

# **COHERENCE AND HARMONY**



### **EVERYGREEN** becomes **STYLING**

For hairstylists, being able to finish their work by defining it in detail is an essential requirement.

As a result, hairstylists are **constantly looking for products** that provide **HOLD** and **FLEXIBILITY**, to always **OFFER AN UP-TO-DATE LOOK**.

These products must meet the needs of the most demanding customers while being easy to use also for non-experts, such as customers who want to use these products at home to create their own style on a daily basis.

Sometimes, however, **STYLING** products can weigh down hair and can be harsh on the scalp due to daily use.





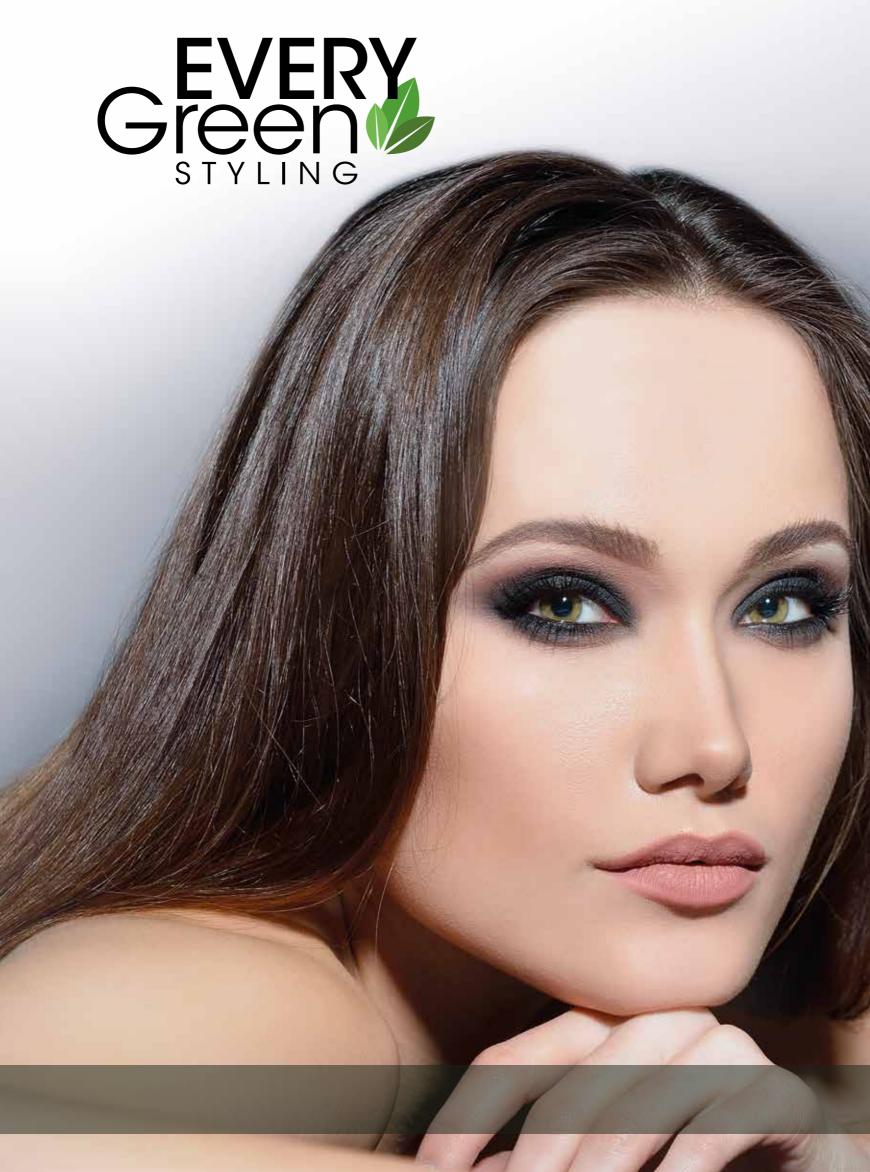






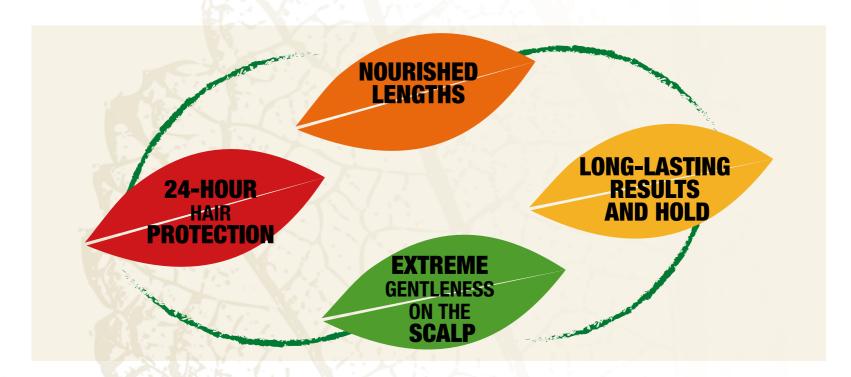








# It stands out for its **ABILITY** to **COMBINE**:



# WHAT MAKES OUR FORMULAS SPECIAL? **HIGH-TOLERABILITY FORMULAS**

- GAS FREE
- CHEMICAL FIXATIVE FREE\*
- PEG FREE\*\*
- MINERAL OIL FREE
- PARABEN FREE
- COLOURANT FREE
- **SILICONE FREE**
- **ALLERGEN-FREE FRAGRANCE**

<sup>\*</sup>Not including the Hairspray and Styling paste

<sup>\*\*</sup>Not including the Water wax.



## **LONG HOLD**

guaranteed by the use of a **NATURALLY DERIVED FIXATIVE**.

Made by fermenting non-genetically modified **CORN**, with a low **ENVIRONMENTAL IMPACT PROCESS**.

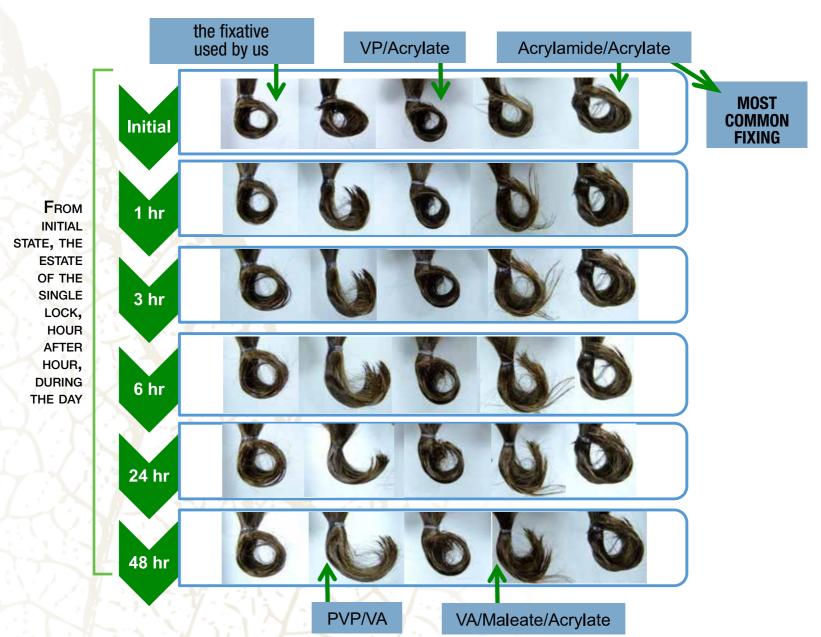
The first hair styling polymer



## With the following **PROPERTIES:**

- **→ ANTI-FRIZZ**
- ANTI-HUMIDITY
- OUTSTANDING SENSORY PROPERTIES
- EASY TO REMOVE SIMPLY BY SHAMPOOING
- **►** EXCELLENT HOLD PROVEN BY COMPARATIVE TESTS COMPARED TO THE MOST COMMON FIXATIVES USED

### **SEALING PERFORMANCE ON THE SINGLE LOCK**

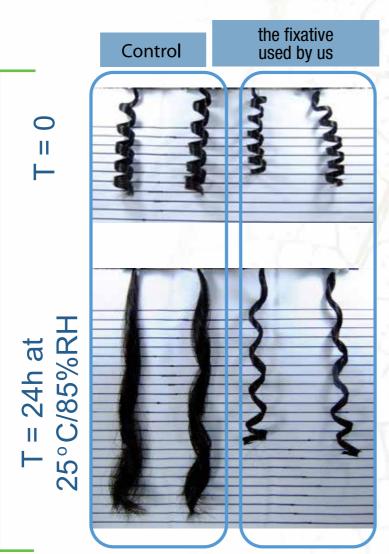


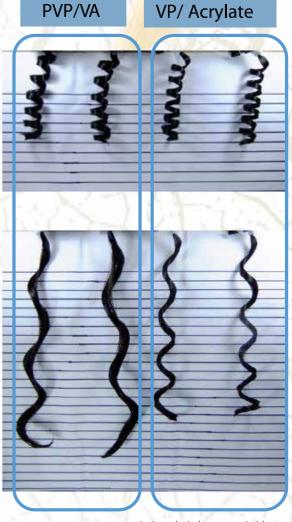


THE
COMPARISON
WITH MORE
COMMON
FIXATIVES IN
TRADE

# **SEALING PERFORMANCE ON THE SINGLE LOCK**

FROM INITIAL STATE, THE ESTATE OF THE SINGLE LOCK, HOUR AFTER HOUR, SUBJECTED AT 25° OF HEAT AND 85% OF HUMIDITY





test conducted on raw materials

# THE PRODUCTS

4 FIXING STRENGTHS: from a soft, natural hold to strong hold effects.

### NO GAS Ecological hairspray - medium hold

ORGANIC POMEGRANATE OIL - ORGANIC JOJOBA OIL

F.F. 2

Ideal for natural, soft styling. Thanks to Organic Pomegranate and Jojoba Oil, it adds shine to hair. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific anti-humidity effect. Gas free.

Directions for use: spray on clean, dry hair.

300ml e - 10.14 Fl.oz.

### **NO GAS Ecological Hairspray - strong hold**

ORGANIC POMEGRANATE OIL - ORGANIC JOJOBA OIL

F.F. 3 0000

Defines hair for a unique, bold and contemporary hairstyle. Nourishes hair without weighing it down. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific anti-humidity effect. Gas free.

Directions for use: spray on clean, dry hair.

300ml e - 10.14 Fl.oz.











### **Ecological styling mousse**

ORGANIC JOJOBA OIL - MIX OF AMINO ACIDS

F.F. 3

Ideal for stressed, fine and weakened hair. It contains a mix of amino acids, which helps restore the ideal level of hydration, body and volume with a longlasting sculpted effect. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific anti-humidity effect. The presence of Organic Jojoba Oil helps maintain a radiant colour and keeps hair looking shiny.

Directions for use: take a small amount of product in the palm of your hand. Apply evenly on damp hair, comb and then dry as normal. Do not rinse. 200ml e - 6.76 Fl.oz.

# Styling spray gel BIRCH EXTRACT - ECHINACEA EXTRACT

F.F. 2

For those who prefer things to be practical, a product in spray form, to finish your look with a simple touch. For a soft and natural result. Thanks to the presence of Birch and Echinacea extracts, it leaves hair bouncy and shiny, without weighing it down. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific anti-humidity effect.

Directions for use: spray on clean, dry hair.

150ml e - 5.07 fl. OZ.











FREE - MINERAL CIL

ECO HAIRS

STYLIN

TA FORTE



### Styling paste

ORGANIC SESAME AND APRICOT OIL



Fibrous styling paste, for fashionable styling, with a natural effect. Thanks to the presence of a natural fixing agent and Certified Organic Oils, it moisturises and protects hair even during finishing. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific antihumidity effect.

**Directions for use:** apply on washed and dried hair. Style as desired with your hands. 100 ml e - 3.38 fl. OZ.

### Water wax

ORGANIC OLIVE OIL - ARGAN OIL



For a bold style and contemporary hairstyles. Thanks to the presence of certified organic Olive and Argan Oils, it protects and nourishes hair even during styling. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific anti-humidity effect.

**Directions for use:** apply on washed and dried hair. Style as desired with your hands.

100 ml e - 3.38 fl. OZ.

### **Extra strong Glaze**

**BIRCH EXTRACT - ECHINACEA EXTRACT** 



A gel cream with a soft and palpable texture that adds body, vigour and vivacity to hair. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific anti-humidity effect.

**Directions for use:** apply the necessary amount of product on damp hair and dry it as you style it with your hands or with a brush and hair dryer. 150ml e – 5.07 fl. OZ.

### **Strong Glaze**

**BIRCH EXTRACT - ECHINACEA EXTRACT** 

F.F. 2

Soft and palpable emulsion cream that conveys tone and elasticity to the hair, for a natural and modern look. A special and innovative natural fixing agent, derived from corn, helps the hairstyle last long and has a specific anti-humidity effect.

**Directions for use:** apply the necessary amount of product on damp hair and dry it as you style it with yo<mark>ur hands or with a brush and hair dryer. 150ml e = 5.07 ft. OZ.</mark>



























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