

ALTEREGO  
ITALY



BEAUTY & KINDNESS

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*The philosophy of the world  
of Alter Ego Italy hair treatments  
is based on beauty,  
well-being and respect for people  
and the environment.  
A diligent research and selection  
of natural origin and eco-certified  
special ingredients has resulted  
in the development of high  
performance and the latest generation  
of products that reflect our respect  
for sustainability, people  
and the environment.*

# *Treatments*

## **NATURALITY AND INNOVATION IN THE MAXIMUM RESPECT FOR PEOPLE AND THE ENVIRONMENT.**

A correct balance between science and nature that is expressed in innovative and highly performing products.

A careful selection of natural origin ingredients, vegan friendly and highly biodegradable formulas.

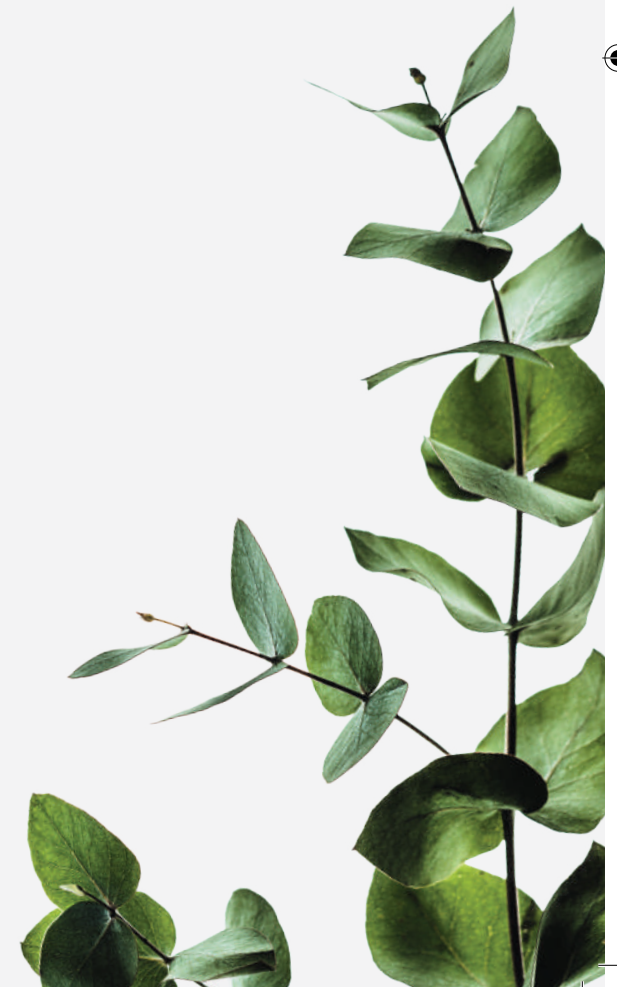
The commitment in the choice of recycled and recyclable packaging, such as the use of 100% recycled PET bottles and the use of labels and materials made with FSC certified eco-sustainable and eco-friendly paper.

# *A Kind World*

Treatment products for the **scalp, lengths and ends** exclusively dedicated to the care and beauty of the hair.

Alter Ego Italy has created formulations:

- **specific for every need**, to ensure maximum cosmetic effect and beauty for each type of hair
- enriched with **Urban Shield Technology**, with anti-pollution action, that creates a shield which defends from environmental damage and external aggressions
- rich in selected ingredients of **natural origin**
- without sulphates, parabens, petrolatum, to respect the hair structure and cosmetic color
- **Vegan Friendly**
- 100% Made in Italy





# Scalp Treatments

The **scalp care** products are divided into **4 families**, each associated to **specific and high-performing products**, formulated to solve the most common scalp concerns.

## energizing

For fragile hair prone to thinning



## bodifying

Thickening action on fragile hair and prone to thinning



## calming

Soothing action  
for sensitive scalps



## balancing

Purifying and  
re-balancing action



## gentle detangler

Light, detangling and  
regenerating conditioner





## energizing shampoo

### ENERGISING SHAMPOO FOR FRAGILE SCALP AND HAIR

Energizing shampoo specifically formulated to restore strength and resistance to fragile and weakened hair. Cleanses effectively, creating the ideal conditions to maximise the effectiveness of the anti-hair loss adjuvant treatment.

#### HOW TO USE:

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

#### free from

SULPHATES / PETROLATUM / ARTIFICIAL COLORANTS



VITAMIN PP/ VITAMIN B3  
SERENOA EXTRACT  
PANTOTHENIC ACID (VITAMIN B5)

AEI 1009498 - 100ml / AEI 1009190 - 300ml / AEI 1009191 - 950ml



## energizing intensive lotion e tonic

### LOTION FOR SCALP AND FRAGILE HAIR SUBJECT TO THINNING

Intensive regenerating lotion for stronger, more resistant hair. The leave-in action provides more energy for a full scalp treatment.

#### HOW TO USE:

Apply to washed hair. Spread over scalp and massage until completely absorbed. Do not rinse.

#### free from

SULPHATES / PETROLATUM / SILICONES



CRAMBE ABYSSINICA OIL  
TRICHOGEN VEG  
ESSENTIAL PEPPERMINT OIL

150ml - AEI 1009439 / 12X10ml - AEI 1009192



## essential densifying lotion

### LOTION FOR SCALP AND FINE HAIR SUBJECT TO THINNING

Densifying, thickening lotion based on natural essential oils. The synergistic action of the oils restores the hair's correct biological cycle, deeply nourishing the hair bulb. Causes no redness.

#### HOW TO USE:

Apply on washed hair, spread on scalp and massage until completely absorbed. Shake well before use. Do not rinse.

#### free from

SULPHATES / SILICONES / PETROLATUM / ALCOHOL



EXTRACT OF EUCALYPTUS LEAVES  
CRAMBE ABYSSINICA OIL  
ESSENTIAL PEPPERMINT OIL

AEI 1009193 - 12X7ml





## doublesystem energizing patch

### HAIR LOSS PREVENTION ADJUVANT TREATMENT

Invisible and waterproof patch. The active ingredients help stimulate regrowth and promote the reduction of sebum, flaking and oiliness of the hair, adding greater shine and softness.

#### HOW TO USE:

Clean and dry the area to be treated well. 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. Use the patches every day, applying them in a different position every time.

#### free from

SULPHATES / SILICONES /  
PETROLATUM / ALCOHOL



**EUCALYPTUS LEAF EXTRACT**  
**CRAMBE ABYSSINICA OIL**  
**PEPPERMINT ESSENTIAL OIL**

AEI 1032248 - 70 cerotti

# energizing

COMPLETE ENERGIZING  
TREATMENT, THE BEAUTY  
SOLUTION FOR FRAGILE HAIR  
PRONE TO THINNING. IT RESTORES  
HAIR VITALITY, MAKING IT  
STRONGER AND MORE RESISTANT  
THANKS TO THE FORMULAS  
ENRICHED WITH PRECIOUS  
BLENDS OF VITAMINS, PROTEINS  
AND NATURALLY DERIVED  
INGREDIENTS.  
IDEAL FOR STRENGTHENING  
FRAGILE AND FINE HAIR PRONE  
TO THINNING.

# calming

PRODUCTS FOR THE TREATMENT OF SENSITIVE AND REDDENED SCALP. THIS COMPLEX OF FERMENTED OAT AND ALOE VERA, RELAXES THE SCALP AND PROVIDES A RELAXING AND CALMING ACTION TO TIGHT AND REDDENED SCALP, OFFERING A PLEASANT FEELING OF WELL-BEING. THE PERFECTLY BALANCED FORMULAS, ARE DESIGNED SPECIFICALLY FOR HIGHLY REACTIVE SKIN.



## calming treatment

### CALMING TREATMENT FOR DELICATE SCALP

A gentle pre-shampoo which, thanks to its complex of fermented oat and aloe vera, provides a relaxing and calming action on tight and reddened skin, offering a pleasant feeling of well-being.

#### HOW TO USE:

Apply to the scalp in radial sections before washing your hair with shampoo, leave-in for 5 minutes, lather, rinse and proceed with Calming Shampoo.

**free from**  
R&D / SLS / SLES /  
ARTIFICIAL COLOURINGS



**FERMENTED OAT  
ALOE VERA**

AEI 1032581 - 150ml



## calming shampoo

### CALMING SHAMPOO FOR DELICATE SCALP

Delicate shampoo with balanced formula specifically designed for highly reactive scalp as, thanks to its complex of fermented oat and aloe vera, it helps relax the scalp by providing a calming action.

#### HOW TO USE:

Apply to the wet scalp, massaging gently. Leave in for a few minutes and then rinse. Repeat if necessary.

**free from**  
R&D / SLS / SLES /  
ARTIFICIAL COLOURINGS



**FERMENTED OAT  
ALOE VERA**

AEI 1032582 - 100ml / AEI 1032583 - 300ml / AEI 1032584 - 950ml



## balancing treatment

### PURIFYING, RE-BALANCING TREATMENT

A purifying pre-shampoo which, thanks to its natural complex of sage and rosemary, helps fight dandruff and excess sebum while providing a rebalancing action on the scalp.

#### HOW TO USE:

Apply to the scalp in radial sections before washing your hair with shampoo, leave-in for 5 minutes, lather, rinse and proceed with Balancing Shampoo.

#### free from

R&D / SLS / SLES / ARTIFICIAL COLOURINGS



SAGE  
ROSEMARY

AEI 1032585 - 150ml



## balancing shampoo

### PURIFYING, RE-BALANCING SHAMPOO

Gentle shampoo with a balanced formula enriched by a natural complex of sage and rosemary which helps purify the scalp, providing a rebalancing action and removing excess sebum and/or dandruff.

#### HOW TO USE:

Apply to the wet scalp, massaging gently. Leave-in for a few minutes and then rinse. Repeat if necessary.

#### free from

R&D / SLS / SLES / ARTIFICIAL COLOURINGS



SAGE  
ROSEMARY

AEI 1032586 - 100ml / AEI 1032587 - 300ml / AEI 1032588 - 950ml

# balancing

TREATMENT FORMULATED SPECIFICALLY TO PURIFY AND RE-BALANCE THE SCALP IN CASE OF EXCESS SEBUM AND/OR DANDRUFF. A DEEP YET GENTLE CLEANSING TO RESTORE THE CORRECT FUNCTIONALITY AND BALANCE OF THE CELL TURNOVER NORMALIZING THE SCALP AND REMOVING IMPURITIES.

# *bodifying*

DENSIFYING TREATMENT  
FOR FREQUENT USE, ESPECIALLY  
ON FRAGILE AND THINNING HAIR.

IT THICKENS HAIR,  
STRENGTHENING THE FIBRE,  
PROVIDING STRENGTH, SHINE,  
RESTORING NATRUAL SHINE.



## **bodifying shampoo**

### **DENSIFYING AND STIMULATING SHAMPOO**

Gently cleanses the scalp, stimulating it and removing any impurities. The formula, suitable for daily use, strengthens hair and restores its natural shine.

#### **HOW TO USE:**

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

#### **free from**

SULPHATES / PETROLATUM /  
ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**BIOCHELATED MINERALS**  
**GINSENG ROOT**

AEI 1032186 - 100ml / AEI 1032187 - 300ml / AEI 1032188 - 950ml



## bodifying tonic mousse

### TONING MOUSSE WITH A REMINERALISING ACTION

Adds new strength and conditions lengths and ends. Its formula is rich in biofermentation-derived minerals, controls oxidative stress and perfects the structure, for brighter and more compact hair.

#### HOW TO USE:

Apply 1-2 nuggets of product to towel-dried hair and spread evenly with a comb on lengths and ends. Do not rinse and style as desired.

**free from**  
SULPHATES / PARABENS / PETROLATUM /  
ARTIFICIAL COLORANTS



**GINSENG ROOT**  
**BIOCHELATED MINERALS**

AEI 1032165 - 175ml



## bodifying lotion

### LEAVE-IN DENSIFYING TREATMENT

Recommended for frequent use, it has a thickening action especially on fragile and thinning hair. A blend of ingredients gives hair an energy boost without weighing it down.

#### HOW TO USE:

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

**free from**  
SULPHATE SURFACTANTS / SILICONES /  
PARABENS / PETROLATUM / ARTIFICIAL COLORANTS



**TEA TREE OIL**  
**GINSENG ROOT**  
**HYALURONIC ACID**

AEI 1032166 - 150ml



## gentle detangler

### LIGHT REGENERATING CONDITIONER

Light, moisturising conditioner for a full post-shampoo treatment. Gently detangles hair leaving it soft, light and silky without weighing it down.

#### HOW TO USE:

Spread evenly over lengths and ends. Leave on for a few minutes and rinse.

#### free from

SULPHATES / PETROLATUM /  
ARTIFICIAL COLORANTS



ORGANIC ARGAN OIL  
SESAME OIL  
WHEAT PROTEIN

AEI 1009182 - 300ml / AEI 1009183 - 950ml



IT IS THE AFTER-CLEANSING  
STEP, INDISPENSABLE  
TO **NOURISH AND DETANGLE**  
LENGTHS AND ENDS.  
SUITABLE FOR **ALL HAIR**  
**TYPES**, THE TREATMENT  
IS FUNDAMENTAL  
TO RE-ESTABLISH THE BEST  
HYDRATION LEVEL  
**MAKING HAIR SUPPLE**  
**AND SOFT.**





## curly hair

Definition and elasticity for curly hair



## hydrate

Frequent use for medium-fine hair



## filler

Anti-aging plumping action for all hair types



## repair

Restructuring action for treated and damaged hair



## silk oil

Shine and anti-frizz action for medium to thick hair

## volume

Volume for fine and flat hair







## color care

For the maintenance of colored hair



## silver maintain

Anti-yellow action for blonde, white and gray hair



# Lengths and ends treatments

Professional treatments dedicated to the care and beauty of lengths and ends.

A rich range that can respond to all needs, for always shiny, silky and vital hair

## anti-red

Anti-red action for dark brown hair



## anti-orange

Anti-orange action for brown hair





## curly hair shampoo

### CURL DEFINITION SHAMPOO

Cleanses delicately and hydrates curly or wavy hair. Its formula fights the frizz effect making hair soft and shiny. Detangles and defines curls, leaving them strong and bouncy.

#### HOW TO USE:

Apply to wet hair and scalp, massage and leave on for a few minutes, then rinse. Apply again if necessary.

#### free from

SULPHATES / PARABENS /  
PETROLATUM



**URBAN SHIELD TECHNOLOGY**  
**ALMOND EXTRACT**  
**CHESTNUT EXTRACT**

AEI 1032212 - 12ml / AEI 1032213 - 100ml / AEI 109124 - 300ml / AEI 109125 - 950ml



## curly hair mousse

### CURL DEFINITION MOUSSE

Adds elasticity and hydration to hair for natural, light, full-bodied curls.

#### HOW TO USE:

Apply a suitable amount of product evenly to washed, towel-dried hair. Style as desired.

#### free from

SULPHATE SURFACTANTS / PARABENS /  
PETROLATUM



**URBAN SHIELD TECHNOLOGY**  
**ALMOND EXTRACT**  
**CHESTNUT EXTRACT**  
**RESIN COMPLEX**

AEI 109126 - 175ml



*curly hair*

ENRICHED WITH A COMPLEX  
OF RESINS FOR TREATMENT  
IDEAL TO ACHIEVE **SOFT AND  
SHINY CURLS.**  
THE **ANTI FRIZZ** ACTION  
GIVES LONG LASTING  
BOUNCE,  
**DEFINITION** AND SILKINESS  
TO CURLY HAIR.

# hydrate

THE RANGE FORMULATED  
TO INSTANTLY RESET  
THE **WATER BALANCE OF DRY  
AND DEHYDRATED HAIR.**  
THE ULTRA LIGHT TEXTURE,  
FORMULATED WITH **ALOE VERA,**  
IMPROVE THE LEVEL OF HYDRATION  
OF LENGTHS AND ENDS PERFECTING  
THE STRUCTURE AND MAKING  
THE HAIR ELASTIC AND VITAL.  
**A LONG-LASTING EFFECT**  
AND GREATER SOFTNESS WITHOUT  
WEIGHTING THE HAIR DOWN.



## hydrate shampoo

### BALANCED HYDRATION SHAMPOO

The silicone-free formula enriched with Aloe Vera preserves the hair fibre moisture balance, with a long-lasting effect of hydrated and vital hair.

#### HOW TO USE:

Apply to wet hair and scalp, massage and leave on for a few minutes, then rinse.  
Apply again if necessary.

#### free from

SULPHATES / PARABENS /  
PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**ALOE VERA**

AEI 1032088 - 12ml / AEI 1032087 - 100ml / AEI 108987 - 300ml / AEI 108988 - 950ml



## hydrate conditioner

### BALANCED HYDRATION CONDITIONING GEL

The special gel formula gently conditions and improves the level of hydration of ends and lengths, perfecting the structure. For hair that is more elastic, softer and easier to comb.

#### HOW TO USE:

Apply evenly on lengths and ends and massage gently. Leave on for a few minutes and rinse.

#### free from

SULPHATES / PARABENS /  
PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**ALOE VERA**  
**CASTOR OIL**

AEI 1032090 - 12ml / AEI 1032089 - 50ml / AEI 108989 - 200ml / AEI 108990 - 950ml



## whipped cream

### CONDITIONING AND MOISTURISING MOUSSE

Frequent use creamy mousse for all hair types. It conditions the hair structure and improves hydration, for shiny, soft hair at all times.

#### HOW TO USE:

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

#### free from

PARABENS / PETROLATUM /  
ARTIFICIAL COLORANTS / COCAMIDE



**SUNFLOWER SEEDS**

AEI 1032085 - 75ml / AEI 108991 - 200ml



## filler shampoo

### REPLUMPING SHAMPOO

Its creamy formula enriched with Hair Filler Complex, gently cleanses the hair without altering the structure and effectively preparing it for the following treatments.

#### HOW TO USE:

Apply to damp hair, emulsify well and rinse.

**free from**  
SULPHATES



**HAIR FILLER COMPLEX**  
**WHEAT EXTRACT**

AEI 1032454 - 100ml / AEI 1032455 - 300ml / AEI 1032456 - 950ml



## filler conditioning cream

### REPLUMPING MASK

Mask with a plumping and moisturizing action ideal to detangle and hydrate the hair. Thanks to the active ingredients present in its formula, it provides volume on the hair making it more full-bodied without weighting it down.

#### HOW TO USE:

Apply the product on towel-dried hair. Leave for 5 minutes, then rinse.

**free from**  
SULPHATES



**HAIR FILLER COMPLEX**  
**WHEAT EXTRACT**

AEI 1032457 - 50ml / AEI 1032458 - 200ml / AEI 1032459 - 950ml



## filler booster

leave  
in

### LEAVE-IN REPLUMPING LOTION

Moisturizing treatment that plumps, envelops and seals the hair which, thanks to the deep leave-in action, appears fuller, healthier and brighter.

#### HOW TO USE:

Apply the lotion to damp, towel-dried hair focusing on lengths and ends.  
Do not rinse and proceed with styling.

**free from**  
SULPHATES / SILICONES



**HAIR FILLER COMPLEX**  
**WHEAT EXTRACT**

AEI 1032460 - 12X10ml

# filler

THE PROFESSIONAL TREATMENT  
TO ENHANCE THE BEAUTY OF EACH  
WOMAN FORMULATED WITH **HAIR  
FILLER COMPLEX**, A COMPLEX  
THAT COMBINES THE PLUMPING  
PROPERTIES OF QUATERNIZED  
**HYALURONIC ACID**  
AND THE STRENGTHENING ACTION  
OF THE NATURAL ORIGIN  
**WHEAT EXTRACT**.  
PRODUCTS FORMULATED  
TO **REPLUMP, MOISTURIZE**  
AND ENSURE AN ANTI-AGING  
ACTION ON THE HAIR THAT APPEAR  
IMMEDIATELY FULLER  
AND EXTREMELY BRIGHT.



## repair shampoo

### RESTRUCTURING SHAMPOO FOR TREATED AND DAMAGED HAIR

Gently cleanses and strengthens the hair structure while protecting hair fibre. It guarantees an immediate repairing effect, leaving your hair strong, healthy and shiny.

#### HOW TO USE:

Apply to wet hair and scalp, massage and leave on for a few minutes, then rinse. If necessary, repeat the application.

#### free from

SULPHATES / PARABENS /  
PETROLATUM



URBAN SHIELD TECHNOLOGY  
K-COMPLEX TECHNOLOGY  
ORGANIC ARGAN OIL

AEI 1032076 - 12ml / AEI 1032075 - 50ml / AEI 108982 - 300ml / AEI 108983 - 950ml



## repair conditioning cream

### RESTRUCTURING CREAM FOR TREATED AND DAMAGED HAIR

Its rich texture deeply nourishes and strengthens the hair fibre. Performs a repairing action that adds body to hair and makes it easier to comb.

#### HOW TO USE:

Apply evenly on lengths and ends and massage gently.  
Leave on for a few minutes then rinse.

#### free from

SLES / SLS / PARABENS /  
PETROLATUM



URBAN SHIELD TECHNOLOGY  
K-COMPLEX TECHNOLOGY  
OATS EXTRACT  
ORGANIC ARGAN OIL

AEI 1032083 - 12ml / AEI 1032082 - 50ml / AEI 108984 - 300ml / AEI 108985 - 950ml





## repair no-breakage

### TREATMENT TO PREVENT TREATED AND DAMAGED HAIR FROM BREAKING

It strengthens the fibre and provides a deep repairing action, helping prevent split ends. Hair is stronger and more resistant.

#### HOW TO USE:

Apply on towel-dried hair, especially on the most damaged areas.  
Do not rinse and dry normally.

#### free from

SLES / SLS / PARABENS /  
PETROLATUM



URBAN SHIELD TECHNOLOGY  
K-COMPLEX TECHNOLOGY  
OATS EXTRACT  
AVOCADO OIL

AEI 108986 - 150ml

# repair

BEAUTY RITUAL FOR CHEMICALLY TREATED, DAMAGED OVER WORKED HAIR. THE FORMULAS, RICH OF AMINO ACIDS AND PROTEIN OF VEGETABLE ORIGIN, REPAIR AND REINFORCE THE FIBER. HEALTHIER, STRONGER AND MORE RESISTANT HAIR THANKS TO A RETICULAR STRUCTURE **PROTECTIVE FILM** THAT WRAPS THE STEM WHILE PROVIDING HYDRATION, **ELASTICITY AND SHINE.**

# *silk oil*

RICH RANGE  
OF PRODUCTS  
FORMULATED WITH  
A BLEND OF PRECIOUS  
OILS OF NATURAL  
ORIGIN.

TO NOURISH  
AND SMOOTH  
THE HAIR  
FIBER MAKING IT  
SOFT, BRIGHT  
AND EASY  
TO MANAGE.

THE LINE GUARANTEES  
EXTREME SHINE  
AND A FEELING  
OF LUXURIOUS  
SILKNESS ALL OVER  
THE HAIR.



## **silk oil shampoo**

### **BRIGHTENING SILK-EFFECT SHAMPOO**

Ideal for unruly and frizzy hair. Its mix of fine oils – Argan and Coconut oil – provides a gentle, lush cleansing action, also nourishing and taming particularly difficult hair. Leaves hair manageable, shiny and easy to comb.

#### **HOW TO USE:**

Apply to wet hair and scalp, massage and leave on for a few minutes, then rinse. Apply again if necessary.

#### **free from**

SULPHATES / PARABENS /  
PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**ORGANIC ARGAN OIL**  
**ORGANIC COCONUT OIL**

AEI 1032114 - 12ml / AEI 1032115 - 100ml /  
AEI 108995 - 300ml / AEI 108996 - 950ml



## **silk oil conditioning cream**

### **SILK EFFECT TAMING TREATMENT**

Deeply nourishes and soothes unruly and frizzy hair. Its formula makes hair extremely silky, shiny and easy to comb, smoothing it without weighing it down.

#### **HOW TO USE:**

Spread evenly on lengths and ends, massage gently. Leave on for 3-5 minutes, lather and then rinse.

#### **free from**

SULPHATES / PARABENS / SILICONES /  
PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**ORGANIC ARGAN OIL**  
**ORGANIC COCONUT OIL**  
**SHEA BUTTER**

AEI 1032117 - 12ml / AEI 1032118 - 50ml /  
AEI 108997 - 300ml / AEI 108998 - 950ml



## silk blend oil

### CONDITIONING HAIR OIL

Precious beauty treatment ideal for all hair types. Its formula gives hair an instant shine, nourishing and regenerating particularly stressed and flat hair.

#### HOW TO USE:

Apply a few drops of the product to wet hair before styling for greater protection, or to dry hair to amplify the brilliance effect and provide Maximum control. For external use only.

#### free from

SULPHATES / PARABENS /  
PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**ORGANIC ARGAN OIL**  
**ORGANIC COCONUT OIL**

AEI 108999 - 50ml / AEI 109120 - 100ml



## silk oil intensive lotion

### RINSE-OFF INTENSIVE CONDITIONING TREATMENT

Ideal for unruly and frizzy hair. Its rich formula smooths the hair fibre, thereby improving its body and combability. The hair stays nourished, manageable and shiny for longer.

#### HOW TO USE:

Apply evenly to lengths and ends on towel-dried hair.  
Leave it on for a few minutes.  
Rinse and style as desired.

#### free from

SULPHATES / PARABENS /  
SILICONES / PETROLATUM



**URBAN SHIELD TECHNOLOGY**  
**ORGANIC ARGAN OIL**  
**ORGANIC COCONUT OIL**

AEI 1032156 - 12X10ml



## silk oil illuminating lotion

### LEAVE-IN ILLUMINATING TREATMENT

Ideal for all hair types, especially the most unruly. Its rinse-free formula nourishes the hair fibre for a perfecting effect. Hair is light, silky and shiny.

#### HOW TO USE:

Apply evenly to lengths and ends on towel-dried hair.  
Leave it on for a few minutes.  
Do not rinse, style as desired.

#### free from

SULPHATES / PARABENS /  
SILICONES / PETROLATUM



**URBAN SHIELD TECHNOLOGY**  
**ORGANIC ARGAN OIL**  
**ORGANIC COCONUT OIL**

AEI 1032155 - 12X10ml



# *volume*

HAIR TREATMENT FOR FINE,  
LIFELESS HAIR THAT TENDS  
TO FALL FLAT.  
THE PRODUCTS GUARANTEE  
AN **EXCEPTIONAL VOLUME**  
**AND LIGHTNESS EFFECT,**  
**FOR FULLER, CLEANER**  
**AND MORE VOLUMINOUS**  
**HAIR.**



## volume shampoo

### VOLUME SHAMPOO FOR HAIR WITHOUT TONE

Ultralight weight cleansing for fine hair that tends to be limp. The formula, enriched with cotton and bamboo oil, transforms hair and restores long-lasting body and volume for visibly clean, shiny hair and a durable styling.

#### HOW TO USE:

Apply to wet hair and scalp, massage and leave on for a few minutes, then rinse. If necessary, repeat the application

#### free from

SULPHATES / PARABENS / PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
COTTON OIL  
BAMBOO EXTRACT

AEI 1032128 - 12ml / AEI 1032129 - 100ml / AEI 108992 - 300ml / AEI 108993 - 950ml



## volume spritz infusion

leave in

### VOLUMISING TEXTURISING SPRAY

Excellent tonic structured with essential plant Amino Acids that gives lifeless hair volume at the root and body throughout the lengths and ends.

#### HOW TO USE:

After Volume Shampoo, spray on wet hair, do not rinse and style as desired. Shake well before use.

#### free from

SULPHATES / PARABENS / SILICONES / PETROLATUM / LANOLINE



**URBAN SHIELD TECHNOLOGY**  
COTTON OIL  
BAMBOO EXTRACT

AEI 108994 - 150ml

# color care

THE LINE DEDICATED TO COLORED AND BLEACHED HAIR PROTECTION. THE PRODUCTS, ENRICHED WITH PRECIOUS ACTIVE INGREDIENTS OF NATURAL ORIGIN, **GOJI BERRIES, LYCHEES EXTRACT AND ARGAN OIL**, KEEPS THE COSMETIC COLOR LONG LASTING, VIBRANT AND INTENSE LEAVING THE HAIR **PROTECTED, SOFT AND BRIGHT.**



## color care shampoo

### COLOUR PROTECTION SHAMPOO

Gently cleanses thus preventing cosmetic colour from fading, retaining shine and intensity for longer.

The formula with organic Argan oil enhances the result by adding glossiness and silkiness.

#### HOW TO USE:

Apply to wet hair and scalp, leave on for a few minutes and then rinse. Apply again if necessary.

#### free from

SULPHATES / PARABENS / PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**GOJI BERRIES**  
**ORGANIC ARGAN OIL**

AEI 1032039 - 12ml / AEI 1032038 - 100ml / AEI 108966 - 300ml / AEI 108967 - 950ml



## color care conditioner

### LIGHT COLOUR PROTECTION CONDITIONER

Smoothens hair fibres and makes hair easier to comb without weighing it down. Helps prevent the cosmetic colour from fading and retains shine and intensity for longer.

#### HOW TO USE:

Apply evenly on lengths and ends and massage gently. Leave on for a few minutes and rinse.

#### free from

SULPHATES / PARABENS / PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**GOJI BERRIES**  
**ORGANIC ARGAN OIL**  
**SHEA BUTTER**

AEI 1032041 - 12ml / AEI 1032040 - 50ml / AEI 108968 - 200ml / AEI 108969 - 950ml



## color care conditioning cream

### INTENSIVE COLOUR PROTECTION TREATMENT

Deeply nourishes the hair fibre, protecting the cosmetic colour against fading. Its rich texture smooths the cuticles, enhancing softness and brightness

#### HOW TO USE:

Spread evenly on lengths and ends and massage gently. Leave on for 3-5 minutes, lather and then rinse.

#### free from

SULPHATES / PARABENS / PETROLATUM / ARTIFICIAL COLORANTS



**URBAN SHIELD TECHNOLOGY**  
**GOJI BERRIES**  
**ORGANIC ARGAN OIL**  
**SHEA BUTTER**

AEI 1032043 - 12ml / AEI 1032042 - 50ml / AEI 108971 - 300ml / AEI 108972 - 950ml



## color care leave-in conditioner

### TWO-PHASE COLOUR PROTECTION CONDITIONER

No-rinse two-phase treatment. The formula, rich in Lychee extract, wraps the hair fibre making it easy to comb, silky, shiny and bouncy.

#### HOW TO USE:

After shampooing or a treatment, shake the product and spray evenly on towel-dried hair, without rinsing. Comb and style as desired.

#### free from

SULPHATES / PARABENS / PETROLATUM



**URBAN SHIELD TECHNOLOGY**  
**GOJI BERRIES**  
**ORGANIC ARGAN OIL**  
**SHEA BUTTER**

AEI 108970 - 150ml



## silver maintain shampoo

### ANTI-YELLOW NEUTRALISING SHAMPOO

It 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 a few minutes, then rinse. Apply again if necessary.

#### free from

SULPHATES / PARABENS /  
PETROLATUM



**URBAN SHIELD TECHNOLOGY**  
**VIOLET PIGMENT**  
**ORGANIC ARGAN OIL**  
**GOJI BERRIES**

AEI 1032044 - 12ml / AEI 1032072 - 100ml / AEI 108973 - 300ml /  
AEI 108974 - 950ml



## silver maintain conditioner

### ANTI-YELLOW NEUTRALISING CONDITIONER

Formulated with a violet pigment, it intensifies the natural or cosmetic hair colour, neutralising 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 on for a few minutes and rinse.

#### free from

SULPHATE SURFACTANTS /  
PARABENS /PETROLATUM



**URBAN SHIELD TECHNOLOGY**  
**VIOLET PIGMENT**  
**ORGANIC ARGAN OIL**  
**GOJI BERRIES**

AEI 1032045 - 12ml / AEI 108975 - 300ml / AEI 108976 - 950ml





# *silver maintain*

PRODUCTS DEDICATED  
TO THE **PROTECTION**  
**AND THE MAINTENANCE OF BLOND,**  
GRAY, WHITE, BOTH NATURAL  
AND COLORED OR BLEACHED HAIR.  
THE SPECIAL PURPLE PIGMENT  
**NEUTRALISES THE UNWANTED YELLOW**  
**REFLECTIONS,** EXTENDING  
THE EFFECTIVENESS  
OF THE ANTI-YELLOW TREATMENT.



# *anti-orange*

PRODUCTS DEDICATED  
TO THE PROTECTION  
AND MAINTENANCE OF **BROWN HAIR**.  
THE SPECIAL **BLUE PIGMENT** PERFORMS  
A NEUTRALISING ACTION  
**ON PARTICULARLY UNDESIRABLE  
ORANGE AND COPPER TONES**  
FOR A COLD BROWN EFFECT.



## anti-orange shampoo

### ANTI-ORANGE NEUTRALISING SHAMPOO

Shampoo to gently cleanse and protect coloured or natural brown hair. The formula with neutralising blue pigment effectively counteracts unwanted copper tones, enhances shine and promotes long-lasting brilliance. It leaves hair silky and easy to comb.

#### HOW TO USE:

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

**free from**  
SLS / SLES



**BLUE PIGMENT**

AEI 1032599 - 300ml / AEI 1032600 - 950ml



## anti-orange conditioner

### ANTI-ORANGE NEUTRALISING CONDITIONER

Nourishing conditioner specific for coloured or natural brown hair. The formula with blue pigment enhances the natural colour, neutralising undesirable copper tones. It also moisturises and nourishes the hair leaving it light, silky and radiant.

#### HOW TO USE:

Apply evenly on lengths and ends and massage gently.  
Leave in for a few minutes, then rinse.

**free from**  
SLS / SLES



**BLUE PIGMENT**

AEI 1032601 - 300ml / AEI 1032602 - 950ml



## anti-red shampoo

### ANTI-RED NEUTRALISING SHAMPOO

Shampoo to gently cleanse and protect coloured or natural brown hair. The formula with neutralising green pigment effectively counteracts unwanted red tones, enhances shine and promotes long-lasting brilliance, silky hair that is easy to comb.

#### HOW TO USE:

Apply to wet scalp and hair, massage and leave in for a few minutes, rinse. Apply again if necessary.

**free from**  
SLS / SLES



**GREEN PIGMENT**

AEI 1032595 - 300ml / AEI 1032596 - 950ml



## anti-red conditioner

### ANTI-RED NEUTRALISING CONDITIONER

Nourishing conditioner specific for coloured or natural brown hair. The formula with green pigment enhances the natural colour neutralising undesirable red tones. It also moisturises and nourishes the hair leaving it light, silky and radiant..

#### HOW TO USE:

Apply evenly on lengths and ends and massage gently. Leave in for a few minutes, then rinse.

**free from**  
SLS / SLES



**GREEN PIGMENT**

AEI 1032597 - 300ml / AEI 1032598 - 950ml



# *anti-red*

PRODUCTS DEDICATED TO THE PROTECTION  
AND MAINTENANCE OF NATURAL  
OR COLOURED **DARK BROWN HAIR**.  
THE SPECIAL **GREEN PIGMENT** PERFORMS  
A NEUTRALISING ACTION ON UNDESIRABLE  
**RED TONES, FOR A COLD BROWN EFFECT.**



# Salon Tools & Materiale Merchandising



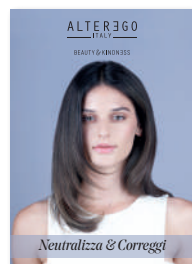
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AEI 8032276



**BROCHURE GB 2022**  
AEI 8032650



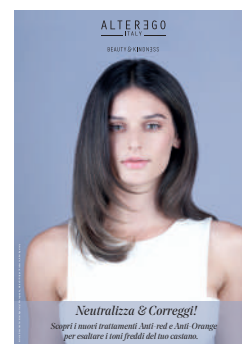
**BACKBAR DISPLAY**  
AEI 8032026



**LEAFLET ANTI-ORANGE ANTI-RED GB**  
AEI 8032652



**SCALP LEAFLET GB 2022**  
AEI 8032654



**BANNER ANTI-RED ANTI-ORANGE 70X100 cm**  
AEI 8032655



**AEI PANCARD ANTI-RED ANTI-ORANGE**  
AEI 8032657



**KIMONO**  
Size M AEI 8032017  
Size L AEI 8032018



**BAMBOO BOWL**  
AEI 8032167



**GREEN WHEAT FIBRE COMB**  
AEI 8032196



**BAMBOO SPATULA**  
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