

ALTEREGO  
ITALY

BEAUTY & KINDNESS

EGO LINE

ENGLISH



ALTEREGO  
ITALY

BEAUTY & KINDNESS

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## TWO SOULS, ONE MISSION

The story of **Alter Ego Italy** is the story of a family, a passion and an all-Italian mission, made of love for details, outstanding raw materials and high-quality standards since **1988**.

Alter Ego is led by two souls, **Beauty&Kindness**, resulting in a perfect combination of effectiveness and kindness, performance and sustainability.

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## WE ARE BEAUTY

Glamour, performance, effectiveness. Because now more than ever, the feeling of freedom to express oneself is increasingly sought after by individuals.



## WE ARE KINDNESS

Sustainability is not just a choice. For us it is above all a way of being: the starting point that guides us every step of the way, with ever higher standards:



**> 90%**  
**natural derived ingredients**  
in the formula\*



**> 85%**  
**biodegradable ingredients**  
in the formula\*\*



**Packaging using recycled and recyclable materials**  
FSC-certified paper



**Reduced water consumption**

\* calculation according to ISO 16128

\*\* calculation of the sum of biodegradable raw materials according to OECD 301 or alternatives

## A NEW TYPE OF CONSUMER: THE SELF-CONSCIOUS

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People look for products that fully reflect their personality, values and interests. Attention to ethics and sustainability of products becomes key in purchasing and consumption choices.

*“Hair care is a visual category and consumers look for products that help them express their individuality.”*

Mintel, The Future of Haircare, Styling & Colour: 2022

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**Alter Ego Italy** has always identified with the contemporary woman, who wants to be beautiful and sophisticated, but at the same time feels the urgency of a greener life.





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BEAUTY&KINDNESS  
WITH A  
PERFORMING  
SOUL AND  
A KIND HEART

**Alter Ego Italy** celebrates the beauty of every type of hair, natural or coloured, with the new **EGOLINE** range: high-performance and sustainable treatments that make use of the most innovative formulation technologies to address **specific needs of scalp, lengths and colour** in keeping with the **Beauty&Kindness** philosophy.

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Inspired  
by Nature.

Empowered  
by Science.

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## FERMENTATION: AN ANCIENT HISTORY OF BEAUTY

For thousands of years, peoples have used fermentation to preserve and enhance the nutritional value of food and drink. This ancient process also played a role in beauty and skin care.

From the beer-loving Sumerians to the miso-producing Japanese, many cultures throughout history have harnessed the power of fermentation to create products that nourish and protect the skin.

In Japan and Korea, the practice of using fermented rice water to improve skin and hair health dates back over one thousand years. Known as **“yu-su-ru”** in Japanese, fermented rice water was used as a gentle but effective cleanser for skin and hair.

An ancient method of food preparation which unites people and cultures, nature and science, beauty and sustainability.



## WE ARE TECHNOLOGY

### HYPERFERMENTATION

A **process that allows the function of the chosen plant to be enhanced**, resulting in much better performing active ingredients.

Hyper-fermentation is the result of a combination of two technologies:

*FERMENTATION  
ENZYMATIC BIO-HYDROLYSIS*

which, starting from the plant, are able to recover all the otherwise unusable fibres by transforming them into **100% bioavailable and enhanced active ingredients**.

## THE LINK BETWEEN SCIENCE AND TECHNOLOGY

### FERMENTATION

A biological process that uses a micro-organism capable of decomposing matter (e.g. plant extracts) to produce new active ingredients

The advantages are:

*THE SELECTION OF THE  
DESIRED PLANT SPECIES  
THE NATURALNESS  
OF THE PROCESS,*

which takes place in a physiological manner, making it possible to obtain the phyto-extract with a much higher concentration of antioxidants, vitamins and proteins than the unfermented ingredient. Fermented phytoextracts are highly tolerable by the skin. Fermented phytoextracts are highly tolerable by the skin.

### ENZYMATIC BIO-HYDROLYSIS

A patented enzyme-based **biotechnology** designed to obtain bioavailable phyto complexes from the non-edible parts of plants, which would otherwise be unusable.

**We thus have a new, bioavailable active form and 100% effective ingredients.**

# BIO-HYPERFERMENTATION

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100% POWERFUL  
INGREDIENTS

NO WASTE

EXTREMELY HIGH  
PERFORMANCE

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## WE LOVE Upcycling!

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### We extract all the value from Nature

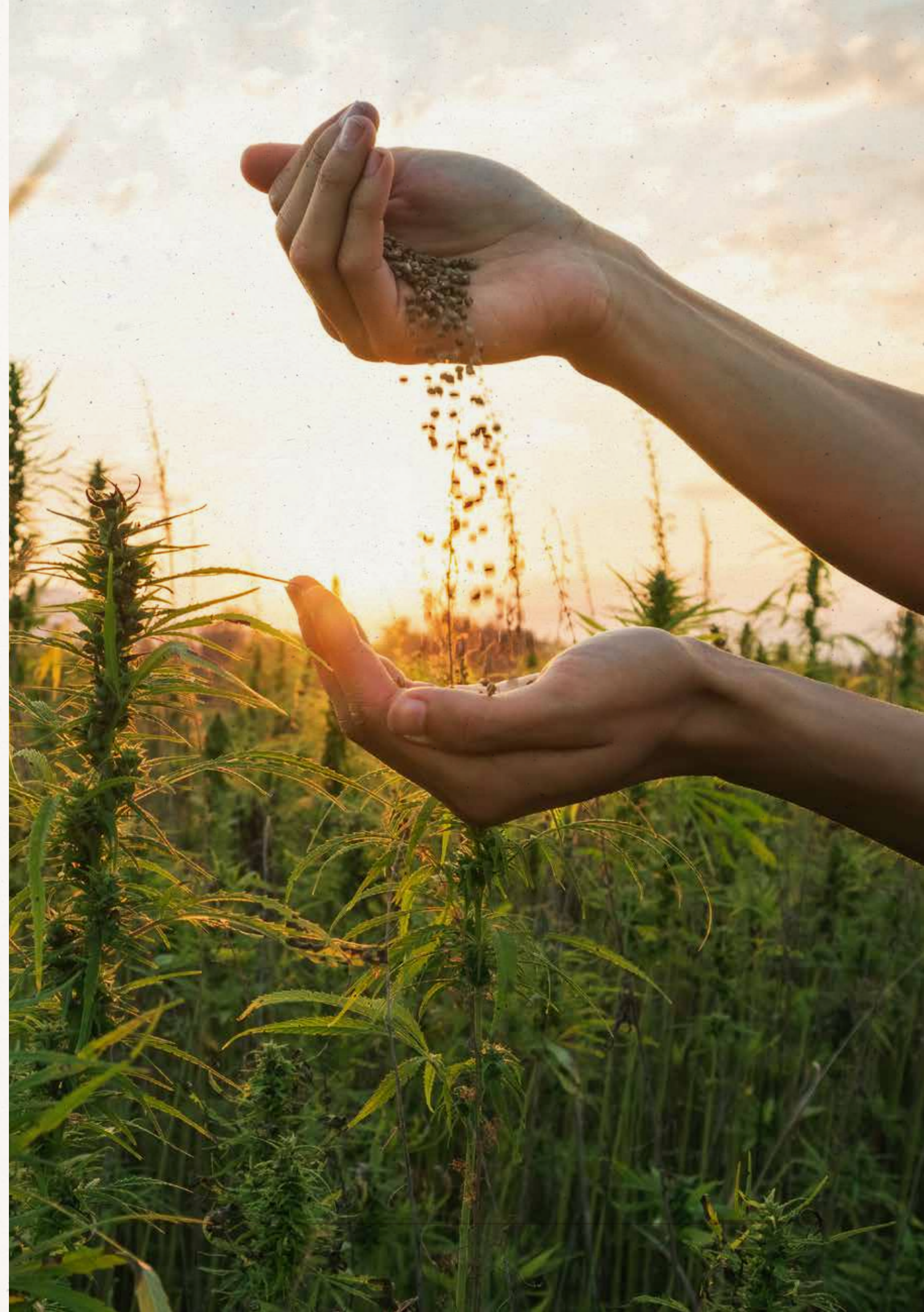
Doing more with less, extending the life cycle of a material by using every part of it to make new active ingredients.

This is upcycling, an extension of the virtuous circle of products to reduce waste, not to produce new one.

The active ingredients included in **EGOLINE** products tell a virtuous story of respect, conscience and cutting-edge solutions.

*A Kind story.*

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*Rice from Piedmont*



*Oats from Tuscan-Emilian  
Apennines*

INSPIRED  
BY ITALY'S  
EXTRAORDINARY  
BIODIVERSITY



*Apples from Trentino*

*Walnuts from Veneto*

*Vine essence  
from Emilian hills*

*Mullein flowers*

*Prickly pear cactus  
collected in Sicily*

*Lemons from Sicily*

## THE SCENT OF SUSTAINABILITY

When walking the path  
of sustainability,  
one must leave as  
few traces as possible

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That is why we have chosen to use only **biodegradable fragrances** in each formula, safeguarding sensorial appeal and charm.

Floral, fruity and spicy notes will make for a unique and pleasant user experience.



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SCALP,  
LENGTHS  
AND ENDS,  
COLOUR.  
EVERYTHING  
NEEDS CARE.





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SCALP EGO

TO RE-ESTABLISH  
THE BALANCE OF THE  
SKIN MICROBIOTA  
AND PROMOTE THE  
EXCHANGE PROCESSES  
BETWEEN SCALP  
AND HAIR.



**ENERGIZING**  
vitalizing

For scalp and fragile hair subject to thinning



**DENSIFYING**  
densifying

For brittle hair subject to thinning



**BALANCING**  
purifying

Skin with excess sebum and dandruff



**CALMING**  
soothing

For sensitive scalp prone to redness



# SCALP EGO

## A QUESTION of balance

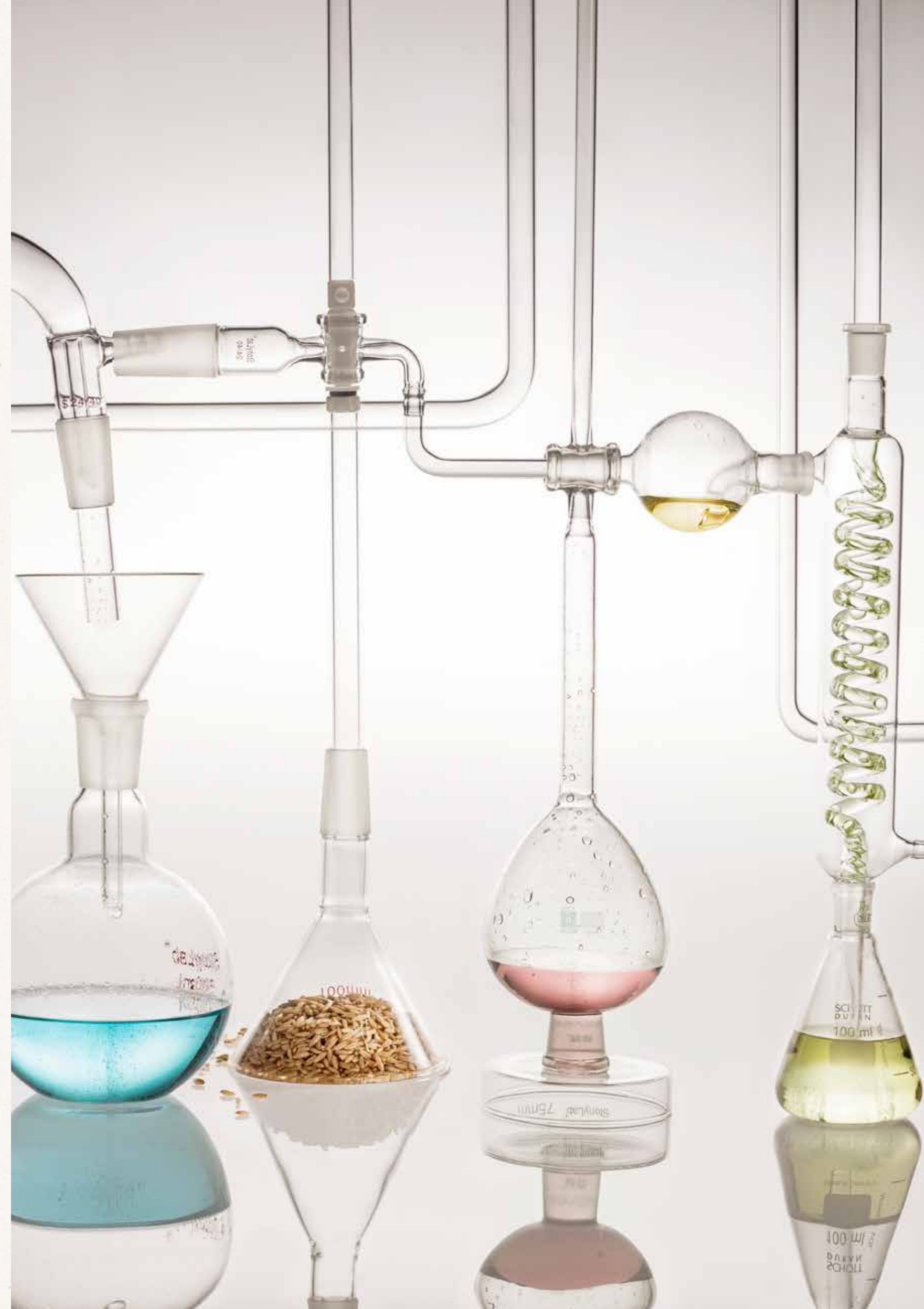
Healthy hair starts  
with the scalp.

Sensitivity, dandruff, excess sebum, are all conditions caused by inflammation generated by an imbalance in the skin microbiota.

**ScalpEgo** addresses this need with specific, targeted solutions: fermented oats offer a balancing and calming effect and line-specific active ingredients to ensure adequate support for every scalp need.

*“Health conditions stress and lack of sleep drive the focus towards specific products. For example, the alopecia market is expected to expand at a CAGR of 8.1 per cent from 2022 to 2028.”*

Cosmotrends 2022 to 2027 Future View by Beautystreams





## THE WONDERS OF FERMENTED OATS

### STORY GOES

oats were used by both Roman and Egyptian peoples for its moisturising and soothing properties. The Romans, for example, used to add it to thermal water, while Queen Cleopatra mixed oatmeal with lukewarm milk for her legendary beauty baths.

### TODAY WE KNOW

oats are rich in proteins that perform a prebiotic activity, promoting the balance of the skin microbiota. It also has exceptional calming and soothing properties.

### THAT IS WHY

oat is the active ingredient of choice in **ScalpEgo** formulas because it positively modulates the composition of the scalp microbiota, helps soothe and protect the skin, and prevents dryness and fragility.



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## ENERGIZING

For scalp and  
fragile hair  
subject to  
thinning

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### TREATMENT OBJECTIVE:

The **ENERGIZING** family was developed as a beauty solution for the specific needs of scalp and fragile hair subject to thinning.

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### THE FORMULAS:

Products formulated with **fermented Oats**, which have exceptional calming and soothing properties. Enriched with a complex of vitamins and amino acids, Ginseng extract and Arctium Majus root, they act by limiting hair loss, restoring the hair's strength and vitality.







**ENERGIZING  
VITALIZING  
SHAMPOO**

Energizing shampoo specifically formulated to restore strength to fragile and weakened hair.

Cleanses effectively, creating the ideal conditions to maximise the effectiveness of the energising treatment.

**HOW TO USE:**

Apply to wet scalp and hair. Leave in for a few minutes and then rinse. Apply again if necessary.

ml 50  
ml 300  
ml 950

**ENERGIZING  
VITALIZING  
TREATMENT**

Stimulating leave-on lotion for fine hair subject to thinning, to be applied to the scalp with a light massage to promote penetration of the active ingredients. Helps rebalance and tone the scalp.

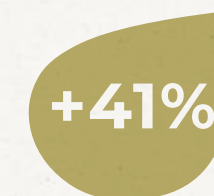
**HOW TO USE:**

Apply on toweldry hair, spread on scalp and massage until completely absorbed. Do not rinse.

12 x 10 ml  
100 ml

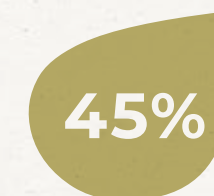
**CLINICALLY  
PROVEN  
EFFICACY\***

**+ strength**



tensile strength after 6 weeks of treatment

**+ protection**



less hair lost to washing after 6 weeks of treatment



\*Clinical and subjective evaluation of the effectiveness of a local treatment to strengthen/energise hair (pull test and wash test method).

Test carried out on 20 volunteers by the Institute of Skin and products evaluation

DOUBLE  
SYSTEM  
**ENERGIZING**  
PATCH

Hair loss prevention adjuvant patches.  
The slow-release active ingredients act synergistically on the main causes of hair loss, nourishing and strengthening the hair, providing greater shine and softness.

Specific intensive treatment formulas: a concentrated formula with Arginine, Biotin and Ginseng root extract, and a maintenance formula with Rosemary, Nettle and Hops.

PROVEN EFFECTIVENESS

Studies on the efficacy of the product have shown prolonged hair life and improved tensile strength.

DOSAGE:

- Apply 2 CONCENTRATED FORMULA -PLUS patches every day for the first week.
- Continue the treatment by applying 2 MAINTENANCE FORMULA patches every day for the next 4 weeks.

HOW TO USE:

1. Clean and dry the area to be treated well.
2. Remove two patches from the transparent support and apply them carefully to the areas to be treated, leaving them on for at least 6 hours and up to a maximum of 12 hours.
3. Use the patches every day, applying them in a different position every time.



*Complete  
treatment  
ritual:*

Wash with **Energizing Shampoo**, then apply **Energizing Treatment** to the scalp, massaging gently. Do not rinse. We recommend applying **Energizing Treatment** every other day for one month in the case of an intensive treatment, and twice a week for two months in the case of a maintenance or preventive treatment. For an intensive anti-hair loss treatment, we recommend the **Double System Energizing Patch** for maintenance at home.

*Energizing routine*

AT THE SALON

*step 1*



*step 2*

AT HOME

*step 1*



*step 2*



or





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**DENSIFYING**  
For brittle  
hair subject  
to thinning.

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### TREATMENT OBJECTIVE:

The **DENSIFYING** family was developed as a thickening treatment for frequent use. It thickens hair, strengthening the fibre, providing strength and combability, restoring its natural shine.

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### THE FORMULAS:

Products formulated with **fermented Oats**, with exceptional calming, soothing and balancing properties for the scalp's microbiota, with chlorella vulgaris microalgae and white lupin with scalp-strengthening properties, which acts at the root of the hair, giving volume and thickness to the shaft.





**DENSIFYING  
SHAMPOO**

A shampoo with densifying action, it gently cleanses the scalp by gently removing impurities. The formula, suitable for daily use, strengthens hair and restores its natural shine.

**HOW TO USE:**

Apply to wet scalp and hair. Leave in for a few minutes and then rinse. Apply again if necessary.

ml 50  
ml 300  
ml 950

**DENSIFYING  
TREATMENT**

Leave-on densifying treatment, recommended for frequent use. Enriched with Chlorella vulgaris micro-algae and white lupin that give hair a body boost without weighing it down.

**HOW TO USE:**

After shampooing, spray evenly on the scalp and massage gently. Do not rinse.

ml 150



*Complete treatment  
ritual:*

Cleanse the scalp with **Densifying Shampoo**. For a thickening action, the daily use of **Densifying Treatment** is recommended.

*Densifying routine*

**AT THE SALON**



**AT HOME**





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## BALANCING

Skin with  
excess sebum  
and dandruff

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### TREATMENT OBJECTIVE:

The **BALANCING** family is the solution to the need to make hair light and clean by removing excess sebum and/or dandruff from the scalp.

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### THE FORMULAS:

Products formulated with **fermented Oats**, with exceptional purifying and rebalancing properties for the scalp's microbiota, and with a blend of active ingredients such as rosemary, watercress and sage, to combat dandruff and soothe an irritated scalp.





**BALANCING  
PURIFYING  
PRE-SHAMPOO**

Purifying rebalancing treatment that, thanks to the mix of rosemary, watercress and sage, helps combat dandruff and excess sebum by carrying out a rebalancing action on the scalp.

**HOW TO USE:**

Apply before shampooing to the entire scalp, massaging gently. Leave on for 5 minutes, rinse and wash with the Balancing Shampoo.

ml 150

**CLINICALLY  
PROVEN  
EFFICACY\***

**20% decrease in sebum  
after 28 days  
of complete treatment**

\*Study carried out by instrumental tests performed by professionals under medical supervision and by self-assessments performed by consumers

*Complete treatment  
ritual:*

Apply **Balancing pre-shampoo** on the scalp before proceeding with **Balancing Shampoo**.

*Balancing routine*

**AT THE SALON**



**AT HOME**



**BALANCING  
PURIFYING  
SHAMPOO**

Thanks to its balanced formula, the Balancing shampoo gently removes excess sebum and/or dandruff while carrying out a balancing action on the scalp.

**HOW TO USE:**

Apply to wet scalp and hair. Leave in for a few minutes and then rinse. Apply again if necessary

ml 50  
ml 300  
ml 950



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**CALMING**  
For sensitive  
scalp prone  
to redness

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**TREATMENT  
OBJECTIVE:**

The **CALMING** family was developed as a calming treatment, to provide a feeling of relief and well-being to a sensitive or sensitised scalp.

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**THE FORMULAS:**

Products formulated with **fermented Oats**, having exceptional calming and soothing properties, enriched with Sicilian prickly pear pads, traditionally used as an anti-reddening, soothing remedy and to promote wound healing.





**CALMING  
SOOTHING  
PRE-SHAMPOO**

Soothing pre-shampoo, carries out a calming action in cases of tautness and redness, bringing relief to the most reactive scalps.

**HOW TO USE:**

Apply before shampooing to the entire scalp, massaging gently. Leave on for 5 minutes, rinse and wash with soothing Calming Shampoo.

ml 150



**CALMING  
SOOTHING  
SHAMPOO**

Gentle shampoo whose balanced formula is specifically designed for the most sensitive or sensitised scalps. Gently cleanses and provides a pleasant feeling of well-being to the scalp.

**HOW TO USE:**

Apply to wet scalp and hair. Leave in for a few minutes and then rinse. Apply again if necessary.

ml 50  
ml 300  
ml 950

*Complete treatment  
ritual:*

Apply **Calming soothing pre-shampoo** on the scalp. Leave on for 5 minutes and massage gently.

Proceed by applying **Calming soothing Shampoo** on wet scalp, then rinse.

*Calming routine*

**AT THE SALON**

*step 1*



*step 2*

**AT HOME**

*step 1*



*step 2*





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CURE EGO

FOR ALL  
SPECIFIC LENGTH  
REQUIREMENTS  
AND TEXTURES



## AN ANCIENT BEAUTY SECRET

### TRAVELOGUES REVEAL THAT

nestled in the mountains of southern China, in the remote Guangxi province, is a village called Huangluo. The Yao women who live in this small village have long, black hair, which remains healthy and shiny even in old age.

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### THEIR SECRET

**Fermented Rice Water** is rich in antioxidants, amino acids and proteins, which is why it acts on the lengths, keeping them healthy and glossy over time.

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### IT'S NOT MIRACLES, IT'S SCIENCE

Hyperfermentation technology fully exploits the benefits of **Rice Water**.

The new post-biotic complex is highly effective in maintaining the healthy appearance of hair and preventing dryness.



**HYDRADAY**  
frequent use

For frequent use



**SILK OIL**  
silk effect

For unruly and frizzy hair



## Customised SOLUTIONS

The new emerging consciousness leads people to embrace and enhance their natural textures and types of hair.

**CureEgo** was born as a response to new natural beauty standards, as well as new habits and lifestyle needs, which inspired us to create increasingly specific, highly innovative and customised solutions.

*“Health and wellness, an eco-conscious lifestyle, high-end skinification and the celebration of natural hair structure are the key trends driving the hair care category.”*

Beautystreams, Overview Cross Category shifts 2023-2026





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## HYDRADAY

For frequent  
use

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### TREATMENT OBJECTIVE:

The **HYDRADAY** family was developed as an ideal solution to preserve the proper hydrolipidic film after frequent washing.

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### THE FORMULAS:

The products are formulated with **fermented Rice Water**, rich in antioxidants, amino acids and proteins, which promote a healthy hair appearance and prevent dehydration. The formulas, enriched with essence of vine from the Emilian hills, give the hair shine and elasticity.





**HYDRADAY**  
FREQUENT USE  
SHAMPOO

Ideal for all hair types for frequent use, it preserves the water balance of the hair fibre, gently cleansing while restoring shine, moisture and vitality. Its formula cleanses gently and is also suitable for daily use.

**HOW TO USE:**

Apply on wet scalp and hair, massage gently. Leave in for a few minutes and then rinse. Apply again if necessary.

ml 50  
ml 300  
ml 950

**HYDRADAY**  
FREQUENT USE  
CONDITIONER

Ultra-light conditioner in gel form, ideal for frequent use. Its formula gently conditions and improves hydration on ends and lengths, for bouncier, softer hair that is easier to comb. It is ideal for medium to coarse hair.

**HOW TO USE:**

Apply evenly on lengths and ends and massage gently. Leave in for 3 to 5 minutes, then rinse.

ml 50  
ml 200  
ml 950

**HYDRADAY**  
LIQUID  
CONDITIONER

Moisturising treatment with a liquid and light texture, ideal for all medium-fine hair types. Its liquid formulation provides extreme shine and softness, moisturising hair without the need to leave it on.

**HOW TO USE:**

Towel dry hair, distribute evenly over the lengths and ends, massage to allow the product to penetrate, then rinse.

ml 150



**HYDRADAY**  
WHIPPED CREAM  
HYDRATING MOUSSE

Leave-on conditioning mousse with a soft, creamy texture. It moisturises the hair, providing shine and softness.

**HOW TO USE:**

Shake well and dispense the desired amount on washed and towel-dried hair by holding the product upside down. Massage until absorbed. Style as usual.

ml 75  
ml 200



*Complete  
treatment  
ritual:*

Wash with **Hydraday shampoo**.

For medium-coarse hair, apply **Hydraday Conditioner** to the lengths, leave on for a couple of minutes and rinse.

For medium or fine hair, apply **Hydraday Liquid Conditioner** to the lengths after shampooing and rinse immediately.

For an extra moisturising step, apply **Hydraday Whipped Cream** to towel-dried hair before styling.

*Hydraday routine*

**fine hair**



**medium thick hair**





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## SILK OIL

For unruly  
and frizzy hair

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### TREATMENT OBJECTIVE:

The **SILK OIL** family is designed as a remedy against frizz for an ultra-silky effect and exceptional shine.

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### THE FORMULAS:

Disciplining formula includes fermented Rice Water and a post-biotic complex, highly effective in combating dry hair. The solution is enriched with the active ingredient from Mediterranean great mullein flowers, with light-reflecting properties, for a radiant, shiny effect on hair.





**SILK OIL  
SHAMPOO**

Rich and creamy shampoo, ideal for taming all types of unruly, frizz-prone hair. Gently cleanses both treated and natural hair.

**HOW TO USE:**

Apply to wet scalp and hair with a light massage and then rinse. Repeat if necessary.

ml 50  
ml 300  
ml 950



**SILK OIL  
CONDITIONER**

A conditioning treatment for unruly and frizzy hair that instantly tames it without weighing it down, and provides shine, nourishment and hydration.

**HOW TO USE:**

Distribute on lengths and tips, massage gently and leave on for 3 to 5 minutes. Lather and rinse

ml 50  
ml 300  
ml 950



**SILK OIL  
INTENSIVE CONDITIONING  
RINSE TREATMENT**

An intensive conditioning lotion that counters frizz and provides silkiness and manageability even to the most unruly and problematic hair. Its formula nourishes the hair fibre for a perfecting effect. Hair is light, silky and shiny.

**HOW TO USE:**

After cleansing with Silk Oil Shampoo, apply Silk Oil Intensive Conditioning Treatment evenly to towel-dried hair. Leave on for 3-5 minutes and rinse. For an enhanced effect, Silk Oil Intensive Conditioning Treatment can be mixed with Silk Oil Conditioner. Leave on for 3-5 minutes and rinse.

12 x 10 ml

**SILK OIL  
LEAVE-ON ILLUMINATING  
TREATMENT**

Intensive illuminating treatment for controlling the most unruly hair. It gently nourishes the hair fibre, restoring light and shine. Hair gains shine and silkiness, frizz is instantly tamed and styling is more controlled. The gentle fragrance leaves hair uniquely scented.

**HOW TO USE:**

After cleansing with Silk Oil Shampoo, in the case of medium-fine hair, it is recommended to apply throughout Silk Oil Illuminating Treatment directly onto towel-dried hair. In the case of medium-thick hair, it is recommended to apply Silk Oil Conditioner and after its application time, proceed with the application of Silk Oil Illuminating Treatment. Leave on for a few minutes and proceed with styling.

12 x 10 ml



**SILK OIL  
CONDITIONING OIL**

Precious leave-on oil, gives softness and shine, effectively taming frizz. Enriched with a precious mixture of Argan oil, it gives instant shine and nourishment, regenerating hair that is particularly stressed.

**HOW TO USE:**

Apply a few drops of product on wet hair to protect it from heat during styling. Before blow-drying application is recommended for all hair types, while after blow-drying application is recommended for thick hair and to control fly-away. Apply on dry hair to amplify the shine effect.

ml 50  
ml 100



*Complete treatment ritual:*

Wash with **Silk Oil Shampoo**. Apply **Silk Oil Conditioner** for sublime silkiness and to tame hair. For intensive care, apply **Silk Oil Intensive Conditioning Treatment** and rinse thoroughly. Enrich the treatment with **Silk Oil Illuminating Treatment** to be applied to towel-dried hair then apply **Silk Blend Oil** or blow-dry and style right away. Complete with **Silk Blend Oil**, on dry hair.

*Silk Oil routine*

**fine hair**



**medium thick hair**





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FOR LUMINOUS  
COLOUR  
THAT LASTS.





## THE FRUIT OF THE GODS

### THE LEGEND TELLS

**Walnuts** were considered the food of the gods by the ancient Greeks.

Walnuts have always played a special role in mythology, but also in everyday use.

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### TODAY WE KNOW

that when **Walnuts** are still green, they are richer in active molecules.

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### SCIENTIFIC STUDIES SHOW

that molecular hydrolysis technology transforms the fibres of **Walnuts** into powerful antioxidant active ingredients, capable of reviving colour by reducing color fade.

*\*Active ingredient derived from Veneto Walnuts that are not sold commercially because they have dents or defects what is the relevance of this.*

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CHROMEGO



SILVER  
MAINTAIN

anti-yellow toning effect



COLOR  
CARE

Protection of coloured and bleached hair



CHROM\_EGO

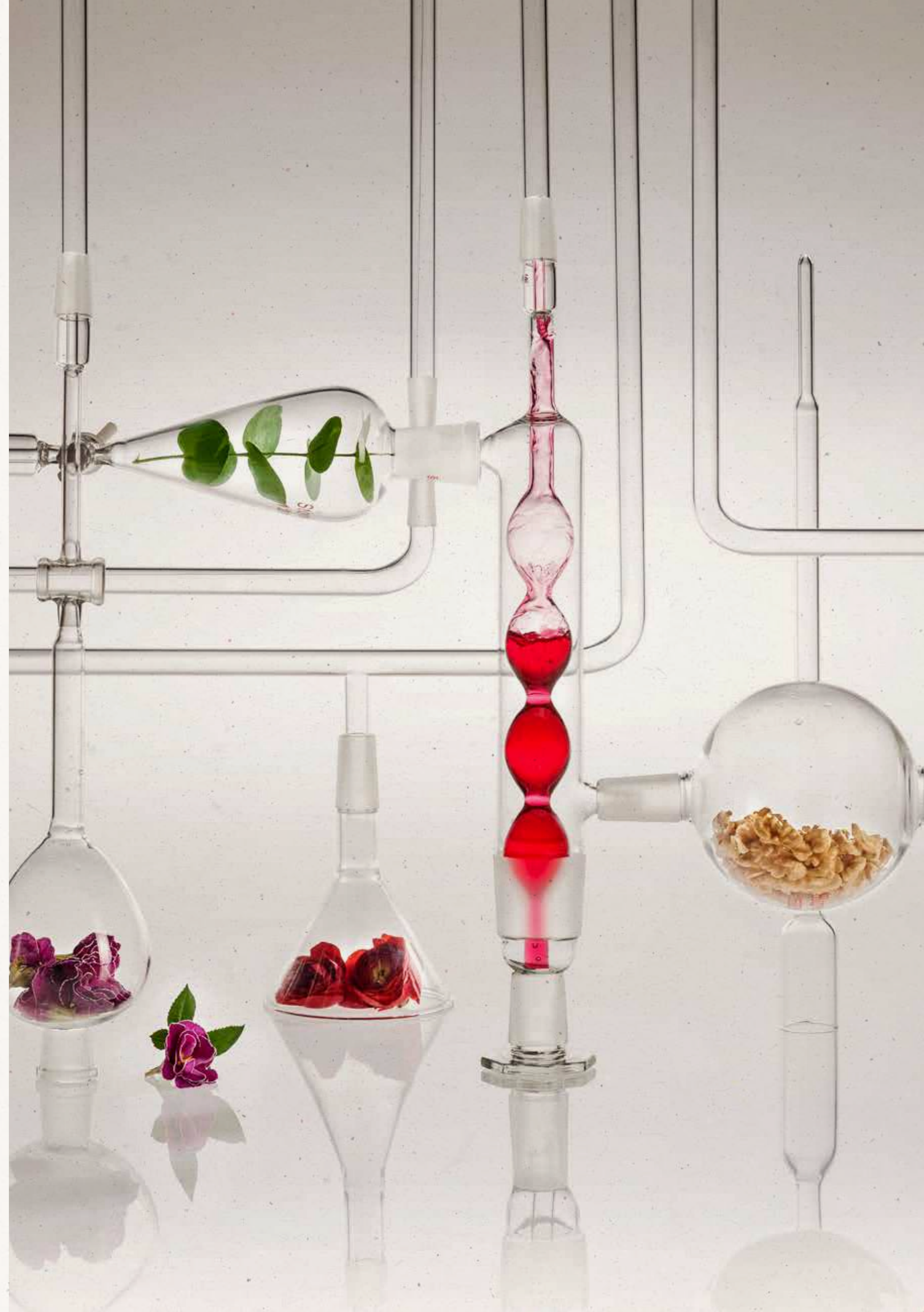
## LIVING in color

People use hair colour as a form of expression or to emphasise the features that make them unique, as well as covering white hair. Wash after wash, the color or its reflections will fade, the colour will lose its intensity.

**ChromEgo** stands as a solution for maintaining colour and vibrancy between salon visits.

*“Colour will become a symbol of self-expression and radiance in 2023.”*

Mintel, Forecast A/W 23/24: Hair - Colour & Texture





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## COLOR CARE

Protection of  
coloured and  
bleached hair

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### TREATMENT OBJECTIVE:

The **COLOR CARE** family is dedicated to the protection of coloured and bleached hair. It extends color brightness and intensity leaving the hair soft and shiny.

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### THE FORMULAS:

Formulas that protect cosmetic colour, thanks to the **Veneto Walnut** essence of vine which preserves the hair's brilliance and vibrancy. The addition of nourishing ingredients such as Shea Butter and essence of vine provides softness and silkiness while preserving colour over time.





**COLOR CARE**  
COLOR  
PROTECTION  
SHAMPOO

Rich and creamy shampoo,  
ideal for cleansing and protecting cosmetic  
hair color.

**HOW TO USE:**

Apply to wet scalp and hair with a light  
massage and then rinse. Repeat if necessary.

ml 50  
ml 300  
ml 950



**COLOR CARE**  
COLOR  
PROTECTION  
CONDITIONER

Light conditioner, smooths hair fibres and  
makes hair easier to comb without weighing  
it down. Also enriched with Shea Butter, it  
leaves the hair soft and silky.

**HOW TO USE:**

Apply evenly on lengths and ends and  
massage gently. Leave in for 3 to 5 minutes,  
then rinse.

ml 50  
ml 200  
ml 900

**COLOR CARE**  
COLOR  
PROTECTION  
MASK

Intensive color protection treatment. Its rich  
texture smooths the cuticles, enhancing  
softness and brightness. With Shea Butter  
and Sunflower Seed Oil to nourish, smooth  
and preserve the softness of the hair.

**HOW TO USE:**

Apply evenly on lengths and ends and  
massage gently. Leave in for 5-10 minutes,  
then rinse.

ml 50  
ml 300  
ml 950



*Complete treatment  
ritual:*

Cleanse the hair with **Color Care Shampoo**. On towel-dried hair, apply **Color Care Conditioner** to lengths and ends, massaging gently. Leave in for 3 to 5 minutes, then rinse. For intensive treatment use **Color Care Mask** by spreading it over the lengths and ends and leaving it in for 5-10 minutes. Rinse.

*Color Care routine*

**medium thick hair**



**medium fine hair**





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## SILVER MAINTAIN

Anti-yellow  
effect

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### TREATMENT OBJECTIVE:

The **SILVER MAINTAIN** family is dedicated to the protection and maintenance of blonde, grey, lightened, natural, coloured or bleached hair.

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### THE FORMULAS:

Cosmetic colour-protecting formulas enriched with phytocomplex from **Veneto Walnuts**, **chlorella vulgaris microalgae** and **White Lupine** preserve the hair's brilliance and vibrancy. The addition of purple pigment neutralises unwanted yellow tones.





**SILVER MAINTAIN  
ANTI-YELLOW  
SHAMPOO**

Anti-yellow neutralizing shampoo gently cleanses and effectively counteracts unwanted yellow tones, enhances shine and promotes long-lasting brilliance. The hair is silky, easy to comb and soft to the touch.

**HOW TO USE:**

Apply to wet hair and scalp, massage and leave on for 3 to 5 minutes, then rinse. Wearing suitable gloves is recommended.

ml 50  
ml 300  
ml 950



**SILVER MAINTAIN  
ANTI-YELLOW  
CONDITIONER**

Formulated with a violet pigment, it intensifies the natural or cosmetic colour of hair, neutralizing unwanted yellow tones. Hydrates and nourishes hair, leaving it light, silky and shiny.

**HOW TO USE:**

Apply evenly on lengths and ends and massage gently. Leave in for 3 to 5 minutes, then rinse. Wearing suitable gloves is recommended.

ml 50  
ml 300  
ml 950

**SILVER MAINTAIN  
ANTI-YELLOW MOUSSE**

Anti-yellow mousse for blonde, grey, lightened, natural, coloured and bleached hair. Rich in violet pigment, it neutralises unwanted yellow tones and does not weigh hair down, leaving it soft and silky.

**HOW TO USE:**

Apply to towel-dried hair, on lengths and ends. Leave in for 1-3 minutes on platinum blonde hair; 3-5 minutes on golden blonde hair, then rinse. Wearing suitable gloves is recommended.

ml 200



*Complete treatment  
ritual:*

Wash hair with **Silver Maintain Shampoo**. On towel-dried hair, apply **Silver Maintain Conditioner** to lengths and ends, massaging gently. Leave on for a couple of minutes, then rinse. We recommend applying **Silver Maintain Mousse** for a lighter toning effect.

*Silver Maintain  
routine*



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