

HAIRTIUM
ITALIAN SHAPE OF COLORS

HEXENTYA

BEAUTY STARTS WITH CARE

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Beauty begins with the care we dedicate to our hair, starting with the scalp. Every aspect of HEXENTYA treatments aims to create the best conditions for healthy hair growth, a hydrated and balanced scalp, up to facial skin care. HEXENTYA interprets each product as a key to personal well-being, through regenerating biotic formulas, fortifying active ingredients of vegetal origin and vegan proteins with high restructuring value. Respect for the environment and VEGAN formulas with ingredients up to 95% of natural origin and high biodegradability up to 98% make Hexentya the line designed for the future of the most advanced and sustainable cosmetics.

VEGAN BIOTIC FORMULAS
MULTILIPID HYDRATING
AMINOVITAMIN COMPLEX



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The basis of the new HEXENTYA formulas for skin, hair and face is the synergistic action of multiple molecular aggregates, which interact with each other to maintain, activate, protect and regenerate the natural physiology of the skin and the structure of the cuticular and fibrous keratin of the hair.

The three pillars of the cosmetic base of HEXENTYA beauty formulas:

MICROBIOME



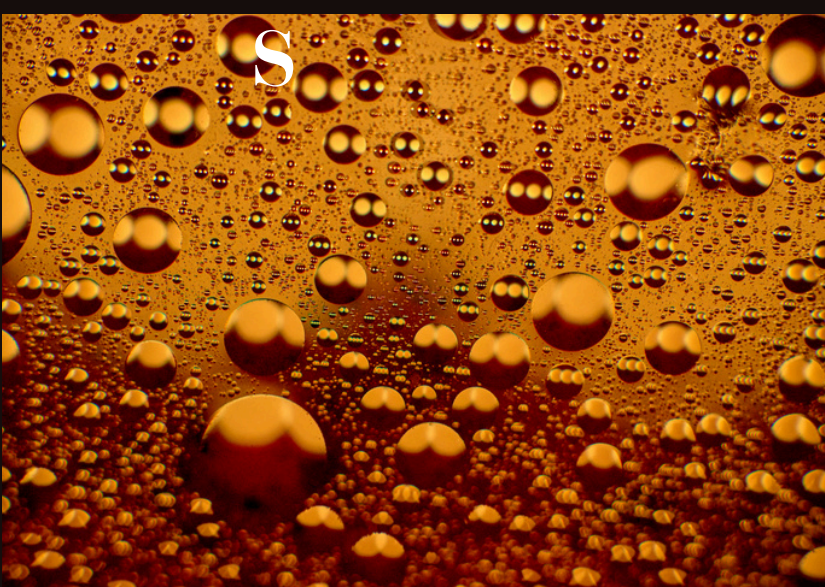
The microbiome is the human genetic heritage of protective bacteria that are part of the skin's natural hydrolipidic film. They represent a true epicutaneous immune system that protects it from external aggressions, irritations, chemical agents and the proliferation of harmful bacteria. Its alteration can create physiological dysfunctions such as dandruff, seborrhea, hyperhidrosis, irritative itching, bacterial itching, up to the creation of sebaceous plugs that can be a contributory cause of hair loss. The Pro and Post biotic formulas of HEXENTYA, Biotic Vegan Formulas, act constantly with every wash and application, maintaining the healthy balance of the natural microbiome.

AMINO ACIDS



Amino acids are complex structures that make up the protein keratin, the main material that makes up hair, skin and nails. The keratin present in hair and skin is constantly stressed by alkaline oxidative actions, such as coloring and bleaching, by mechanical actions with high thermal impact, such as straighteners, curling irons and brushes. These actions repeated over time deteriorate the resistance, compactness, flexibility and shine of the hair, making it weak, dull and unstructured. HEXENTYA Pro Amino Vitamin Complex, constantly recharges the hair fibers with amino acid structures, and acts with a powerful antioxidant vitamin complex, which prevents the formation of free radicals, protecting the structure of the hair and skin from premature cellular aging caused by oxidative and mechanical stress.

LIPID



Lipids represent the protection, hydration and vitality of hair and skin, contributing significantly to the duration of their beauty over time in terms of shine, elasticity and softness. Oddly enough, lipids constitute only 3-4% of the structure of hair and skin, compared to 70-80% of keratin and 10% of water. Lipids are easily altered and their action is unstable if they are not constantly protected, activated and integrated. HEXENTYA Pro Lipid Multi Moisturizer, guarantees a constant, protective and elasticizing lipid action, which leaves hair protected and shiny and skin soft and elastic.

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HAIR:

restructuring, illuminating, protective, vibrant



SCALP:

fortifying, energizing, microbiome rebalancing



TOTA

purifying, elasticizing, plumping, toning

SKIN AND SCALP PERFECTION



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26 ACTIVE INGREDIENTS

Lespedeza Capitata, rich in glycosylated flavonoids, has a hydrating and draining action and a protective action on the capillaries



Cumin essential oil gives strength and structure to the hair fiber, making it stronger and more structured.

Shea Butter, gives elasticity to the hair fibre, strong restructuring action, counteracts aging and protects from UV rays



Fermented Oat Water has protective, emollient and soothing properties, hydrates skin and hair

Marula oil, a powerful antioxidant and revitalizer, nourishes damaged hair with Vitamin E anti-free radicals.



Erylite, a biofermented sugar that makes combing easier and tames thick, unruly hair.

White Clay, decongests the skin and neutralizes the formation of sebum, soothing and anti-irritant, restores the epicuticular film.



Activated charcoal, purifying, absorbs toxins and all dangerous substances, antibacterial and slightly exfoliating.

Mandelic Acid, slightly exfoliating, purifying and illuminating action, ideal even for sensitive skin and scalp.



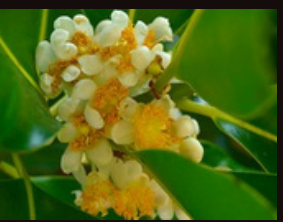
Malic acid, an excellent natural exfoliant, regulates the skin's pH, smoothes wrinkles and helps skin cell renewal.

Patauà oil, promotes skin hydration, regenerates the scalp, excellent anti-dandruff action.



Glycolic Acid leaves the skin bright and soft, has a rebalancing action, fights imperfections, removes dead cells.

Nyanplung oil, composed of fatty acids and flavonoids, has healing and anti-acne action, suitable for skin and scalp in need of repair.



Tsubaki oil, with anti-aging action, nourishes without weighing down, increases collagen production, fights dandruff.

Omega 9, an important oleic acid, replenishes the lipid part of the film epicutaneous and epicuticular hydrolipidic.



Hyaluronic Acid, hydrates hair and seals split ends, counteracting frizz, softens the structure and leaves hair silky.

Vitamin E Tocopherol, anti-free radical action, antioxidant, strengthens cell membranes, tones and firms the skin.



Vitamin C contributes to the formation of collagen, improves blood circulation in the hair follicle, increases skin elasticity.

Alpha Glucans rebalance the skin microbiome and the epicutaneous and epicuticular hydrolipidic film, rebalancing the functionality of the skin and scalp.



B vitamins synthesize and optimize the natural formation of keratin.

Ginseng root extract with antioxidant action, thanks to its toning and revitalizing properties, ginseng helps to make the skin more elastic and compact.



The official extract of sage and rosemary neutralizes hyperhidrosis, soothes skin irritations, rebalancing the natural microbiome. Antioxidant and stimulating action.

Menthol extracted in oil, refreshing, stimulates blood circulation, keeps the hair bulb oxygenated, with anesthetic properties.



Albus Protein Ferment, a lupin protein with a broad spectrum of amino acids, deeply restructures the hair's keratin.

Nettle extract, a haemostimulant with a revulsive effect, counteracts the formation of sebum and sebaceous plugs.



Zinc lactate has an inhibitory function of 5- α -reductase, an enzyme that promotes androgenic hair loss.

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COLOR CARE ILLUMINATING & PROTECTIVE



Lespedeza Capitata, rich in glycosylated flavonoids, has a hydrating and draining action and a protective action on the capillaries.



Cumin essential oil, gives strength and structure to the hair fiber.



Shea Butter, gives elasticity to the hair fiber, strong restructuring action, fights aging and protects from UV rays



Marula Oil, a powerful antioxidant and revitalizer, nourishes damaged hair with free-radical-fighting Vitamin E.



Erylite, a biofermented sugar that makes combing easier and tames thick, unruly hair.



Vitamin C contributes to the formation of collagen, improves blood circulation in the hair follicle, increases skin elasticity.



Vitamin E Tocopherol, anti-free radical action, antioxidant, strengthens cell membranes, tones and firms the skin.



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COLOR CARE SHAMPOO illuminating & protective



- **FEATURES:** Colour-protective cosmetic shampoo that prevents fading over time, softens and illuminates coloured hair.
- **ACTION:** Based on Lespedeza Capitata, Sodium Gluconate and Cumin essential oil, it gently cleanses and maintains the color for a long time, detoxifies and protects the skin, giving tone and structure to the hair fiber. The active ingredients protect and enhance the cosmetic color.
- **USE:** Apply to wet hair, massage until a soft foam forms and rinse, repeat if necessary.

COLOR CARE MASK shimmering & softening



- **FEATURES:** Intensive conditioning and softening mask for colored hair, enhances the cosmetic color and protects it from fading over time.
- **ACTION:** Based on Lespedeza Capitata which provides hydration, Cumin essential oil which gives tone and structure to the hair fibre and Shea Butter which nourishes deeply, taming coloured hair, making it shiny and soft.
- **TO USE:** Apply to washed and towel-dried hair, comb and leave on for 3 to 5 minutes, rinse.

COLOR CARE LEAVE IN CREAM hydrating & conditioning

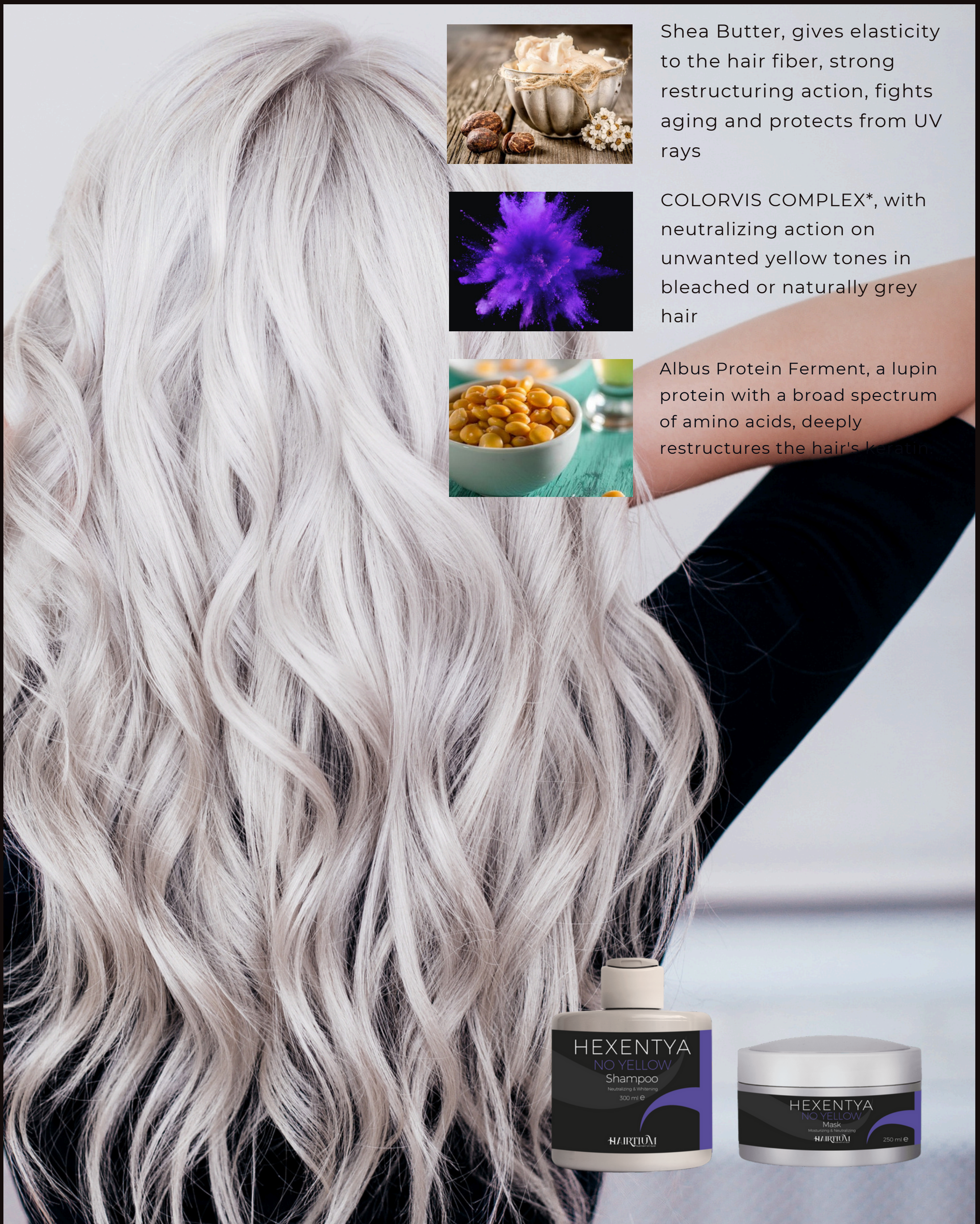



- **CHARACTERISTICS:** Protective and detangling leave-in conditioning fluid, specifically designed to protect and enhance the cosmetic colour of hair.
- **ACTION:** Based on Lespedeza Capitata and Marula Oil, Vitamin C, Vitamin E Tocopherol, it protects and maintains the cosmetic color for a long time, preventing wear by blocking the oxidation process. It makes the structure shiny and smooth, nourishes and illuminates dry, dull and difficult to manage hair.
- **USE:** Apply to washed and towel-dried hair as a pre-treatment before drying, comb and massage, do not rinse.


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NO YELLOW NEUTRALIZING & WHITENING




Shea Butter, gives elasticity to the hair fiber, strong restructuring action, fights aging and protects from UV rays


COLORVIS COMPLEX*, with neutralizing action on unwanted yellow tones in bleached or naturally grey hair


Albus Protein Ferment, a lupin protein with a broad spectrum of amino acids, deeply restructures the hair's keratin

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NO YELLOW SHAMPOO neutralizing & whitening



- **FEATURES:** Anti-yellow neutralizing shampoo, revives and lightens bleached hair and natural gray hair.
- **ACTION:** Toning shampoo based on Colorvis Complex, a special blend of anti-yellow pigments and Album Protein Ferment acts uniformly on the entire structure of the hair, making it shiny and perfectly neutralising unwanted yellowness.
- **TO USE:** Wear gloves and apply to wet hair, massage until a soft foam forms, leave on for 1 to 10 minutes depending on the degree of yellow neutralization you wish to achieve, rinse and proceed with No Yellow Mask.

NO YELLOW MASK moisturizing & neutralizing



- **CHARACTERISTICS:** neutralizes unwanted yellow tones in bleached natural grey hair, providing a deep nourishing and conditioning action
- **ACTION:** Nourishing anti-yellow mask, based on Colorvis Complex, a special blend of anti-yellow pigments, Shea Butter and Albumen Protein Ferment, restructures and strengthens bleached hair and softens natural white hair.
- **TO USE:** Wear gloves and apply to washed and towel-dried hair, comb and leave on for 1 to 10 minutes depending on the intensity of the desired reflection, rinse.

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BIOTIC BALANCE NO DANDRUF & NO SEBUM



Alpha Glucans rebalance the skin microbiome and the epicutaneous and epicuticular hydrolipidic film, rebalancing the functionality of the skin and scalp.

Menthol extracted in oil, refreshing, stimulates blood circulation, keeps the hair bulb oxygenated, with anesthetic properties.

White Clay, decongests the skin and neutralizes the formation of sebum, soothing and anti-irritant, restores the epicuticular film.

Fermented Oat Water has protective, emollient and soothing properties, hydrates the skin and hair

Erylite, a biofermented sugar that makes combing easier and tames thick, unruly hair.

Official Sage, neutralizes hyperhidrosis, soothes irritation by rebalancing the microbiome.

Shea Butter, gives elasticity and restructuring to the hair fiber, fights aging and protects from UV rays

Activated charcoal, purifying, absorbs toxins and all dangerous substances, antibacterial and slightly exfoliating.

Zinc lactate has an inhibitory function of 5- α -reductase, an enzyme that promotes hair loss. androgenic hair



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BIOTIC BALANCE SHAMPOO no dandruf & no sebum



- **CHARACTERISTICS:** Pro biotic Shampoo rebalances the scalp microbiome, specific for impure, irritated and itchy scalps, with seborrhea, dry dandruff or oily dandruff.
- **ACTION:** Shampoo based on Fermented Oat Water, Erythritol and Official Sage and Sodium Gluconate, purifies the skin by rebalancing the skin microbiome, fights dandruff, seborrhea, irritation and intoxication, supporting the natural physiological functions of the skin.
- **USE:** Apply to wet hair, massage until a soft foam forms, leave on for 3 minutes and rinse, repeat.

BIOTIC INTENSIVE MASK structuring & rebalancing



- **FEATURES:** Intensive probiotic conditioning mask with rebalancing and disciplining action on hair, scalp and skin.
- **ACTION:** Post-biotic mask with rebalancing and disciplining action based on Shea Butter, Official Sage and Erylite. Gives shine and softness to the hair, hydrates the scalp and skin and supports their natural functions.
- **TO USE:** Apply to washed and towel-dried hair, massage gently into the scalp and comb, leave on for 5 minutes and rinse.

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CARBON CLAY PEELING detoxifying & purifying



- **CHARACTERISTICS:** Exfoliating peeling with detoxifying action for the skin of the face and scalp, eliminates impurities and dandruff, fights excess sebum, with a calming and emollient action.
- **ACTION:** Based on Carbon, it has a light exfoliating action, purifying the face and cleansing the scalp. It absorbs toxins and dangerous substances present in the air and deposited on the scalp and facial skin. White Clay has an additional purifying and absorbent action, particularly suitable for impure skin and scalps with imbalances in the hydrolipidic film, neutralizes and prevents dandruff and excess sebum.
- **TO USE:** Apply to face or skin, massage gently and leave for 10-15 minutes, rinse and clean.

BIOTIC ACTIVE LOTION regulating & normalizing



- **CHARACTERISTICS:** Purifying and normalizing lotion for impure scalps with dandruff and sebum.
- **ACTION:** Lotion enriched with Zinc Lactate, Activated Carbon, Alpha Glucans and Menthol, plays an adjuvant action in regulating the hydrolipidic mantle, eliminating excess sebum, sebaceous plugs and impurities, counteracting and preventing the reappearance of dandruff.
- **USE:** After washing, apply evenly to the skin and massage gently without rubbing, do not rinse. Shake before use.

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BIOTIC REDENSIFYING ACTIVATING & REBALANCING



Activated charcoal, purifying, absorbs toxins and all dangerous substances, antibacterial and slightly exfoliating.

Zinc lactate has an inhibitory function of 5- α -reductase, an enzyme that promotes androgenic hair loss.

Alpha Glucans rebalance the skin microbiome and the epicutaneous and epicuticular hydrolipidic film, rebalancing the functionality of the skin and scalp.

B vitamins synthesize and optimize the natural formation of keratin.

Rosemary extract, reactivates the immune system, with antioxidant action and stimulating.

Nettle extract, a haemostimulant with a revulsive effect, counteracts the formation of sebum and sebaceous plugs.

Ginseng root extract with antioxidant action, thanks to its toning and revitalizing properties, ginseng helps make the skin more elastic and compact.

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BIOTIC REDENSIFYING SHAMPOO activating & rebalancing



- **CHARACTERISTICS:** Energizing and fortifying shampoo, ideal for stressed scalp and hair prone to falling out.
- **ACTION:** Shampoo with Alpha Glucans, Activated Carbon and Trico Complex, with an energizing and fortifying action, helps combat hair loss thanks to the balance of the skin microbiome and its antioxidant and stimulating action.
- **USE:** Apply to wet hair, massage until a soft foam forms, leave on for 3 minutes and rinse, repeat.

BIOTIC FORTIFYING LOTION stimulating & densifying



- **CHARACTERISTICS:** Intensive conditioning probiotic lotion with rebalancing and disciplining action on hair, scalp and skin.
- **ACTION:** Fortifying lotion with Alpha Glucans, Zinc Lactate, Trico Complex, Vitamins and plant extracts that stimulates the oxidative-reductive process, helps to combat hair loss by performing a rebalancing action on the skin microbiota, assisting the correct biological cycle of the hair. It has an inhibitory function of 5- α -reductase, an enzyme that promotes androgenic hair loss.
- **USE:** After cleansing towel-dried hair, distribute it on the scalp, massaging gently without rubbing. Shake before use. Do not rinse. Intensive protocol to promote growth, apply 3 times a week for 8/12 weeks. May cause slight temporary redness, due to the reactivating action on the skin.

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SKIN & SCALP PERFECTION



Malic acid, an excellent natural exfoliant, regulates the skin's pH, smoothes wrinkles and helps skin cell renewal.



Mandelic Acid, slightly exfoliating, purifying and illuminating action, also ideal for sensitive skin and sensitive scalp.



Patauà oil, promotes skin hydration, regenerates the scalp, excellent anti-dandruff action.



Glycolic Acid leaves the skin bright and soft, has a rebalancing action, fights imperfections, removes dead cells.



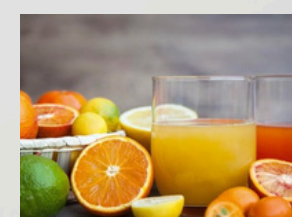
Tsubaki oil, with anti-aging action, nourishes without weighing down, increases collagen production, fights dandruff.



Nyanplung oil, composed of fatty acids and flavonoids, has a healing and anti-acne action, suitable for skin and scalp that need repair.



Omega 9, an important oleic acid, reintegrates the lipid part of the epicutaneous hydro-lipidic film and epicuticular.



Vitamin C contributes to the formation of collagen, improves blood circulation in the hair follicle, increases skin elasticity.



B vitamins synthesize and optimize the natural formation of keratin.



Vitamin E Tocopherol, anti-free radical action, antioxidant, strengthens cell membranes, tones and firms the skin.



Hyaluronic Acid, hydrates the hair and seals split ends, counteracting the frizzy effect, softens the structure and leaves hair silky.



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AHA FRUITY ESFOLIANT exfoliating & illuminating



- **FEATURES:** Scalp: helps remove persistent impurities, toxins, accumulations of dead cells around the follicles, sebaceous aggregations (plugs and sleeves of steatotic sebum). Face: gently exfoliates, removes dead cells, reactivates cell mitosis, detoxifies and reduces keratin spots and sun damage. Revives dull and tired skin.
- **ACTION:** Multipurpose serum for face and scalp, based on fruit alpha hydroxy acids, hydrating and illuminating, with malic acid, mandelic acid, glycolic acid. Eliminates dead cells from the stratum corneum. Attracts water to the surface giving turgor and shine to the face and skin.
- **USE:** On the face, apply a few drops on clean skin, massage, leave for 3 to 5 minutes and rinse, continue with the face cream according to needs or habits. On the scalp, apply and massage gently for 3-5 minutes, then cleanse.

FILLING REPAIR SERUM moisturizing & energizing



- **FEATURES:** Intensive nourishing and plumping serum for the face, hydrating for the scalp and shiny hair.
- **ACTION:** Plumping face serum and hair shine based on Pataua Oil, Omega 9, Tzabaki Oil, Hyaluronic Acid, Oligo-Tri-Hepta-Peptides. On the lengths, it rehydrates the dry fiber, giving extreme shine and brightness. Toning action, both on the scalp and on the face, neutralizing the signs of aging and sun damage.
- **USE:** On the face, apply to clean skin and massage until completely absorbed. Follow with face cream. On hair, apply a few drops as a pre-styling to add body and shine. Tips: Alternatively, add a few drops of product to face creams or hair masks to enhance their action.

VITAMINING BEAUTY FLUID compacting & hydrating



- **CHARACTERISTICS:** Fluid for dry or dull skin and revitalized, fragile and discolored scalp and hair, thanks to the multivitamin complex it effectively fights the formation of free radicals.
- **ACTION:** Energizing, hydrating and protective multivitamin serum for facial skin, based on Vitamin C, B vitamins, Vitamin E. Fights free radicals, combats dryness, with a protective, emollient and calming action. On the skin it regulates the production of sebum and the pH of the scalp.
- **USE:** Apply to clean facial skin and massage until completely absorbed. Then apply the face cream adding a few drops of product. Apply to the scalp and massage until completely absorbed then perform a specific cleansing. Add a few drops to the hair mask to enhance its effect.

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WONDER OF STYLE

shape your art

protective modelling fixative polishing



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SOFT VOLUME MOUSSE fixing & body



- **FEATURES:** Medium-hold volumizing mousse for natural to treated hair.
- **ACTION:** Soft modeling mousse that gives volume and texture to the hair. Suitable for defined hairstyles with a natural effect. Enriched with a mix of conditioners, it leaves the hair soft to the touch and perfectly hydrated.
- **USE:** Apply to damp hair and dry with a blow dryer or diffuser. Apply to dry hair to create defined styles. Shake before use.

STRONG VOLUME MOUSSE extra fixing & body



- **FEATURES:** Strong hold styling mousse that structures and defines.
- **ACTION:** Mousse based on Aloe Vera and Betaine that fixes and defines firmly, for a perfectly controlled hairstyle, increasing and strengthening the elasticity of the hair and counteracting the frizzy effect.
- **USE:** Apply to damp hair and distribute evenly. Dry with a diffuser or naturally. For a more defined hairstyle, it can be applied to dry hair. Shake before use.

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MEDIUM LACQUER no gas hair spray & natural touch



- **FEATURES:** Eco-friendly medium-hold hairspray.
- **ACTION:** Ecological hairspray based on hydrolyzed chestnut extract, quick drying, fixes without weighing down and without leaving residues, ideal for hairstyles that require softness and hold at the same time. Gives structure and can be removed by brushing.
- **USE:** Spray at a distance of about 20-30 cm from the head on dry hair. It can also be used on the roots of damp hair as a pre-styling. Shake before use.

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FLATTENING HAIR SPRAY smoothing & sleeking



- **FEATURES:** Spray with progressive smoothing action.
- **ACTION:** Progressive smoothing spray based on hydrolyzed chestnut extract without rinsing. Thanks to its thermoactive and protective action, it helps fight the frizzy effect, ensuring soft, shiny and perfectly smooth hair.
- **USE:** Shake well before use and apply 10/15 sprays of product on towel-dried hair for styling with a brush and hairdryer. For a perfect hairstyle, it can also be applied on flat and dried hair.

MODELLING CURL CREAM defining & frizz out



- **FEATURES:** Modeling cream for defining curls.
- **ACTION:** Cream based on hydrolyzed chestnut extract, which defines and perfects curly hair, eliminating frizz. Provides a light hold, hydration and shine. Applied to the roots, it helps add volume and support.
- **USE:** Apply to damp hair, distribute evenly and continue styling. For greater definition, apply more product during the drying phase.

MODELLING PASTE shaping & creative



- **FEATURES:** Opaque modeling paste.
- **ACTION:** Modeling paste based on Carnauba Wax, soft and with a long-lasting matte effect. Gives texture, movement and control to all hair types.
- **TO USE:** Warm a small amount of product between your hands and apply to dry or damp hair, styling as desired.

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PRE STYLING CREAM rebasing & uniforming



- **FEATURES:** Heat-protective pre-styling cream.
- **ACTION:** Leave-in pre-styling treatment with hydrolyzed chestnut extract, which protects the lengths from the stress of high temperatures. Controls frizz and facilitates combing, ideal as a base for the application of other styling products.
- **USE:** Apply 1-3 pumps of product to dry or towel-dried hair. Perfect for blow-drying or outdoors, without heat source. Use the product as a base for other styles.

SILKING SERUM LEAVE IN sealant & brightener



- **FEATURES:** Silky and illuminating serum for split ends.
- **ACTION:** Delicate and light serum based on Apricot Seed Oil, which gives shine, softness and combability while protecting the hair from heat sources, humidity and pollution, closing split ends and preventing their formation.
- **TO USE:** Apply a small amount of product to damp or dry hair, focusing on lengths and ends, and continue styling.

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