculosus (Sea Oak) Unisex scent, with woody, marine and flowery notes.  
Slightly honeyed scent, like a bright smile.

### SIZE

150 ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle.  
Hydrated, protected, elasticized hair.

### Veneto Green Walnuts Phyto-Complex

Rich in active ingredients that shield the hair when it's exposed to sun, wind or smog, protecting its elasticity and color.

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## EMPOWERED SHAPE

Anti-frizz fortifying mousse with Phytocomplex of organic Red Grape skins

### CARE ACTION

- Ideal on fine hair to make it stronger and full-bodied
- Gives volume, definition and strength at every hair service
- Antistatic effect
- On dry hair texturizes the style

### SPECIALTIES

Strong sculpting mousse, gives maximum hold to any hairstyle.

### CARE INSTRUCTIONS

Shake well before use. Apply evenly to damp hair and proceed to styling.  
For extra definition apply a small amount to dry hair.

### SENSORY FRAGRANCE

Sweet fruity notes of Peach and Pear, warmed by a velvety aroma of Coconut Milk blended with Vanilla Berries.

### SIZE

250ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle.  
Hydrated, protected, elasticized hair.

**Grape Skin Extract** - Phytocomplex of organic Red Grape skins to prevent and protect hair from aging, environmental pollution and loss of elasticity.

**HOLD FACTOR: MEDIUM-STRONG 4**



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DISCOVERING THE LINE

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# Care and Protection Beauty Enhancers

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## GET SHINY

Shine effect modeling wax enriched with Chia Oil

### CARE ACTION

- Perfect for wet effect looks and to exalt details

### SPECIALTIES

Shiny compact wax; it shapes, defines and adds shine to the hair

### CARE INSTRUCTIONS

Warm a little amount of wax with your hands and apply onto wet or dry hair, then style as desired.

### SENSORY FRAGRANCE

Amber and Patchouli captivating scent

SIZE: 100ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**Chia Oil.** Chia Oil protects and prolongs the hair color; it is rich in vegetable UV shielding antioxidant elements.

HOLD FACTOR: MEDIUM-STRONG 4

## CONTROL FREAK

Molding gel with Vegetable Glycerin

### CARE ACTION

- Glossy fluid gel for flexible control and long lasting memory
- Remoldable
- Adds body and shape even to thin hair
- It does not glue or leave any residue

### SPECIALTIES

Light gel for messy looks, either hand shaped or brushed. Perfect to tame frizzy hair naturally.

### CARE INSTRUCTIONS

Apply one or two knobs of product on dry or wet hair and finish the hairstyle with or without blow-dryer. Apply on dry hair to define the style.

### SENSORY FRAGRANCE

A light and freshly scent, slightly salted and spicy.

SIZE: 200ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

### Vegetable Glycerin

Vegetable Glycerin moisturizes and softens the hair, making it extremely shiny. It's perfect for taming frizz and protecting the hair.

HOLD FACTOR: LIGHT 2



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## BE MATT

Matt effect wax with medium strong hold and Brazilian Clay

### CARE ACTION

- For matt textures and a medium-strong hold, for flexible styles
- For geometric styling and definite looks lovers
- Ideal for short and medium length hair

### SPECIALTIES

Matt compact wax. It gives the hair texture and volume for a long lasting medium-strong hold.

### CARE INSTRUCTIONS

Warm a small amount of product in your hands and apply it on towel dried or dry hair. Shape as desired.

### SENSORY FRAGRANCE

Intriguing fruity note of Pomegranate, spiced with Pink Pepper.

SIZE: 100ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**Brazilian Clay.** Brazilian Clay it has great antiseptic, remineralizing and strengthening properties.

HOLD FACTOR: MEDIUM - STRONG 4



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## ROCK ME

Strong gel with Green Coffee

### CARE ACTION

- Strong gel for maximum control of styles, even most extreme ones

### SPECIALTIES

A must-have for sculpted and particularly bright hair.

### CARE INSTRUCTIONS

It can be molded on the palm of the hand to define strand by strand as desired. For a wet style effect define with a wide tooth comb or with your hands. Apply on dry hair to get extreme hold.

### SENSORY FRAGRANCE

Warm and bold notes, slightly salty.

SIZE: 200ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**Green Coffee.** Green Coffee is a powerful natural antioxidant element. It stimulates the hair bulb favoring the hair thickening.

HOLD FACTOR: STRONG 5

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## NO LIMITS

Volumizing powder enriched with Panthenol

### CARE ACTION

- Immediate volumizing action
- Perfect to texturize and create flyaway looks
- Mattifying effect

### SPECIALTIES

Scented volumizing powder for immediate effect, similar to a fixative spray. It adds volume to the hair without adding weight.

### CARE INSTRUCTIONS

Shake well and apply straight on the hair, preferably on the roots, to get instant volume. Be careful and apply a little amount on the areas that need volume, performing a light massage. For a spectacular effect, apply the product on a make-up brush and apply on the hair.

### SENSORY FRAGRANCE

Gentle fruity and floral notes embraced by a warm Sandalwood aroma, Tonka Bean and Vanilla.

### SIZE

10g

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**Panthenol.** Long-lasting hydrating ingredient. It makes the hair thicker and more shiny.

**HOLD FACTOR: MEDIUM 3**



DISCOVERING THE LINE

## POSH POMADE

Light hold modeling pomade with matt finish, with Opuntia Ficus-Indica (Sicilian cactus) stem extract

### CARE ACTION

- It is a delicate cream, easy to apply, with medium-light hold and a slightly matt finish
- Suitable for different hair lengths
- It hydrates and naturally tames unruly hair, for a tidy and elegant look

### SPECIALTIES

Matt modeling pomade for a natural and controlled movement, even on medium lengths.

### CARE INSTRUCTIONS

Apply on washed, towel-dried hair and let dry for a natural look, or either style with brush and hairdrier for a customized look.

For a natural look, dry at room temperature. It is also possible to use the pomade on dry hair to add definition or hold to the style.

### SENSORY FRAGRANCE

Ingratating and suggestive Wood of Gods eastern notes, blended with decisive Tobacco and Cannabis hints and Coffee aromas, for a nocturnal echo fragrance.

### SIZE

100ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

### Certified Opuntia Ficus-Indica (Sicilian Cactus) Stem Extract

Extracted from Sicilian Cactus. Hydrating and emollient effect on the hair.

**HOLD FACTOR: LIGHT 2**



## SHINE BRIGHT

Dry shining spray

**CARE ACTION**

- It enlightens the haircut and the hair color
- It reduces frizz and static electricity
- It adds a wonderful fragrance to the hair
- Perfect to give a 3D effect to the hair

**SPECIALTIES**

Shining spray. Brilliance and inebriating scent on the hair in one gesture.

**CARE INSTRUCTIONS**

Spray uniformly on dry hair.

**SENSORY FRAGRANCE**

Sensual and musky aroma with notes of Vanilla and flowers.

It activates feelings, emotions, desires and atmospheres that overflow and embrace, like honey, for a unique wellness experience.

**SIZE**

250ml

**PHYTO - TECHNOLOGY**

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.



## HOT SHOT

Medium-strong hold hairspray

**CARE ACTION**

- Professional hairsprays with medium-strong hold
- It gives support to the styling
- It remains workable even if it dries quickly
- It does not leave any residue

**SPECIALTIES**

The perfect hairspray to support every hairstyle. It shields from humidity and frizz without adding weight.

**CARE INSTRUCTIONS**

Spray from a distance of 30 cm. Apply twice for a stronger hold.

**SENSORY FRAGRANCE**

Whipped Cream scent enriched with fruity notes of Cherry

**SIZE**

100 - 250 - 500ml

**PHYTO - TECHNOLOGY**

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**HOLD FACTOR: MEDIUM-STRONG 4**



## STRONG BOND

Strong hold hairspray

**CARE ACTION**

- Professional hairspray with strong hold
- Its extra fine and uniform vaporization fixates instantly with extreme hold
- It gives body and shine
- It leaves no residues
- It dries quickly

**SPECIALTIES**

Strong hold hairspray. It adds body and shine.

It guarantees maximum support and volume to the hair and to every hairstyle.

**CARE INSTRUCTIONS**

Spray from a distance of 20-30 cm. Apply several times for an extreme hold.

**SENSORY FRAGRANCE**

Sweet and fruity Mango scent.

**SIZE**

250ml

**PHYTO - TECHNOLOGY**

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**HOLD FACTOR: STRONG 5**



## UP &amp; DOWN

Medium hold no-gas hairspray

**CARE ACTION**

- Professional no gas medium-hold hairspray
- Anti humidity
- It can be re-shaped after the application
- It does not leave any residue even if used repeatedly
- Removable with a few brush strokes

**SPECIALTIES**

No gas hairspray. It gives volume and shine to the hair without adding weight.

**CARE INSTRUCTIONS**

Once the hair is dry, spray from a distance of at least 20-30 cm.

**SENSORY FRAGRANCE**

Delicious sweet Tonka Beans aroma, enriched with fruity notes of Peach and Apricot.

**SIZE**

100 - 250ml - 400ml

**PHYTO - TECHNOLOGY**

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

**HOLD FACTOR: MEDIUM 3**



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DISCOVERING THE LINE

## STYLE ART WAX

Defining mattifying spray with Baobab extract

### CARE ACTION

- Defines style with flexible hold and natural matte effect
- Gives body and strength to fine hair
- Ideal for short to medium length hair
- Perfectly moldable with hands while drying
- Allows for high-volume styling by shaping strands and overlapping multiple disbursements

### SPECIALTIES

Wax with quick and handy spray application for a perfect hold with a matte, elastic texture.

### CARE INSTRUCTIONS

Shake well before use. Spray on damp hair and style to shape. Spray on dry hair for final hair style fixation.

### SENSORY FRAGRANCE

Blend of bold, woody and citrus notes of Cedarwood and Bitter Orange, enhanced by the elegant character of Grey Amber blended with Jasmine Flowers.

### SIZE

150ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

### Baobab Tein Npnf

Baobab extract, a natural nourisher for the hair structure, helps repair damage to the hair while increasing its strength. Protects against UV damage, moisturizes dry hair and nourishes the strands from root to tip.

**HOLD FACTOR: MEDIUM-STRONG 4**

## OH MY DRY

Lightweight volumizing dry shampoo with Amaranth seed extract

### CARE ACTION

- Cleanses and regenerates scalp and hair without water in just one minute
- Removes unpleasant odors and excess sebum
- Used as a finish on fine hair for volume with matte effect
- Flexible body-building effect, not extra-stiff
- Spray on the hair for a matte result

### SPECIALTIES

Spray dry shampoo, cleansing, thickening, volumizing, mattifying and perfuming.

### CARE INSTRUCTIONS

Shake well before use. Apply evenly to dry skin and hair from a distance of 20 cm. Dries in a few seconds. Remove any residue with a brush or cloth and proceed to styling.

### SENSORY FRAGRANCE

Fresh notes of Sandalwood Neroli and Bergamot to experience sensations of cleanliness and lightness, from the evergreen heart of Ylang and Tonka.

### SIZE

250ml

### PHYTO - TECHNOLOGY

The formulation is enriched with **MACROPRO** active principle. Hydrated, protected, elasticized hair.

### Naturpep Amaranth

Volumizing and invigorating. Amaranth seed extract, improves the structural integrity of hair by increasing the diameter of hair fibers for stronger, fuller, thicker, healthier-looking hair. Reduces friction between strands allowing greater hair movement.

**HOLD FACTOR: MEDIUM 3**



KNOW HOW		SUMMARY OF THE PRODUCT PLUS	
PRODUCT	CARE ACTION	PHYTO -TECHNOLOGY	SPECIALTIES
<p>BEAUTY PRIMER</p> <p>Revitalizing cream with Meadowfoam Seed Oil</p>	<ul style="list-style-type: none"> <li>• The first care gesture to restore strength and energy on every hair type, without adding weight</li> <li>• Its formulation is maximized by <b>MACROPRO</b>, the active principle</li> <li>• One gesture, four immediate results:</li> </ul> <ol style="list-style-type: none"> <li>1. Thickness and volume to thin hair</li> <li>2. Vitality to distressed hair</li> <li>3. Definition and long lasting humidity for a perfect management of the cut</li> <li>4. It reduces porosity and frizz</li> </ol>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Meadowfoam Seed Oil:</b> has a very high penetration capacity that provides a thickening and repairing action.</p>	<p>Revitalizing cream with immediate action. In blend with other styling products it enhances their cosmeticity or either lightens their hold factor. the hair and give a medium hold.</p>
<p>SEA STYLE</p> <p>Volumizing and texturizing eco spray with precious Provence Salts Crystals</p>	<ul style="list-style-type: none"> <li>• Perfect to texturize hair</li> <li>• Suitable for men and women</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Provence Salt Crystals:</b> the Crystals of this precious French Salt are the main ingredients capable of texturizing the hair to the maximum, giving soft waves and natural volume without giving a frizzy effect.</p>	<p>Salt spray to recreate the waves and natural volumes of a day spent on the beach between sea breeze and refreshing baths.</p>
<p>CURL MUST</p> <p>No-frizz curl shaping cream with Sacha Inchi Oil</p>	<ul style="list-style-type: none"> <li>• It eliminates frizz on curly hair</li> <li>• It ensures perfect hold</li> <li>• It leaves the curls soft and shiny</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Sacha Inchi Oil:</b> rich in fatty acids such as Omega 3, Omega 6 and Omega 9 to add elasticity, protection and hydration to the scalp and the hair.</p>	<p>No frizz shaping cream for curly and very curly hair. It shapes and separates the hair, making it perfectly ringed leaving it elastic and soft, not plasticized.</p>
<p>STRAIGHT RULES</p> <p>Straightening and disciplining cream, with anti-frizz and thermal protective action, enriched with Verbascum Thapsus flower petals</p>	<ul style="list-style-type: none"> <li>• It makes the hair smooth and shiny</li> <li>• It reduces frizz for 3 days long, without adding weight</li> <li>• It shields the hair from humidity</li> <li>• It makes blow-drying quicker</li> <li>• It protects the hair from hot tools</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Verbascum Thapsus Flower:</b> It shields from the harm caused by UV radiation and transform it into new visible light onto the hair.</p>	<p>Straightening and disciplining cream, with silkening, anti-frizz and thermal protective action.</p>
<p>THERMO SHIMMER</p> <p>Two-phase spray, with thermal protective and sealing action, with Veneto Green Walnuts.</p>	<ul style="list-style-type: none"> <li>• Great thermal protection</li> <li>• Illuminating, sealing</li> <li>• Glitter effect</li> <li>• Step A isolates and shields from heat, while Step B retains hydration inside the hair, sealing split ends</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Veneto Green Walnuts Phyto-Complex:</b> rich in active ingredients that shield the hair when it’s exposed to sun, wind or smog, protecting its elasticity and color.</p>	<p>Extra thin thermal protective spray, for shiny and protected hair, without adding weight.</p>
<p>EMPOWERED SHAPE</p> <p>Anti-frizz fortifying mousse with Phytocomplex of organic Red Grape skins</p>	<ul style="list-style-type: none"> <li>• Ideal on fine hair to make it stronger and full-bodied</li> <li>• Gives volume, definition and strength at every hair service</li> <li>• Antistatic effect</li> <li>• On dry hair texturizes the style</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Grape Skin Extract:</b> phytocomplex of organic Red Grape skins to prevent and protect hair from aging, environmental pollution and loss of elasticity.</p>	<p>Strong sculpting mousse, gives maximum hold to any hairstyle.</p>

KNOW HOW		SUMMARY OF THE PRODUCT PLUS	
PRODUCT	CARE ACTION	PHYTO -TECHNOLOGY	SPECIALTIES
<p>GET SHINY</p> <p>Shine effect modeling wax enriched with Chia Oil</p>	<ul style="list-style-type: none"> <li>• Perfect for wet effect looks and to exalt details</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.</p> <p><b>Chia Oil:</b> protects and prolongs the hair color; it is rich in vegetable UV shielding antioxidant elements.</p>	<p>Shiny compact wax; it shapes, defines and adds shine to the hair</p>
<p>BE MATT</p> <p>Matt effect wax with medium strong hold and Brazilian Clay</p>	<ul style="list-style-type: none"> <li>• For matt textures and a medium-strong hold, for flexible styles</li> <li>• For geometric styling and definite looks lovers</li> <li>• Ideal for short and medium length hair</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.</p> <p><b>Brazilian Clay:</b> it has great antiseptic, remineralizing and strengthening properties.</p>	<p>Matt compact wax. It gives the hair texture and volume for a long lasting medium-strong hold.</p>
<p>CONTROL FREAK</p> <p>Molding gel with Vegetable Glycerin</p>	<ul style="list-style-type: none"> <li>• Glossy fluid gel for flexible control and long lasting memory</li> <li>• Remoldable</li> <li>• Adds body and shape even to thin hair</li> <li>• It does not glue or leave any residue</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.</p> <p><b>Vegetable Glycerin:</b> moisturizes and softens the hair, making it extremely shiny. It's perfect for taming frizz and protecting the hair.</p>	<p>Light gel for messy looks, either hand shaped or brushed. Perfect to tame frizzy hair naturally.</p>
<p>ROCK ME</p> <p>Strong gel with Green Coffee</p>	<p>Strong gel for maximum control of styles, even most extreme ones.</p>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.</p> <p><b>Green Coffee:</b> is a powerful natural antioxidant element. It stimulates the hair bulb favoring the hair thickening.</p>	<p>A must-have for sculpted and particularly bright hair.</p>
<p>NO LIMITS</p> <p>Volumizing powder enriched with Panthenol</p>	<ul style="list-style-type: none"> <li>• Immediate volumizing action</li> <li>• Perfect to texturize and create flyaway looks</li> <li>• Mattifying effect</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.</p> <p><b>Panthenol:</b> long-lasting hydrating ingredient. It makes the hair thicker and more shiny.</p>	<p>Scented volumizing powder for immediate effect, similar to a fixative spray.</p> <p>It adds volume to the hair without adding weight.</p>
<p>POSH POMADE</p> <p>Light hold modeling pomade with matt finish, with Opuntia Ficus-Indica (Sicilian cactus) stem extract</p>	<ul style="list-style-type: none"> <li>• It is a delicate cream, easy to apply, with medium-light hold and a slightly matt finish</li> <li>• Suitable for different hair lengths</li> <li>• It hydrates and naturally tme unruly hair, for a tidy and elegant look</li> </ul>	<p><b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.</p> <p><b>Certified Opuntia Ficus-Indica (Sicilian Cactus) Stem Extract:</b> extracted from Sicilian Cactus. Hydrating and emollient effect on the hair.</p>	<p>Matt modeling pomade for a natural and controlled movement, even on medium lengths.</p>

KNOW HOW		SUMMARY OF THE PRODUCT PLUS	
PRODUCT	CARE ACTION	PHYTO -TECHNOLOGY	SPECIALTIES
<b>SHINE BRIGHT</b> Dry shining scented spray	<ul style="list-style-type: none"> <li>• It enlightens the haircut and the hair color</li> <li>• It reduces frizz and static electricity</li> <li>• It adds a wonderful fragrance to the hair</li> <li>• Perfect to give a 3D effect to the hair</li> </ul>	<b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.	Shining spray. Brilliance and inebriating scent on the hair in one gesture.
<b>HOT SHOT</b> Medium-strong hold hairspray	<ul style="list-style-type: none"> <li>• Professional hairsprays with medium-strong hold</li> <li>• It gives support to the styling</li> <li>• It remains workable even if it dries quickly</li> <li>• It does not leave any residue</li> </ul>	<b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.	The perfect hairspray to support every hairstyle. It shields from humidity and frizz without adding weight.
<b>STRONG BOND</b> Strong hold hairspray	<ul style="list-style-type: none"> <li>• Professional hairspray with strong hold</li> <li>• Its extra fine and uniform vaporization fixates instantly with extreme hold</li> <li>• It gives body and shine</li> <li>• It leaves no residues</li> <li>• It dries quickly</li> </ul>	<b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.	Strong hold hairspray. It adds body and shine. It guarantees maximum support and volume to the hair and to every hairstyle.
<b>UP &amp; DOWN</b> Medium hold no-gas hairspray	<ul style="list-style-type: none"> <li>• Professional no gas medium-hold hairspray</li> <li>• Anti humidity</li> <li>• It can be re-shaped after the application</li> <li>• It does not leave any residue even if used repeatedly</li> <li>• Removable with a few brush strokes</li> </ul>	<b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair.	No gas hairspray. It gives volume and shine to the hair without adding weight.
<b>STYLE ART WAX</b> Defining mattying spray with Baobab extract	<ul style="list-style-type: none"> <li>• Defines style with flexible hold and natural matte effect</li> <li>• Gives body and strength to fine hair</li> <li>• Ideal for short to medium length hair</li> <li>• Perfectly moldable with hands while drying</li> <li>• Allows for high-volume styling by shaping strands and overlapping multiple disbursements</li> </ul>	<b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Baobab Tein Npnf:</b> Baobab extract, a natural nourisher for the hair structure, helps repair damage to the hair while increasing its strength. Protects against UV damage, moisturizes dry hair and nourishes the strands from root to tip..	Wax with quick and handy spray application for a perfect hold with a matte, elastic texture.
<b>OH MY DRY</b> Lightweight volumizing dry shampoo with Amaranth seed extract	<ul style="list-style-type: none"> <li>• Cleanses and regenerates scalp and hair without water in just one minute</li> <li>• Removes unpleasant odors and excess sebum</li> <li>• Used as a finish on fine hair for volume with matte effect</li> <li>• Flexible body-building effect, not extra-stiff</li> <li>• Spray on the hair for a matte result</li> </ul>	<b>MACROPRO</b> active principle. Hydrated, protected, elasticized hair. <b>Naturpep Amaranth:</b> volumizing and invigorating. Amaranth seed extract, improves the structural integrity of hair by increasing the diameter of hair fibers for stronger, fuller, thicker, healthier-looking hair. Reduces friction between strands allowing greater hair movement.	Spray dry shampoo, cleansing, thickening, volumizing, mattifying and perfuming.

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