



# HEXENTYA

BEAUTY STARTS  
WITH CARE

SKIN AND HAIR  
HEALTH FROM  
PREVENTION

HAIRTIUM  
ITALIAN SHAPE OF COLORS



# HEXENTYA

L'INSIEME DEGLI ORGANI  
COSTITUISCONO IL CORPO E LA VITA  
DELL'ESSERE UMANO E DEVONO  
ESSERE PROTETTI.

LA PELLE È L'UNICO DI QUESTI IN  
COSTANTE CONTATTO CON IL MONDO  
ESTERNO.

LA PELLE È L'ORGANO CHE CONTIENE  
E DIFENDE TUTTI GLI ALTRI.

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# HEXENTYA

HEXENTYA STARTS WITH THE SKIN,  
BALANCE, PROTECTION AND  
HYDRATION ARE THE GOALS TO  
ACHIEVE WITH EACH TREATMENT.

THE SKIN IS WHERE HAIR IS BORN,  
GROWS AND LIVES, WHICH IS ONE  
OF THE MOST REPRESENTATIVE  
SYMBOLS OF HUMAN BEAUTY.

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# HEXENTYA



THROUGH VEGAN PRO AND POST BIOTIC FORMULAS, BASED ON UP TO 95% NATURAL ORIGIN BOTANICAL ACTIVE INGREDIENTS, HEXENTYA PRODUCTS ACT SYNERGICALLY ON THE SKIN'S NATURAL MICROBIOME, PROTECTING AND MAINTAINING IT, CONSTANTLY STIMULATING THE FUNCTIONAL BALANCE OF THE SKIN WHICH ALWAYS REMAINS ACTIVE AND ALIVE.

COSMETICS IN GENERAL SOOTH SOME OF THE AESTHETIC PROBLEMS OF THE SKIN AND HAIR,

HEXENTYA PREVENTS THEM.

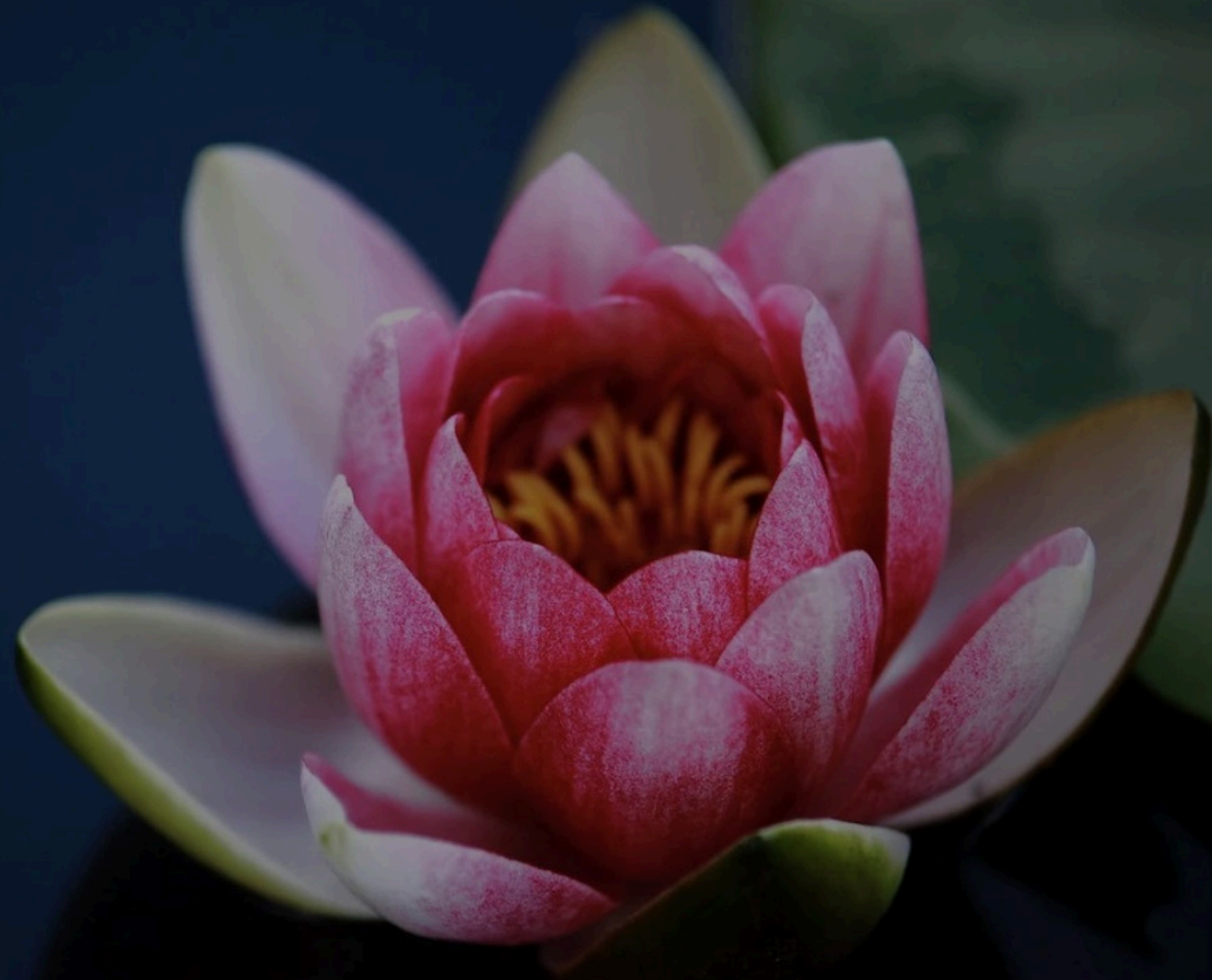
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# HEXENTYA

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.

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- Vegan Pro and Postbiotic Formulas
- 26 active plant ingredients
- Vegan proteins with high restructuring value
- ingredients of natural origin up to 95%
- high biodegradability up to 98%,

# HEXENTYA

**BIOTIC VEGAN FORMULAS  
PROTECTS THE NATURAL MICROBIOME**

**AMINO VITAMIN COMPLEX  
RESTRUCTURES KERATIN PROTEIN**

**LIPID MULTI HYDRATING  
LIGHTS UP AND GIVES SOFTNESS**

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# HEXENTYA

## BIOTIC VEGAN FORMULAS PROTECTION AND BALANCE OF THE NATURAL MICROBIOME

### MICROBIOME



The microbiome is the human genetic heritage of protective bacteria that are part of the skin's natural hydrolipidic film.

They represent a real epicutaneous immune system that protects it from external aggressions, irritations, chemical agents and the proliferation of harmful bacteria.

Its alteration leads to the creation of physiological dysfunctions such as dandruff, seborrhea, hyperhidrosis, irritant itching, bacterial itching, up to the creation of sebaceous plugs which can be a contributing cause of hair loss.

HEXENTYA's Pro and Post biotic formulas, Biotic Vegan Formulas, work consistently with every wash and application, maintaining the healthy balance of the natural microbiome.

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# HEXENTYA

AMINO VITAMIN COMPLEX  
RESTRUCTURES KERATIN PROTEIN

## AMINO ACIDS



Amino acids are complex structures that make up the keratin protein, which is the main material that hair, skin, and nails are made of.

The keratin in hair and skin is constantly stressed by alkaline oxidative actions, such as bleaching and bleaching, and by mechanical actions with high thermal impact, such as straighteners, curling irons and brushes. These events, repeated over time, deteriorate the resistance, compactness, flexibility and shine of the hair, making it weak, dull and unstructured.

HEXENYA 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,

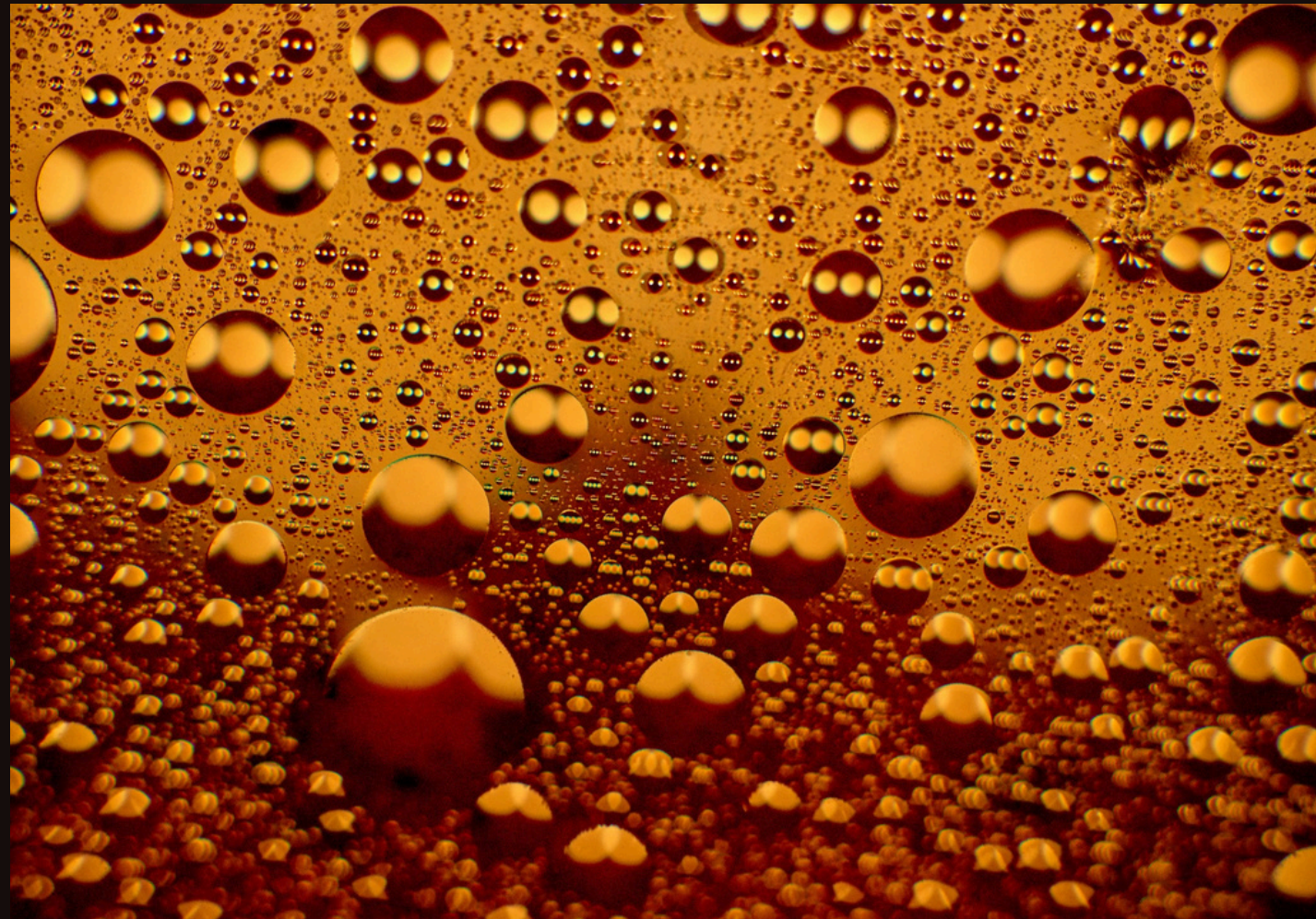
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# HEXENTYA

## LIPID MULTI HYDRATING LIGHTS UP AND GIVES SOFTNESS

### LIPIDS



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 represent 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 labile if they are not protected, activated and constantly integrated.

HEXENTYA Lipid Multi Hydrating, guarantees a constant, protective and elasticizing lipid action, which makes the hair protected and shiny and the skin soft and elastic.





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



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



B vitamins, synthesize and optimize the natural formation of keratin.



Nettle extract, a blood stimulant with a revulsive effect, fights the formation of sebum and sebaceous plugs.



Caraway essential oil gives strength and structure to the hair fibre.



Erylite, a bio-fermented sugar that makes combing easier and tames thick, unruly hair.



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



Hyaluronic Acid, hydrates hair and seals split ends, fighting frizz, smoothing the structure and leaving hair silky.



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



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



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



Marula Oil, a powerful antioxidant and revitalizer, nourishes damaged hair, with vitamin E that fights free radicals.



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



Glycolic Acid, makes the skin bright and smooth, rebalancing action, fights imperfections, removes dead cells.

# HEXENTYA

The 26 active botanical ingredients



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



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



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



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



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



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



Albus Protein Ferment, lupine proteins with a broad amino acid spectrum, deeply restructure the hair's keratin.



Zinc Lactate, plays an inhibitory role on 5- $\alpha$ -reductase, an enzyme that promotes androgenetic hair loss.



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



Salvia Officinale and Rosemary Extract counteract hyperhidrosis, soothe skin irritation, balancing the natural microbiome. Antioxidant and stimulating action.



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



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





# HEXENTYA

**HAIR: restructuring, illuminating, protective, vibrant**



**COLOR CARE**



**NO YELLOW**

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# HEXENTYA

**SKIN: fortifying, energizing, rebalancing  
the microbiome**



**BIOTIC BALANCE**



**BIOTIC REDENSIFYING**

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# HEXENTYA

**FACE: purifying, elasticizing, filling, invigorating**

SKIN & SCALP PERFECTION



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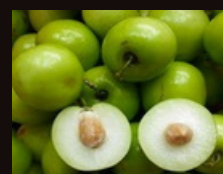
Lespedeza Capitata, rich in glycosylated flavonoids, has a hydrating and draining action, protective action on the capillaries.



Caraway essential oil gives strength and structure to the hair fibre.



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 bio-fermented sugar that makes combing easier and tames thick, unruly hair.



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



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

## COLOR CARE illuminating & protective



COLOR CARE  
SHAMPOO



COLOR CARE  
MASK



COLOR CARE  
LEAVE IN  
CREAM

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## COLOR CARE SHAMPOO illuminating & protective

CHARACTERISTICS: protective shampoo for cosmetic color that prevents fading, softens and illuminates colored hair. ACTION: based on Lespedeza Capitata, Sodium Gluconate and Caraway essential oil, it gently cleanses and maintains 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.

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## COLOR CARE SHAMPOO

illuminating & protective



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



Caraway essential oil gives strength and structure to the hair fibre.





## COLOR CARE MASK shimmering & softening

- FEATURES: Intensive conditioning and softening mask for colored hair, enhances the cosmetic color and protects it from fading
- ACTION: based on Lespedeza Capitata which provides hydration, Caraway 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.
- USE: Apply to washed and styled hair, comb and leave for 3 to 5 minutes, rinse.

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## COLOR CARE MASK

shimmering & softening



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Caraway essential oil gives strength and structure to the hair fibre.



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

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## COLOR CARE LEAVE IN CREAM

hydrating & conditioning

- **CHARACTERISTICS:** Protective and detangling conditioning fluid without rinsing, specifically designed to protect and enhance the cosmetic colour of hair.
- **ACTION:** based on Lespedeza Capitata and Marula Oil, Vitamin C, Vitamin E Tocopherol, protects and maintains cosmetic color for a long time, preventing aging by blocking the oxidation process. Makes the structure shiny and smooth, nourishes and illuminates dry and dull hair that is difficult to discipline.
- **USE:** Apply to washed and towel-dried hair as a pre-treatment before drying, comb and massage, do not rinse.

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## COLOR CARE LEAVE IN CREAM

### hydrating & conditioning



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

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**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, lupine proteins with a broad amino acid spectrum, deeply restructure the hair's keratin.**

# NO YELLOW neutralizing & whitening



NO YELLOW  
SHAMPOO



NO YELLOW  
MASK

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## NO YELLOW SHAMPOO neutralizing & whitening

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

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## NO YELLOW SHAMPOO neutralizing & whitening



COLORVIS COMPLEX\*, with a neutralizing action on unwanted yellow reflections, on bleached or naturally grey hair



Albus Protein Ferment, lupine proteins with a broad amino acid spectrum, deeply restructure the hair's keratin.

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## NO YELLOW MASK moisturizing & neutralizing

- **CHARACTERISTICS:** neutralizes unwanted yellow reflections on bleached or naturally grey hair, performing a deep nourishing and conditioning action
- **ACTION:** nourishing anti-yellow mask, based on Colorvis Complex, a special mix of anti-yellow pigments, Shea Butter and Album Protein Ferment, restructures and strengthens bleached hair, smoothes and softens naturally grey hair.
- **USE:** Wear gloves and apply to washed and towel-dried hair, comb and leave on for 1 to 10 minutes depending on the desired intensity of reflection, rinse.





## NO YELLOW MASK moisturizing & neutralizing



COLORVIS COMPLEX\*, with a neutralizing action on unwanted yellow reflections, on bleached or naturally grey hair



Albus Protein Ferment, lupine proteins with a broad amino acid spectrum, deeply restructure the hair's keratin.



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

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



**Erylite**, a bio-fermented sugar that makes combing easier and tames thick, unruly hair.



**Salvia Officinale**, combats hyperhidrosis, soothes irritation and balances the microbiome.

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



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

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



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

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



Zinc Lactate, plays an inhibitory role on 5- $\alpha$ -reductase, an enzyme that promotes androgenetic hair loss.

# BIOTIC BALANCE

## no dandruff & no sebum



BIOTIC  
BALANCE  
SHAMPOO



BIOTIC  
BALANCE  
MASK



BIOTIC  
CARBON CLAY  
PEELING



BIOTIC  
ACTIVE  
LOTION

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## BIOTIC BALANCE SHAMPOO

no dandruf & no sebum

- CHARACTERISTICS: post-biotic shampoo that rebalances the scalp microbiome, specific for impure, irritated and itchy skin, with seborrhea, dry dandruff or greasy dandruff.
- ACTION: shampoo based on Fermented Oat Water, Erylite and Officinal Sage and Sodium Gluconate, purifies the skin by balancing the skin microbiome, fights dandruff, seborrhea and irritation, 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.

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# BIOTIC BALANCE SHAMPOO

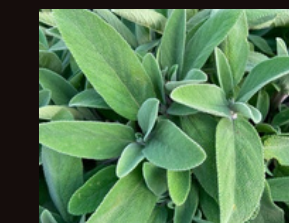
no dandruf & no sebum



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



Erylite, a bio-fermented sugar that makes combing easier and tames thick, unruly hair.



Salvia Officinale, combats hyperhidrosis, soothes irritation and balances the microbiome.

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## BIOTIC INTENSIVE MASK structuring & rebalancing

- CHARACTERISTICS: Intensive probiotic conditioning mask with rebalancing and disciplining action for hair, scalp and skin
- ACTION: post-biotic mask with rebalancing and disciplining action based on Shea Butter, Sage Officinale and Erylite. Gives brightness, softness to the hair, hydrates the scalp and skin and supports its natural functions.
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# BIOTIC INTENSIVE MASK structuring & rebalancing



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



Erylite, a bio-fermented sugar that makes combing easier and tames thick, unruly hair.



Salvia Officinale, combats hyperhidrosis, soothes irritation and balances the microbiome.





## CARBON CLAY PEELING

detoxfying & purifying

- **CHARACTERISTICS:** Exfoliating peeling with detoxifying action for the skin of the face and scalp, eliminates impurities and dandruff, combats excess sebum, with a calming and soothing action.
- **ACTION:** based on Vegetable Carbon which has a slightly exfoliating, purifying action on the face and sanitizing action on the scalp. It absorbs toxins and dangerous substances found in the air that settle 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, it combats and prevents dandruff and excess sebum.
- **USE:** Apply to face or scalp, massage gently and leave on for 10 to 15 minutes, rinse and proceed with cleansing.

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# CARBON CLAY PEELING

detoxfying & purifying



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



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

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## BIOTIC ACTIVE LOTION regulating & normalizing



- CHARACTERISTICS: purifying and normalizing lotion for impure skin, with dandruff and sebum.
- ACTION: Lotion enriched with Zinc Lactate, Activated Carbon, Alpha Glucans and Menthol, has an adjuvant action in regulating the hydrolipidic film, eliminating excess sebum, sebaceous plugs and impurities, fighting and preventing the appearance of dandruff.
- USE: after shampooing, apply evenly to the scalp and massage gently without rubbing, do not rinse. Shake before use.

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# BIOTIC ACTIVE LOTION

regulating & normalizing



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



Alpha Glucans, balance 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 flow, keeps the hair bulb oxygenated, with anesthetic properties.



Zinc Lactate, plays an inhibitory role on 5- $\alpha$ -reductase, an enzyme that promotes androgenetic hair loss.





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Alpha Glucans, balance 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 and stimulating action



Nettle extract, a blood stimulant with a revulsive effect, fights 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.

## BIOTIC REDENSIFYING activating & rebalancing



BIOTIC  
REDENSIFYING



BIOTIC FORTIFYING  
LOTION

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## BIOTIC REDENSIFYING SHAMPOO

activating & rebalancing

- CHARACTERISTICS: energizing and fortifying shampoo, ideal for stressed scalps 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 balancing of the skin microbiome and the antioxidant and stimulating action.
- USE: apply to wet hair, massage until a soft foam forms, leave on for 3 minutes and rinse, repeat.





# BIOTIC REDENSIFYING SHAMPOO

activating & rebalancing



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



Nettle extract, a blood stimulant with a revulsive effect, fights the formation of sebum and sebaceous plugs.



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



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 FORTIFYING LOTION stimulating & densifying

- CHARACTERISTICS: Intensive probiotic conditioning mask with rebalancing and disciplining action for hair, scalp and skin
- ACTION: Fortifying lotion with Alpha Glucans, Zinc Lactate, Trico Complex, Vitamins and plant extracts that stimulates the oxidation-reduction process and helps combat hair loss by rebalancing the skin microbiota, supporting the correct biological cycle of the hair. It has an inhibitory function on 5- $\alpha$ -reductase, an enzyme that promotes androgenetic hair loss.
- USE: after cleansing towel-dried hair, distribute on the scalp, massaging delicately without rubbing. Shake well before use. Do not rinse. Intensive protocol adjuvant of regrowth, apply 3 times a week for 8 / 12 weeks. May cause a slight temporary redness, due to the skin reactivating action.

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# BIOTIC FORTIFYING LOTION

## stimulating & densifying



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



Zinc Lactate, plays an inhibitory role on 5- $\alpha$ -reductase, an enzyme that promotes androgenetic hair loss.



B vitamins, synthesize and optimize the natural formation of keratin.



Salvia Officinale and Rosemary Extract counteract hyperhidrosis, soothe skin irritation, balancing the natural microbiome. Antioxidant and stimulating action.



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



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



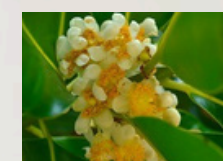
Patauà oil, promotes skin hydration, regenerates the scalp, excellent anti-dandruff action.



Glycolic Acid, makes the skin bright and smooth, rebalancing action, fights imperfections, removes dead cells.



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



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



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



Vitamin C, contributes to the formation of collagen, improves blood flow to 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 hair and seals split ends, fighting frizz, smoothing the structure and leaving hair silky.

# SKIN & SCALP PERFECTION



AHA FRUITY  
ESFOLIANT



FILLING REPAIR  
SERUM



VITAMINING  
BEAUTY FLUID

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## AHA FRUITY ESFOLIANT exfoliating & illuminating

- **FEATURES:** Scalp: helps remove stubborn impurities, toxins, accumulations of dead cells around the follicles, sebaceous aggregations (steatotic sebum plugs and cuffs). Face: gently exfoliates, removes dead cells, reactivates cell mitosis, detoxifies, and reduces keratin spots, 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. Recalls water to the surface, providing trophicity and luminosity to the face and skin.
- **USE:** On the face, apply a few drops on clean skin, massage, leave on for 3-5 minutes and rinse; follow with the face cream according to needs or habits. on the scalp, apply and massage gently for 3-5 minutes, then proceed to cleansing.





## AHA FRUITY ESFOLIANT exfoliating & illuminating



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## FILLING REPAIR SERUM moisturizing & energizing

- CHARACTERISTICS: intensive nourishing and plumping serum for the face, hydrating for the scalp and polishing for the hair
- ACTION: Plumping serum for the face and polishing for the hair based on Patauà Oil, Omega 9, Tzubaki Oil, Hyaluronic Acid, Oligo-Tri-Hepta- Peptides. On the lengths it rehydrates the dry fiber, giving extreme brilliance and luminosity. Toning action, both on the scalp and on the face, counteracting the signs of aging and sun damage.
- USE: On the face, apply to cleansed 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.

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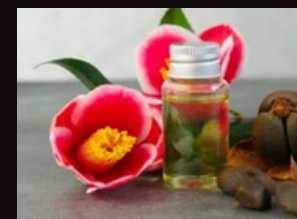




## FILLING REPAIR SERUM moisturizing & energizing



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Hyaluronic Acid, hydrates hair and seals split ends, fighting frizz, smoothing the structure and leaving hair silky.

**HAIRTIUM**  
ITALIAN SHAPE OF COLORS





## VITAMINING BEAUTY FLUID compacting & hydrating

- **CHARACTERISTICS:** fluid for dry or dull skin and scalp and hair that needs revitalizing, fragile and bleached, 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 soothing action. On the skin, it regulates sebum production and the pH of the scalp.
- **USE:** apply to cleansed facial skin and massage until completely absorbed. Follow with the face cream adding a few drops of product. Apply to the scalp and massage until completely absorbed and follow with the specific cleansing. Add a few drops to hair masks to enhance their effect.

**HAIRTUM**  
ITALIAN SHAPE OF COLORS





# VITAMINING BEAUTY FLUID

compacting & hydrating



Vitamin C, contributes to the formation of collagen, improves blood flow to 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.



HEXENTYA

STYLING WONDER  
shape your art

protective, shaping, polishing fixative

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## SOFT VOLUME MOUSSE fixing & body

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

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## STRONG VOLUME MOUSSE extra fixing & body



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

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## MEDIUM LACQUER no gas hair spray & natural touch

- FEATURES: medium hold eco-friendly hairspray
- ACTION: Ecological hairspray based on Hydrolyzed Chestnut Extract, quick drying, fixes without weighing down or leaving residues, ideal for styling that requires softness and hold at the same time. Gives structure and can be removed with a brush stroke.
- USE: Spray from 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: Progressive smoothing action spray
- ACTION: Progressive smoothing spray based on Hydrolyzed Chestnut Extract without rinsing. Thanks to its thermo-active and protective action, it helps combat frizz, 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. To perfect styling, it can also be applied to dry hair by passing the straightener.

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## MODELLING CURL CREAM defining & frizz out

- FEATURES: Curl-defining modeling cream
- ACTION: cream based on hydrolyzed Chestnut extract, which defines and perfects curly hair eliminating frizz. Provides light hold, hydration and shine. Applied to the roots it helps to give volume and support.
- USE: apply to damp hair, distribute evenly and proceed with styling. For greater definition, apply additional product during the drying phase.

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## MODELLING PASTE shaping & creative



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

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## PRE STYLING CREAM rebasing & uniforming

- FEATURES: Pre-styling heat-protective 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 styling, ideal as a base for the application of other styling products.
- USE: Apply 1-3 pumps of product to towel-dried or dry hair. Perfect for blow-drying or air-drying, without heat source. Use product as a base for other styling.

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## SILKING SERUM LEAVE IN sealant & brightener

- CHARACTERISTICS: silky and illuminating serum for split ends
- ACTION: delicate and light serum based on Apricot Kernel Oil, which gives shine, softness and combability while protecting the hair from heat sources, humidity and pollution, closing split ends and preventing their formation.
- USE: Apply a small amount of product to damp or dry hair, focusing on lengths and ends, and proceed with styling.

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BEAUTY STARTS WITH  
CARE

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