



BOOK DI MARCA 2025

**HAIR COLOR.
BLEACHING.
SHAPE.**

DEMERAL

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OUR MISSION AND OUR VISION

Our company MISSION has always had and continues to have a precise objective: THE SAFEGUARD, PROMOTION and PROFESSIONAL GROWTH of the hairdresser.

Demeral constantly proposes innovative products and creates new services, thanks to the continuous technological and scientific research and to an accurate study of the latest fashion trends.

In order to offer the best professionalism and to adequately respond to the customers' needs, **Demeral avails itself of a team of professionals who are committed to the research and development of the products**, testing them in a systematic way and according to high standard criteria.

With this spirit and these objectives, Demeral has celebrated its first 30 years of success: from the formulations of the first products presented in the market to the present day, evolution and innovation do not stop.

**WE LIKE TO THINK THAT...
...THE BEST IS YET TO COME!**





PHYSIACOLOR. PERMANENT HAIR COLOR AMMONIA-FREE.

Ammonia-free color that uses the unique power of essential oils.



Tube of 100 ml

FEATURES	MIXING/ LAYING TIME	WHITE HAIR COVERAGE	APPLICATION
• Ammonia free, odorless • Coverage in brilliance of white hair • Iconic formula with classic color taste	STANDARD SERIES 1:1,5 with Sweet Oxidant 8,5-20-30-40 Vol. ULTRASHINE SERIES 1:2 with Sweet Oxidant 30-40 Vol. PASTEL SERIES 1:2 with Sweet Oxidant 8,5 Vol. 30 minutes with Sweet Oxidant 8,5 Vol. 35 minutes with Sweet Oxidant 20 Vol. 40 minutes with Sweet Oxidant 30 Vol. 45 minutes with Sweet Oxidant 40 Vol. Note: if a heat source is used reduce the laying time by 50% by adding 5 minutes.	All shades (<i>except the Ultrashine, Mix and Pastel series</i>) are pre-naturalized and therefore cover any percentage of white hair without the addition of natural bases. In the case of refractory hair or to ensure an optimal coverage effect and increase the hold of the reflection on more than 70% of white hair, mix: $\frac{2}{3}$ of the desired shade + $\frac{1}{3}$ of the corresponding natural shade (<i>in tone 8, 9 and 10 it is recommended to use a natural shade one tone darker</i>). Note: when applying a blend to the roots to cover high percentages of white hair, application to the lengths and tips should be done only with the reflected shade.	Apply with brush to dry, unwashed hair. Note: if the application technique requires a denser mixture, it is suggested to compact with Fitness (<i>recommended mixture 1:20 on the total oxidizing agent present in the mixture</i>).
BENEFITS			
• Up to 100% coverage of white hair • Classic color result • Up to three levels of lightening • Scalp comfort • Sublime shine • Cream gel texture			

108 NUANCES + 1 COLD REFLEX ENHANCER FOR INFINITE CREATIVE POSSIBILITIES

[illegible]

GUIDE TO CHOOSING SWEET OXIDANT IN THE MOST SUITABLE VOLUME

1,5 volumi

- For toning of the roots and balayage attachments, without moving the natural colour of the base
- For toning in lightly the lengths and tips pre-lightened
- For creating intermediate volume (3 and 5 vol.) in a blend with Sweet Oxidant at 8.5 vol.



30 min

8,5 volumi

- To cover up to 50-60% of of white hair
- For darkening or colouring the natural or artificial hair colour to the same tone height
- For colour refreshment on already coloured lengths and ends already coloured
- For colour refreshment on pre-bleached lengths
- For recolouring the lightening base after a bleaching service



35 min

20 volumi

- To cover grey hair, especially in cases of high percentages
- To darken or colour by the same tone height as the natural or natural or artificial colour
- To lighten the natural starting colour by 1-2 tones to lighten the natural starting colour by 1-2 tones
- For recovering the colour on already coloured lengths and ends- For recolouring the base after bleaching



4 m

30 volumi

- To cover so-called 'salt-and-pepper' white hair
- To lighten the natural starting colour by 2-3 tones
- For recolouring the hair after a service for recolouring the base after a pickling service more brilliant

45
min

40 volumi

- To lighten the natural natural starting colour by 3 tones on dark bases
- In a 1:2 mix with the Super Lightening Series for lightening of the natural base up to 4 tones

Customize the neutralizing touch
of your bleach with
Physiacolor
Cool Booster



CHOOSE THE RIGHT CORRECTION

The darker the base,
the more violet-blue the color of the lightening mixture



PHYSIACOLOR COOL BOOSTER.

Cold reflex enhancer for bleaching products.

FEATURES

- Exclusive formula with cold pigments **with extreme neutralizing power, unassailable by the bleach**
- Cold booster **to be added in a variable dose to the bleach**, depending on the starting base and the desired result
- Allows you to obtain **perfectly neutralized lightening undercoats on any base**, contrasting warm reflections
- **Excellent for natural-looking, cool-looking lighteners**
- Formulated to work **in synergy with all bleaching products**
- **Longer lasting neutralized result**

MIXING

Add the amount of Cool Booster to the bleach in varying doses, depending on the base color and the desired result.			
APPLICATION BASE	BLEACH	COOL BOOSTER for natural results	COOL BOOSTER for cold results
From tone height 2 to 3 (natural or cosmetic)	50 g	8 g	15 g
From tone height 4 to 6 (natural or cosmetic)	50 g	4 g	7 g
From tone height 7 to 9 (natural or cosmetic)	50 g	2 g	3 g

Laying time: 15 to 50 minutes. Progressive visual inspection is recommended. Once the desired lightening base is reached, rinse thoroughly and **even if the lightening base is optimal, shampoo and proceed with the application of a gloss or the desired toning.**

IMPORTANT NOTES

- **The doses of Cool Booster** described are indicative and may vary depending on the structure of the hair
- **To check the actual lightening level** reached and not be misled by the blue-violet color of the mixture, it is advisable to rinse a small piece of hair or to wet it with a spray bottle
- **On lighter and more sensitized lengths and ends**, it is recommended to re-prepare a second bleaching mixture by adding 1/3 or half the amount of Cool Booster compared to what was used on the roots.
- **Do not use in combination** with Gommage Color and Sun Touch Oil.



Tube of 100 ml

PHYSIACOLOR PLUS.

PERMANENT HAIR COLOR

AMMONIA-FREE, RESORCINOL AND PPD FREE.

The extraordinary evolution of “without” coloring.



Tube of 100 ml

FEATURES

- Ammonia-free, PPD and resorcinol free
- Taste color updated
- Maximum coverage of white hair
- No direct dye added

BENEFITS

- 100% coverage of white hair
- Scalp comfort
- Natural-effect brightness
- Up to three levels of lightening
- Long lasting reflections
- Optimized texture
- Pleasant fragrance

MIXING/ LAYING TIME

1:1,5 with Sweet Oxidant
8,5-20-30-40 Vol.

30 minutes with
Sweet Oxidant 8,5 Vol.

35 minutes with
Sweet Oxidant 20 Vol.

40 minutes with
Sweet Oxidant 30 Vol.

45 minutes with
Sweet Oxidant 40 Vol.

APPLICATION

**Apply with brush to dry,
unwashed hair.**

WHITE HAIR COVERAGE

LESS THAN 70%

Use the desired shade without any mixing with the basic natural series.

MORE THAN 70%

Use the desired shade in a blend with 1/3 of the corresponding natural fundamental series*.

REFRACTORY WHITE HAIR OR INTENSE COVERAGE

Use desired shade in blend with 1/2 of matching natural fundamental series*.

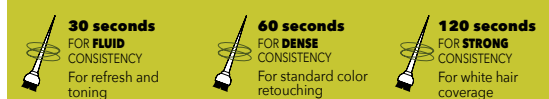
* on tone heights 8, 9 and 10 it is recommended to use a basic natural shade 1 tone darker.

OPTIMIZED TEXTURE



WITH BODY-BUILDING POLYMERS

- **Easy mixing**
- **Adjustable consistency** depending on the mixing time with the brush during the preparation of the color recipe



SHADE PORTFOLIO

PHYSIACOLOR PLUS. PERMANENT HAIR COLOR AMMONIA-FREE, RESORCINOL AND PPD FREE.

The extraordinary evolution of “without” coloring.

WARM NATURALS	NATURAL COOL	ASH	WOODY BROWNS	PEARLESCENT MOCHA	RED AND VIOLET	COPPER	COLD H-BOOST	New!
10		10,1					Basi SCURE 3-4-5	D11 D12 D20
9	9NC	9,1 9,11		9,82		9,43	Basi CHIARE 6-7-8-9	L11 L12 L22
8	8NC	8,1				8,40		
7	7NC	7,1 7,11		7,82	7,60	7,40		
6	6NC	6,1 6,11	6,35		6,60 6,22	6,44		
5	5NC	5,1	5,35	5,82				
4	4NC	4,1	4,35		4,60 4,22			
3	3NC		3,35					
1								

GLOSS TONES			
10 very light yellow	0/01	0/26	0/13
9 light yellow	0/02	0/22	0/43
8 intense yellow	0/12	0/11	
7 orange yellow			
6 orange red			

GLOSS GREY			
WHITE HAIR	GREY light	GREY medium	GREY dark

Dilution - 1:1,5
 Gloss Tones dilution - 1:1,5
 Gloss Grey dilution - 1:1,5

CLASSIC LED. PERMANENT HAIR COLOR WITH AMMONIA.

First generation HD color with low ammonia content.



Tube of 100 ml

MIXING/ LAYING TIME	COMPONENTS	WHITE HAIR COVERAGE	APPLICATION
STANDARD SERIES 1:1 with Oxidant Cream 10-20-30-40 Vol.	• Micro-molecular technology that requires reduced ammonia content.	Define the mixture according to the percentage of white hair:	Apply with brush to dry, unwashed hair.
ULTRA BLOND SERIES 1:2 with Oxidant Cream 30-40 Vol.	• HD Chromatic Particles: characterized by multidimensional colorants that reveal maximum color intensity.	• Less than 70% use of the chosen shade.	
FILTER SERIES 1:1 with Oxidant Cream 10-20 Vol.	• Argan Oil and Protein Extracts: provide strength, elasticity and unparalleled shine.	• More than 70% $\frac{2}{3}$ chosen shade + $\frac{1}{3}$ corresponding natural shade or one tone darker. • Refractory white hair $\frac{1}{2}$ chosen shade + $\frac{1}{2}$ corresponding natural shade or one tone darker.	
30 minutes with Oxidant Cream 10 Vol. 35 minutes with Oxidant Cream 20 Vol. 40 minutes with Oxidant Cream 30 Vol. 45 minutes with Oxidant Cream 40 Vol.		Note: when applying a blend to the roots to cover high percentages of white hair, application to the lengths and tips should be done only with the reflected shade.	
Note: if a heat source is used reduce the laying time by 50% by adding 5 minutes.			

98 HD SHADES, FOR ENDLESS CREATIVE POSSIBILITIES

Tone height	N NATURAL	,1 - ,12 ASH - ASH IRISÉE	,2 - ,23 VIOLET - GOLDEN IRISÉE	,3 - ,34 GOLDEN - GOLDEN COPPER	,4 COPPER	,5 MAHOGANY	,6 RED	,35 BROWN	/0 AGELESS	,13 ASH BEIGE	,31 GOLDEN BEIGE	,8 PATÉ	,14 ASH COPPER	ULTRA BLOND COLOR FILTER
1 Black	1	1,10												901S 902S
2 Very dark brown														931S 900S
3 Dark brown	3		3,26					3,35						
4 Medium brown	4	4,1	4,20	4,34		4,15 4,5	4,62 4,66	4,35	4/0			4,8	4,14	
5 Light brown	5	5,1 5,12	5,22	5,3			5,62 5,66	5,35	5/0			5,8	5,14	
6 Dark blonde	6	6,1 6,12	6,20 6,23	6,3 6,34	6,4	6,5	6,66	6,35	6/0			6,8	6,14	
7 Medium blonde	7	7,1 7,12		7,3	7,43 7,44		7,66		7/0	7,13	7,31	7,8	7,14	
8 Light blonde	8	8,1 8,12	8,23	8,3 8,34	8,43 8,44				8/0					
9 Very light blonde	9	9,1 9,12	9,2 9,23	9,3					9/0	9,13	9,31			
10 Lightest blonde	10	10,1	10,23	10,3							10,31			



Bottle of 1000 ml

OXIDANT CREAM

10 volumes:

for up to 70-80% coverage of white hair - for darkening or coloring of the same tone height - for color recovery on lengths and tips.

20 volumes:

for perfect coverage of white hair - to lighten up to 2 tones - for color recovery on lengths and tips.

30 volumes:

for optimal coverage of salt-and-pepper hair - for lightening up to 3 tones - for more transparent and brilliant color results.

40 volumes:

to lighten the natural starting color by 3 tones on dark backgrounds using the standard series and to lighten the natural starting color by 4 tones using the Ultra Blond series.

LED COLOR FILTER

F.15	F.52	F.85		
F.3	F.4	F.1	F.2	F.26
F.32	F.82	F.28	F.6	F.22
F.0	M.11	M.21	M.23	

LED iBLUE - Haircolor Level Free. PERMANENT HAIR COLOR WITHOUT TONE HEIGHT - REINFORCED WITH COLD REFLECTIONS

Led's neutralizing sister for a natural, light and extra neutralized result.



Tube of 100 ml

FEATURES

The new generation of permanent hair color, without tone height, reinforced with cold reflections, for a natural and light result, perfectly neutralized.

PERFORMANCES

- Customized natural or cool result
- Neutralized reflections on all bases
- Preserves the natural transparency of the hair
- Unparalleled lightness effect*
- Up to 2 and a half tones of lightening
- Gentle regrowth
- Long lasting result

* Compared with classical Led.

MIXING/ LAYING TIME

1:1 with Oxidant Cream 10-20-30 Vol.

30 minutes with Oxidant Cream 10 Vol.

35 minutes with Oxidant Cream 20 Vol.

40 minutes with Oxidant Cream 30 Vol.

COMPONENTS

Extra neutralizing Level Free technology

Innovative formulation without tone height, characterized by more cold reflections and less depth that enhances the neutralizing action of coloration. **Contains a pool of perfectly balanced blue pigments in each shade to neutralize or cool any melanin background,** ensuring the most natural result ever.

WHITE HAIR COVERAGE

- **LESS THAN 30% Not perfect coverage** but aesthetically pleasing.
- **MORE THAN 30% No coverage results are possible with Led iBlue.** However, you can use a classic Led shade for optimal coverage on the roots, while iBlue will be used on the lengths and tips.

APPLICATION

Apply with brush to dry, unwashed hair.

13 LEVEL FRE SHADESE + 1 CLEAR

APPLICABLE ON DIFFERENT TONE HEIGHTS

6 SHADES FOR DARK BASES

APPLICABLE ON NATURAL BASES FROM 2 TO 5

	S.11	S.17	S.12	S.01	S.13	S.14
5						
4						
3						
2						



Each shade can be applied to different bases of application, resulting in different neutralized color results.

7 SHADES FOR LIGHT BASES

APPLICABLE ON NATURAL BASES FROM 6 TO 10

	C.10	C.11	C.12	C.18	C.01	C.13	C.14
10							
9							
8							
7							
6							

OXIDANT CREAM

20 VOL
Lightening
UP TO 2 TONES

30 VOL
Lightening
UP TO 2,5 TONES

10 VOL
Lightening
UP TO 1 TONE
(one and a half tone
on light bases)

RECOMMENDED FOR ROOTS

- Reduces the development of warm undertones
- Promotes long lasting cool highlights

Note: do not use Led iBlue with an oxidant higher than 30 volumes.

CLEAR



The Clear shade can be used in a mix with the C shades (light bases), to dilute the reflection on pre-lightened locks with base 8-9-10 in toning services.

For a medium neutralized color: $\frac{3}{4}$ iBlue shade C + $\frac{1}{4}$ Clear

For a slightly neutralized color: $\frac{1}{2}$ iBlue shade C + $\frac{1}{2}$ Clear

DO NOT USE CLEAR IN MIX WITH S SHADES (dark bases).

acid pH

I INTRODUCE YOU TO A FRIEND
WHO NATURALIZES THE EFFECT OF OXIDATION COLORING

MODI[pH]IER

pH MODIFIER

The must-have additive for color services with natural effect

NO MORE WITHOUT!

The most exclusive secret of the
guru Colorists of the moment



ORGANIC ACID COMPLEX Innovation

Depending on the need, it slows or
completely inhibits the lightening of
natural melanins



TRANSFORMS AN OXIDATION COLOR INTO A TONE-ON-TONE FORMULATION WITH A SWEET
ALKALINE pH OR INTO A REFLEX FORMULATION WITH ACID pH

Just a few drops are enough to progressively reduce the alkalinity of the color

MODIPHIER. pH MODIFIER FOR OXIDATION COLORING.

Ideal for naturalizing the effect of a permanent oxidation coloration.

FEATURES

- **Naturalizes the effect of oxidation coloring** in favor of a result of absolute naturalness
- Depending on the desired result, it **slows or completely inhibits the lightening of natural melanins**
- **Eliminates porosity** with exceptional results in terms of shine and combability
- **Personalizes the performance of permanent coloring** without having to use another color range

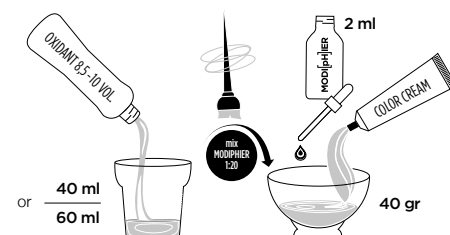
COMPONENTS

THE ORGANIC ACID COMPLEX acts as an **antagonist of the alkaline environment**, progressively reducing the intensity of the alkalinizing agent present in the mixture. A personalized response to every need: it transforms the performance of a permanent oxidation coloration into that of a tone on tone coloration with a mild alkaline pH or a reflex coloration with an acid pH.

DIRECTIONS

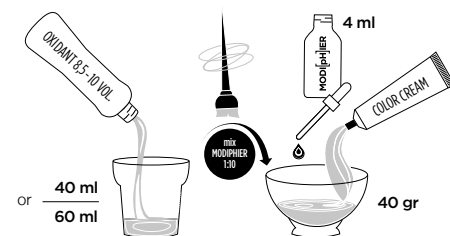
MIX 1:20

to transform a permanent coloration into a **TONE ON TONE** WITH A SWEET ALKALINE pH



MIX 1:10

to transform a permanent coloration into an **ACID pH REFLECTIVE** coloration



TECHNICAL TIPS

- The calculation of the number of ml of Modiphier to be added to the mixture (mix 1:20 or 1:10) depends exclusively on the amount of dyeing cream used; do not consider in the calculation the amount of oxidizing agent used.
- One dropper pipette of Modiphier is equivalent to 2 ml of product; half a dropper pipette is equivalent to 1 ml of product.
- It is recommended to use only in mixture with permanent oxidation colors. Do not use the product pure or for other unintended uses.
- Do not increase the amount of Modiphier beyond the mix 1:10 because the acidity of the mixture would become excessive, therefore unable to oxidize and color.
- Always use the oxidizers of the coloring line for a result consistent with what is expected.
- In case of contact with eyes causes eye damage; in case of contact with skin causes skin irritation.



Bottle of 100 ml

WE REALIZED HOW PRECIOUS TIME IS!

It has arrived

TIME^{15'} PLEX



**CREATED
BY COLORISTS
FOR COLORISTS**

**THE COLOR ACCELERATOR
THAT HALVES COLORING TIME**

COLOR SERVICES BECOME THE FASTEST EVER, WITHOUT COMPROMISING ON RESULTS

TIMEPLEX. COLOR ACCELERATOR.

A few drops in the mixture and the color acts in half the time.

FEATURES

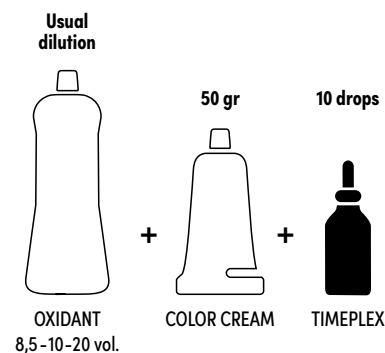
- **Good coverage** of white hair
- **Faithful color result** using the usual coloring
- **Suitable for use with both ammonia and ammonia-free coloring**

COMPONENTS

Its formulation contains a **color carrier that accelerates the penetration and oxidation process of the pigments**; a few drops in the mixture and the coloring acts in half the time, without the use of a heat source.

DIRECTIONS

Add Timeplex to the established color recipe according to the following proportions: **10 DROPS EACH 50 g OF COLORING CREAM** (the oxidizing agent is excluded from the calculation). Mix thoroughly and proceed as usual with the application of the coloration.



SERVICES

- Color recovery
- Micro-recording of color in the "T" zone without creating overload
- Color recovery and toning played simultaneously
- Quickly create a color foundation on the same day of lightening
- Play with lightening and color effects in a single step
- Test strands quickly

LAYING TIME

COLORING	OXYDANT	LAYING TIME WITH TIMEPLEX	TRADITIONAL LAYING TIME
LED	10 - 20 vol.	15 min.	30 - 35 min.
PHYSIACOLOR	8,5 - 20 vol.	20 min.	30 - 35 min.

TECHNICAL TIPS

TIPS FOR RECIPE PREPARATION IN COLOR RECOVERY SERVICES:

1. **If the regrowth is less than half a centimeter (micro-growth):** proceed with the preparation of the recipe with the addition of Timeplex without any special precautions, with the possibility of an application on the roots to full head or limited to the "T" zone.
2. **If the regrowth is more than half a centimeter:** in the presence of white hair add to the usual mixture 1/3 of natural series of a tone darker, while on natural hair add 1/3 of series reflex of a tone darker than that used.

Note: in a color recovery service on which the lengths have been lightened recently, prepare the usual color recipe in mix with Timeplex without modifying it with the percentage of nuance of the darkest tone, in order to achieve a more harmonious connection.

⚠ DO NOT USE TIMEPLEX IN COLOR RECOVERY SERVICES WITH A XL REGROWTH (greater than 1.5-2 cm).



Bottle of 100 ml with dropper

DO YOU WANT TO FORGET WHITE HAIR WHILE REMAINING YOURSELF?
IT'S SIMPLE, IN 5 MINUTES

elements **5'**



Color System For Men

THE MOST MALE SYSTEM
TO MASK THE WHITE HAIR OF MAN

Does not create helmet effect, does not leave any regrowth effect
HIGH-DISCRETION FORMULA. Without ammonia
Fades progressively in 5-6 weeks

ELEMENTS 5'. COLOR SYSTEM FOR MEN.

Ideal as a high-discretion male beauty service.



Tube of 60 ml

MIXING/ LAYING TIME	FEATURES	COMPONENTS	IDEAL FOR
1:1 with Sweet Oxidant 8,5 or 20 Volumes. 8,5 Volumes: for a masking effect without lightening the natural base. 20 Volumes: for a white hair coverage effect of up to 100%.	• Elegantly masks the white hair of the man. • High-discretion formula, ammonia-free. • Does not create the “helmet” effect. • Without any regrowth and turning to red.	AMMONIA-FREE New type of dyes that give a cool masculine reflection, remaining unchanged over time and avoiding the annoying appearance of reddish highlights.	Enhance in-salon male beauty services.
	APPLICATION	WHITE HAIR COVERAGE	SHADES
5 to 20 minutes depending on the desired masking effect.	Apply to dry, unwashed hair at the head wash.	Masks in 10 minutes with great discretion, giving a natural and lived-in effect.	5 cool masculine shades and 1 natural grey shade.

DO YOU WANT FASHIONABLE HIGHLIGHTS
WITHOUT BLEACHING YOUR HAIR?

COLOR
excess



One.
Effective as two.

FASHION HIGHLIGHTS, MÈCHES AND GLAZES, WITHOUT PRIOR
BLEACHING OF THE HAIR

QUICK SERVICE: IN A SINGLE GESTURE, IN 15 MINUTES ■

RICH, INTENSE AND LONG-LASTING COLOR RESULTS ■

CREATIVE TOOL FOR EXPERT COLORISTS: IDEAL ON MEDIUM TO
MEDIUM-DARK, NATURAL OR COLORED BASES

TWICE AS RICH A COLOR FOR LIGHTENING AND COLORING IN A SINGLE STEP

COLOR EXCESS. COLORING CREAM FOR MÈCHES.

Ideal for lighting natural and colored bases in a single gesture, without the need to pre-lighten. High deposit action on tone levels from 3 to 6.



Tube of 60 ml

MIXING/ LAYING TIME

1:1,5 with Oxidant Cream
20-30-40 Volumes.

Note: for the choice of the shades and the volume of the oxidizer to be used on colored bases, it is recommended to consult the applicability table in the color card.

- **35 minutes** on open air
- **15 minutes** under heat sources

Note:

- Color Excess should not be applied on the scalp (start application ½ cm from the roots, as Color Excess migrates by capillarity towards the roots).
- Applied to freshly colored hair, the color effect may be less noticeable.
- Do not apply on hair colored at tone height 1-2-3: the result will be little or not at all visible.

FEATURES

- To lighten and color in a single gesture.
- Fashionable highlights, mèches and glazes, without the need to pre-lighten.
- Rich, intense color result.
- deal on medium to medium-dark, natural* or tinted** bases.

* natural dark bases 2-3-4-5-6

** colored dark bases 4-5-6

APPLICATION

Apply to dry, unwashed hair.

LIGHTENING POWER

- Lightens natural hair up to 4-5 tones.
- Lightens colored hair up to 3 tones.

IMPORTANT

Used on lengths and tips in Color Matching with Led or Physiicolor (applied at the root), it can eliminate any darker overload due to repeated applications of dyes.

WHITE HAIR COVERAGE

Does not cover white hair.

MANTAINANCE

TO INTENSIFY THE REFLECTIONS BETWEEN TWO SERVICES

- Mix 15 ml of Color Excess with 15 ml of warm water; apply quickly with the brush on the areas to be treated.
- Leave on from 5 to 15 minutes.

Note: these maintenance rules are valid only with the shades magenta, noble red, red copper and pure copper.

SHADES

Available in 7 fashionable shades: magenta, noble red, pure copper, velvety purple, mocha, cashmere.

BRING COLOR TO LIFE!
DISCOVER THE SECRET WEAPON OF THE BEST COLORISTS

ILLUMINATE



15 CONCENTRATES OF PURE COLOR

THE REAL SECRET OF THE SPECIALIZED COLORIST

Sublimated, luminous reflections and ultra-respected hair
WITHOUT HYDROGEN PEROXIDE. WITHOUT AMMONIA
Lasts up to 6 shampoos

ILLUMINATE. DIRECT COLORING.

Ideal for toning, brightening, repigmenting and illuminating.



Bottle of 125 ml

FEATURES	COMPONENTS	IDEAL FOR	APPLICATION
• Direct coloring, ready to use. • Lasts up to 6 shampoos without any regrowth effect at the roots. • Sublimated, luminous reflections and ultra-respected hair. • No bleaching power: no hydrogen peroxide, no ammonia.	New generation ready-to-use direct dyes; just a few drops of product for an immediately visible result.	Indispensable tool to revive, repigment, tone, illuminate.	Apply to washed and towel-dried hair. Note: when used as a repigmentation, apply to dry, unwashed hair.
LAYING TIME	WHITE HAIR COVERAGE	SHADES	
• Natural hair: 15 to 30 minutes depending on desired intensity. • Colored hair: 5 to 15 minutes depending on desired intensity. Note: heat source recommended only in case of repigmentation.	• Not suitable for covering white hair. • Shades 3 - 4,3- 5,34 - 6,34 mask white hair up to 20%.	• 14 pure color concentrates. • 1 Transparent Solution used as a gloss treatment and intensity modulator.	



EXPRESS TONING WITH

Beauty Drink INSTANT WASH

Not a colour shampoo
It's colour in a shampoo

- / EXPRESS TONING: REFRESH, PASTELISATION AND NEUTRALISATION
- / HIGHLY PIGMENTED FORMULA
- / LOW COMMITMENT, DURATION 1-4 SHAMPOOS
- / QUICK AND EASY, MAXIMUM APPLICATION TIME OF 10 MINUTES
- / GIVES RADIANCE AND PRESERVES MOISTURE
- / PERFECT SOLUTION AS A MAINTENANCE ROUTINE

BEAUTY DRINK INSTANT WASH.

COLOR-REFRESH SHAMPOO.

Ideal as a color-refresh shampoo to instantly brighten and maintain highlights.



Bottle of 100 ml - 250 ml

FEATURES	COMPONENTS	IDEAL	APPLICATION
• Color-refresh shampoo with instant grip.	• High intensity temporary dyes. • Conditioners. • Porosity equalizers.	• As color refreshers of existing highlights. • As pastelizers preceded by a level 8-9-10 pre-lightening.	Wear appropriate gloves. On wet and towel-dried hair, apply Instant Wash Shampoo in the chosen shade; distribute carefully and massage in. Comb through and leave on for 1 to 5 minutes depending on the desired effect. When finished, emulsify and massage gently to complete cleansing; finally, rinse thoroughly and condition only if necessary.
IDEAL BASES	DURATION	SHADES	
• As a refresh: on existing warm reflections. • As a pastelizer: on pre-lightened locks at 8-9-10 tone height.	1 to 3 shampoos depending on hair porosity and sensitivity.	Available in 7 sophisticated shades: • Magenta: shampoo with magenta pigments to create bold raspberry highlights. • Candy Rose: shampoo with bright pink pigments to create pink highlights on light bases. • Candy Peach: shampoo with peach pigments to create coppery pink highlights on light bases. • Clay Sand: shampoo with beige pearlescent pigments to create irisée sand highlights on light bases. • Satin Freeze: shampoo with mocha pigments to create bronze highlights on blondes and brunettes. • Satin Antique: shampoo with satin copper pigments to create coral highlights on blondes and coppers. • Satin Sahara: shampoo with satin-finish sand pigments to create beige highlights on very light bases.	

BLOND SPECIALIST

THE COMPLETE BLEACHING PLATFORM TO ACHIEVE A PERFECT,
TAILOR-MADE BLEACHING EFFECT FOR EVERY CUSTOMER



SIX KEY PRODUCTS

BLEACHFUL WHITE COMPACT BLEACHING POWDER

UAIT PLEX BLEACHING POWDER WITH INTEGRATED PLEX & GRAY-BLACK PIGMENT

UAIT PASTE BLEACHING PASTE WITH COSMETIC ACTION

SUN TOUCH OIL AMMONIA-FREE LIGHTENING OIL

PHYSIAMÈCHES 100% AMMONIA-FREE LIGHTENING CREAM

GOMMAGE COLOR PICKLING GEL

BLEACHFUL. WHITE COMPACT BLEACHING POWDER.

Performance formulation ideal for all lightening techniques.



Can of 1000 g

MIXING/ LAYING TIME

1:1,5 - 1:2 with Oxidant
8,5-10-20-30-40 Vol.

- 30 g of White Compact Bleaching Powder + 45 ml of Oxidant Cream + 5 ml Bond Helper preservative additive.

- **Maximum 50-60 minutes** depending on the desired result.

- **No in scalp.**

- **No heat source.**
It is possible to use the heat source only in cases of free air bleaching.

ADVANTAGES

- White texture for easy background reading,
- Suitable for various lightening techniques.
- Reduced ammonia volatility.
- Does not chalk: maintains high moisture content during application.

LIGHTNING POWER

Up to 8 tones*.

* On natural hair;
7 on colored hair.

Note: to increase the neutralizing power, mix with Physiicolor Cool Booster.

IDEAL FOR

- All bleaching techniques: free air and occlusion.
- Bleaching on lengths and tips (not in scalp).

APPLICATION

Apply with brush to dry, unwashed hair.

RECOMMENDED

On natural or colored hair.

NOTE

For an effective bleaching action and to prevent the product from swelling during the application time, prepare 30 g of fresh product each time; if necessary, re-prepare the product.

BOND HELPER. PRESERVATIVE ADDITIVE.

Protective booster with shielding agents to be added to Bleachful before use.



Bottle of 200 ml

MIXING

IN THE BLEACH

5 ml for every 30 g of bleaching powder.

IN THE COLOR

3 ml for every 50 g of color.

Note:

- do not exceed the indicated dose.
- shake before use.

ADVANTAGES

- **Preservative additive** studied to act in synergy with Bleachful.
- Does not inhibit the bleaching process.
- Ensures maximum respect for the hair during the bleaching process.
- Helps to even out the porosity of the hair, ensuring a more uniform and controlled lightening.

COMPONENTS

- **New generation shielding complexes:**
 - to preserve the hair structure during lightening services.
 - for a more uniform and controlled lightening.
- Paraben & Sulfate free.

RESULT

It offers peace of mind, assurance and security during lightening services.

UAIT PLEX.

BLEACHING POWDER WITH INTEGRATED PLEX & GRAY-BLACK PIGMENT.

Ideal for achieving clean and controlled lightening, in full respect of the hair fiber.



Sachet of 700 g

MIXING/ LAYING TIME	ADVANTAGES	IDEAL FOR	APPLICATION
GLOBAL 1:1,5 - 1:2 with Oxidant 10-20-30 Vol. IN OCCLUSION 1:1,5 - 1:2 with Oxidant 10-20-30 Vol. FREE AIR 1:1 - 1:1,5 with Oxidant 10-20-30-40 Vol.	• High concentration of bonder agents inside: protection and respect for the hair fiber. • Cleaner and more controlled lightening base thanks to the gray-black pigment. • Elastic texture with greater adherence to the hair. • Suitable for all lightening techniques. • Does not swell or drip during application time.	• All lightening techniques.	Apply with brush to dry, unwashed hair.
• Maximum 50-60 minutes depending on the desired result. • No in scalp.	LIGHTNING POWER	RECOMMENDED	NOTE
	Up to 8 tones.	On natural or colored hair.	To increase the neutralizing power, mix with Physiacolor Cool Booster.

UAIT PASTE. BLEACHING PASTE WITH COSMETIC ACTION.

Perfect for all freehand lightening techniques and for scalp bleaching that requires delicacy.



Formato: busta da 500 g

MIXING/ LAYING TIME

GLOBAL

1:1,5 - 1:2 with Oxidant
10-20-30-40 Vol.

IN OCCLUSION

1:1 - 1:1,5 with Oxidant
10-20-30-40 Vol.

FREE AIR

1:1 - 1:1,5 with Oxidant
10-20-30-40 Vol.

- **Maximum 50-60 minutes** depending on the desired result.
- **No 40 volumes in scalp.**

ADVANTAGES

- Excellent for freehand lightening.
- Suitable for skin lightening with the utmost delicacy.
- Treatment formula with natural waxes and oils that respect the hair fiber.
- Free of ammonia fumes and volatile powders.

IDEAL FOR

- Precision techniques and creative lightening.
- Global bleaching on roots, lengths and tips.

APPLICATION

Apply with brush to dry, unwashed hair.

LIGHTNING POWER

Up to 6 tones.

RECOMMENDED

On natural or colored hair.

NOTE

To increase the neutralizing power, mix with Physiacolor Cool Booster.

SUN TOUCH OIL. LIGHTENING OIL MULTIPLE-ACTIONS, AMMONIA-FREE.

Perfect for streak harmonizing services and light color cleaning.



Bottle of 500 ml

MIXING/ LAYING TIME

- 1:2** with Oxidant
10-20-30-40 Vol.
-
- **Maximum 20 minutes** depending on the desired result and depending on the starting tone height.
 - **No heat source.**

ADVANTAGES

- Perfect for light color cleansing.
- Harmonizes balayage with the remaining natural base.
- Ammonia-free: odor-free.
- Gel texture.

IDEAL FOR

- Light and delicate Sunkissed lightening.
- Light color cleaning.
- Harmonizations with balayage.

APPLICATION

- Mix in a Sun Touch Oil bottle with the prescribed amount of oxidizing agent.
- Shake until a homogeneous gel texture is obtained.
- **Proceed with the application to the head wash according to the chosen technique.**

LIGHTNING POWER

- **Up to 2 tones on natural hair.**
- **Up to 1 tone on colored hair.**

RECOMMENDED

On natural hair.

Note: in the presence of colored hair, lightening is limited by the type of reflection and the overload of artificial coloring present. Therefore it is important to remember that on colored hair the lightening power of SUN TOUCH OIL is reduced to one tone.

PHYSIAMÈCHES.

LIGHTENING CREAM

100% AMMONIA-FREE.

Indicated for services of Mèches & Balayages wrapped foils.



Blond Cream: tube of 100 ml
Luminoforce: sachet of 25 g

MIXING/ LAYING TIME	ADVANTAGES	IDEAL FOR	APPLICATION
15 g Blonde Cream + 25 g Luminoforce (1 sachet) + 15-30* ml Oxidant 8,5-20-30-40 Vol. * depending on the desired consistency. • Up to 15 minutes with heat source. • Up to 30 minutes without heat source.	• Ammonia-free: odorless. • Laying time reduced thanks to the heat source. • Excellent for occlusion lightening. • Uniform and controlled cosmetic brightening. • Creamy texture; not leak or puffy.	All the techniques of Mèches & Balayages wrapped in foils.	Apply with brush to dry, unwashed hair.
LIGHTNING POWER	RECOMMENDED	NOTE	
Up to 5 tones.	On natural or colored hair.	To increase the neutralizing power, mix with Physiacolor Cool Booster.	

GOMMAGE COLOR. PICKLING GEL AMMONIA-FREE.

Perfect for gradual and gentle reduction of artificial pigments in oxidation dyes.



Reducing acid base: tube of 150 ml
Catalyst solution: tube of 150 ml

MIXING/ LAYING TIME	ADVANTAGES	IDEAL FOR	APPLICATION
1:1 mix in equal parts Acid Reducing Base and Catalyst Solution 25 minutes with heat source.	• Progressively removes artificial pigments from oxidation dyes. • Does not lighten the natural hair color. • Optimal for use even on heavily treated hair. • Respect for the structure and optimal shine.	Gradually and gently remove or artificial pigments of oxidation colors.	Apply with the brush on dry, unwashed hair.
	LIGHTNING POWER	RECOMMENDED	NOTE
	Up to 4 tones when applied on optimal bases.	• On hair colored with an oxidation dye, which has a high percentage of white hairs. • On colored hair whose shade to be removed is at least 3 shades darker than the client's natural color.	• Not suitable for use on natural hair or hair treated with direct and/ or vegetable dyes. • For the recoloring of the base, it is advisable to use a shade 1 or 2 tones lighter than the one desired, mixed with oxidizer at 30 volumes.

Haircolor Primer.

PNH SERIES.



For the best color ever!

The professional protocol for color services, balayage and lightening, that prioritizes scalp protection and ensures 100% optimized color results.

SCALP PRIMER.

Scalp protective oil.

BEFORE EVERY OXIDATION AND BLEACHING SERVICE.



Bottle of 150 ml

BENEFITS

- Provides a protective moisturizing layer on the scalp.
- Reduces possible skin discomfort during oxidative services.
- Prevents tingling, itching and redness.

APPLICATION

Apply in horizontal sections directly to skin; focus on most sensitive areas. Lightly pat the oil in with your thumb or index finger. Use up to a maximum of 5-8 ml, avoiding overdosing which could impact color performance. When finished, do not rinse, do not dry, and do not observe any setting time. Continue with the preparation of the coloring or lightening product as usual.

Note:

- if the product solidifies because it is exposed to temperatures below 20°C, it will be sufficient to heat the bottle with warm water to restore it to its optimal semi-fluid consistency.

FOR SALON USE ONLY

HAIR PRIMER.

Lengths perfecting pre-treatment.

BEFORE EACH OXIDATION DYE, BALAYAGE AND LIGHTENING SERVICE.



Bottle of 500 ml

BENEFITS

- Optimizes the color result on the lengths.
- Prevents the onset of overload and metallic shading.
- Ensures even color without irregularities.
- Provides extra mirror effect shine.

APPLICATION

Spray onto dry hair, section by section, from tip to root, focusing primarily on lengths. Spray enough product to dampen hair; massage gently and comb through to ensure optimal distribution. Allow product to dry the product in the open air, until you prepare the coloring or the intended lightening blend.

Note:

- If you tone or recolor after shampooing, you do not need to reapply Hair Primer to the lengths and ends.
- If white crystals appear on the nozzle, wipe with a cloth; if necessary, rinse the nozzle with warm water.

FOR SALON USE ONLY

PNH

PHYSIACOLOR
NOURISH
HAIR

THE SEALING BEAUTY ROUTINE
TO NOURISH COLOR-LOVING HAIR



the perfect color starts like this!

NOURISHMENT, DURABILITY
AND SHINE, NOW TOGETHER

SERUM SUBLIME.

Pre-Cream Shampoo

NEW!

FEATURES

- Resurfaces and smoothes the surface layers of the hair
- Nourishes, moisturises and greatly facilitates detangling
- Visibly repaired, soft and shiny hair
- Amplifies the effectiveness of subsequent colour treatments (with layering application, layering the product with colouring and toning treatments)
- Strengthens hair by minimising the risk of breakage before shampooing- Helps prevent colour fading
- Smoothes and moisturises dry and dehydrated areas of the skin

APPLICATION

Moisten hair with a sprayer; take 3 to 6 doses of product depending on length. Start with application from the ends, the most damaged areas, and work your way up gradually towards the lengths. Comb through and make sure the hair is well saturated with product. Place a warm, slightly damp towel over the hair as a turban and leave on for 8-10 minutes; when finished, rinse thoroughly. Continue with a scalp-specific shampoo; rinse and cleanse the lengths with PNH Bain Sublime, choosing the most appropriate nutrition index. Finally, to complete the beauty routine, apply Aqua Sublime liquid lamellar mask on fine hair or Masque Sublime on medium or coarse hair.



Vase of 500 ml, bottle of 250 ml

BAIN SUBLIME 1.

Nourishing color-enhancing shampoo.

LIGHT NOURISHMENT - FOR COLOR-TREATED AND LIGHTLY SENSITIZED HAIR.



Bottle of 1000 ml - 250 ml - 100 ml

FEATURES

- Gently cleanses with a full-bodied lather.
- Provides light nourishment to the hair fiber.
- Leaves hair soft and protected.
- Antioxidant effect: counteracts the action of free radicals.

APPLICATION

Apply Bain Sublime 1 by spreading it over previously dampened hair. Massage carefully to cleanse, comb through and rinse.

If necessary, repeat the application. Rinse thoroughly.

IMMEDIATE EFFECT, NO NEED TO LEAVE ON.

BAIN SUBLIME 2.

Nourishing color-enhancing shampoo.

INTENSE NOURISHMENT - FOR COLORED AND BLEACHED HAIR.



Bottle of 1000 ml - 250 ml - 100 ml

FEATURES

- Gently cleanses with a full-bodied lather.
- Provides intense nourishment to the hair fiber.
- Makes hair exceptionally easy to comb and detangle.
- Antioxidant effect: counteracts the action of free radicals.

APPLICATION

Apply Bain Sublime 2 by spreading it over previously dampened hair. Massage carefully to cleanse, comb through and rinse.

If necessary, repeat the application. Rinse thoroughly.

IMMEDIATE EFFECT, NO NEED TO LEAVE ON.

MASQUE SUBLIME.

Lipid-replenishing and sealing mask.

FOR COLORED AND HEAVILY TREATED HAIR.

FEATURES

- Provides nourishment and softness for smooth and light hair.
- Seals in color and improves hold.
- Optimizes pH level after a color service.
- Makes the hair bright by strengthening the structure.
- Antioxidant effect: counteracts the action of free radicals.

APPLICATION

After using Bain Sublime with the appropriate nutrition index, apply one or two nuts of Masque Sublime strand by strand; massage in gently and comb through.

LEAVE IN PLACE FOR AT LEAST ONE MINUTE, emulsify and rinse thoroughly.



Vase of 500 ml - 200 ml

MASQUE VINTAGE SUBLIME.

For natural effect lightening with a vintage touch

WITH SPECIAL IRIDESCENT POWDER PIGMENTS

FEATURES

- Dresses lightenings with naturalness and luminosity with an elegant vintage touch
- Unique perfecting gloss for all bases with balayage
- Soft and smooth hair
- Ideal on blond or pre-lightened hair

APPLICATION

After using Bain Sublime with the appropriate nutrition index, apply a targeted amount of Masque Vintage Sublime carefully to washed and towel-dried hair; comb through and leave on for 3 to 15 minutes depending on the desired result. When finished, rinse thoroughly until water runs clear. If necessary, use Spray Sublime before drying.



Vase of 500 ml, bottle of 100 ml

SPRAY SUBLIME.

FEATURES

8 benefits in one treatment:

- Seals cuticles.
- Detangles and facilitates drying.
- Nourishes and moisturizes.
- Strengthens the hair structure.
- Anti-fading action.
- Amplifies the brightness of color for 48 hours.
- Anti-frizz action.
- Protects against the effects of heat up to 220° C.

APPLICATION

SHAKE BEFORE USE. Spray a targeted amount of Spray Sublime on washed and towel-dried hair; avoid spraying product on roots.

DO NOT RINSE and proceed with desired blow-drying.



Bottle of 100 ml

The winning couple

For hair that is twice
as soft, silky and shiny!



BAIN AQUA SUBLIME.

Smoothing lamellar shampoo



Refill bottle of 1000 ml
Retail bottle of 250 ml

CARATTERISTICHE

- Gently cleanses the hair
- Provides vitality, silkiness and shine
- Exclusive formula boosted by a plant protein complex that creates a thin film on the hair fibre smoothing the surface
- Effective on all hair types, natural, coloured and bleached
- Fluid texture, extreme lightness
- Fast action, immediate result

APPLICATION

Wet hair and gently cleanse scalp and lengths using Bain Aqua Sublime. Rinse and proceed with a second application. Comb through and leave on for 10 seconds. Rinse thoroughly and continue treatment with Aqua Sublime liquid lamellar mask

AQUA SUBLIME.

Liquid lamellar mask



Formato: flacone ricarica 1000 ml
flacone rivendita 250 ml

FEATURES

- Instantly shiny hair
- Silkiness, softness and lightness at once
- Lamellar technology with plant protein complex and alcoholic elements that are activated on contact with water
- Innovative liquid texture, no weighing down
- Instant effectiveness, in just 10 seconds- Pleasant fragrance that lingers on the hair for a long time

APPLICATION

After shampooing with Bain Aqua Sublime, towel-dry the hair and apply the product to the lengths and ends. Massage for 10 seconds; comb through to distribute and rinse thoroughly. Proceed with the desired blow-drying process

Suggestions for using the correct amount of product:
the recommended amount of product is 20 to 40 ml depending on length

Note: a slight sensation of heat may occur during application due to the activation phase of the product. Do not extend the application time beyond 10 seconds, as this would not change the wow effect on the hair

You can say goodbye to unwanted red highlights!



Door to Salon

PURE GREEN Routine

ANTI-RED SHAMPOO & CONDITIONER

To neutralize unwanted red highlights on dark bases without lightening

WITH BLUE-GREEN PIGMENTS

PURE GREEN SHAMPOO.

Ideal for cleansing and toning while neutralizing red highlights.

FEATURES

Anti-red shampoo that cleanses and tones, indicated for dark bases. Its special formulation enriched with blue-green pigments with neutralizing action, counteracts unwanted red highlights, restoring the natural beauty of brown hair.

IDEAL BASES

DARK BASES: Brown to light brown, without lightening.

APPLICATION

Apply Pure Green Shampoo to wet hair; massage in gently, comb through and leave on for 3 to 5 minutes depending on the desired effect. When finished, rinse until water runs clear. If necessary, finish with Pure Green Conditioner.

Bottle of 100 ml - 1000 ml

PURE GREEN CONDITIONER.

Ideal to complete the anti-red treatment.

FEATURES

Anti-red conditioner for dark bases. Its special formulation enriched with a high concentration of blue-green pigments with neutralizing action, counteracts unwanted red highlights, restoring the natural beauty of brown hair. Gives cosmeticity and softness to the ends.

IDEAL BASES

Works on dark, colored and natural bases, up to tone height 5. Do not use on hair pre-bleached with bleach.

APPLICATION

Use disposable gloves during application and rinsing. Apply evenly to washed and towel-dried hair. Avoid scalp area. Comb through and leave on for 3 to 10 minutes depending on desired neutralization. When finished, rinse until the water runs clear.



EXCLUSIVE USE IN THE SALON: bottle of 1000 ml

You can say goodbye to unwanted warm highlights!



Door to Salon

PURE INDIGO Routine

ANTI-BRASSY SHAMPOO & CONDITIONER

To neutralize unwanted yellow-orange and yellow highlights on medium and light bases, with or without lightening

WITH BLUE-VIOLET PIGMENTS

PURE INDIGO SHAMPOO.

Ideal for cleansing and toning while neutralizing yellow-orange and yellow highlights.

FEATURES

Anti-brassy shampoo that cleanses and tones, suitable for medium and light bases with or without lightening. Its special formulation enriched with blue-violet pigments with neutralizing action, counteracts warm highlights, restoring the natural beauty of the hair.

IDEAL BASES

MEDIUM AND LIGHT BASES: from light brown to very light blonde, with or without lightening.

APPLICATION

Apply Pure Indigo Shampoo to wet hair; massage in gently, comb through and leave on for 3 to 5 minutes depending on the desired effect. When finished, rinse until water runs clear. If necessary, finish with Pure Indigo Conditioner.

Bottle of 100 ml - 1000 ml

PURE INDIGO CONDITIONER.

Ideal to complete the anti-brassy treatment.

FEATURES

Anti-brassy conditioner for medium and light bases with or without lightening. Its formulation enriched with a high concentration of blue-violet pigments with neutralizing action, counteracts yellow-orange and yellow highlights, restoring the natural beauty of the hair.

IDEAL BASES

Works on medium and light colored and natural bases, with or without lightening.

APPLICATION

Use disposable gloves during application and rinsing. Apply evenly to washed and towel-dried hair. Avoid scalp area. Comb through and leave on for 3 to 10 minutes depending on desired neutralization. When finished, rinse until the water runs clear.

Bottle of 100 ml - 1000 ml

You can say goodbye to unwanted yellow highlights!



Door to Salon

PURE SILVER Routine

ANTI-YELLOW SHAMPOO & CONDITIONER

To neutralize unwanted yellow highlights on gray hair and light bases, with or without lightening

WITH IRIDESCENT VIOLET PIGMENTS

PURE SILVER SHAMPOO.

Ideal for neutralizing yellow highlights on white, blonde or bleached hair.

FEATURES

Anti-yellowing shampoo that cleanses and tones, suitable for gray hair and light bases with or without lightening. Its special formulation enriched with iridescent purple pigments with a neutralizing action, counteracts yellow highlights, restoring the natural beauty of the hair.

IDEAL BASES

GRAY HAIR AND LIGHT BASES: from light blonde to very light blonde, with or without lightening.

APPLICATION

Apply Pure Silver Shampoo to wet hair; massage in gently, comb through and leave on for 3 to 5 minutes depending on the desired effect. When finished, rinse until water runs clear. If necessary, finish with Pure Silver Conditioner or Pure Indigo Conditioner.



Bottle of 100 ml - 1000 ml

PURE SILVER CONDITIONER.

Ideale to complete the anti-yellow treatment.

FEATURES

Anti-yellow conditioner indicated for gray, bleached and blond hair with or without lightening. The special formula enriched with iridescent violet-blue pigments neutralizes unwanted yellow highlights, for a brilliant and homogeneous color.

IDEAL BASES

It works on gray hair and light, colored and natural bases, with or without lightening.

APPLICATION

Use disposable gloves during application and rinsing. Apply evenly to washed and towel-dried hair. Avoid scalp area. Comb through and leave on for 3 to 10 minutes depending on desired neutralization. When finished, rinse until the water runs clear.



Bottle of 100 ml - 250 ml - 1000 ml

WORLD OF SHAPE

THE EXCELLENCE OF THE CURLING, WAVING AND STRAIGHTENING TREATMENT, FOR ALL HAIR TYPES



KEY PRODUCTS

FRISETTE CLASSIC WAVING LIQUID FOR CLASSIC, TONED, WELL-DEFINED CURLS
NO AMÌ SEMI-PERMANENT WAVING LIQUID FOR SOFT AND NATURAL ONDULATIONS

FRISETTE.

CLASSIC WAVING LIQUID FOR CLASSIC, TONED, WELL-DEFINED CURLS.

Ideal to offer maximum waving power.

COMPONENTS	RESULT	APPLICATION
• Ammonium thioglycolate: enables the transformation of sulfide bridges. • Conditioning polymers: ensure soft and manageable hair	• Classic, toned and well-defined curls. • Maximum volume, tonicity, definition with "spring" effect of the curl.	• REDUCER: apply the chosen force with a bottle to each curler making 2-3 successive passes as needed. • FIXING: apply to curlers after thoroughly rinsing the reducer; leave on for 5 minutes. When finished, remove the curlers and rinse. If necessary shampoo.
LAYING TIME	DURATION	REDUCING FORCES
• resistant natural hair: 15 to 25 minutes. • natural hair: 10 to 20 minutes. • sensitized colored hair: 6 to 12 minutes.	Permanent Note: • wait 48 hours before coloring. • pay attention to the choice of the reducer that must correspond to the nature of the hair. • do not apply on bleached hair.	● FORCE 1S: resistant natural hair. ● FORCE 1: natural hair. ● FORCE 2: sensitized colored hair.



Fixing: bottle of 1000 ml
Waving lotion: bottle of 250 ml

NO AMÌ. SEMI-PERMANENT WAVING LIQUID.

Ideal for achieving a soft and natural movement effect.



Fixing: bottle of 1000 ml
Waving lotion: bottle of 200 ml

COMPONENTS

WITHOUT AMMONIA AND THIOGLYCOLATES

- **Cysteamine:** amino acid-derived active ingredient present in hair keratin that enables the transformation of sulfide bridges.
- **Keratin amino acids:** fortifying boosters, highly cationic.
- **Essential oils:** natural protection, shiny hair.

RESULT

- Soft undulations and natural movements.
- Light volumes.
- Respect for artificial color.

APPLICATION

- **REDUCER:**
applicare la forza scelta con un biberon su ciascun bigodino effettuando 2-3 passaggi successivi secondo necessità.
- **FIXING:**
New formula with hydrogen peroxide. Apply on the curlers after rinsing thoroughly the reducer; leave on for 5 minutes. At the end rinse and remove the curlers.

LAYING TIME

- natural hair:
15 a 25 minutes.
- lightly sensitized colored hair:
8 a 15 minutes.
- sensitized colored hair:
6 a 12 minutes.
- bleached hair:
up to 8 minutes.

DURATION

Semi-permanent, up to 12 weeks.

Note:

- wait 48 hours before coloring.
- pay attention to the choice of the reducer, which must correspond to the nature of the hair.
- do not use on hair colored with henna or metallic salts.
- avoid contact of the lotion with the scalp.

REDUCING FORCES

- **FORCE 1:**
natural hair.
- **FORCE 2:**
lightly sensitized colored hair.
- **FORCE 3:**
sensitized colored hair.

SYSTEM COLOR PRÉCISION

COSMETIC INNOVATION
AT THE SERVICE OF COLORING



THREE KEY PRODUCTS

FITNESS COLOR COMPACTING

PRE DEFENCE BLOCK COLOR PROTECTIVE SHIELD

CLEANER OFF COSMETIC STAIN REMOVER

FITNESS. COLOR COMPACTING.

FEATURES

Color compacting: to customize the consistency of the mixture, thickening it according to the needs of the expert colorist.

DIRECTIONS

Add the necessary amount of Fitness to the usual color mixture.

Note:

- MIXING in a ratio of 1:20 to the total oxidizing agent (1 part of Fitness for every 20 parts of oxidizing agent in the mix).
- Add a little product at a time, until the desired consistency is achieved.



Bottle of 100 ml

PRE DEFENCE BLOCK. COLOR PROTECTIVE SHIELD.

FEATURES

Epidermic cream that protects the skin from possible stains caused by the coloration.

DIRECTIONS

Apply Pre Defence carefully near the hairline; proceed with color application.



Bottle of 150 ml

CLEANER OFF. STAIN REMOVER.

FEATURES

Cosmetic stain remover for coloring.

DIRECTIONS

Moisten a cotton ball with Cleaner Off and proceed to remove the stain from the contours of the face, rubbing lightly.



Bottle of 150 ml

IN SUPPORT OF

TEASINGtable®

multipurpose backcombing spatula



TANGLE FREE.

ULTRA-DISTRICATING SPRAY
FOR BACKCOMBED HAIR.

FEATURES

- Allows you to quickly comb the hair at the end of a balayage service that includes backcombing.
- Winning ally to use after the use of Teasing Table.
- Facilitates the toning phases.
- Technical use only.

Bottle of 100 ml



DIRECTIONS

After rinsing off the lightening product, without dabbing, spray directly and abundantly on the backcombed hives. Massage with fingers, opening the honeycomb created by backcombing to promote penetration and reduce friction. Comb through with a flat brush to completely detangle.

EXCLUSIVE ACCESSORIES



THE MOST INNOVATIVE TOOLS
AVAILABLE TO SPECIALIZED DEMERAL COLORISTS

L'ECLETTICO
L'ECLETTICA
TEASING TABLE
SPONGE LIGHT 2.0
MICROFACETED CLIPS
MÈCHANCÉKIT
GRADIENT BRUSHES
BOWL WITH SCRAPER
RIGID PALETTES

STAIN-RESISTANT TECHNICAL APRON
CUTTING CAPE
TECHNICAL TROLLEY
DISPOSABLE CAPE
DISPOSABLE BIB
T-SHIRT DEMERAL - LA BELLEZZA ITALIANA
IDENTIFICATION BADGE
KIT FACE MASK
BLEACH PEEL

L'ECLETTICO.

Multi-purpose separating comb for extraordinary balayage looks.



Kit:
consisting of 1 separating comb

FEATURES



FOR PERFECTLY LIGHTENING SERVICES
/ For Mechès, Balayage and Micro-lightening with a contemporary, high-shine touch
/ For use with or without movement variant

- **Bifacial:** 2 rectangular faces with wide and narrow in fixed guide
- **Ideal client:** blonding techniques with a perfect approach, but with a contemporary touch
- **Ideal hair:** straight and wavy, minimum length 10 cm

L'ECLETTICA.

Multi-purpose separating comb for elongated, soft and dimensional light patterns



Kit:
consisting of 1 separating comb

FEATURES



FOR MULTI-DIMENSIONAL LIGHTENING SERVICES WITH RELAXED RADIATION
/ For Balayage, Ribbon Light and Micro-Ribbon with an extraordinarily blended effect
/ Only to be used with movement variant

- **Bifacial:** 1 elliptical face with movable guide and 1 rectangular face with fixed guide
 - **Ideal client:** blonding techniques with a soft approach, worked with variant movement
 - **Ideal hair:** straight, wavy and curly, minimum length 20 cm*
- * for the elliptical face

TEASING TABLE.

Blending spatulas to create any kind of natural-looking lightening effect.



Sold individually:
- 1 blending spatula for long hair
- 1 blending spatula for short hair

FEATURES



- **Multi-use:** blending and lightening in a single gesture. Allows you to transfer any type of blended effect
- **Versatile:** allows you to range from hair scratches to strong contrasts, with the possibility of working both in free air and in silver foil
- **Customisable:** depth at the roots can be modulated depending on the desired effect
- **Soft regrowth:** does not pose any regrowth problems
- **Fast:** reduces application time compared any other technique

SPONGE LIGHT 2.0.

The best ally for realizing multiple blurred and blended effects.



Kit: composed of 1 lightening sponge

FEATURES

- For broad horizontal or vertical touches and shading.
- For a three-dimensional brilliance.
- With 2 side shades for a harmonious blend with the root color.

DIRECTIONS



Place on Sponge Light the colors and/or the lighteners chosen according to the result.



Harmonize the color with the gradient and place the light points with large touches horizontally or vertically.

MICRO-FACETED CLIPS.

Ideal for obtaining all types of Ombré effects.



Kit: composed of 10 microfaceted clips

FEATURES

Exclusive micro-faceted clips to realize any kind of Ombré effect.

DIRECTIONS



Take a horizontal separation about 3-4 cm thick; apply the micro-faceted clip to half of the lengths.



Extend the clip to the root.

MECHANCÉ.

Ideal for creating mèches services with shaded effect.



Kit: available in 2 sizes (long and short hair)

FEATURES

Innovative viscous foils designed to wrap around the circumference of the brush. Necessary for the realization of mèches effects revisited in a shaded key.

DIRECTIONS



Wrap a Mèchancé sheet around the circumference of a flat brush.



Lay the brush near the lengths, and pick up a small, random amount of hair.

BOWL WITH SCRAPER.

For any coloring service.



Size: standard with 300 ml capacity

FEATURES

Color bowl with side scraper, necessary to adjust the amount of product on the brush by removing excess and facilitating the application.

DIRECTIONS

As per technical protocol.

RIGID PALETTES.

For a color application that needs a rigid support.



Size: available in 2 sizes (large and small)

FEATURES

Rigid palette to be used as a support to the lock during the various services of creative coloring; **available in large and small sizes.**



Apply the palette underneath the lock to be colored; proceed with the chosen process. At the end remove the palette and proceed with the next lock.

DIRECTIONS

TECHNICAL APRON.

Ideal for coloring services.



FEATURES

Stain-resistant technical apron for colorists, featuring an adjustable drawstring and pockets for accessories. **The apron is washable and reusable.**

CUTTING CAPE.

Ideal for cutting and coloring services.



FEATURES

Demeral logoed cutting cape. The cape is washable and reusable.

TECHNICAL TROLLEY.

Ideal as a support base during the realization of various technical services.



FEATURES

Technical trolley composed of a practical support base with spaces prepared for color bowls, brushes and tail combs.

DISPOSABLE CAPE.

Ideal for technical services.



FEATURES

Demeral logoed disposable capes for technical services.

Kit: 30 pieces

BLEACH PEEL MICROFIBER CLOTH.

Ideal for removing dye stains from the skin.



FEATURES

- **Innovative multi-purpose microfiber cloth** to remove any dye stains from the leather.
- Can also be used to make Balayages with “sun-kissed” effect.

Kit: contains an applicator cloth

DISPOSABLE APRON.

Ideal for technical services.



FEATURES

Demeral logoed disposable apron for colorists.

Kit: 25 pieces

FACE MAKS KIT.

Professional kit for facial morpho-analysis.



FEATURES

7 templates and a semi-rigid and transparent pvc tester to identify the shape of the face, analyze asymmetries and define proportions.

T-SHIRT WITH DEMERAL LOGO.

Black T-shirt for Salon.



FEATURES

Black T-shirt for the Salon with Demeral logo.

Available sizes:
man > **M** - **L**
woman > **M**

PHYSIA
oe

THE EFFECTIVENESS OF
ESSENTIAL OILS
FOR THE WELL-BEING
OF YOUR HAIR



DETOX LINE

Scalp pre-treatment line. Featuring essential oils with detoxifying properties, its external action restores the natural pH balance of the skin while deeply cleansing the follicular area.

DETOX ACID LOTION. REBALANCING TREATMENT LOTION.

Ideal for all scalp and hair types.



Bottle of 250 ml

FEATURES	COMPONENTS	RISULT
Rebalancing lotion with acid pH that gently and effectively prepares the skin surface for the next cleansing step.	Mint eo.	Balanced and hydrated skin ready to receive and enhance the effects of the specific products applied in the following phases.
DIRECTIONS	ADDED VALUE	
Apply the appropriate amount of product to dry skin. Massage without rinsing* .	No alcohol.	

***Note:** refer to the PHYSIA OE MENU for specific line application sequences.

DETOX ESSENCE.

REBALANCING TREATMENT VIALS.

Ideal for a scalp intoxicated, rigid and characterized by various abnormalities (fall, excess sebum, dandruff, flaking, etc.).



8 vials of 7 ml each

FEATURES	COMPONENTS	RESULT
Harmony of essential oils that helps the natural reabsorption of metabolic residues of cellular activity, allowing optimal follicular functioning.	Eucalyptus eo, Lemon eo, Lavender eo, Scots Pine eo, Sage eo, Clove eo.	Scalp detoxified, light and ready for the next products.
DIRECTIONS	ADDED VALUE	
Vial to be applied directly to the scalp after the Detoxifying Acid Lotion. Perform the specific massage without rinsing . Shake before use. Do not use on injured skin. For external use*.	No alcohol.	

*Note: refer to the PHYSEA OE MENU for specific line application sequences.

DETOXIFYING SYNERGY. REBALANCING TREATMENT FLUID.

Ideal for a severely intoxicated scalp, stiff, painful and characterized by various abnormalities (fall, excess sebum, dandruff, flaking, etc.).



Bottle of 30 ml with dropper

FEATURES	COMPONENTS	RESULT
Fluid with progressive action , based on detoxifying essential oils and protective and toning plant extracts. It favors the normal functions of the scalp and optimizes the natural development of the hair.	Rosemary eo, Eucalyptus eo, Lavender eo, Sage eo, Scots Pine eo, Lemon eo, Geranium eo, Carnation eo, Cinnamon eo, extracts of Sichuan Pepper, Horse Chestnut, Equisetum, Ivy, Butcher's Broom.	Scalp detoxified, light and fully restored in its functionality: ready to welcome the next products.
DIRECTIONS	ADDED VALUE	
Apply a few drops directly to scalp and proceed with specific massage without rinsing . Shake before use. For professional use. Keep out of reach of children. Do not use on injured skin. For external use. At home: apply for two months on a 15-30-15 application schedule.	No alcohol. In-salon use combined with targeted home care and progressive action.	

*Note: refer to the PHYSEA OE MENU for specific line application sequences.

ENERGIZING LINE

Cosmetic line designed to counteract the various and most common types of hair loss. A blend of carefully selected essential oils supports the natural life cycle of the hair and provides a constant supply of nutrients to the hair follicles thus, promoting the physiological activity of hair growth. Particularly indicated for slowly progressing loss of hair.

SHAMPESSENCE ENERGIZING. HAIR LOSS TREATMENT SHAMPOO.

Ideal for a scalp affected by anomalies related to difficult hair growth with thinning and/or falling phenomena. Ideal for thin or low volume hair.



Salon: bottle of 1000 ml
Retail: bottle of 250 ml

FEATURES	COMPONENTS	RESULT
Gentle cleanser that respects the natural growth cycle of the hair. Facilitates the activities of the scalp, provides protein nourishment giving body and volume to the hair.	Eucalyptus oe, Bitter Orange eo, Grapefruit eo, Arnica.	Revitalized scalp. Immediate sensation of thickness and body of the hair. Volume and hold.
DIRECTIONS	ADDED VALUE	
Apply, with dry hair, the appropriate amount of product on the scalp. Massage, emulsify with water and rinse. Repeat if necessary. Shake before use*.	Dry scalp cleansing. Low foam level. No alcohol. No SLES/SLS.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

ENERGIZING EVERYDAY LOTION.

HAIR LOSS TREATMENT LOTION.

Ideal for hair with weak regrowth and little structure, fragile, thin. Ideal as maintenance after the Energizing Essence.



Bottle of 50 ml with dropper

FEATURES	COMPONENTS	RESULT
Enhances and maintains treatment results, ideal for daily use.	Lemon eo, Eucalyptus eo, Geranium eo, Lavender eo, Mint eo, Cinnamon eo.	Tones and strengthens the stem while facilitating normal root function.
DIRECTIONS	ADDED VALUE	
Apply to dry or washed hair, 1 to 2 ml of product, massage. Do not rinse out. Shake before use. Keep out of reach of children. Do not use on injured skin. For external use*.	No alcohol. Ideal for frequent use.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

ENERGIZING ESSENCE.

HAIR LOSS TREATMENT VIALS.

Ideal for a scalp affected by anomalies related to difficult hair growth with thinning and / or fall phenomena.



8 vials of 7 ml each

FEATURES	COMPONENTS	RESULT
Harmony of essential oils, which promotes the rebalancing of the natural cycle of hair growth.	Bergamot eo, Rosemary eo, Echinacea, Sage eo, St. John's wort, Lemon Balm eo.	Regular and constant use progressively assists the physiological activity of the follicles, for stronger and more resistant hair.
DIRECTIONS	ADDED VALUE	
After washing with the specific shampoo, apply to the entire scalp and massage. Dry without rinsing . Shake before use. Do not use on injured skin. For external use*.	No alcohol.	

*Note: refer to the PHYSEA OE MENU for specific line application sequences.

LENITIVE LINE

Treatment line with essential oils **that soothes sensitive, delicate and dry scalps.** The restoration of the normal functioning of the scalp ensures renewed hair vitality.

SHAMPESSENCE LENITIVE. WELLBEING TREATMENT SHAMPOO.

Ideal for a sensitive and reactive scalp.



Salon: bottle of 1000 ml
Retail: bottle of 250 ml
Retail: sachet of 20 ml

FEATURES	COMPONENTS	RESULT
Gentle cleanser for sensitive scalp characterized by high reactivity and/or dry flaking.	Cypress eo, Geranium eo, Lavender eo.	Gives relief to sensitive skin, refreshes for a long time, moisturizes the scalp.
DIRECTIONS	ADDED VALUE	
Apply, with dry hair, the appropriate amount of product on the scalp. Massage, emulsify with water and rinse. Repeat if necessary. Shake before use*.	Dry scalp cleansing. Low foam level. No alcohol. No SLES/SLS.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

LENITIVE ESSENCE.

WELLBEING TREATMENT VIALS.

Ideal for a sensitive and reactive scalp, even with mild dry dandruff.



8 vials of 7 ml each

FEATURES	COMPONENTS	RESULT
Harmony of essential oils, it restores the scalp to its natural functionality by reducing the annoying reactions caused by excessive sensitivity and / or dryness of the scalp.	Chamomile eo, Chamomile, Cypress eo, Geranium eo, Lavender eo, Marjoram eo, Myrtle eo.	Refreshes, soothes, moisturizes. The scalp regains a lasting feeling of wellbeing.
DIRECTIONS	ADDED VALUE	
After washing with the specific shampoo, apply to the entire scalp and massage. Dry without rinsing . Shake before use. Do not use on injured skin. For external use*.	No alcohol.	

*Note: refer to the PHYSLA OE MENU for specific line application sequences.

LENITIVE DERMO PROTECTIVE FLUID. WELLBEING TREATMENT FLUID.

Ideal for sensitive scalps
that exhibit reactivity to
technical services.

Bottle of 50 ml with dropper



LENIDAY LOTION. WELLBEING TREATMENT LOTION.

Ideal for any scalp
that shows localized
reactivity.

Bottle of 30 ml with dropper



FEATURES

Prevents scalp reactivity to technical services such as coloring, bleaching, perming. Protects in a natural way and does not interfere with the final technical result.

COMPONENTS

Glycyrrhetic Acid, Chamomile eo, Cypress eo, Marjoram eo, Mint eo, Myrtle eo.

RESULT

Protects the scalp in a natural way and does not interfere with the final technical result. It allows professional treatments even on the most sensitive and delicate scalps.

DIRECTIONS

Apply, according to the extent of the affected area, a few pipettes of product, on dry skin, 10 minutes before technical service. Shake before use. For professional use only. Keep out of reach of children. Do not use on injured skin. For external use*.

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

ADDED VALUE

No alcohol.

FEATURES

Relieves the itching sensation in all cases of local reactions on delicate and sensitized scalp. Ideal for frequent use.

COMPONENTS

Cypress eo, Blueberry, Chamomile eo, Glycyrrhetic Acid, Escin, Oryzanol.

RESULT

Relieves, tones and protects, ensuring a fast and long-lasting effect.

DIRECTIONS

Apply directly to the scalp 1 to 3 ml according to the extent of the affected area and distribute gently. **Do not rinse off.** Shake before use. Keep out of reach of children. Do not use on injured skin. For external use*.

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

ADDED VALUE

Ideal for frequent use.
No alcohol.

DERMOLENITIVE MASK.

WELLBEING TREATMENT MASK.

Ideal for any scalp that shows generalized reactivity.

Bottle da 150 ml
Retail: sachet of 20 ml



LENITIVE SINERGY.

INTENSIVE FLUID WITH SOOTHING ACTION.

Ideal for any scalp that shows localized reactivity.



Bottle of 50 ml with dropper

FEATURES	COMPONENTS	RESULT
Alleviates the itching sensation on the scalp and ensures effective management of the most unpleasant manifestations related to excessive sensitivity.	Cypress eo, Chamomile eo, Glycyrrhetic Acid, Oryzanol, Escin.	Soothes, tones and moisturizes , restoring the natural condition of the scalp.
DIRECTIONS	ADDED VALUE	
Before shampooing, with dry hair, apply directly to the scalp. Leave on for 10-15 minutes and rinse very thoroughly. Shake before use*.	No alcohol.	
*Note: refer to the PHYSIA OE MENU for specific line application sequences.		

FEATURES	COMPONENTS	RESULT
It counteracts the most acute and persistent forms of scalp reactivity, often associated with an imbalance of the skin microbiota.	Lavander oe, Sage oe, Clove oe, Aloe Jiuce, Meristematic extract from Sage, Ectoin	Power the action of Physia oe masks in cases of acute and relapsing scalp reactivity. Ideal in home accompaniment.
DIRECTIONS	ADDED VALUE	
Apply a few drops directly onto the scalp, then gently massage until absorbed. Shake well before use.	No alcohol.	

MOISTURIZING LINE

Treatment line created to effectively combat scalp dryness. Essential oils, active plant extracts and eudermic oils act synergistically in the cases of dehydration, loss of tone, skin surface tension. Balances and protects natural re-growth, giving hair a healthy and lively appearance.

SHAMPESSENCE MOISTURIZING. HYDRO-REGENERATING TREATMENT SHAMPOO.

Ideal for a dry scalp that lacks tone and is stiff on the surface.



Salon: bottle of 1000 ml
Retail: bottle of 250 ml

FEATURES

Gentle cleanser for dehydrated scalp.

COMPONENTS

Ginger eo, Grapefruit eo, Lemon balm eo, Hyssop eo, Prickly pear extract, Pomegranate extract.

RESULT

Rehydrates, tones, protects.

DIRECTIONS

Apply, with dry hair, the appropriate amount of product on the scalp. Massage, emulsify with water and rinse. Repeat if necessary. Shake before use*.

ADDED VALUE

Sugary cleansing on dry scalp. No alcohol. No SLES/SLS.

*Note: refer to the PHYSLA OE MENU for specific line application sequences.

MOISTURIZING ESSENCE.

HYDRO-REGENERATING TREATMENT VIALS.

Ideal for a dry scalp that lacks tone and is stiff on the surface.



8 vials of 7 ml each

FEATURES	COMPONENTS	RESULT
Vials able to counteract scalp dryness.	Ginger eo, Grapefruit eo, Lemon balm eo, Hyssop eo, Prickly pear extract, Pomegranate extract.	Rehydrates, tones, protects.
DIRECTIONS	ADDED VALUE	
After washing with the specific shampoo, apply to the entire scalp and massage. Dry without rinsing . Shake before use. Do not use on injured skin. For external use*.	No alcohol.	

*Note: refer to the PHYISIA OE MENU for specific line application sequences.

MOISTURIZING MASK.

HYDRO-REGENERATING TREATMENT MASK.

Ideal for a dry scalp that lacks tone and is stiff on the surface.



Bottle of 150 ml

MOISTURIZING SYNERGY.

INTENSIVE HYDRO-REGENERATING FLUID.

Ideal for a scalp with dry areas resistant and prone to stiffness.



Bottle of 30 ml with dropper

FEATURES	COMPONENTS	RESULT
Mask for restoring the correct degree of hydration in cases of scalp dryness.	Ginger eo, Grapefruit eo, Lemon balm eo, Hyssop eo, Prickly pear extract, Pomegranate extract.	Rehydrates, tones, protects.
DIRECTIONS	ADDED VALUE	
Before shampooing, with dry hair, apply directly to the scalp. Leave on for 5 minutes and rinse thoroughly. Shake before use*.	No alcohol.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

FEATURES	COMPONENTS	RESULT
Intensive fluid able to counteract scalp dryness.	Ginger eo, Grapefruit eo, Lemon balm eo, Hyssop eo, Prickly pear extract, Pomegranate extract.	Rehydrates, tones, protects.
DIRECTIONS	ADDED VALUE	
Apply a few drops directly to the scalp, proceed to a gentle absorption massage. Shake before use. Do not use on injured skin. For external use*.	No alcohol.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

NORMALIZING LINE

Essential oils based line with normalizing properties that **helps reduce the excessive production of sebum and perspiration**. Purifies the scalp and keeps the hair clean longer.

SHAMPESSENCE NORMALIZING. BALANCING TREATMENT SHAMPOO.

Ideal for a scalp affected by seborrhea and/or hyperhidrosis.



Salon: bottle of 1000 ml
Retail: bottle of 250 ml

FEATURES	COMPONENTS	RESULT
Delicate cleanser, respects the correct sebaceous secretion. Gives the scalp an adequate and lasting hygiene, restoring lightness and volume to the hair.	Citron eo, Lemon eo Clove eo, Lavender eo.	Scalp stays clean longer and hair regains volume.
DIRECTIONS	ADDED VALUE	
Apply, with dry hair, the appropriate amount of product on the scalp. Massage, emulsify with water and rinse. Repeat if necessary. Shake before use*.	Sugary cleansing on dry scalp. No alcohol. No SLES/SLS.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

NORMALIZING ESSENCE.

BALANCING TREATMENT VIALS.

Ideal for a scalp affected by seborrhea and/or hyperhidrosis.



8 vials of 7 ml each

FEATURES

A harmony of essential oils with strong normalizing properties, it keeps the scalp and hair clean and light for longer.

COMPONENTS

Lemon eo, Lavender eo, Citron eo, Bergamot eo, Clove eo, Geranium eo.

RESULT

Scalp and hair progressively regain cleanliness and natural well-being.

DIRECTIONS

After washing with the specific shampoo, apply to the entire scalp and massage. Dry **without rinsing**. Shake before use. Do not use on injured skin. For external use*.

ADDED VALUE

No alcohol.

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

NORMALIZING CLAY MASK. BALANCING TREATMENT MASK.

Ideal for an oily scalp that gets dirty quickly, even with hyperhidrosis and intense “smell”.

Bottle of 150 ml



SHAMPESSENCE WITH ACTIVATED CHARCOAL. PURIFYING TREATMENT SHAMPOO.

Ideal for scalp exposed to environmental impurities, sebum and sweat.

ACTIVATED
CHARCOAL

Salon: bottle of 1000 ml
Retail: bottle of 250 ml



FEATURES	COMPONENTS	RESULT
Combines the purifying properties of green clay with the regulating action of essential oils.	Fullers earth, Lemon eo, Citron eo, Palma Rosa eo.	The scalp is cleansed of excess greasy secretions and sweat , the crease lasts long and a pleasant feeling of lightness remains.
DIRECTIONS	ADDED VALUE	
Before shampooing, with dry hair, apply directly to the scalp. Leave on for 5-10 minutes and rinse very thoroughly. Shake before use*.	No alcohol.	
*Note: refer to the PHYSIA OE MENU for specific line application sequences.		

FEATURES	COMPONENTS	RESULT
Gentle cleanser, removes impurities from the scalp.	Tea tree eo, Citron eo, Palma Rosa eo, Lemon eo.	Purified scalp and healthy, vital hair.
DIRECTIONS	ADDED VALUE	
Apply, with dry hair, the appropriate amount of product on the scalp. Massage, emulsify with water and rinse. Repeat if necessary. Shake before use*.	Cleanse with dry scalp. No alcohol. No SLS/SLES.	
*Note: refer to the PHYSIA OE MENU for specific line application sequences.		

MASK WITH ACTIVATED CHARCOAL.

PURIFYING TREATMENT MASK.

Ideal for scalp exposed to environmental impurities, sebum and sweat.

ACTIVATED
CHARCOAL



Bottle of 150 ml

FEATURES	COMPONENTS	RESULT
Blend of activated charcoal activated, fullers earth and essential oils that can purify the surface of the scalp and stabilize secretions.	Tea tree eo, Citron eo, Palma Rosa eo, Lemon eo.	Purified scalp and stabilized secretions. The crease lasts long and the hair looks healthy and vital.
DIRECTIONS	ADDED VALUE	
Before shampooing, with dry hair, apply directly to the scalp. Leave on for 5 minutes and rinse very thoroughly. Shake before use*.	No alcohol.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

ANTI-DANDRUFF LINE

A line with anti-dandruff essential oils, studied for an efficient and rapid performance. It restores the natural epidermal renewal mechanism by effectively cleansing the surface of the scalp and fighting the onset of dandruff.

SHAMPESSENCE ANTI-DANDRUFF. DANDRUFF TREATMENT SHAMPOO.

Ideal for a scalp with dandruff, sebum and itching.



Salon: bottle of 1000 ml
Retail: bottle of 250 ml

FEATURES

Gentle cleanser, purifies and rids the scalp of excessive scaling and sebum, reducing itchy sensation.

COMPONENTS

Citron eo, Tea tree eo, Rosemary eo, Oregano eo.

RESULT

Quickly cleanses the surface of the scalp.
Used regularly it reduces the occurrence of dandruff.

DIRECTIONS

Apply, with dry hair, the appropriate amount of product on the scalp. Massage, emulsify with water and rinse. Repeat if necessary. Shake before use*.

ADDED VALUE

Cleanse with dry scalp.
No alcohol. No SLS/SLES.

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

ANTI-DANDRUFF ESSENCE.

DANDRUFF TREATMENT VIALS.

Ideal for a scalp with dandruff, sebum and itching.



8 vials of 7 ml each

FEATURES	COMPONENTS	RESULT
Harmony of essential oils, actively interferes with the mechanisms that lead to the onset of dandruff.	Bergamot eo, Chamomile oe, Lemon eo, Palma Rosa eo, Grapefruit eo, Lavender eo.	The scalp is kept clean and functional , providing effective control of recurrence.
DIRECTIONS	ADDED VALUE	
After washing with the specific shampoo, apply to the entire scalp and massage. Dry without rinsing . Shake before use. Do not use on injured skin. For external use*.	No alcohol.	

*Note: refer to the PHYSEA OE MENU for specific line application sequences.

ANTI-DANDRUFF PEEL EMULSION. DANDRUFF TREATMENT EMULSION.

Ideal in the presence of intense dandruff, including plaque, oily and dry, with irritation and itching.

Bottle of 150 ml



ANTI-DANDRUFF SYNERGY. DANDRUFF TREATMENT FLUID.

Ideal for a scalp affected by recurrent and stubborn dandruff.

Bottle of 30 ml with dropper



FEATURES

Delicate emulsion with softening and exfoliating action, ideal in the presence of stubborn dandruff.

COMPONENTS

Tea tree eo, Lavender eo, Rosmarin eo, Origan eo, Thymus eo.

RESULT

Promotes the cleansing action by slowing the appearance of dandruff.

DIRECTIONS

Apply directly to the skin. Massage gently, leave on for a few seconds and then wash with the specific shampoo. Shake before use*.

ADDED VALUE

No alcohol.

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

FEATURES

Fluid with global action, based on essential oils and Sichuan pepper. **Cleanses the scalp of furfural clusters adhered and difficult to remove.** Slows recurrences in the most difficult cases.

COMPONENTS

Eucalyptus eo, Pine eo, Thyme eo, Tea tree eo, Rosemary eo, Lavender eo, Oregano eo, Cypress eo, Citronella eo, Chamomile eo, Sichuan Pepper extract.

RESULT

Favors the restoration of the normal functionality of the scalp, protecting and slowing down the recurrence of dandruff in the most difficult cases.

DIRECTIONS

Apply a few drops directly to dry scalp. Massage lightly and, if necessary, add Dandruff Peel Emulsion. Proceed with the specific Shampoo. Shake before use. For professional use. Keep out of reach of children. Do not use on injured skin. For external use. **At home:** apply to the area where furfural clusters were present for no more than 3-4 days, once a day preferably in the evening*.

ADDED VALUE

No alcohol. In-salon use combined with targeted home care and global action.

*Note: refer to the PHYSIA OE MENU for specific line application sequences.

pH REBALANCING LINE

Rich post-shampoo emulsion with a balanced acid pH: **it promotes the closing of the cuticles** while adding manageability, luminosity and volume to the hair.

DETANGLING ACID SERUM. CONDITIONING TREATMENT SERUM.

Ideal for all hair types.



Salon: vase of 500 ml
Retail: bottle of 150 ml

FEATURES	COMPONENTS	RESULT
Re-acidifying action, balances the pH of the hair favoring the closure of the cuticles.	Wheat Germ Oil, Olive Oil.	Olive oil and wheat germ oil act by restoring shine, silkiness, combability to the hair.
DIRECTIONS	ADDED VALUE	
Apply to towel-dried hair after washing. Comb through and leave on for a few moments. Rinse thoroughly. Shake before use*.	Immediate effectiveness.	

*Note: refer to the PHYSIA OE MENU for specific line application sequences.



PHYSIA COMPLEX system

COSMETIC ADJUVANT
IN THE TREATMENT AND PREVENTION OF HAIR LOSS



COUNTERACTS HAIR LOSS IN **3** STEPS



ALFA SOLUTION. FLOW EFFECT LOTION.

Ideal for a scalp affected by acute forms of hair loss or predisposed to hair loss. Indicated for thin and slow-growth hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Lotion formulated to assist the natural reabsorption of toxins present in the scalp and allow a better flow of nutrients to the follicle.	Lemon eo, Eucalyptus eo, Cinnamon eo, Chili, Glycyrrhetic Acid, Bisabolol, Guaiazulene, Centella Asiatica, Bioflavonoids, Escin.	Decongests and acts as a scalp detoxifier. Activates the supply of nutrients. Protects capillary walls.	1. Use the product 2-3 times a week distributing a maximum of 3 ml of lotion over the scalp. Insist particularly in areas with more pronounced thinning. Perform a massage to scalp without rubbing. Leave on for 5 minutes and proceed with InterPhase Shampoo. Shake before use*.	No alcohol. Without preservatives.

Bottle of 30 ml



INTERPHASE SHAMPOO. GENTLE CLEANSING SHAMPOO.

Ideal for a scalp affected by acute forms of hair loss or predisposed to hair loss. Indicated for thin and slow-growth hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Formula that, thanks to particularly delicate surfactants and lactic acid, respects the physiological pH of the scalp and cleanses in a balanced way.	Milk proteins, Tea tree oil, Mint eo.	Gently cleanses and purifies the scalp. Nourishes the hair making it soft. Has a gentle detangling effect.	2. Apply InterPhase shampoo directly to the scalp on dry hair. Emulsify product with a little water and rub in gently. Carefully comb through lengths and ends and leave on for 1 minute. Rinse thoroughly*.	Cleanse with dry scalp. No alcohol. No SLS/SLES.

2 Bottles of 100 ml each



OMEGA SOLUTION. OUTFLOW EFFECT LOTION.

Ideal for a scalp affected by acute forms of hair loss or predisposed to hair loss. Indicated for thin and slow-growth hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Lotion after shampoo with toning action. It helps to improve the supply of nutrients to hair follicles helping to maintain the natural life cycle.	Serenoa Serrulata, Vitamin C, Palma Rosa eo, Juniper eo, Verbena eo, Santoreggia eo, Mint eo.	Toning. Purifying and refreshing action. Adjuvant in the modulation action of 5-alpha reductase.	3. Use the product 2-3 times a week. Dab hair thoroughly and apply up to 3 ml of lotion to the scalp. Insist particularly on areas with more pronounced thinning. Massage into scalp, comb through and dry without rinsing. Shake before use*.	No alcohol.

Bottle of 30 ml

*Note: for the specific application of the line consult the APPLICATION SECTION in the line folder.



PHYSIA
oe

PROTECTIVE
ECOLOGICAL
HAIR SPRAY

Ecological hair spray for a
NATURAL EFFECT

PROGRESSIVA
Medium hold

PROTECTIVE ECOLOGICAL HAIR SPRAY. NATURAL EFFECT.

Ideal for all hair types.



FEATURES

Gives structure to styling with a medium anti-moisture fix, doesn't wet and removes easily. Prickly Pear and Vitamin E protect the hair fiber. Non-sticky, does not make the hair "crunchy". Slightly shiny effect.

COMPONENTS

Prickly Pear and **Vitamin E** for a protective action. Essential oils of **Rosemary** and **Lemon** for an aromatic and citrus fragrance.

RESULT

Natural-looking styling with a slight glossy effect for a harmonious finish.

DIRECTIONS

Spray by distributing evenly from about 25-30 cm. For a more intense volume effect, spray directly on the roots and proceed to the fold.

HOLD

■ ■ ■ □ □
Progressive medium hold.

Bottle of 300 ml

PHYSIA
oe

LET THE
NATURE
SHAPE
YOUR HAIR

NATURAL STYLING
ECOMOUSSE
CURLY and STRAIGHT hair





NATURAL STYLING ECOMOUSSE. CURLY HAIR.

Memory effect.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	HOLD
Emphasizes the curl by storing the styling for a long-lasting effect and resistant to moisture. Hydrates and protects the structure structure thanks to the presence of rice proteins, essential oils and sugar from biofermentation.	Oregano eo, Sweet Orange eo, Lemon Balm eo, Lavender eo, Grapefruit eo, Rice Protein, Bio-fermented Sugar.	Natural curly styling effect. Harmonious and natural finish.	Dose the necessary amount (maximum 3-4 pumps) and apply the product to damp, towel-dried hair. Proceed with the desired styling.	Medium hold.

Bottle of 200 ml



NATURAL STYLING ECOMOUSSE. STRAIGHT HAIR.

Memory effect.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	HOLD
Sottolinea il movimento naturale dei capelli memorizzando la piega per un effetto a lunga durata e resistente all'umidità. Idrata e protegge la struttura del capello grazie alla presenza delle proteine del Riso, Oli essenziali e Zucchero da Biofermentazione.	Oregano eo, Sweet Orange eo, Lemon Balm eo, Lavender eo, Grapefruit eo, Rice Protein, Bio-fermented Sugar.	Natural straight styling effect. Harmonious and natural finish.	Dose the necessary amount (maximum 3-4 pumps) and apply the product to damp, towel-dried hair. Proceed with the desired styling.	Medium hold.

Bottle of 200 ml



RENEW AND PROTECT
to counteract the effects of oxidative stress





CHRONO SHAMPOO. Q10 SYSTEM.

Shampoo for hair and scalp.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Shampoo for hair and scalp, renews the natural beauty and functionality. The Q10 System protects the stems by preventing damage from environmental exposure and oxidative stress, ensuring hydration, elasticity and resistance.	Q10 System, Ginger, Magnolia, Pentaclethra.	Cleanses while respecting and protecting the hair. Gives a natural beauty.	Apply evenly to wet scalp and wet hair, massaging gently. Leave on for a few seconds and rinse thoroughly. Repeat application if necessary.

Salon: bottle of 100 ml

Retail: bottle of 30 ml



CHRONO SERUM. Q10 SYSTEM.

Nourishing and protective serum.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Nourishing and protective serum. Softens, renews, makes the hair combable and brightens it.	Q10 System, Ginger, Magnolia, Pentaclethra.	The stem will look fuller bodied, treatable and durable.	Apply to washed and towel-dried hair. Comb through and leave on for a few moments. Rinse thoroughly.

Bottle of 30 ml



ACE COMPLEX. Q10 SYSTEM.

Scalp Lotion.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Scalp Lotion. Renews and replenishes the hair's growth medium while keeping it hydrated and protected from environmental aggressions and oxidative stress.	Q10 System, Ginger, Magnolia, Pentaclethra.	Revitalizes the roots for a more voluminous and full-bodied hair.	Shake well before use. Using the applicator, distribute in drops over the scalp. Do not rinse off.	Q10 System and Tomato Peel.

Bottle of 50 ml with dropper

CHRONO SHIELD. Q10 SYSTEM.

Lozione per le lunghezze.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Lotion for the lengths. Renews softness, volume and texture, making the hair easy to comb and easily workable according to the desired styling.	Q10 System, Ginger, Magnolia, Pentaclethra.	The stem will be protected at any time of day.	Apply before drying by spraying on hair. Also recommended several times a day always followed by natural drying, blow-drying or straightening.	Q10 System and Tomato Peel.

Bottle of 30 ml



PHYSIA EVO



 RIGEN STRUTTURA

Regenerates the natural hair structure



SHAMPOO STRUTTURA.

Shampoo for damaged or de-structured hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Shampoo can regenerate the structural characteristics of the hair, restoring its strenght and vitality.	Protein System, a two-component system combining protein and water. Protein from hemp and rice and water from combined poly-sugars and fermented rice.	It gently cleanses the stem, giving moisture, strength and vitality.	Apply evenly to the shaft, massaging gently. Leave on for a few seconds and rinse thoroughly. Repeat application if necessary.

Bottle of 250 ml - 1000 ml



SERUM STRUTTURA.

A nourishing serum for structure-less or damaged hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
A nourishing and regenerating serum designed to soften, give body and increase the elasticity of the hair, making it easier to comb.	Protein System, a two-component system combining protein and water. Protein from hemp and rice and water from combined poly-sugars and fermented rice.	It makes the hair especially soft, supple and silky.	Apply to washed and towel-dried hair. Comb through and leave on for a few moments. Rinse thoroughly.

Bottle of 100 ml - 250 ml



SPRAY STRUTTURA.

Spray for unstructured or damaged lengths.

FEATURES

Spray for lengths formulated to improve hair manageability, making it easier to comb.

COMPONENTS

Protein System, a two-component system combining protein and water. Protein from hemp and rice and water from combined poly-sugars and fermented rice.

RESULT

Facilitates combability, gives hair volume and shine.

DIRECTIONS

Apply before drying by spraying onto hair. Shake before use.

Bottle of 100 ml



PHYSIA
oe

LINEA LIVING

ESSENTIAL OILS
FOR THE EVERYDAY
WELL-BEING





SHAMPESSENCE DAILY. FREQUENT USE.

Ideal for all hair types.



FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Gentle shampoo with moisturizing action, ideal for frequent use. Completely natural fresh scent.	Marjoram eo, Orange eo, Grapefruit eo, Lavender eo.	The hair is respected in its structure and is moisturized, soft and looks healthy and light.	Apply to wet hair, emulsify with water and massage gently. Rinse and repeat if necessary.	91% ingredients of natural origin. Completely natural fragrance.

Tube of 50 ml



MOISTURIZING SHOWERESSENCE. MOISTURIZING AND PROTECTIVE.

Ideal for all skin types.



FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Gentle body cleanser.	Marjoram eo, Orange eo, Grapefruit eo, Lavender eo.	Clean, regenerated and protected skin.	Apply product to sponge or wet skin, massage and rinse.	91% ingredients of natural origin. Completely natural fragrance.

Tube of 50 ml



MOISTURIZING CREAMESSENCE. MOISTURIZING AND REGENERATING.



Ideal for dry skin.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Body cream enriched with butters, oils, essential oils and plant extracts.	Marjoram eo, Orange eo, Grapefruit eo, Lavender eo.	Regenerated, silky and well-hydrated skin.	Apply after washing or as needed, massaging until absorbed.	97% ingredients of natural origin. Completely natural fragrance.
Tube of 50 ml				



HAND CREAM. SOFTNESS AND NUTRITION.



Ideal for dry hands and stressed by environmental aggressions.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Texture with a velvety touch and fast absorption, softens, nourishes and gives a natural protection.	Shea Butter, Avocado Oil, Argan Oil, Tapioca Starch, Lemon eo, Cedar oe, Lemon Balm eo.	The skin of the hands immediately feels soft, velvety and naturally protected.	Apply cream to hands once or more times a day, distribute and allow to absorb.	97% ingredients of natural origin. Completely natural fragrance. Non-greasy.
Tube of 50 ml				

PHYSIA'S FIRST STEPS IN YOUR SKINCARE ROUTINE

PHYSIA SKIN

MICELLAR WATER. MAKE-UP REMOVAL LOTION.

Biphasic, no-rinse.



FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Gentle formula for face, eyes and lips, removes impurities and makeup in one step, even waterproof. Enriched with soothing extracts of Linden, Marshmallow and Calendula, it is also suitable for sensitive skin. Bottle of 100 ml	Extracts of Lime, Calendula and Marshmallow with soothing, refreshing action; Hemisqualane, extracted from sugar cane, moisturizes and gives elasticity to the skin. Effectively dissolves makeup; Azulene, natural dye, Chamomile extract, with soothing action. Capryloyl/ Caproyl Methyl Glucamide, one of the most delicate surfactants, derived from glucose, coconut and palm.	Face skin, cleansed and cleaned of makeup and impurities, feels fresh and radiant.	Shake the bottle to mix the watery and oily parts, moisten a cotton pad and wipe over face and neck without rubbing. To remove makeup from eyes and lips, leave pad on area for a few seconds before removing. No rinsing is necessary. Use morning and night.	98% natural origin ingredients. No alcohol, SLES/SLS, artificial colors, silicones, mineral oils. Leaves no oily residue. Practical, even for travel.

BALANCING TONIC GEL. FLUID GEL FACE TONER.



FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
After cleansing the face, it helps rebalance the pH of the skin and performs a moisturizing action leaving the skin soft and elastic. Enriched with extracts of Lime, Marshmallow and Calendula, it is also suitable for sensitive skin. Bottle of 100 ml	Extracts of Lime, Calendula and Marshmallow with soothing, refreshing, emollient; Allantoin, anti-irritant, moisturizing; Lactic acid, restores the natural lactic acid, restores the natural skin acidity; Panthenol, soothing, moisturizing.	The skin of the face, rebalanced and re-hydrated, is elastic, soft and luminous.	Apply after cleansing your face using a makeup remover pad and allow to absorb. Avoid eye area and do not rub in. Do not rinse off. Use morning and evening.	97% natural origin ingredients. No alcohol, SLES/SLS, silicones, mineral oils. Fluid and soft texture. Does not leave an oily residue. Practical, even for travel.



PHYSIA
MAN

#SPORTLIFE

LIVE YOUR #SPORTLIFE TO THE MAXIMUM!

Your dynamic days deserve the sensation of vitality and well-being of **PHYSIA MAN**. Awaken your sporty energy without giving up a touch of elegant seduction with a strong, revitalizing and sensual scent.

2-IN-1 SHOWER SHAMPOO.

MOISTURIZING AND INVIGORATING.

Ideal for all skin types, frequent use.



FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Hair and body Cleanser. Gentle 2-in-1 formulation, is perfect for frequent use. Energetic and seductive fragrance.	Aloe, Betaine and Panthenol.	Restores softness and elasticity to skin and hair.	Spread evenly over wet hair and skin, massage and rinse.	Rich and velvety texture. No SLES/SLS, alcohol, silicones, mineral oils.

Bottle of 250 ml
Bottle of 100 ml

DEODORANT ECOSPRAY 48H.

SOOTHING AND PROTECTIVE.

Also suitable for sensitive skin.



FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Eco-friendly deodorant spray. Prolonged deodorant action, active for up to 48H , combines with soothing and moisturizing properties. Gives a feeling of freshness and well-being.	Aloe, Allantoin.	Skin is fresh and fragrant, soft and protected.	Shake before use and spray a short distance onto clean, dry skin.	No stains. No gas, alcohol, artificial dyes, silicones, mineral oils.

Bottle of 100 ml



ECOMOUSSE SHOWER SHAMPOO.

MOISTURIZING AND INVIGORATING.



Also suitable for sensitive skin, daily use.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Cleanser for body and hair in ecological mousse, soft and delicate. It allows you to use a smaller amount of product while respecting the structure of hair and skin. Energetic and seductive fragrance.	Aloe, Betaine and Panthenol.	Restores softness and elasticity to skin and hair.	Spread evenly over wet hair and skin, massage and rinse.	No sles/sls, alcohol, silicones, mineral oils. No gases and thickeners. ECOMOUSSE FORMULA: less environmental impact, less waste, more delicacy. Soft and creamy texture.

Bottle of 150 ml



ECOMOUSSE SHOWER SHAMPOO.

RECHARGE.



Also suitable for sensitive skin.

FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
With the refill format, Dermal continues its campaign "CHANGE YOU, CHANGE THE WORLD: your small gesture can change the world, whose primary objective is to reduce the introduction of plastic in the consumer market.	Aloe, Betaine and Panthenol.	Restores softness and elasticity to skin and hair.	Keep the original bottle with the dispenser and purchase the refill. You will be able to refill your bottle multiple times. Follow the directions for use of Ecomousse Shower Shampoo.	Less use of plastic. Lower environmental impact. Lower price.

Bottle of 400 ml

AFTERSHAVE FACE CREAM.

LIFTING EFFECT AND SOOTHING ACTION.

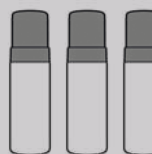


Suitable for sensitive skin, ideal after shaving.



FEATURES	COMPONENTS	RESULT	DIRECTIONS	ADDED VALUE
Aftershave face cream with lifting effect. Deeply moisturizes, counteracts skin aging and helps reduce expression lines. Gives elasticity and nourishment. Ideal after shaving thanks to its soothing action. Tube of 75 ml	Hyaluronic Acid, oils of Macadamia, Babassu, Abyssinia, Shea Butter, Bisabolol.	The skin on the face is firmer, more elastic and relaxed.	Apply to facial skin morning and evening and massage in until fully absorbed.	Quickly absorbed light texture. Non-greasy. No alcohol, silicones, mineral oils.

CHANGE YOU
CHANGE THE WORLD
YOUR SMALL GESTURE CAN CHANGE THE WORLD



2,7 bottles of 150 ml = 162,67 gr of plastic



1 bottle of 400 ml = 35 gr of plastic

-78,48%
of plastic
-20,67€

EAU DE TOILETTE.

ENERGETIC AND SENSUAL FRAGRANCE.

Olfactory family woody, aromatic, oriental, amber.



FEATURES	COMPONENTS	RESULT	DIRECTIONS
Perfume for Him. The revitalizing accents of mandarin and bergamot , blend with the aromas of cocoa, vanilla and amber for a touch of elegant seduction.	Notes of Mandarin, Bergamot, Cocoa, Vanilla, Amber.	Strong and intense fragrance, long-lasting.	For external use. do not use on injured skin. In case of contact with eyes, rinse immediately. Keep out of reach of children.
Spray of 50 ml			

LINEN SPRAY.

ENERGETIC AND SENSUAL FRAGRANCE.

Olfactory family woody, aromatic, oriental, amber.



FEATURES	COMPONENTS	RESULT	DIRECTIONS
Fabric scent. Used on clothing and household linens it will also scent your wardrobe with the #sportlife fragrance. Accents of mandarin and bergamot blend with cocoa, vanilla and amber for a touch of elegant seduction.	Notes of Mandarin, Bergamot, Cocoa, Vanilla, Amber.	Strong and intense fragrance, long-lasting.	Spray on the fabric from a distance of about 20 cm. For external use. Do not use on injured skin. In case of contact with eyes, rinse immediately. Keep out of reach of children.
Spray of 30 ml			



PHYSIA
MAN
Barber
—  —

#Beardlife

**THE RITUAL
FOR A FLAWLESS
IMPECCABLE**



BEARD CLEANSING.

Men's cleanser for daily use for beard and face.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Cleanses the skin without drying it out and nourishes it. Ideal for use before shaving.	Glycerine and Olive Oil.	Makes the beard soft and glossy.	Apply 1 pump to hands, massage and use fingertips to allow the cleanser to penetrate under the beard hair. Rinse thoroughly.

Flacon 250 ml - 100 ml



BEARD GEL.

Ideal gel for shaving and precision trimming.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Provides nourishing, moisturising and conditioning action. Facilitates blade glide, preventing irritation.	Panthenol and Arginine.	Makes the beard soft and glossy.	Apply the desired amount of product to shaving areas, lightly massage and proceed with shaving. Then cover with a warm cloth and moisten the beard. Rinse off any residue, if necessary. Repeat the application, in case of particularly hard hair.

Flacon 100 ml



BEARD SOAP.

Facilitates razor gliding.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Soap with a creamy texture, guarantees a close shave.	Coconut Oil, Glycerine and Vegetable Waxes.	Soft, moisturised beard.	Dose a small amount of soap into a bowl, add a little warm water and, using a brush, create a full-bodied lather with circular movements. Apply evenly to the area to be shaved and rinse.

Vase 100 ml



BEARD OIL.

Ideal oil for beards with stiff, dry and dehydrated hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
It offers an emollient and soothing action. Leaves no residue and does not weigh down.	Aloe juice.	Shiny, soft and disciplined beard.	Heat the oil in hot water, distribute evenly with your hands on the damp beard, leave on for a few minutes under a warm cloth and then rinse with a cool cloth.

Flacon 30 ml



AFTERSHAVE SPRAY.

Ideal for use after shaving.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Ideal for soothing and softening the skin after shaving.	Panthenol, Horse Chestnut extract and Calendula.	Makes the beard soft and glossy.	Apply on face after shaving and massage until completely absorbed.

Flacon 100 ml



BEARD BALM.

Balm for daily use. Ideal for post-shave use.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Moisturises and protects the beard. Performs an emollient and soothing action.	Vegetable oils and aloe gel.	Makes the beard soft and glossy.	Distribute a small amount of product on the beard using hands or a comb. Do not rinse. Application on dry beard is recommended.

Vase 100 ml



**TAN
GENTLY
SHIELD
YOUR SKIN**



REGENERATING SHAMPOO. SPECIFIC SHAMPOO AFTER SUN.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Specific shampoo for hair stressed by excessive sun exposure. Bottle of 250 ml	Erythritol	Ideal for regenerating the hair fiber, providing hydration and elasticity.	Apply evenly to wet hair and massage gently with circular movements, rinse and repeat if necessary



NOURISHING FLUID. FLUID IDEAL AFTER SUN EXPOSURE.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
The mix of vegetable oils, Wheat proteins and Erythritol nourishes the shaft stressed by excessive sun exposure. Bottle of 100 ml	Erythritol, Coconut, Babassu, Macadamia and Abyssinian Oils, Wheat Proteins.	The hair regains a natural shine and softness.	After shampooing, distribute the fluid onto towel-dried lengths. Comb through, leave on for a few minutes and rinse thoroughly.



PROTECTIVE OIL SPF 10. HAIR AND BODY SUN FILTER.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Spray oil suitable for all hair and skin types, it actively protects from UVA and UVB rays , contrasts the action of free radicals with an effective antiage effect and protects the hair from environmental aggressions that damage its structure.	Monoï and Nyamplung oils.	Hair is light, soft and shiny, cosmetic texture and color remain preserved. The skin of the body is velvety, supple and moisturized.	Spray on the hair and the body before and during sun exposure, even more times a day.

Bottle of 100 ml



STICK ZONE. INSTANT PROTECTION.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
High-protection stick designed for lips and “areas” of the face that are particularly sensitive to sun exposure or exposed for long periods. The transparent texture gives a transparent, soft and nourishing protective film.	Shea butter, Cocoa butter, Vitamin E.	It gives bright, relaxed, moisturized and soft lips.	Apply before exposure and several times a day, especially after perspiring, after bathing or drying. For external use only.

Stick of 4,8 gr

BRIGHTENING COOLING WATER. COOLS THE SKIN FROM THE HEAT OF THE SUN.



FEATURES

Refreshing tanning water for skin hydration and freshness. The mix of ingredients promotes a more intense and prolonged tan.

COMPONENTS

Caffeine, tyrosine, extracts of Prickly Pear, Calendula, Roman Chamomile.

RESULT

hysia Refreshing Tanning Water **ensures soft, hydrated and fresh skin.** Suitable for all hair types

DIRECTIONS

Pour into the dispenser before use, spray at discretion on the affected areas, holding the bottle at 10-12 cm.

Bottle of 100 ml
Spray dispenser 300 ml

BODY PROTECTION SPF 50 & 30. PROTECT YOUR SKIN FROM THE SUN WHEREVER YOU ARE.



FEATURES

Body sunscreen with wide spectrum UVA and UVB filters of the latest generation and ingredients of natural origin. BOV technology: compressed air cylinder, continuous and practical spray, dispensable in any position.

COMPONENTS

Aloe Vera, Arginine

RESULT

For protected, hydrated skin and a uniform tan.

DIRECTIONS

Spray the product at a distance of 10 cm from the skin and massage to distribute evenly. Apply the product before exposure. Reapply frequently, especially after perspiring or getting wet.

Bottle of 125 ml



SUN CALMING CREAM. AFTER-SUN SOOTHING CREAM.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Cream rich in essential oils, refreshes skin stressed by incorrect and / or excessive sun exposure. Soothes redness with natural effectiveness.	Essential oils, Guaiazulene, Bisabolol, Calendula and St. John's wort extracts.	The feeling of relief and freshness is immediate, the skin is intensely moisturized and soft to the touch.	Apply as needed on dry skin, to reddened areas. Massage gently until absorbed. Do not apply to eye area.

Tube of 50 ml



SUNSAFE MILK SPF 20. BODY SUN FILTER.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Fluid spray light and easily absorbed, ideal for protecting the skin from UVA and UVB rays and has an effective anti-aging effect. Water resistant formula.	Corn oil, Beta-carotene, UVA and UVB filters.	Protected, moisturized, soft skin tans gradually, evenly and safely.	Choose the protection factor best suited to your phototype and apply to dry skin before sun exposure. Repeat application frequently and after swimming in the sea or pool.

Bottle of 100 ml



express POWER

CUSTOMIZABLE
RECONSTRUCTION TREATMENT
for thin and medium-thick hair





PREP SHAMPOO.

PREPARATION SHAMPOO.

For thin, medium and thick damaged hair.

FEATURES

Shampoo for a deep cleansing of the hair from any kind of residue.

COMPONENTS

The **Alkaline pH** allows the opening of the scales of the hair preparing it to absorb the subsequent phases of treatment. **L-Arginine** plays a decisive role in the construction of hair proteins.

RESULT

Deeply cleansed and more receptive hair.

DIRECTIONS

First wash with a shampoo suitable for the skin. Apply Prep Shampoo **ONLY** on the lengths, emulsify and comb. Leave on for 3 minutes and rinse thoroughly.

NOTES. Do not apply to skin. For professional use only and only as part of the complete EXPRESS POWER treatment.

Bottle of 200 ml - 1000 ml



MINERAL MIX CONDITIONER.

MINERALIZING BASE.

For thin, medium and thick damaged hair.

FEATURES

Multi-mineral complex which gives internal strength to the stem

and increases the tensile strength, flexural strength and bending and abrasion resistance of the outer cuticle, helping to reduce damage of the hair.

COMPONENTS

Magnesium, Silicon, Copper, Iron, and Zinc.

RESULT

Stronger and more resistant hair.

DIRECTIONS

Dose 25 ml of MINERAL MIX and 25 ml of the most appropriate of the most suitable ACTIVATOR for the type of hair. Pour into the bowl and mix until a homogeneous cream is obtained. Blot the lengths and apply the mixture with a brush, separating the separations of maximum 2 cm. Leave in place 5-10 min. depending on the condition of the stem, rinse thoroughly.

NOTES. For exclusive use professional use and only within the treatment complete EXPRESS POWER treatment.



Bottle of 200 ml



KERATIN ACTIVATOR.

ACTIVATOR FOR THIN HAIR.

For damaged and fine hair.

FEATURES

Restorative fluid that repairs and fortifies the stem, while providing greater body, elasticity and volume, without weighing it down.

COMPONENTS

Keratin, Creatine and Bamboo extract.

RESULT

Fine, damaged hair instantly becomes stronger, fuller-bodied and healthier.

DIRECTIONS

Dose 25 ml of MINERAL MIX and 25 ml of the most appropriate of the most suitable ACTIVATOR for the type of hair. Pour into the bowl and mix until a homogeneous cream is obtained. Blot the lengths and apply the mixture with a brush, separating the separations of maximum 2 cm. Leave in place 5-10 min. depending on the condition of the stem, rinse thoroughly.

Bottle of 200 ml

NOTES. For exclusive use professional use and only within the treatment complete EXPRESS POWER treatment.



NUTRI OIL ACTIVATOR.

ACTIVATOR FOR MEDIUM TO THICK HAIR.

For damaged and medium to thick hair.

FEATURES

Restorative fluid that repairs and fortifies the stem, while providing greater softness, combability and texture.

COMPONENTS

Keratin, Arginine and Olive, Abyssinian, Macadamia and Babassu oils.

RESULT

Medium-thick damaged hair instantly becomes stronger, softer and healthier.

DIRECTIONS

Dose 25 ml of MINERAL MIX and 25 ml of the most appropriate of the most suitable ACTIVATOR for the type of hair. Pour into the bowl and mix until a homogeneous cream is obtained. Blot the lengths and apply the mixture with a brush, separating the separations of maximum 2 cm. Leave in place 5-10 min. depending on the condition of the stem, rinse thoroughly.

Bottle of 200 ml

NOTES. For exclusive use professional use and only within the treatment complete EXPRESS POWER treatment.



INTENSIVE MASK.

INTENSIVE MASK.

For damaged, thick and dehydrated hair.

FEATURES

Intensive nourishing mask that gives the stem softness and extreme combability. It increases the resistance to traction, flexion and abrasion of the cuticle preventing future damage.

COMPONENTS

Guar gum, conditioner obtained from Moringa Seed Oil and Vegetable Proteins.

RESULT

Medium-thick hair feels softened, combable and less frizzy.

DIRECTIONS

Apply to rinsed and towel-dried hair making separations of max 2 cm. Leave in place 5/10 min depending on the condition of the stem, rinse thoroughly.

Vase of 500 ml

SEALING LEAVE-IN FILM.

CONDITIONER.

No rinse.

FEATURES

Biphasic spray with filmogenic action that seals the cuticles and protects the hair from external aggressions of heat tools and environmental factors thus reducing the possibility of breakage. **Gives shine without weighing it down.**

COMPONENTS

Oil obtained from Sugar Cane and sealant derived from Castor oil.

RESULT

Hair is combed and silky, styling is facilitated.

DIRECTIONS

Shake before use. Apply to towel-dried hair making separations of max 2 cm and spraying the product all along the stem from a distance of 10 cm. DO NOT RINSE and dry.

ALSO ALONE WITH EVERY STYLING 10 BENEFITS

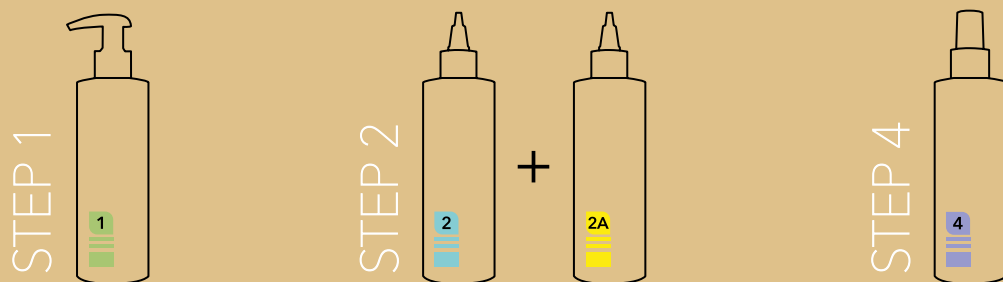
1. Protects from the heat of the hair dryer
2. Helps to comb the hair
3. Facilitates shaping
4. Protects from tension during processing
5. Protects against twisting during machining
6. Prevents tip breakage
7. Protects against moisture
8. Softer hair
9. Fuller-bodied hair
10. Gives extreme shine

Bottle of 200 ml

THIN HAIR TREATMENT

15
MINUTES

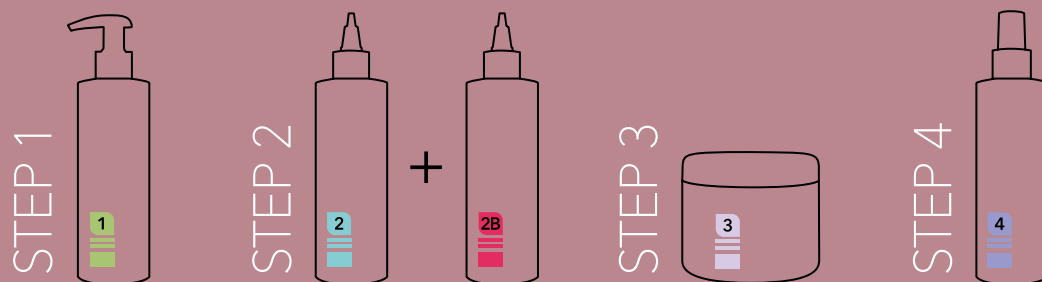
3
STEP



MEDIUM TO THICK HAIR TREATMENT

20
MINUTES

4
STEP





PRESERVE SHAMPOO.

MANTEINANCE SHAMPOO.

For thin, medium and thick damaged hair.

FEATURES

Nourishing shampoo, ideal for maintaining salon treatment results. Softens the hair without weighing it down weight and helps maintain hair strong and resistant to pulling, bending and abrasion, preventing future damage.

COMPONENTS

Abyssinian oil and Vegetable Protein.

RESULT

Clean, soft, resilient hair. Less broken hair.

DIRECTIONS

Apply evenly to wet hair, emulsify by massaging gently, rinse thoroughly.

NOTES. Use occasionally, when you feel the salon treatment wearing off.

Bottle of 100 ml



INTENSIVE LEAVE-IN MASK.

INTENSIVE MASK.

No rinse.

FEATURES

Spray mask with intensive intensive nourishing action that gives the stem softness extreme combing and shine. It increases the resistance to traction, flexion and abrasion of the cuticle preventing future damage.

COMPONENTS

Conditioner obtained from Moringa Seed oil and Vegetable Proteins.

RESULT

Resistant hair softened, combable and less frizzy.

DIRECTIONS

Use immediately after shampooing, without first applying other conditioners. Spread evenly over towel-dried hair and comb through. DO NOT RINSE and dry.

Bottle of 100 ml - 200 ml



SEALING LEAVE-IN FILM.

SEALING SPRAY.

No rinse.

FEATURES

Biphasic spray with filmogenic action that seals the cuticles and protects the hair from external aggressions of heat tools and environmental factors thus reducing the possibility of breakage. Gives shine without weighing it down.

COMPONENTS

Oil obtained from Sugar Cane and sealant derived from Castor oil.

RESULT

Hair feels combable and silky, styling is made easy.

DIRECTIONS

Shake before use. Apply to towel-dried hair making separations of max 2 cm and spraying the product all along the stem from a distance of 10 cm. DO NOT RINSE and dry.

Bottle of 100 ml

LIBRA

PERFECTLY BALANCED
TREATMENT
FOR FINE AND
MEDIUM-THICK HAIR





EQUO. BALANCING SHAMPOO.

For oily skin and treated lengths.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Ideal shampoo to deeply cleanse the skin. Delicate on the lengths.	Creatine and Erythritol give shine and softness to the hair.	Perfectly cleansed skin, soft and shiny lengths.	Apply to wet skin and hair, massage gently with rotating movements, rinse and repeat.

Bottle of 250 ml - 1000 ml



GENTILE. MILD SHAMPOO.

For normal skin and treated lengths.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Ideal shampoo to moisturize, nourish and strengthen the lengths.	Olive Oil and Betaine give a moisturizing and nourishing action.	Soft, light and shiny hair.	Apply to wet skin and hair, massage gently with rotating movements, rinse and repeat.

Bottle of 250 ml - 1000 ml



IDRA. VOLUMIZING CREAM.

For fine hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Conditioner to moisturize and increase the strength of the stem. Ideal for fine hair.	Creatine gives the hair shine, volume and body.	Voluminous and full-bodied hair.	After shampooing, rinse and pat hair dry. Comb through and distribute the cream evenly throughout the lengths. Leave on for a few minutes then rinse thoroughly. Shake before use.
Bottle of 250 ml - 1000 ml			



NUTRI. NOURISHING CREAM.

For medium-thick hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Nourishing conditioner, reduces frizz and protects hair color.	Oils obtained from Sugar Cane and Olives reduce frizz and protect hair color.	Shiny hair and soft lengths.	After shampooing, rinse and pat hair dry. Comb through and distribute the cream evenly throughout the lengths. Leave on for a few minutes then rinse thoroughly.
Bottle of 250 ml - 1000 ml			



VIVACE. CURLY SERUM.

For medium-thick hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Serum for a crisp curly effect on medium-thick hair	Panthenol and Erythritol moisturize, define and nourish the curl.	Defined, soft and shiny curls hair.	Distribute 1 or 2 nut sized amounts of product on shampooed and towel dried hair, comb through and manipulate the curls to increase their definition. Do not rinse and proceed with the desired finishing method.
Bottle of 150 ml			



FRIZZANTE. CURLY MOUSSE.

For fine hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Lightweight and fragrant mousse for crispy effect on fine curly hair.	Erythritol and Keratin Amino Acids emphasize, define the spiral of the curls, moisturize, give volume and body to the hair.	Full-bodied, shiny and defined curl. Thanks to the present of fixative resins, they counteract frizz.	Distribute 1 or 2 nut sized amounts of product on shampooed and towel dried hair, comb through and manipulate the curls to increase their definition. Do not rinse and proceed with the desired finishing method, either with a diffuser or air dry.
Bottle of 150 ml			



LISCIO. SMOOTHING AND VOLUMIZING SERUM.

For fine hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Serum, long lasting, ideal for fine hair. Bottle of 150 ml	Panthenol moisturizes and improves shine on the shaft. Macadamia oil and Babassu oil moisturize, nourish, regenerate the hair and facilitate hair straightening.	Smooth, shiny and full-bodied hair.	Distribute evenly on shampooed and towel-dried hair, comb through and proceed with the desired finishing method. Do not rinse.



CALMO. SMOOTHING SERUM.

For medium-thick hair.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Serum ideal for medium-thick hair. Removes frizz. Bottle of 150 ml	Babassu, Abyssinia and Macadamia oils nourish, moisturize and detangle hair.	Smooth, soft and shiny hair.	Distribute evenly on shampooed and towel-dried hair, comb through and proceed with the desired styling method. Do not rinse.

ZEROWATT. ANTISTATIC SERUM.

For all hair types.

FEATURES

Antistatic serum for all hair types.

COMPONENTS

Sesame, Hemp and Jojoba oils eliminate electricity, add softness, increase the manageability of the hair and provide shine.

RESULT

Electricity completely eliminated, hair shiny and soft.

DIRECTIONS

To eliminate hair electricity, apply 1 pump of product to the palms of the hands and superficially pat the stem dry.

Bottle of 150 ml

Tube of 50 ml



NERO. ANTI-GRAY SHAMPOO

For all hair types.

FEATURES

Highly pigmented temporary shampoo suitable for masking grey or white hair.

Bottle of 150 ml

RESULT

Reduced grey hair, stronger and fuller hair.

DIRECTIONS

Use suitable gloves. Apply to damp, towel-dried hair. Distribute carefully and massage in. Leave on for 1 to 5 minutes depending on the desired effect. At the end, emulsify and massage gently to complete the cleansing process; finally, rinse thoroughly.



MASCARA. ANTI-GRAY WAX

For all hair types.

FEATURES

Ideal wax for modelling and masking grey and white hair. Its formula provides a natural touch of temporary colour. It does not stain and is easily removed with a shampoo.

Vase of 100 ml

RESULT

Reduction of grey hair, moulded and defined hairstyle.

DIRECTIONS

Spread a small amount of the desired product on the fingertips of your hands. Apply evenly throughout the hair. Avoid contact with the scalp. Repeat until desired coverage and style is achieved.



PROFESSIONAL
CONTROL

WELLNESS REBALANCERS

The beauty of the hair mirrors health and vitality of the scalp. Professional Control Hair Loss Treatment promotes balance and physiological activities of the scalp, thanks to the precious blends of selected active ingredients.





DERMOSHAMPOO RESTORE. HAIR LOSS TREATMENT.

FEATURES

Gentle shampoo based on plant extracts, ideal support in all cases of **hair loss or weakening**.

COMPONENTS

Formula enriched with extracts of **Aromatic Calamus, Aloe Ferox, Angelica, Myrrh, Zedoaria, Cardamom, Clove, Black Pepper and Ginger**.

RESULT

Stronger, smoother, more disciplined and silkier hair.

DIRECTIONS

Apply to wet hair and skin with a gentle circular massage. Rinse thoroughly. Repeat if necessary.

Salon: bottle of 1000 ml

Retail: bottle of 250 ml

ACTIVE LOTION/VIALS RESTORE. HAIR LOSS TREATMENT.

FEATURES

Concentrated lotion in bottle and vials, particularly indicated in the treatment of hair loss. It contains plant extracts obtained from medicinal herbs.

COMPONENTS

Concentrated formula enriched with extracts of **Aromatic Calamus, Aloe Ferox, Angelica, Myrrh, Zedoaria, Cardamom, Clove, Black Pepper and Ginger**. The vials are enhanced with **Caffeine, Menthol and Camphor**.

RESULT

Acts as a balancer of the pilo-sebaceous complex and helps to regain the natural strength and vitality of the stems.

DIRECTIONS

Cleanse hair with Dermoshampoo Regenerating, towel-dry excess water and proceed to use the lotion in vial or bottle. **VIALS:** apply the contents of one vial to the entire scalp and massage until absorbed. Proceed with drying without rinsing. **BOTTLE:** distribute the contents of 3-5 pipettes over the scalp, massaging thoroughly. Leave on for a few minutes and then proceed with drying without rinsing.

Bottle of 50 ml with dropper

Box of 12 vials of 7 ml each

USE FREQUENCY. For a shock treatment use the product every other day. For the maintenance of the results obtained, use 2 times a week. It is recommended to start the treatment with the use of the vial for about 1 month and then proceed with the use of the lotion bottle.





PROFESSIONAL WASH

I FUNZIONALI

THE ACTIVATORS OF VITALITY

The Professional Wash line reactivates the vitality and the beauty of your hair. Moisture, nutrition and restoring are essential for having soft, full-bodied hair with a healthy and shiny look. With I FUNZIONALI, dry hair regains its natural softness, weak and damaged hair becomes stronger and full-bodied and extreme brilliance will return on faded hair colors.





GENTLE TREATING SHAMPOO.

PROFESSIONAL CLEANSING.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Shampoo to deeply revitalize the hair fiber , nourishing and moisturizing the stems.	Coconut Oil and Wheat Proteins: emollient action, protective, moisturizing and filling effect.	Hair structure regains body and vitality , hair is shiny, nourished and enveloped in a delicate fragrance.	Apply to wet skin and hair, massage gently with rolling motions, rinse and repeat.
Salon: bottle of 1000 ml Retail: bottle of 250 ml - sachet of 10 ml			



TREATING FLUID.

PROFESSIONAL CONDITIONER.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Conditioning fluid to soften dry, frizzy or chemically treated hair . Does not weigh it down.	Coconut Oil: emollient, protective, moisturizing action.	Combats frizz and leaves hair soft, nourished, shiny and enveloped in a delicate fragrance.	After shampooing, rinse and pat hair dry. Distribute the fluid on the stems, insisting on the ends. Comb through and rinse thoroughly.
Salon: bottle of 1000 ml Retail: bottle of 250 ml - sachet of 10 ml			



POST-COLOR SHAMPOO. REVITALIZING ACTION.

FEATURES

Post-coloring shampoo that, thanks to its acidic pH, **closes the scales of the hair, counteracting the loss of cosmetic color pigments.**

Salon: bottle of 1000 ml
Retail: bottle of 250 ml

COMPONENTS

Jojoba Oil and Milk Proteins: perform regenerating, nourishing and protective actions.

RESULT

The color treatment remains unchanged for a very long time; hair wears shiny, vibrant highlights and smells delicately of strawberry.

DIRECTIONS

Apply to wet skin and hair, massage gently with rolling motions, rinse and repeat.



FLUID ACID MASK. REVITALIZING ACTION.

FEATURES

Acid pH mask in fluid and creamy versions. **It softens, protects and nourishes** stems while helping to maintain the hair's proper moisture level.

Vase of 500 ml
Bottle of 250 ml

COMPONENTS

Red Vine Seed Oil, Jojoba and Milk Proteins: antioxidant, regenerating, nourishing and protective properties.

RESULT

Hair is fuller, shinier and more vital; it smells delicately of strawberry.

DIRECTIONS

After shampooing, distribute the mask over lengths and ends, comb through and leave on 3-5 minutes. Rinse carefully. For intensive treatment leave on under a heat source.



REFRESHING SHAMPOO FOR FREQUENT USE. TONIFYING ACTION.

FEATURES

Shampoo suitable for **frequent washing** and for those who habitually play sports and/or swims.

Salon: bottle of 1000 ml
Retail: bottle of 250 ml

COMPONENTS

Rice Milk: leaves hair soft and silky. **Scots Pine Essence:** gives an immediate feeling of freshness with an invigorating effect.

RESULT

Leaves **hair soft and light**. Gives a feeling of freshness and tone to the scalp.

DIRECTIONS

Apply to wet skin and hair, massage gently with rolling motions, rinse and repeat.



INSTANT CONDITIONER. BIPHASIC NO RINSE.

FEATURES

Biphasic lotion **without rinsing with conditioning and protective action** on the cuticle and hair fiber.

Spray bottle of 250 ml

COMPONENTS

Wheat Proteins, Panthenol, Keratin and UV and UV-A Filters: protect cuticle and hair fiber without weighing down.

RESULT

Also ideal after perming and coloring, **it gives volume and shine** to stems.

DIRECTIONS

Spray in small doses on clean, damp hair. Comb through, do not rinse, proceed to blow-dry. Shake before use.

PROFESSIONAL
CREATIVE



FREE TO BE YOURSELF
WITH LOVE & RESPECT



LISS EXTREME SHAMPOO

Perfect and disciplined straight hair.

FEATURES

Shampoo formulated to cleanse all hair types.

COMPONENTS

Technology smoothes styling.

RESULT

It gives extreme shine, moisture and light nourishment to lengths and ends.

DIRECTIONS

Apply to wet hair, massage gently for few minutes. Rinse abundantly with lukewarm water and repeat if necessary.

Flacon 250 ml



LISS EXTREME FLUID.

Perfect and disciplined straight hair.

FEATURES

Spray liquid solution with conditioning action, ideal for all hair types.

COMPONENTS

Technology smoothes styling.

RESULT

The lotion, transforms into a soft moisturising and anti-frizz emulsion.

DIRECTIONS

After shampoo, towel-dry hair and spray a generous amount onto lengths and ends. Distribute evenly with the help of a comb and leave on for at least 1 minute.

Flacon 250 ml



BLOW UP SHAMPOO.

Volume and body.

FEATURES

Blow up shampoo is designed to cleanse and add volume to all hair types.

COMPONENTS

Creatine, Rice proteins.

RESULT

Volume and body hair.

DIRECTIONS

Apply to wet hair, massage gently for few minutes. Rinse abundantly with lukewarm water and repeat if necessary.

Flacon 250 ml



BLOW UP FLUID.

Volume and body.

FEATURES

Blow up fluid performs a delicate conditioning action, ideal for all hair types.

COMPONENTS

Creatine, Rice proteins.

RESULT

Volume and body hair.

DIRECTIONS

Shampoo the hair, rinse and towel-dry. Distribute the fluid to the lengths and comb through leaving it for a minute. Rinse abundantly.

Flacon 250 ml



CURLS DEFINE SHAMPOO.

Elastic and defined curls, anti-frizz effect.

FEATURES

Curls define shampoo is designed to cleanse curly hair, while respecting the hair structure.

COMPONENTS

Vegetable proteins, ceramides and camellia oil.

RESULT

Elasticity and defines curls hair.

DIRECTIONS

Apply to wet hair, massage gently for few minutes. Rinse abundantly with lukewarm water and repeat if necessary

Flacon 250 ml



CURLS DEFINE FLUID.

Elastic and defined curls, anti-frizz effect.

FEATURES

Ccurls define fluid is specifically formulated to perform a conditioning action and nourishes and repairs the hair fiber.

COMPONENTS

Creatine, Rice proteins.

RESULT

Defined and firm curl hair.

DIRECTIONS

Shampoo the hair, rinse and towel-dry. Distribute the fluid to the lengths and comb through leaving it for a minute. Rinse abundantly.

Flacon 250 ml



CURLS DEFINE MASK.

Elastic and defined curls, anti-frizz effect.

FEATURES

Rich conditioning emulsion, revitalizes, repairs and nourishes the hair structure.

COMPONENTS

Creatine, Rice proteins.

RESULT

Defined and firm curl hair.

DIRECTIONS

Apply on washed and towel dried hair. Comb and leave for 3-5 minutes. Rinse abundantly.

Vase of 500 ml



VOLUME-ENHANCING POWDER.

Instant structuring powder.

FEATURES

It allows roots to be lifted for **instant volume** and imparts a full-bodied texture on the lengths. It provides **medium-to-strong hold without weighing down** and is ideal for any styling of a short or medium-short haircut.

RESULT

Instant volume on roots and full-bodied texture on lengths, matte finish.
Medium-to-strong hold styling.

DIRECTIONS

Shake before use. Spread a small amount of product on dry, unwashed hair. Spread over roots and massage in. Alternatively, deposit the product on the palms of your hands and shape with your fingers.

HOLD



Bottle of 8 gr



THERMOLISS SPRAY.

Smooth and protected hair.

FEATURES

Thermoliss is a thermo-protective spray ideal for smoothing hair and style with the iron or with the blow-dryer and a brush.

RESULT

Smooth and shiny hair.

DIRECTIONS

Spray evenly section by section on shampooed and towel dried hair and style as desired.

Flacon 150 ml



PROFESSIONAL
FINISH

THE CREATORS OF STYLE

Professional Finish is the hair styling line dedicated to the unique style and personality of every woman. Defined curls enhance a rebel soul, a perfect straight look undelines natural elegance, an unexpected volume gives voice to an innate ambition, an original hair style is the unmistakable sign of an innovative spirit.





3 CRAZY PASTE EXTREME HOLD. SUPER HOLD AND SPIKY EFFECT.

FEATURES	RESULT	DIRECTIONS	HOLD
Extra-strong hold paste to exceptionally fix hair with long-holding shot effects.	Hair is textured with a dry, instant-effect hold.	Apply 1-2 nuts of product to the palms of the hands and spread over the hair locally or globally, depending on the desired effect.	■ ■ ■ ■ □
Vase of 75 ml			



6 WATER WAX. STYLING FLESSIBILE.

FEATURES	RESULT	DIRECTIONS	HOLD
Hydrosoluble, polishing water wax. Fixes styling without weighing down.	It gives flexible styling and extreme shine to hair.	Apply the product with hands either to dry hair, for an extreme shine, or to damp hair.	■ ■ ■ □ □
Vase of 75 ml			



7 MATT EFFECT PASTE. DEFINED HOLD.

FEATURES	RESULT	DIRECTIONS	HOLD
Paste for a defined hold and matt effect.	Defines and reinvents style every day with a deep matte effect.	Distribute on wet or dry hair, then shape as desired.	■ ■ ■ ■ □

Vase of 75 ml



8 WATER TEXTURE GEL. WET LOOK EFFECT.

FEATURES	RESULT	DIRECTIONS	HOLD
Gel formula with a consistent texture. Fixes styling with a soft hold and a wet look, without greasing the hair.	The hair is shiny, soft and maintains a very natural movement.	Use on dry or wet hair. Use a larger amount of product to achieve the wet effect.	■ ■ □ □ □

Bottle of 150 ml
Tube of 250 ml



14 STRUCINAL OIL. DETANGLING ACTION.

FEATURES

Quaternized copolymer blend promotes **detangling action and wet effect**. Gives excellent crease support. Protects against split ends.

Bottle of 250 ml

RESULT

Textures and gives body to hair, ensuring perfect hold and instant shine.

DIRECTIONS

Distribute the desired amount of product to wet or dry hair and proceed to styling.

HOLD



15 AIR FIX HAIR SPRAY. FLEXIBLE FIXING.

FEATURES

It forms a light transparent film that wraps around the hair providing **flexibility and instant fixation**.

Bottle of 300 ml

RESULT

Styling stays **perfect for a very long time; hair is shiny and light**; hairspray is easily removed with just a few strokes of the brush.

DIRECTIONS

Spray as a finishing touch all over the hair; hold the bottle about 30 cm from the hairstyle.

HOLD





16 DEFINING MOUSSE. BODY AND HOLD.

FEATURES

Alcohol-free defining mousse that brings reinforced hold by giving hair **body, support and texture.**

Bottle of 250 ml

RESULT

Protects hair from the heat of the blow dryer by reducing the effects of static electricity. Ideal for many types of styling.

DIRECTIONS

Distribute evenly on damp hair, comb through and proceed to styling.

HOLD





22 PUSH UP SPRAY. EXTREME VOLUME.

FEATURES

Ecological hair spray to give **volume and support to hair roots.**

Bottle of 150 ml

RESULT

Thin hair gains volume and texture, appearing fuller and more supported.

DIRECTIONS

Spray onto the roots of washed and towel-dried hair and proceed with styling.

HOLD



23 VOLUM UP SERUM. THICKNESS AND VOLUME.

FEATURES

Volumizing action serum with antistatic effect. It gives body, thickness and gives the hair a healthy, vigorous and shiny appearance.

Bottle of 150 ml

RESULT

Hair is voluminous, consistent and holds styling with a very natural hold.

DIRECTIONS

Work serum between hands and distribute thoroughly over washed and towel-dried hair; proceed to blow-dry.

HOLD





30 MODELLING GEL LOTION. HOLD AND SHINE.

FEATURES

It is a lotion that **gives soft, natural control** while creating any style with ease.

RESULT

Textures and gives body to hair, ensuring perfect hold and instant shine.

DIRECTIONS

Distribute the desired amount of product to wet or dry hair and proceed to styling.

HOLD



Bottle of 250 ml



35 SPIRAL SUBLIME SERUM. DISCIPLINED HAIR.

FEATURES

Fluid and elastic cream. **Defines curls to perfection and eliminates frizz.** The disciplining action is ideal for both blow-drying natural with a diffuser as well as for smooth blow-drying.

RESULT

Styling defined, hair soft, shiny and combable.

DIRECTIONS

On washed and towel-dried hair, distribute 2 to 4 sprays of product. Distribute evenly with the help of a comb, proceed to blow-dry.

HOLD



Bottle of 150 ml



36 EXTRA CORP MOUSSE. DEFINED AND STRONG CURLS.

FEATURES

Lightweight, crunchy mousse. Gives **volume and body to the hair with a firm and very flexible hold**, ideal for emphasizing natural curls.

RESULT

Hair is structured, shiny and voluminous.

DIRECTIONS

On washed and towel-dried hair, distribute 2 to 4 nuts of product on the lengths in strands. Scrunch hair between fingers and proceed with desired blow-drying.

HOLD



Bottle of 200 ml



40 LISS EXTREME SERUM. LONG LASTING DISCIPLINED SMOOTH.

FEATURES

A serum with **smoothing power to smooth the cuticle**, with a **long-lasting effect formula**.

RESULT

Hair is smooth, soft to the touch and shiny, with moisture-resistant styling.

DIRECTIONS

On washed and towel-dried hair distribute evenly, comb through and proceed with desired styling. When blow-drying and brushing, apply light but constant tension.

HOLD



Bottle of 150 ml



41 SHINING SPRAY. INSTANT SHINE.

FEATURES

High film-forming spray to give **instant and long-lasting shine** to any style.

RESULT

Hair radiates light, is shiny, silky and fragrant.

DIRECTIONS

After drying, spray on dry hair from a distance of 25-30 cm; do not rinse.

Bottle of 60 ml



DRY WASH TEXTURIZING. DRY SHAMPOO.

NEW
FORMULA

FEATURES

PUMP-WASHING FORMULA. Dry shampoo with texturizing effect that **allows you to cleanse and simultaneously body the hair without the need to wet it.** New long-lasting fragrance that lasts all day long.

DIRECTIONS

Spray at 30 cm on dry hair while holding the bottle upright. Apply evenly, concentrating on the roots and work the hair with fingers to give volume. Leave on for about 1-2 minutes, then air with the cool air of the hair dryer.

STYLING TIPS

Shake well before use. Can also be used on lengths, after styling, to amplify the “pump” effect of the texture.

HOLD



Bottle of 200 ml



BLOCK UP

the professional hairspray par excellence

Uniform fixing

Does not weigh down

Leaves **no residue**

Can be removed
with a brush



BLOCK UP. MEDIUM HOLD.

FEATURES

Ecological hairspray with ultra-fine diffusion, without propellant gases harmful to the environment and people. It dries quickly, leaves no residue on the hair and is **easily removed with a brush**.

Bottle of 350 ml

Bottle of 250 ml

Bottle of 100 ml

RESULT

The hairstyle is evenly set, the hair is light, dry and holds the style very long.

DIRECTIONS

Spray 25-30 cm from the hair in a directional manner for a sustained fixation in the affected area; sprinkle for an even effect on the hair; at the root for a volume effect.

HOLD

MEDIUM.



BLOCK UP. STRONG HOLD.

FEATURES

Ecological hairspray with ultra-fine diffusion, without propellant gases harmful to the environment and people. It dries quickly, leaves no residue on the hair and is **easily removed with a brush**.

Bottle of 350 ml

Bottle of 250 ml

Bottle of 100 ml

RESULT

The hairstyle is evenly set, the hair is light, dry and holds the style very long.

DIRECTIONS

Spray 25-30 cm from the hair in a directional manner for a sustained fixation in the affected area; sprinkle for an even effect on the hair; at the root for a volume effect.

HOLD

STRONG.



BLOCK UP SPRAY. MEDIUM HOLD.

FEATURES

Hairspray created to meet the professional needs of hairstylists. **It allows to isolate hair from the humidity atmospheric humidity** that swells the stem and decreases the hold of the shape. Instantly fixes the hairstyle maintaining it over time time, **without hardening it.**

RESULT

Styling stays perfect for a long time and hair stays in shape naturally.

DIRECTIONS

Apply to dry hair when styling is complete. Spray for optimal results at about 30 cm from the hairstyle. To define a movement, spray from closer.

HOLD

MEDIUM.

Bottle of 500 ml



ENJOIL

SUBLIME RECONSTRUCTION

of the beauty of your hair

LIMITED
EDITION





SUBLIME REPAIRING SHAMPOO. MOISTURIZED AND SHINY HAIR.

FEATURES	COMPONENTS	RESULT	DIRECTIONS
Shampoo soft and velvety to the touch, to cleanse the hair gently. Nourishes and repairs dull, lifeless or frizzy hair shafts.	Argan, Nyamplung, Jojoba, Avocado oils and Wheat Protein , with nourishing, moisturizing, protective and repairing action.	Hair is hydrated, nourished, soft and shiny.	Apply to wet hair and massage for a few minutes. Rinse thoroughly and repeat if necessary.
Salon: bottle of 1000 ml Retail: bottle of 200 ml			

SUBLIME RESTORING MASK. NOURISHED AND DISCIPLINED HAIR.



FEATURES	COMPONENTS	RESULT	DIRECTIONS
Rich and creamy mask to nourish and regenerate the hair, giving a newfound vitality. Detangles the stems without weighing it down and helps to control frizz.	Argan, Nyamplung, Jojoba, Avocado oils and Wheat Protein provide nourishment, deep repair, hydration and body.	Hair is disciplined and soft , gains body, is smooth, shiny and deeply restructured.	Apply to washed and towel-dried hair. Comb through and leave on for 5 minutes. Rinse thoroughly.
Vase of 300 ml			



MONOI SUBLIME SHOWER SHAMPOO.

SUBLIME HYDRATION.

FEATURES

Thanks to the regenerating and emollient properties of Monoi Oil **restores strength, softness and silkiness to dry and brittle hair and gives hydration and elasticity to the skin.** Gentle cleansing ideal after sun exposure and the use of hot tools.

Tube of 250 ml

COMPONENTS

Monoi oil, born from the maceration of Tiare flowers in Coconut oil.

RESULT

Hair is light, soft and shiny; skin is hydrated and supple. The enveloping fragrance of Tiare flowers evokes exotic and sensual sensations.

DIRECTIONS

Apply to wet hair and body and emulsify by massaging. Rinse thoroughly.

DEMERAL



www.demeral.com