

PRODUCTS CATALOGUE

**ALFAPARF**  
MILANO



# WHO'S ALFAPARF MILANO?

Is a professional hairstyling leader which is part of ALFAPARF GROUP brand, a multinational italian cosmetics company specialized in products and solutions for hair and skin care.

## The quest for excellence

**Certified quality and products that have been tested** over and over again to guarantee you performance that meets your expectations.

## Made in Italy

Like many Italians, we have decided to travel the world. Our heart, however, **remains at home, where we were born and grew up**, admiring the creative flair and craftsmanship of the great stylists, who have made Italy famous the world over.

## Innovation

**Two research centers** dedicated exclusively to innovation. **A team of stylists, trainers and technicians** that is always ready to intercept the needs of the global market and up-and-coming styles.

## Proximity

**To stylists around the world, to the different cultures that generate different needs, to the women who take care of themselves and their wishes.** We are receptive and active, because our excellence has been developed for you alone.

## PROFESSIONAL PRODUCTS FOR HAIRDRESSERS



COLOR



FORM



CARE



STYLING



# COLOR



# Evolution

OF THE COLOR



## COSMETIC PERMANENT COLOR.

Pioneering performance in the professional color service: perfect 3D effect color and hair. Absolute innovation: the first color product to use hyaluronic acid! The hyaluronic acid forms a lattice around the hair allowing a perfectly even distribution of the mixture and perfect adherence to the shaft.

**INTENDED FOR** If you want a long lasting color and a perfect cover of white hair. Evolution of the color leaves your hair healthy, shiny and silky soft.

**THE RANGE** 112 shades. 60 g tube.

**KEY POINTS** 3D technology, 3 exclusive components in 3 subsequent phases.

## Mixing

**MLV multi lamellar vehicle.** Protects pigments during mixing to prevent them from oxidating. More pigments penetrate deeper into the hair shaft, causing a reduced opening of the scales. It also helps to balance the level of moisture in the fiber.

## Application

The hyaluronic acid forms a lattice around the hair allowing a perfectly even distribution of the mixture and perfect adherence to the shaft.

## Coloring

### HCl SYSTEM

The micropigments penetrate into the hair shaft and blend to form even larger, more complex molecules.

## How to use

Dilution ratio: 1:1.5 (60g of color + 90ml of hydrogen peroxide). Application time: 35'.

## Benefit

- No PPD and 0,7% ammonia.
- Color after color, hair is healthier than with competitors.
- New fruity fragrance, studied to make the treatment more pleasurable.

## Customized service

- Compact texture, to facilitate partial color techniques.
- Color and treatment at the same time thanks to the Care boosters.
- Faster to mix, to spread and to rinse.

## Perfection of the color

- 100% white hair coverage.
- Long lasting color.
- Intense color and shiny shades.



## The special series



### PLATINUM

**Nuances:** 11.00 - 11.02 - 11.10 - 11.11 - 11.13 - 11.20 - 11.21 - OSP.

**Features:** **Up to 5 levels** of lift when mixed in equal parts with OSP – Super High Lift Reinforcer (starting from a level 5 light brown).

**Use:** Alone with Oxid'o 40V. Follow mixing ratio 1:2 (1 Oz. of Coloring Cream with 2 Oz. of Oxid'o 40V). Timing 50 to 55 minutes.

**Result:** Great for highlighting, makes hair lighter and brighter giving clear pastel results.

### SUPER HIGH LIFTING REINFORCER (OSP)

Can be mixed with all Platinum, **series shades to boost lightening power by up to 5 tones.** Maximum mixing ratio 1:1 (30g Platinum shade + 30g OSP + 120ml Oxid'o 40% Vol.).



### CONTRASTS

Colour contrasts on a dark or medium dark base (tone height from 1 to 6, natural or coloured) in 15-20 minutes, without bleaching.

**Use:** Mixing ratio 1:1,5. Use volumes of Oxid'o according to the desired cast intensity.

**Available in 2 shades:** Red and Red-violet.

### CORRECTORS

Special shades, with very high cast intensity, suitable for varying, accentuating or attenuating the result of a color.

3000 - Yellow: used to accentuate the golden series.

7000 - Blue: used to balance orange and yellow casts.

410 - Graphite: the ideal grey tone for reducing red and orange residues and for boosting the grey cast tendencies of the Ash, Natural Ash Violet Ash series.

2000 - Violet: used to enhance the violet cast of the Pure Violets, Mahogany and Reds series.

### COLOR BOOSTERS

#### LIGHTENING BOOSTER (000SSS)

To be mixed in equal measures with the Evolution of the Color3 shades to boost the lightening power by up to one tone.

#### RED BOOSTERS (RB)

**Red Booster can be mixed with all Evolution of the Color<sup>3</sup>, shades, with the exception of the Platinum series, to give greater intensity to the red tone value.**

### CARE BOOSTERS

Colouring becomes a treatment Evolution of the Color<sup>3</sup> takes care of your hair in a specific and customised way. It starts caring for your hair during the coloring time.

#### NUTRI SEDUCTION BOOSTER

**Nourishing concentrate for dry hair.** To be added to the mixture (color cream + hydrogen peroxide) for the lengths and ends of particularly dry hair.

#### MIDOLLO DI BAMBOO BOOSTER

**Replenishing concentrate for damaged hair.** To be added to the mixture (colour cream + hydrogen peroxide) for the lengths and ends of particularly damaged hair.



# Evolution

OF THE COLOR



## COSMETIC PERMANENT COLOR IN 10 MINUTES.

**New color service that in just 10 minutes allows you to:**

- Excellent gray/white hair coverage
- Lightens by up to 3 levels
- A perfect cosmetic result
- Intense, lasting colors

**INTENDED FOR** For women that want to look good, but they never have enough time to dedicate to their beauty needs.

**THE RANGE** 15 shades. 60 g. tube.

**KEY POINTS** Base on **Color Kinetic System** it calibrates the quantity of pigments according to their reaction rate, allowing the color to develop in just 10 minutes. **Hyaluronic Acid** maintains the correct level of moisture in the fibre, lending the hair strength and elasticity.



### Benefit

- ELASTICITY: + 20% than competitors.
- SHINY EFFECT: + 14% than competitors.



## Products for the salon



### PRE-COLOR SPRAY

Prepares the hair for the color service by forming an invisible barrier that helps to prevent the pigments from overlapping. For a homogeneous and even result, without streaks or colour overloads.

**Directions:** Spray over the lengths of dry hair.

• **Size:** PF009753 - 250 ml



### POST COLOR SHAMPOO

The product's innovative **Color Balance** formula stabilizes the action of the dye pigments, inhibiting the oxidation process and assuring unaltered color for longer.

**Directions:** Having rinsed off the color, distribute the shampoo over wet hair and work into a lather. Leave to act for 1-2 minutes before applying conditioner/cream.

• **Size:** PF009629 - 1000 ml



### EVOLUTION OF THE COLOR FAST 10'

**Ideal for colouring the roots**, it guarantees excellent coverage of gray/white hair and lightens by up to three levels. PPD-free.

**Directions:** Mix the chosen shade in the dedicated applicator bottle with the Oxid'o ALFAPARF MILANO best suited to the desired shade. Apply the color to the roots only, starting from the nape.

• **Size:** 60 ml

## TIME IS BUSINESS!

Make your business while saving time.

Color and Nutritive treatment **IN JUST 35 MINUTES** = EoC + Nutri Seduction Care Booster

Color and Reconstruction treatment **IN JUST 35 MINUTES** = EoC + Midollo di Bamboo Care Booster

Color + Straightening **IN LESS THAN 2 HOURS** = EoC Fast 10' + Lisse Design Keratin

Contrast + Color **IN JUST 15 MINUTES** = EoC fast 10' + EoC Color Contrasti

Colore + Cut + Blow Dry = **IN JUST 45 MINUTES**

Regrowth + Contrasts + Cut + Blow dry = **IN JUST 50 MINUTES**



# OXID'O

## CREAMY STABILISED HYDROGEN PEROXIDE.

A creamy texture that can be applied more easily, allowing greater accuracy and specificity. Available in 4 different volumes.

Free from parabens, paraffin and mineral oils

**KEY POINTS** Formula enriched with **Elicos**, it buffers the color's alkalinity, making it less aggressive on the scalp. It forms an **emollient** film of lipids on the skin to guarantee absolute comfort and protection.



## Products



### 10 VOLUMES - (3%)

- Size: PF011591 - 1000 ml
- PF011587 - 90 ml



### 30 VOLUMES - (9%)

- Size: PF011593 - 1000 ml
- PF011589 - 90 ml



### 20 VOLUMES - (6%)

- Size: PF011592 - 1000 ml
- PF011588 - 90 ml



### 40 VOLUMES - (12%)

- Size: PF011594 - 1000 ml
- PF011590 - 90 ml

# color wear™

Evolution Tone on Tone Color

## TONE ON TONE COLOR.

The **tone-on-tone** hair color AMMONIA & PPD free, enriched with **natural ingredients**, for absolute color customization and endless shine.

**INTENDED FOR** For a no commitment color, gentle and inspired by nature. To regenerate and give renewed intensity and shine to treated, dull and lifeless hair or to tone highlights.

**THE RANGE** 49 shades. 60g Tube.

**KEY POINTS** It contains natural ingredients **such as Saffron, Indigo, Alzarin, Bees wax and Limnanthes Alba Oil** guaranteeing long-term intensity and brilliance. +30% longer lasting.



## Products for the salon



### FASHION COLORS

Splendid Brown, Mahoganies, Intense Reds, Copper, Golds and Beiges now enriched with an extraordinary Blue-Black shade.

### TECHNICAL COLORS

Naturals, for covering up to 100% of white hair. Violet/Ash, excellent for neutralizing unwanted yellow tones. Ash, ideal for neutralizing intense orange / yellow tones after lightening.

### STRATEGIC COLORS

Intensifiers, for a livelier, crazier color. Clear & Gloss, when applied alone it lends new shine to dull and lack-lustre hair; or mixed with the shade for a softer color result.



### COLOR WEAR ACTIVATOR

**Application:** mix a Color Wear tube with 120 ml of Activator.  
Mixing ratio: 1:2.

### COMPLEMENTARY PRODUCTS ACTIVATOR 9 VOL.

• Size: PF003914 - 1000 ml

# JEAN'S COLOR



Direct cream colorant, damage-free, ammonia-free.

**INTENDED FOR** If you want a creative and particular color. When applied on previously decolorized hair or with highlights, creates fashionable hair effects. When applied on previously colored hair it will enhance tone value while promoting super shiny hair.

**THE RANGE** 5 nuances.



## Products for the salon



### CHILI RED

• Size: PF001773 - 250 ml



### DEEP RED

• Size: PF001371 - 250 ml



### MAGENTA

• Size: PF001370 - 250 ml



### PURPLE

• Size: PF008731 - 250 ml



### PINK

• Size: PF001777 - 250 ml

# EQUIPMENT

Evolution Color Tools

For a made-to-measure bleaching service.

**INTENDED FOR** The hair stylist aiming at an high standard performance in the color service.

## KEY POINTS

- **TJ Complex:** system of concentrated Phytomolecules that creates a perfectly uniform net that flawlessly adheres to the hair.
- **Silk powder:** to protect and moisturise the hair.
- **Guar gum:** to assure optimum adherence of the mixture to the hair for perfectly even results.

## The products for the salon



### SUPERMECHES + HIGH LIFT POWDER BLEACH 9 LEVELS OF LIFT

Intense lightening even in the most difficult situations. **Keratin peptides** fill in the porous areas of the hair and protect its structure, **Baobab Oil** maintains the hair's lipid film, to deliver shine and softness.

- **Size:** PF009986 - 400 g



### SUPERMECHES + FAST ULTRA RAPID BLEACHING CREAM

For fast bleaching and absolute protection. Ready-to-use alkalinizing agent speeds up the lightening process **Cotton Oil** prevents the hair from becoming dehydrated, by acting in a specific manner on the most porous areas.

- **Size:** PF010820 - 500 g



### SUPERMECHES + NO AMMONIA

Powerful ammonia-free bleaching powder. Up to 7 shades lighter. Can be applied to scalp. Mixture stays on for perfectly uniform results. Healthy, moisturized hair. Apple scented. White powder makes it easy to see the bleaching action.

- **Size:** PF004987 - 400 g



### SUPERMECHES + 7 levels of lift in 50 minutes.

Powerful compact bleaching powder. 7 shades lighter. Allows you to be extremely precise and achieve incredibly even results. Looks and feels great. The blue color neutralizes yellow tones.

- **Size:** PF004138 - 400 g  
PF004140 - Box 12 Sachet x 50 g



## Complementary products



### **POROSITY EQUALIZER**

Designed to even the porosity of hair prior to a chemical service. Contains cationic conditioner blend that allows uniform distribution of color pigments throughout the hair strand; Citrus Vitamin-base complex that nourishes and revitalizes damaged hair.

• **Size:** PF004735 - 250 ml



### **DOUBLE DEFENCE CREAM**

Creates a protective barrier that helps prevent color staining on the skin.

• **Size:** PF011237 - 150 ml



### **SOOTHING INFUSION**

Chamomile-based acid infusion designed to protect the dermis and hair fibre during a color service. Contains **Centella asiatica**, that soothes the scalp **Citrus Vitamins**, that re-vitalizes the hair structure.

• **Size:** PF005596 - 12 Vials x 13 ml



### **STAIN REMOVER**

Effectively removes hair color stains from the skin. Contains **Almond Oil** to soothe skin and prevent redness.

• **Size:** PF004159 - 125 ml





## THERMAE SPA COLOR.

The result of a collaboration between **Alfaparf Group** and the **Terme di Chianciano**, is the first **ammonia-free hair color enriched with Thermal water**.

**INTENDED FOR** If you want to turn the color treatment into a pampering moment for your sensitive scalp and your hair.

**THE RANGE** 30 shades. A brand new shade joins the range: 42, copper violet. Available in 3 color levels: light brown, medium blonde and dark blonde.

**KEY POINTS** The innovative **Cosmetic SPA System +** supports the coloring stage by protecting the hair during the lightening process and helping to maximize the cosmetic effect on the hair, application after application. It contains **Acqua Santa di Chianciano Terme**, rich in **sulphur** and **magnesium**, which increases the purifying effect. Its calcium content guarantees a remineralizing action that helps to give new vitality to the hair.

## Benefit

An exclusive product with high added value which allows you to:

- Provide an alternative coloring treatment to environmentally conscious clients.
- Increase the productivity of the salon thanks to our premium color treatment +15% compared to traditional color treatments.
- Free from: PPD, ammonia, parabens, paraffin/mineral oils.



## Complementary Products



### **OXIDUS HYDROGEN PEROXIDE CREAM**

Specifically designed to optimise the performance of Thermae Spa Color. Ultra-soft, creamy texture.

**Available in 2 versions:**

18 Vol. For coverage and lightening up to 1 shade.

32 Vol. For coverage and lightening up to 3 shades.

- **Size:** PF009057 - 18 Vol. 1000 ml  
PF009058 - 32 Vol. 1000 ml



### **SUAVITAS POST COLOR DE-STRESSING SHAMPOO**

Cleanses gently; ideal for use after the color treatment and at home to prolong the wellness effect and the color of the hair.

- **Size:** PF009059 - 1000 ml  
PF009306 - 250 ml



### **FLUIDUS PRE COLOR REFRESHING TREATMENT FOR THE SCALP**

Applied with a pleasant massage, it prepares the scalp and the hair fibre for the color treatment and protects them during application time.

- **Size:** PF010782 - 6x13 ml



### **MINERALIS DE-STRESSING CONDITIONER**

Moisturises the hair and leaves it shiny. To be rinsed off.

- **Size:** PF009555 - 1000 ml  
PF009556 - 250 ml







# FORM



# LISSE DESIGN

## Keratin Therapy



### PROGRESSIVE SMOOTHING TREATMENT WITH KERATIN FOR ALL HAIR TYPES

100% SAFE, 100% FLEXIBLE, 100% PERFORMING.

**INTENDED FOR** If you look for an high performance totally safe straightening treatment. Lasting results, up to 3 months.

**KEY POINTS** **Kera-Collagen Complex:** Complex containing Hydrolysed Keratin and Quaternised Collagen. **Babassu oil:** A precious oil with extraordinary emollient properties from the Amazon leaves hair soft, silky and shiny. Formaldehyde-free formula.



## Products for the salon



### SMOOTHING FLUID

Uses heat to rearrange hair's keratin chains and leave them smooth without chemically breaking sulfide bridges.

• **Size:** PF008976 - 1000 ml



### REHYDRATING MASK

Moisturizes hair and prevents dryness, helps slow the natural drying process. Hair looks bright, shiny and is easy to comb.

• **Size:** PF008974 - 500 g



### SILVER SMOOTHING FLUID

Specifically formulated for blonde/ highlighted hair with cold tones and/ or natural white hair. Helps prevent the hair from yellowing due to use of high temperature straightening irons. To be used in step two of the LISSE DESIGN Keratin Therapy service, instead of Smoothing Fluid.

• **Size:** PF010293 - 500 ml



### DETANGLING CREAM

Helps maintain and enhance cosmetic effects during treatment. Makes brushing and styling with an iron easier and faster while protecting hair from heat damage.

• **Size:** PF008975 - 125 ml



### DEEP CLEANSING SHAMPOO

Salt & Sles Free. Cleanses deeply and leaves hair completely tangle-free. Helps open cuticles to prepare hair for smoothing treatment.

• **Size:** PF008973 - 500 ml

## Retail products



### MAINTENANCE SHAMPOO

Gently cleanses the hair and helps maintain and prolong the cosmetic effects obtained with salon treatments. The formula, enriched with **Keratin** and **Babassu Oil**, leave the hair soft, tangle-free and glossy.

**Directions:** Apply to wet hair and massage gently. Rinse and repeat as required.

• **Size:** PF009064 - 250 ml



### MAINTENANCE CONDITIONER

Nourishes and moisturizes the hair and helps maintain and prolong the cosmetic effects obtained with salon treatments. The formula, enriched with **Keratin** and **Babassu Oil**, leave the hair soft, tangle-free and glossy.

**Directions:** apply to wet hair, and leave on for 3 minutes. Comb through hair and rinse.

• **Size:** PF009063 - 250 ml



### KERATIN REFILL

#### Keratin and collagen recharge

A light, velvety fluid that recharges the hair with Keratin and **Collagen** helping to keep the hair smooth, strong, soft and tangle-free.

**Directions:** Apply to wet hair, comb through to distribute evenly and blow-dry.

• **Size:** PF010710 - 125 ml



### THE OIL

#### Silk-effect oil elixir

This formula, containing precious **Amazonian Babassu Oil**, leaves the hair silky and soft lending extraordinary shine. Ideal for preventing split ends and dryness. **Directions:** apply a few drops to wet hair for a protective and shine-enhancing action or to dry hair for sublime softness and shine.

• **Size:** PF010081 - 50 ml

# Keratin Therapy

LISSE  
DESIGN

**FLEXIBLE**



## KERATIN THERAPY LISSE DESIGN FLEXIBLE

The first long-lasting set with keratin, which in 20min. eliminates frizz and reshapes the hair in a personalized way, gradually smoothing it out. Not just a straight look but also beautifully controlled waves and better defined curls – always frizz-free.

**INTENDED FOR** For the consumer who prefers to be gradually introduced in the Lisse Design result with a modular service and in the time needed for a blow-dry.

**KEY POINTS** Kera-Collagen Complex and Glyoxylic Acid.

With the heat of the iron, Hydrolyzed Keratin, Quarternized Collagen and Glyoxylic Acid reshape the structure of the hair, reconfiguring the keratin bonds and fixing them into the new shape. Perfectly calibrated, our unique complex guarantees a progressive and personalized result for up to 2 months. The same technology as Keratin Therapy Lisse Design, the same guarantee of safety. Formaldehyde free. 0% frizz + 58% instant manageability and softness.





## The Products

Available in kit. It contains: 1 Molding Fluid, 1 Sealing Fluid, 5 disposable protective visors. PF011269



### PHASE A - MOLDING FLUID

Instantly eliminates frizz and, with each treatment, gradually reduces the volume and remodels the shape of the hair without breaking the disulfide bonds, redesigning a shape that is increasingly straight.

• Size: 125 ml



### PHASE B - SEALING FLUID

Seals the cuticles, making the hair extremely shiny and soft. Creates a light filter that eliminates the electrostatic effect and protects the hair from the heat of the iron.

• Size: 60 ml

To make the service even more professional, the kit also includes disposable protective visors which can be placed along the hairline to guarantee maximum comfort while using the product. The kit is designed for 5 services.

Right from the first application of Keratin Therapy Lisse Design Flexible frizz is completely eliminated, and after each service the hair becomes more manageable and 10%-20% smoother.

## 5 NEW SHAPING SERVICES TO OFFER IN YOUR SALON:

**Bye Bye Frizz:** say goodbye to frizz.

**HD Curl:** for high definition curls.

**Soft Wave:** give curly hair a trendier, more rebellious look, without frizz.

**Gentle Smooth:** turn curly or wavy hair into soft, smooth hair full of personality, without frizz.

**Perfect Smooth:** for perfectly disciplined and frizz-free smooth hair.

# hydratexture™



## THE ULTIMATE TRANSFORMATION SYSTEM

New, easy, flexible permanent transformation system.

**KEY POINTS** Natural Micro-Sponges are at the heart of the Hydra Texture System. Thanks to their absorption capability, the Micro-Sponges are able to retain water (which represents 32% of the hair's structure) within the hair and, with it, the active ingredients responsible for breaking the sulphur bonds.

This allows Hydra Texture to excel in two importance performances:

- To be able to carry out MULTITEXTURE SERVICES, that is, to straighten and wave hair on the same head simultaneously.
- To guarantee NON-STOP HYDRATION during the entire service.



## The products



### MOVEMENT

Waving Lotion Fluid perfect for creating waves or curls using rods.

• Size: PF003776 - 500 ml



### HEAT PROTECTOR

Dehydration Shield for Hot Straightening.

• Size: PF003772 - 150 ml



### STRAIGHTEN

Relaxing Cream. Cream for smoothing, straightening or reducing curl volume.

• Size: PF003775 - 300 g



### MIRACLE SERUM

Active Restructuring Concentrate For mixing with Hydra Texture Movement Waving Lotion or Straighten Relaxing Cream in order to restructure and protect hair during the processing time.

• Size: PF003774 - 6 Vials x 10 ml



### NEUTRALIZER

Recreates the hair's texture, leaving it beautifully conditioned and shining.

• Size: PF003773 - 1000 ml

ALFAPARF  
MILANO

# CARE



# Semi di Lino™



## A BEAUTY PROGRAM THAT STARTS WITH HEALTHY HAIR.

Thanks to innovative formulations rich in carefully selected and balanced active ingredients, the SEMI DI LINO line acts on the 3 different states of the fibre.

All CARE products in the SEMI DI LINO range have been formulated with 2 latest generation complexes that deliver immense and long-lasting shine protecting the color: **Shine Fix complex** e **Color Fix complex**.

Free from sulfates, paraben, paraffins, mineral oils, allergens.





# Semi di Lino™



## DIAMOND

Extreme, long-lasting shine, color intensity that is protected over time, revitalised hair that shines like a diamond.

**INTENDED FOR** The line dedicated to normal hair, that does not require a treatment related to a special need.

**KEY POINTS** A perfectly balanced formula, that is delicate but extraordinarily efficacious. An authentic concentrate that revitalizes the hair, delivering the right blend of elements needed to make it beautiful day after day. VITAMINS A, E and F give the hair fiber new energy. Thanks to their anti-oxidant properties, they fight the formation of the free radicals between the main responsible of the hair fiber ageing.



## The Products

### ILLUMINATING SHAMPOO

An embrace full of light in the hair. A soft, replenished hair shaft with immediate, long-lasting shine.

**Directions:** Apply to wet hair and scalp. Mix with water by massaging gently. Rinse thoroughly. Repeat if necessary.

- **Size:** PF010711 - 60 ml  
PF009992 - 250 ml  
PF009993 - 1000 ml

### ILLUMINATING CONDITIONER

Detangles whilst enhancing light, for ultra-lightweight, glossy hair that reveals all its extraordinary shine.

**Directions:** After shampooing, apply a walnut-size dose of product to the hair. Massage and rinse thoroughly.

- **Size:** PF010712 - 50 ml  
PF009995 - 250 ml  
PF009994 - 1000 ml

### ILLUMINATING MASK

Provides the hair shaft with intense revitalization for soft, fluid hair that diffuses an intense and vibrant shine.

**Directions:** Apply 1 or 2 walnut-size portions of product to damp hair and massage over lengths and ends. Leave in place for 5 minutes.

Work into a lather with water and rinse thoroughly.

- **Size:** PF010713 - 50 ml  
PF009996 - 200 ml  
PF009997 - 500 ml

### ILLUMINATING ESSENTIAL OIL

An intensive treatment that amplifies light, it reduces the roughness on the surface of the hair shaft and seals the cuticles to deliver unprecedented shine. For results that are visible unprecedented from the very first application.

**Directions:** apply the content of one vial to damp hair. Leave in place for a few minutes then rinse thoroughly.

- **Size:** PF009998 - 12 x 13 ml vials

### ILLUMINATING SHINE LOTION

Intensive replenishing and finishing treatment that delivers elasticity and restores the hair's natural shine. Results visible from the very first application. Leave-in product.

• **Size:** apply the content of one vial to damp hair. Style as desired without rinsing.

- **Size:** PF009999 - 12 x 13 ml vials

### EXTRAORDINARY ALL-IN-1 FLUID

An incredible leave-in fluid that includes 10 precious benefits.

- 1) lends extreme, instant shine
- 2) protects cosmetic color to prolong its shine and intensity.
- 3) detangles the hair, to get rid of the knot problem.
- 4) protects from the damage caused by UVA and UVB rays.
- 5) prevents split ends.
- 6) controls the style.
- 7) protects against humidity.
- 8) seals the cuticles, for sensual, flowing hair.
- 9) leaves hair soft and silky.
- 10) simplifies blow-drying, by reducing drying times.

**Directions:** place 2-3 doses of product on the hands and apply to damp or dry hair, applying evenly to the lengths and ends. Style as desired without rinsing.

- **Size:** PF010003 - 125 ml

### CRISTALLI LIQUIDI

Universal beauty fluid, the international symbol of ALFAPARF MILANO. An infinite touch of light, a fully-blown, instant hair make-over for immediate shocking gloss. In addition, it protects against humidity and harsh external agents that leave the hair dull and brittle.

The hair shines with new life and becomes tangle-free and irresistible to touch.

**Directions:** dispense a few drops on to the hands and apply to damp or dry hair. Style as desired without rinsing.

- **Size:** PF010714 - 5 ml - PF010000 - 16 ml  
PF010001 - 30 ml - PF010002 - 50 ml

### CRISTALLI SPRAY

Try them in spray format too.

**Directions:** spray evenly over dry hair.

- **Size:** PF010004 - 125 ml

# Semi di Lino™



## MOISTURE

Deep down nutrition, from the roots to the ends, to rediscover shine and silkiness, for unparalleled lightness.

**INTENDED FOR** The line dedicated to dry hair, that needs a specific treatment to re-establish the correct softness and detangle the hair.

**KEY POINTS** It is a fully-blown "therapy" that nourishes without leaving the hair lank. In just a short time, moisture and nourishment are restored. Enriched with Nutri-sugars: these micromolecules obtained from honey, hold moisture inside the fibre, re-moisturising the hair and nourishing it intensely.





## The Products



### NUTRITIVE SHAMPOO

Cleansing and nourishment without leaving the hair lank, for the softness and silkiness typical of healthy hair.  
**Directions:** apply to wet hair and scalp. Mix with water by massaging gently. Rinse thoroughly. Repeat if necessary.

- **Size:** PF010715 - 60 ml  
PF010005 - 250 ml  
PF010006 - 1000 ml



### NUTRITIVE ESSENTIAL OIL

Multi-level nutritional shock treatment that energetically counters dehydration for hair that is surprisingly soft and sensual with renewed vitality. Rinse-out product.

**Directions:** apply the content of one vial to damp hair. Leave in place for a few minutes then rinse thoroughly.

- **Size:** PF010009 - 6 x 13 ml vials



### NUTRITIVE MASK

Anti-dryness effect from the roots to the ends. It instantly improves the quality of the hair, which becomes soft and tangle-free, for hair that passes the comb test.

**Directions:** apply 1 or 2 walnut-size portions of product to damp hair and massage over lengths and ends. Leave in place for 5 minutes. Work into a lather with water and rinse thoroughly.

- **Size:** PF010716 - 50 ml  
PF010007 - 200 ml  
PF010008 - 500 ml



### SPLIT ENDS RECOVERY FLUID

Specific product developed for the most fragile part of dry hair: the ends. Seals dry, split ends forming an invisible film that coats and prevent the splitting of the hair shaft. Can be used on damp or dry hair. Leave-in product.

**Directions:** place 2-3 doses of product on the hands and apply to damp or dry hair, applying evenly to the ends. Style as desired without rinsing.

- **Size:** PF010012 - 125 ml



### NUTRITIVE LEAVE-IN CONDITIONER

Thanks the nutrients, gently softens the hair shaft and increase the hair's malleability. Leave-in product.

**Directions:** apply as a treatment finishing step to damp hair. Apply a walnut-size dose of product to the lengths and ends. Style as desired without rinsing.

- **Size:** PF010010 - 250 ml  
PF010011 - 1000 ml

# Semi di Lino™



## RECONSTRUCTION

Constant, deep-down replenishing of the core of the hair shaft, increases resistance without compromising fluidity and softness.

**INTENDED FOR** The line dedicated to damaged, stressed hair, that needs a specific treatment to restore strength and elasticity.

**KEY POINTS** An intensive "therapy" that, day after day gradually replenishes the hair, to restore lost strength and elasticity. Unlike normal replenishing treatments, RECONSTRUCTION rebuilds the hair without leaving it stiff, and delivers softness and extreme fluidity. Enriched with **Cortex Repair**, it takes care of the damage deep in the hair moisturizing the hair for a soft, silky result and **Bamboo Marrow**, fundamental to deliver strength and elasticity to the heart of the fibre.



## The Products



### REPARATIVE SHAMPOO

The first phase of "rebirth". It acts on the core of the fibre, to overcome the deficiency of any lacking elements. **Directions:** apply to wet hair and scalp. Mix with water by massaging gently. Rinse thoroughly. Repeat if necessary.

- **Size:** PF010717 - 60 ml  
PF010013 - 250 ml  
PF010014 - 1000 ml



### SOS EMERGENCY OIL

Dedicated to damaged and weakened hair, a professional treatment that replenishes deep down. The hair, which is repaired from within, appears strong and incredibly more elastic. Rinse out after treatment under heat source.

**Directions:** apply the content of one vial to damp hair. Position under a heat source for 5-10 minutes. Alternatively dry hair completely then use a straightening iron. In both cases, rinse with care. Proceed with treatment.

- **Size:** PF010015 - 6 x 13 ml vials



### REPARATIVE MASK

Consolidates, strengthens and replenishes, increasing resistance to breakage. Brittle hair is replenished and gradually reacquires its natural beauty.

**Directions:** apply 1 or 2 walnut-size portions of product to damp hair and massage over lengths and ends. Leave in place for 5 minutes. Work into a lather with water and rinse thoroughly.

- **Size:** PF010718 - 50 ml  
PF010017 - 200 ml  
PF010018 - 500 ml



### REPARATIVE LOTION

Treatment that instantly repairs damage to brittle, fragile hair. From the very first application, the structure appears more resistant and compact. When used daily, the hair regains its natural vigour. Leave-in product.

**Directions:** apply the content of one vial to damp hair. Style as desired without rinsing.

- **Size:** PF010016 - 6 x 13 ml vials



### DAILY ANTI-BREAKAGE FLUID

Day-after-day it continues the repair process, sealing the cuticles and creating a protective barrier. The hair is fuller, without losing any of its fluidity or softness. Leave-in product.

**Directions:** spray the product straight onto damp hair, then proceed with styling.

- **Size:** PF010019 - 125 ml

# Semi di Lino™



## VOLUME

Magnifying volume and body, for a metamorphosis of the hair, in a challenge that does not forget extreme shine and lightness.

**INTENDED FOR** The line dedicated to fine and flat hair, that needs greater volume.

**KEY POINTS** Its innovative formula, a delicate and light texture, acts on the shaft and roots of the hair to give exceptional body and density. The Hyper volume redensify the hair shaft to guarantee full and compact volume. After a single treatment, hair is visibly plumped and incredibly light.



## The Products



### MAGNIFYING SHAMPOO

Lends support to the hair, for a full volume effect that doesn't leave the hair lank.

**Directions:** apply to damp hair and scalp. Lather with water, massaging gently. Rinse thoroughly. Repeat if necessary.

- **Size:** PF010774 - 60 ml  
PF010020 - 250 ml  
PF010021 - 1000 ml



### MAGNIFYING CONDITIONER

Detangles and texturizes hair with lightness, for full-bodied hair and plenty of volume.

**Directions:** use after shampooing. Apply a walnut-sized dose to the hair. Massage and rinse thoroughly.

- **Size:** PF010775 - 50 ml  
PF010022 - 250 ml  
PF010023 - 1000 ml



### MAGNIFYING ECO-MOUSSE

A volume explosion that boosts fine hair. It lifts the roots by increasing volume, for unparalleled results.

**Directions:** dispense 2 or 3 doses on to the hands and apply to damp hair, distributing evenly over the roots, lengths and ends. Style as desired without rinsing.

- **Size:** PF010024 - 125 ml



# Semi di Lino™



## DISCIPLINE

Maximum control and perfect definition of the hair fiber thanks to an intense anti-frizz and anti-dryness action, even in extreme humid conditions.

**INTENDED FOR** This line is dedicated to unruly hair, which needs to recover shine and control.

**KEY POINTS** An exclusive formula, with Almond Butter, and an incomparably pleasant texture, capable of remolding and defining the hair fibre shape. Control and shine without equal, combined with an incredible shine for a light and long lasting disciplined result. 72 hours of discipline up to 90% humidity.



## The Products



### FRIZZ CONTROL SHAMPOO

Thanks to its pleasant milky texture, this shampoo controls and softens hair without leaving it lank. Making it easy to manage and glossy.

**Directions:** apply to damp hair and scalp. Lather with water, massaging gently. Rinse thoroughly. Repeat if necessary.

- **Size:** PF011208 - 60 ml  
PF011023 - 250 ml  
PF011025 - 1000 ml



### FRIZZ CONTROL CURLY HAIR MOUSSE

Light eco-mousse that enhances the movement of curly hair without leaving it stiff and protects from the heat of hair dryers and straightening irons.

**Directions:** dispense 2 or 3 doses on to the hands and apply to damp hair, distributing evenly over the roots, lengths and ends. Style as desired without rinsing.

- **Size:** PF011029 - 125 ml



### FRIZZ CONTROL BUTTER MASK

Anti-dryness butter treatment, whose intense disciplining action guarantees softness, control and intense shine.

**Directions:** apply 1 or 2 walnut-size portions of product to damp hair and massage over lengths and ends. Leave in place for 5 minutes. Work into a lather with water and rinse thoroughly.

- **Size:** PF011209 - 50 ml  
PF011026 - 200 ml  
PF011028 - 500 ml



### HUMIDITY BLOCK SPRAY

Must-have spray product that protects hair from humidity creating a protective umbrella-effect barrier, enhancing shine and keeping the style flawless without leaving the hair lank.

**Directions:** spray evenly over dry hair.

- **Size:** PF011210 - 30 ml  
PF011033 - 125 ml



### FRIZZ CONTROL SMOOTHING CREAM

Disciplining cream essential for straight styling using an iron or hairdryer, it facilitates blow-drying and protects the hair from heat.

**Directions:** place 2-3 doses of product on the hands and apply to damp or dry hair, applying evenly to the lengths and ends. Style as desired without rinsing.

- **Size:** PF011031 - 150 ml



# Semi di Lino™



## SCALP CARE

The first line dedicated entirely to scalp health, designed to truly satisfy all needs, for both healthy scalps and those with specific problems. Without forgoing an extraordinary cosmetic effect on the hair.

**INTENDED FOR** If you need a special treatment of the scalp without giving up to an incredible shine. The only line that tackles specific problems but also creates and maintains an optimal environment for the growth of perfect hair.

**KEY POINTS** A specific action on the scalp, thanks to the potent blend of natural active ingredients of proven efficacy in skin care. Enriched with **Renovagenyl**: rich in purified alfa-glucans extract from peach tree leaves, it helps the scalp to regain the natural ability to regenerate and renew itself and active ingredients for specific problems (hair loss, dandruff, excess sebum).





## The Products



### SCALP STIMULATING ELISIR

Leave-in serum to apply **on the scalp and lengths of hair**, to prolong the actions between two salon services. Following the period of treatment hair becomes stronger and more resistant at the roots, increasing the size of its diameter. For glossy, resistant and shiny hair. 1 month daily application.

• **Size:** PF010029 - 125 ml



### PURIFYING SHAMPOO

Remove excess skin proliferation and normalizes the desquamation of the scalp, reducing its recurrence.

• **Size** PF010030 - 250 ml



### SCALP STIMULATING SUPER SERUM

Concentrated treatment for the scalp (salon use), for a true life impulse directly to the source of the hair. Suggested application: 1 vial 1 time a week for 6/8 weeks. Use with a specific massage.

• **Size:** PF010032 - 12 x10 ml vials



### BALANCING SHAMPOO

Removes excess sebum, normalizing its production. Hair stays clean for longer, without becoming lank.

• **Size** PF010031 - 250 ml (home and salon)



### ENERGIZING SHAMPOO

Normalizes the hair's life cycle and growth, stimulates the scalp and prepares for intensive treatment. Helps to prevent and reduce hair loss.

• **Size:** PF010026 - 250 ml  
PF010027 - 1000 ml



### ENERGIZING LOTION

Intensive treatment that stimulates the scalp, normalizing the hair's life cycle and growth. Helps to prevent and reduce hair loss. Suggested application: 1 vial 2/3 times a week for 6/8 weeks. Use with a specific massage.

• **Size** PF010028 - 12 x10 ml vials (retail and salon)



# Precious Oil Tradition



## ANTI-FRIZZ

The anti-frizz, effect discipline system, enriched with natural oils, for all hair types.

**INTENDED FOR** To discipline and lend an anti-frizz effect to the most unruly hair exploiting the anti-oxidant, regenerating and moisturizing properties of Prickly Pear Oil and the protective and nourishing properties of Pequi Oil.

**KEY POINTS** The discipline system containing **Prickly Pear and Pequi oils**, guarantees an anti-frizz and anti-humidity action for straight, wavy and curly hair, for a look that is always perfect and under control.



## The Products



### ANTI-FRIZZ OIL SHAMPOO

Innovative Sulphate-free Oil Shampoo formulation combining a delicate cleansing action with an intense detangling and disciplining effect, to leave hair soft, supple and extremely easy to comb. -33% less product needed per use than with normal shampoos.

- **Size:** PF008273 - 250 ml  
PF008272 - 1000 ml



### ANTI-FRIZZ FLUID

Light anti-frizz fluid. Facilitates the smoothing of curly, wavy and straight hair. Flattens hair fibres to reduce volume. Protects hair against atmospheric moisture and keeps it tidy longer. Apply to wet hair then style. Ideal as an intensive leave-in overnight treatment.

- **Size:** PF008275 - 125 ml



### ANTI-FRIZZ MASK

Intensive treatment that brings softness and discipline, to combat the frizz effect. Contains Pequi Oil and Prickly Pear Oil that reduce the superficial roughness of the hair shaft, to leave the hair more manageable. Hair stays soft, shiny and in place at all times.



### ANTI FRIZZ ECO-MOUSSE

Ultra-light fluid that turns into an eco-mousse to discipline and counter the frizz effect of curly hair. Pequi and Prickly Pear Oils smooth the fibre and keep the hair shaft moisturised. Volume is kept under control and curls are well defined, even in humid conditions. Apply to wet hair and leave to dry naturally or using a diffuser.

Also perfect for use on dry hair to restore curl and prolong the anti-frizz action.

- **Size:** PF008277 - 125 ml

# Precious Oil Tradition

## ANCIENT PRECIOUS OILS FOR THE BEAUTY OF BODY AND HAIR.

The Indian Fig is known since ancient times for its soothing, anti-inflammatory and healing properties, traditionally used to heal wounds and burns and to protect the skin from the desert warm wind.

**KEY POINTS** Antioxidation, regenerative and hydrating action in the warm embrace of organic oil. Free from preservatives, parabens, colorings and allergens. For all hair and skin types.



## The Products



### FABULOUS OIL

#### Multi - functional oil:

A multipurpose treatment, ideal for moisturizing and protecting the scalp and hair and nourishing and soothing the skin on the rest of the body. It can be applied to hair before shampooing to prevent drying the hair, or used to perform a relaxing massage over the scalp, neck and shoulders. Also recommended for use at home, it is extremely effective in softening and soothing even the driest, reddest skin.

- **Size:** PF008472 - 100 ml



### ABSOLUTE OIL / LIGHT ABSOLUTE OIL

It lends moisture and nutrition and, thanks to its detangling and conditioning properties, leaves the hair tangle-free in just seconds. Leaves hair soft, shiny and light and helps reduce blow-drying and styling times. Apply to wet or dry hair, spreading a small amount of product over the lengths and ends of the hair.

- **Size:** Ideal for all hair types.  
PF008473 - 100 ml glass bottle.  
Ideal for fine and blond hair.  
PF008474 - 100 ml glass bottle



## THERMAE SPA

The **Acqua Santa from Chianciano Terme** for a complete and essential range of products made from natural ingredients.

**INTENDED FOR** Recommended for all types of hair; perfect for those with stressed and weakened scalp problems or who wish to strengthen the skin and hair's defenses.

**KEY POINTS** Chianciano Terme Acqua Santa rich in **bicarbonates** and **calcium**, it provides a remineralizing action, which helps hair gain new vitality. **Sulfur** and **Magnesium** have a purifying effect, which helps restore the optimal balance of the scalp. Soft and inviting, the textures of Thermae Spa products feel like a caress and are absorbed immediately, promoting the treatment action. Formulas free of mineral oils, paraben, paraffins and synthetic dyes; made of 52% to 90% natural ingredients.





## The Products



### FONTIS

Purifying Peeling Shampoo. It cleans and purifies the scalp thanks to exfoliating microgranules. It prepares the skin and hair to make the most of the subsequent treatments.

The cold effect of the essential mint oil has a soothing effect on the skin.

Natural ingredients: 67%.

**Directions:** Apply the shampoo, using the scrub gloves for a relaxing massage.

• **Size:** PF005847 - 200 ml



### HYDRA BI-PHASE

Leave-in Moisturizing Treatment.

It moisturizes and protects the fiber, conditioning and improving the look of the hair. The cold effect of the essential mint oil has a soothing effect on the skin, decreasing skin stress. Natural ingredients: 72%.

**Directions:** Spread on wet hair and scalp, massaging with the fingers from root to tip.

• **Size:** PF005848 - 150 ml



### ARGILLA

Remineralizing Mud.

Mixed with essential oil Vitalis, it releases remineralizing elements that strengthen the natural resistance of hair fiber. It has a stimulating effect on the scalp and energizes the fiber. Hair becomes strong, soft and luminous.

• **Size:** PF005844 - 6 x 40-gr. single dose envelopes.



### AQUILIBRIUM

Regenerating wrap.

Provides well-being to the scalp and maintains the correct dosage of minerals. Hair is well moisturized and becomes elastic, soft and luminous. Natural ingredients: 90%.

• **Size:** PF005845 - 200 ml



### VITALIS

Essential Oil.

This mixture releases remineralizing elements that strengthen the natural resistance of hair fiber. It has a stimulating effect on the scalp and energizes the fiber.

**Directions:** Heat the contents of an envelope of Argilla - Remineralizing Mud and mix it with a vial of Vitalis - Essential Oil. Apply on the tips and the scalp. Wrap the hair in a pre-heated Thermae SPA turban.

• **Size:** PF005846 - 6 X 5-ml single dose vials

# Salone

THE LEGENDARY COLLECTION  
*Real Cream · Rigen*



## SALONE

A professional system designed specifically for the entire family.

**INTENDED FOR** The entire family.

**KEY POINTS** New unisex fragrance, affordable prices and family sizes.



## The Products



### RIGEN SHAMPOO

Professional Protein Shampoo.  
Normal to Dry Hair.  
Deeply cleanses hair while protecting the moisture balance. Conditioning Agents restore the hair's natural softness. Milk Proteins sooth the scalp and leave hair tangle-free and glossy. Delicate fragrance, perfect for the entire family.

- **Size:** PF004968 - 500 ml  
PF004966 - 1000 ml  
PF005437 - 3 LT



### REAL SHAMPOO

Professional Protein Shampoo.  
Very Dry or Damaged Hair.  
Gently cleanses and nourishes very dry to damaged hair. Conditioning Agents restore the hair fiber's natural softness while the rebalancing action of Milk Proteins leave hair silky, tangle-free and glossy. Delicate fragrance.

- **Size:** PF004963 - 500 ml  
PF004962 - 1000 ml  
PF005434 - 3 LT



### RIGEN CONDITIONER

Professional Conditioner for Daily Use.  
Normal to Dry Hair.  
Imparts essential moisture for added softness and detangling properties. Highly effective Milk Proteins provide a protective action designed to help prevent the hair shaft from drying. Delicate fragrance, perfect for the whole family.

- **Size:** PF004958 - 500 ml  
PF004957 - 1000 ml



### REAL CREAM pH4

Repair Mask.  
Mask for Damaged Hair.  
This acid (pH 4) repair mask, optimizes physiological pH after any treatment. Ceramide and Milk Protein visibly improve the damaged area of the hair fiber. Wheat Proteins restore softness while leaving the hair full of renewed body. A legendary salon treatment!.

- **Size:** PF004959 - 250 ml  
PF004960 - 500 ml



### RIGEN MOISTURE TREATMENT

Nourishing Cream.  
Treatment for Dry or Treated Hair.  
Acid (pH 3.5) nourishing cream that treats and intensely moisturizes the hair shaft. This unique formula is rich in Milk and Wheat Proteins. Leaves the hair feeling soft and nourished, yet full of beautiful body. A truly legendary salon product!

- **Size:** PF004965 - 250 ml  
PF004964 - 1000 ml



# SOLARIUM

## SOLARIUM HAIR

Is the line of products specifically dedicated to the hair and scalp to fight UV rays and free radicals and restore well-being following exposure. For enjoying the sun in complete safety.

**KEY POINTS** **Argan Oil**, with protective action: oil rich in essential fatty acids (omega 6). Used to protect against the damaging effects of UV rays. It has a powerful natural anti-oxidant, anti-radical and nourishing action, **Galanga Extract**, with protective action: natural extract with a triple protective action against capillary aging (photo-aging), the loss of cosmetic color (photo-fading) and weakening of the fiber.



## The Products



### ANTI-DRYNESS SHINE OIL SPRAY, NOT STICKY

Double-action oil with a light and comfortable texture. For hair, it protects the hair fiber from sun, salt water and chlorine and fights dehydration. For the body, it preserves moisture without being greasy, leaving skin soft and velvety like silk.

• **Size:** PF008890 - 125 ml



### SOFTENING RESTORING BATH CREAM FOR FACE/BODY/HAIR

Ultra-rich bath & shower cream to remove salt water, chlorine and sand residues from the face, body and hair. Thanks to its complex of active ingredients, it restores optimal moisturization to the skin and hair after sun exposure.

• **Size:** PF011832 - 200 ml



### PROTECTION FLUID WITH SPF 15 FOR FINE-MEDIUM

Protection treatment for medium or fine hair that requires protection from the sun, salt water and chlorine. An antiweakening and anti-drying action for the hair fiber. Also protects the scalp against UVA/UVB sun's rays.

• **Size:** PF008889 - 125 ml



### AFTER-SUN HAIR BALANCING CREAM

Nourishing Detangling After-Sun Hair Cream Rebalancing and detangling treatment for all hair types affected by the sun, salt water and chlorine. Its extraordinary creamy soufflé texture allows to control the level of moisturization based on hair type. Ideal for all hair types, even very thick or very dry.

• **Size:** PF008892 - 150 ml



### ULTRA-LIGHT COLOR SAVER SHIELD

Protection treatment for all colored hair during exposure to the sun. Thanks to its complex of active ingredients, it helps protect colored hair from the sun, leaving it soft and nourished.

• **Size:** PF008891 - 125 ml

# UOMO



## UOMO

A complete collection (Care and Styling) to allow hairdressers to fulfill modern men's desires.

**INTENDED FOR** Those men who want to look elegant, refined and seductive but in a very natural and relaxed way.

### KEY POINTS

- **REINFORCING:** The strength of Plant Stem Cells lends a visible improvement to thinning hair. The latest hair loss prevention treatment for men. Proven effective in clinical testing: hair loss decreased by 67%.
- **ENERGETIC:** A twist of energy for hair and scalp.
- **STYLING:** For every style you want.





## The Products



### REINFORCING SHAMPOO

Reinforcing Shampoo with adjuvant anti-hair loss action. Refreshing effect. Free from Parabens.

• **Size:** PF005886 - 200 ml



### ENERGETIC CONDITIONER

Conditioning Cream. It increases hair softness and reinforces hair fiber.

• **Size:** PF005710 - 200 ml



### REINFORCING TREATMENT

Intensive anti-hair loss adjuvant treatment. It provides an antioxidant action that helps preserving follicles integrity and stimulates micro-circulation by activating the cells of the bulb. Special "hot ice" effect.

• **Size:** PF009754 - 12 vials x10ml



### ENERGETIC TONIC

Leave-in tonic. Energy and vitality for hair and scalp.

• **Size:** PF005715 -125 ml



### ENERGETIC SHAMPOO

Shampoo-gel. Energy and vitality for hair and scalp.

• **Size:** PF005713 - 200 ml



### WET GEL

Medium-strong hold for a flexible styling.

• **Size:** PF005711 - 150 ml



### ENERGETIC SHAMPOO SILVER

Reflexing Shampoo. Removes yellow reflections from gray hair.

• **Size:** PF005714 - 200 ml



### MATTE PASTE

Strong-hold matte effect paste providing the hair with texture and structure.

• **Size:** PF005712 - 70 g



# STYLING HAIRSPRAY



# Semi di Lino™



## HAIRSPRAY

Long-lasting extreme shine, flawless hold, natural results.

**INTENDED FOR** They make it possible to create all types of «architectural style» with ease and to satisfy all types of obsessions in terms of look, by leaving the hair exactly as you fixed it.

**KEY POINTS** An infinitely shiny hold. Plus a super-fine, extraordinarily dry, high-precision spray, that brushes out with ease. They guarantee exceptional shine whilst maintaining a surprisingly natural effect. With Linseed extract: rich in omega 3 and omega 6, it smooths the surface of the hair and improves its shine. Free from sulfates, paraffins, mineral oils, allergens.



## The Products



### ILLUMINATING EXTRA STRONG HAIRSPRAY

A touch of long-lasting absolute shine for more structured effects. Extreme fixing that lasts all day long and brushes out easily.

- Size: PF010071- 500 ml



### ILLUMINATING COLOR FIX HAIRSPRAY

The color not only shines with an extraordinary gloss, its intensity is also protected from harsh external agents. The hair shaft is protected without becoming lank.

- Size: PF010072 - 250 ml



### ILLUMINATING HAIRSPRAY

The last fundamental touch to put your style in the limelight. It follows your hair's movements without leaving it lank, for an elastic "bounce effect".

- Size: PF010070 - 300 ml  
PF010069 - 500 ml



### ILLUMINATING VOLUMIZER HAIRSPRAY

Volume-building action combined with shimmering shine. Special film-forming agents lend incredible support, structure and body to all types of styling.

- Size: PF010073 - 250 ml



### ILLUMINATING SCULPTING HAIRSPRAY

Creates "micro-scaffolding" that defines, structures, shapes and sculpts more constructed styles, whilst leaving the hair very shiny.

- Size: PF010062 - 250 ml





# STYLING



# Semi di Lino™



## STYLING

**INTENDED FOR** This is the line dedicated to designing and defining the work of the hairstylist by creating styles that are elegant and never unoriginal.

**KEY POINTS** Advanced formulas created to guarantee results that are impeccable every time and capable of providing hairstylists with that final touch which defines and illuminates their work by enhancing every woman's beauty. Long-lasting total shine, perfect hold, an impeccable but natural result. Free from sulfates, paraffin, mineral oils, allergens.

27% SHINE VS THE MAIN COMPETITOR IN THE PROFESSIONAL MARKET



## The Products



### ILLUMINATING STRONG MOUSSE

Perfectly designs the most elaborate hairstyles, satisfying every spark of creativity.

Strong hold.

• **Size:** PF010076 - 250 ml



### ILLUMINATING THERMAL PROTECTOR

An essential tool that allows you to experiment freely and create hairstyles with exceptional shine. It is activated on contact with heat, creating a thermo-active shield that gives protection to the hair fiber.

No hold.

• **Size:** PF010077 - 125 ml



### ILLUMINATING MOUSSE

Creates a flexible support, giving elasticity to the hair fiber. A 'nude' effect that leaves the hair defined, silky and exceptionally shiny.

Flexible hold.

• **Size:** PF010075 - 250 ml



### ILLUMINATING POLISH

Defines styling details by creating touches of light with a slight wet-look effect. The perfection of the result is guaranteed by the precision of each shade.

Flexible hold.

• **Size:** PF010074 - 50 ml

STYLE FOR YOU

S4U



## STYLE FOR YOU

S4U transforms new Street Styling trends into two ultra-performance products, for hair styles that are anything but conventional.

## The Products



### TX'T VOLUMIZING GEL

Creates straight or radically curly texture that is still flexible for a supple, natural feel.

**Use:** Apply to damp hair before blow drying or hot-roller setting.

**Hold:** flexible.

• **Size:** PF004866 - 150 ml



### TWIST'R FOR CURLY AND WAVY HAIR

Amplifies, defines, controls and separates curls, with an outstanding anti-frizz effect. Has a long lasting action. Contains UV filter.

Maximum definition with medium control.

• **Size:** PF005004 - 100 ml



### FX'D FIRM FIXING SPRAY

Strong hold and control to last all day. Extra holding resins are never sticky and remain flexible, so hair can be reworked. Humidity resistant.

**Hold:** strong.

• **Size:** PF004869 - 300 ml



### FROZ'N ICED RESIN

Freezes hair and adds memory to styles, creating extreme and out-of-the-ordinary results. Guarantee a perfect locks separation and a long lasting hold.

• **Size:** PF005005 - 150 ml

## The Products



### D'FINR GLOSSY CREAM WAX

Details and defines with a fantastic, glossy shine finish.

**Use:** Apply to palm and spread between fingers. Apply to slightly damp hair to create elastic shapes. Apply to dry hair to detail hair or re-work pieces.

**Hold:** Medium.

• **Size:** PF004870 - 75 g



### VERTIGO VOLUMISING ROOT MOUSSE

Lends immediate volume and support to hair directly from the roots. Creates full-bodied looks without leaving the lengths lank. Paraben-free. Contains UV filters.

**Use:** Shake can well. Apply to clean, towel-dried hair. Lift small sections and spray the product straight onto the roots.

**Hold:** medium.

• **Size:** PF009496 - 200 ml



### F'NK MATTE MOLDING PASTE

Use at the roots to thicken hair texture or create lift. Add to ends of hair for a choppy or rough-ends effect.

**Use:** Rub a small amount between fingers. Apply to dry or nearly dry hair. Apply to roots to thicken texture and lift or use on pieces or ends for special effects. Rub in repeatedly to create a rough look.

**Hold:** medium -strong.

• **Size:** PF004871 - 100 g



### FLASH DRY EXTRA-GLOSSY SPRAY FOR INFINITE SHINE

Perfect for creating shimmering and incredibly glossy glamorous styles. The hair remains soft and fluid, without being lank or wet.

**Hold:** zero.

• **Size:** PF008233 - 200 ml



### VINTAGE MATT TALC

It wraps the hair in a extra-matte transparency to create "grunge" styles and "total vintage" looks.

**Hold:** medium with a super matte effect.

• **Size:** PF005691 - 10 g

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