



Discover 3 hair programmes & 1 scalp programme

for a complete and flexible solution.

Try the new lines:

FREQUENT USE VOLUME BALANCE DISCIPLINE

Plus:



>90%
natural origin
ingredients*

>85% biodegradable ingredients**

4 essential lines for the beauty and care of hair and scalp, with simple and effective application protocols and **clean formulas** enhanced with specific **functional ingredients** for every need.



^{*} Natural origin ingredients. based on ISO 16128

^{**}Quantity of biodegradable ingredients based on OECD 301 or alternative

^{***} The percentages of naturalness and biodegradability remain valid for shampoos and masks, for other products check the individual data sheets



Freshness, lightness and hydration for daily care rituals. The new line is enriched with Panthenol and Linseed Oil.

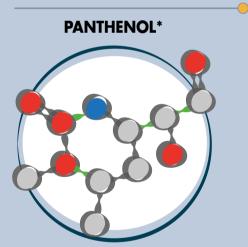
Keyword: FREEDOM

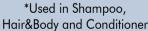
The sensation of freedom comes from feeling dynamic and regenerated through the pleasure of indulging in a moment of freshness.

When everyday life commitments leave little space for ourselves, it is important to have at our disposal a **simple**, quick **cleansing** and **treatment** kit that we can use at any time of the day.

Specific allies such as **Panthenol**, with emollient and soothing properties, and **Linseed Oil**, which helps nourish the hair and prevent split ends, are the main active ingredients used in the new **FREQUENT USE** line.

ACTIVE INGREDIENTS





LINSEED OIL**

**Used in Conditioner

The gentle and moisturizing Shampoo and Conditioner formulas are uniquely designed for gently washing and protecting hair and scalp every day.

The new Hair&Body is ideal for those who love a multifunctional 2 in 1 product, super practical at the gym, at the pool, or when travelling.





FREQUENT USE shampoo FREQUENT USE SHAMPOO

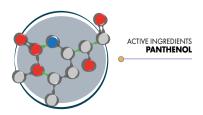
for all hair types

Its light formula without SLS/SLES cleanses hair. Ideal for daily use thanks to its controlled pH and the presence of Panthenol, it leaves hair hydrated and light.

>90% natural origin ingredients* >85% biodegradable ingredients**



FREE FROM: SILICONES - SLES - SLS



^{*}Natural origin ingredients according to ISO 16128

BENEFITS



IN THE SALON

Suitable for all hair types when a quick, refreshing cleansing is needed, especially before and after a haircut.



AT HOME

Specifically designed even for daily cleansing of hair and scalp, ideal for the whole family thanks to its light formula.

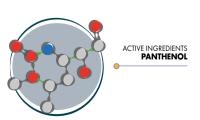
FREQUENT USE hair & body FREQUENT USE HAIR & BODY

for hair and body

Formula without SLS/SLES, ideal for frequent use, even several times a day, it cleanses hair and body, leaving hair hydrated and skin silky.

>90% natural origin ingredients*
>85% biodegradable ingredients**

FREE FROM: SILICONES - SLES - SLS



^{*}Natural origin ingredients according to ISO 16128

BENEFITS

300ml cod. 1024566



IN THE SALON

Ideal for salon retail of professional, practical products for complete, daily cleansing.



рΗ

4.8-5.2

AT HOME

Designed to be practical and enjoyable to use after sports and every day, suitable for the whole family.



^{**}Sum of biodegradable materials according to OECD 301 or alternative methods

^{**}Sum of biodegradable materials according to OECD 301 or alternative methods



FREQUENT USE conditioner FREQUENT USE CONDITIONER

for all hair types

It carries out a detangling and conditioning action, giving the hair softness and elasticity thanks to the presence of Panthenol and Linseed oil. Ideal for all hair types and suitable for frequent use.

>95% natural origin ingredients* >95% biodegradable ingredients**

рΗ 4.5-5.0

FREE FROM: SLES - SLS





^{*}Natural origin ingredients according to ISO 16128

BENEFITS



IN THE SALON

Suitable for all hair types, it helps to quickly detangle hair, giving it shine and fragrance, useful for styling natural, long hair.



AT HOME

Specifically designed even for daily care and treatment of natural or treated hair, ideal for the whole family, children and adults.

Daily and Care





Day by Day



Frequent Use System service

Cleanse and treat hair and scalp every day, with a renewed feeling of freshness and shine

Take care of hair and body in one single ritual every day, for a pleasant and gentle feeling of wellbeing

Objective

Apply Frequent Use Shampoo once or twice. Rinse off



Apply 1-2 Hair & Body Shampoo. Rinse off



Cleansing

Apply Volume Conditioner Leave-in time: 2-3 minutes. Rinse off



Treatment

Apply a few drops of Discipline Serum all over the hair, from roots to ends, and proceed with drying



Apply Volume Foam Conditioner all over the hair and proceed with drying



Seal



^{**}Sum of biodegradable materials according to OECD 301 or alternative methods



Body, tone and structure for every type of styling. The new line is enriched with 100% vegan Creatine.

Keyword: **VOLUME**

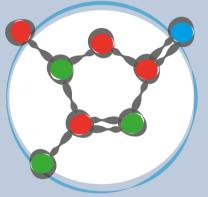
Body, **structure**, and **volume** are essential for any type of styling, especially for those who tend to have fine hair.

Fine and delicate hair can acquire volume and structure without having to change washing and treatment habits, but simply by using products developed specifically for this hair type, such as the new **Volume** line by Echosline, designed to give body and structure, from shampoo to treatment.

The Volume line products are enhanced with **Creatine**, an amino acid that reinforces the protein structure of the hair fibre, boosting volume and providing a feeling of absolute fullness in the hair lengths.

ACTIVE INGREDIENTS

CREATINE*



*Used in Shampoo and Conditioner

The product family is completed by the new Dry Shampoo, which revives hair volume and structure in a few seconds, restoring body and freshness to the scalp and the shaft.





VOLUME shampoo VOLUME SHAMPOO

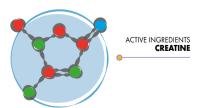
for fine and lifeless hair

Light formula with no SLS/SLES and enriched with Creatine that boosts root volume leaving hair soft and light, without weighing it down.

>90% natural origin ingredients* >90% biodegradable ingredients**

FREE FROM: SILICONES - SLES - SLS





*Natural origin ingredients according to ISO 16128 $\,$

BENEFITS



IN THE SALON

Helps give volume to fine hair during styling, creating body and structure during drying.



AT HOME

It provides ideal support for those with fine hair who want volume with every wash.

VOLUME dry shampoo VOLUME DRY SHAMPOO

for fine and lifeless hair

Its light formula cleanses hair without need for water, absorbing excess sebum and impurities. The hair is left clean, scented and full-bodied without being weighed down.

BENEFITS



IN THE SALON

Ideal for salon retail to clients who need simple products that will help them maintain their salon style for as long as possible.



AT HOME

Its use, even daily, allows to extend the time between washes, keeping the hair clean and full-bodied throughout the week.



100ml cod. 1024552

^{**}Sum of biodegradable materials according to OECD 301 or alternative methods



VOLUME conditioner CONDITIONER VOLUMIZZANTE

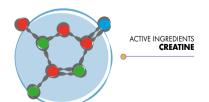
for fine and lifeless hair

Thanks to the presence of Creatine, this special formula helps detangle and condition the hair while giving it volume without weighing it down.

>95% natural origin ingredients*
100% biodegradable ingredients**



FREE FROM: SILICONES - SLES - SLS



*Natural origin ingredients according to ISO 16128

BENEFITS



IN THE SALON

It makes it possible to treat and hydrate coloured or bleached fine, limp hair without weighing it down, providing combability between services.



AT HOME

Leaves the hair soft without the risk of adding weight to fine hair and can be used with every wash and every time you desire volume and a treatment.

VOLUME foam conditioner NO RINSE FOAM CONDITIONER

for fine and lifeless hair

Its light formula helps detangle hair effectively, conditioning and giving body and volume from roots to ends.

>95% natural origin ingredients*

FREE FROM: SILICONES - SULFATES - SLS - SLES

pH 4.5-6.7

BENEFITS

200ml cod. 1024554



IN THE SALON

Conditioning action that gives volume and hydration to fine treated hair, providing an even a more polished and full-bodied look to the professional hairstyle.

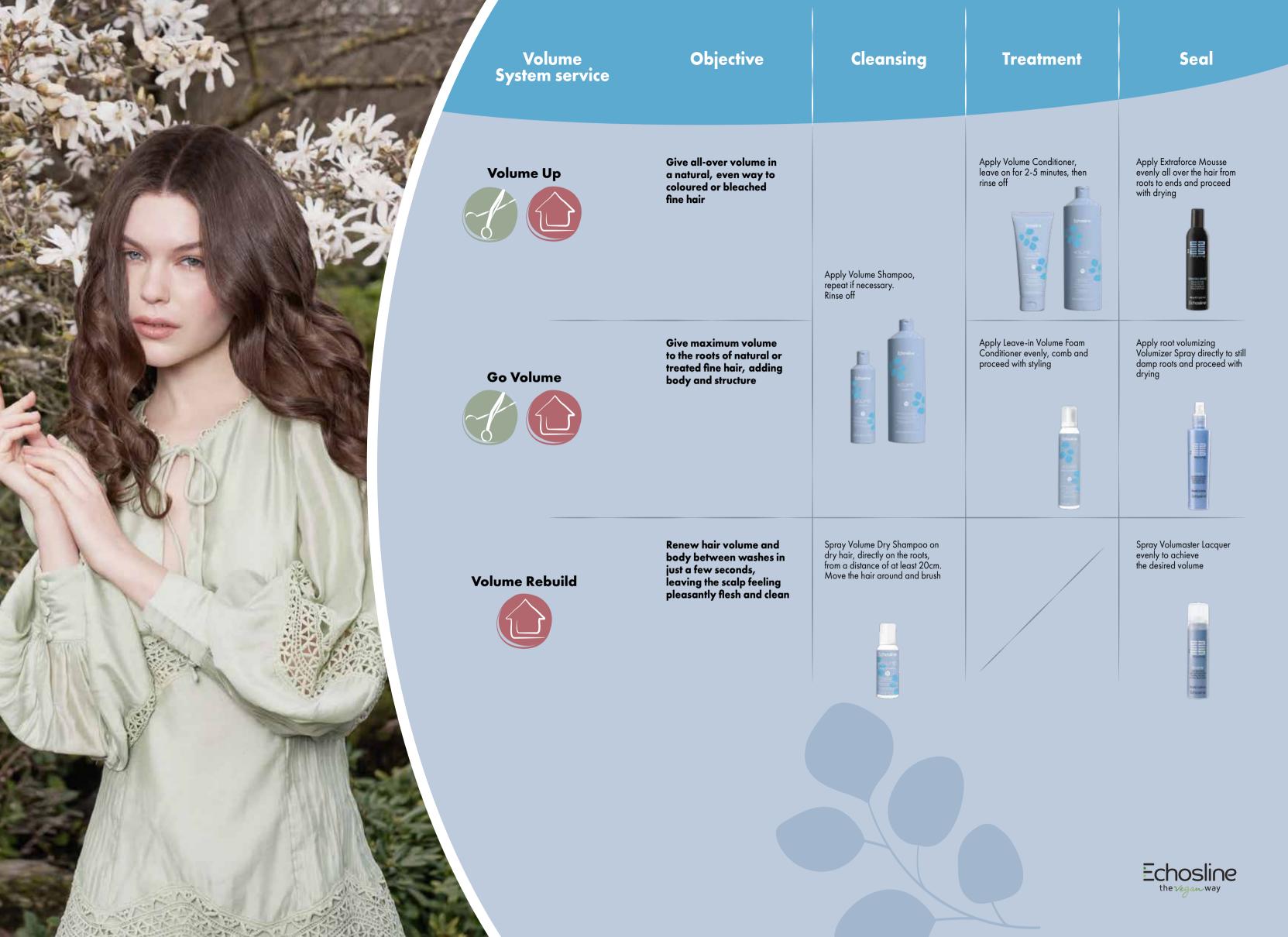


AT HOME

Easy and quick to use for those who want to add softness and volume to the hair without leave-in and rinsing times. Ideal for those who do sports every day.



^{**}Sum of biodegradable materials according to OECD 301 or alternative methods





Lightness and purification for balanced wellbeing. The new line is enriched with functional Medicinal Plants and Piroctone Olamine.

Keyword: **PURITY**

Feeling balanced is a fundamental part of human pleasure.

A sensitive scalp with dandruff or excess sebum gives an unpleasant feeling of discomfort. **Detoxifying** the scalp is much more than just washing the scalp and hair: it restores and enhances a feeling of wellbeing and balance, which are essential for the normalization of the physiological functions of the scalp. This is how **Balance** was born, a line of 4 products for managing every specific scalp problem with a gentle cosmetic approach. The strength of this line lies in the synergy of active ingredients such as the blend of Ginger, **Grape**, and **Incense** with their purifying and calming action on the scalp, Piroctone Olamine, the best-known ally to restore the natural microbial balance of the scalp, and finally a mix of Medicinal Plants that provide an all-over energy and purifying boost to the hair.

ACTIVE INGREDIENTS

MIX OF GINGER -INCENSE - GRAPE*



*Used in the detoxifying treatment

MIX OF MEDICINAL



PIROCTONE PLANTS OLAMINE*****



** / ***Used in the detoxifying treatment, shampoos, normalizing maintenance lotion

While we immediately perceive a feeling of balance, comfort, and freshness from the first session, week after week Balance improves and normalizes the functional state of the scalp.





BALANCE detox treatment DETOXIFYING **TREATMENT**

for impure scalp

This formula with Ginger, Grape and Incense provides a purifying, conditioning and soothing action on the scalp. In addition, the blend of Menthol, Nettle, Burdock and Piroctone Olamine helps to remove scalp impurities, leaving a sensation of wellbeing, cleanliness and balance, while preparing the scalp for the specific shampoo.

>90% natural origin ingredients* >85% biodegradable ingredients**

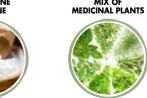
рΗ 4.5-5.0

FREE FROM: SILICONES - SLES - SLS





ACTIVE INGREDIENTS



^{*}Natural origin ingredients according to ISO 16128

BENEFITS



IN THE SALON

Specifically designed for scalp services, it allows the hairdresser to deliver a professional application in the salon for an intensive treatment of dandruff, sebum, and hair loss.



AT HOME

Easy "do it yourself" application for extending the action of the product best suited to treat the specific hair need.

for impure scalp and/or hair with dandruff

This formula with Sage, Thyme and Rosemary extracts gently cleanses scalp and hair giving a pleasant refreshing sensation and reducing itching and irritation, while leaving the scalp nice and clean.

>90% natural origin ingredients* >95% biodegradable ingredients**

FREE FROM: SLS



*Natural origin ingredients according to ISO 16128

BALANCE shampoo **PURIFYING** SHAMPOO

рΗ

4.8-5.2

IN THE SALON



The targeted combination with the Detox Treatment makes it possible

BENEFITS

to deliver an intensive anti-dandruff service, enhancing the quality of the specific salon massage.



AT HOME

Easy to use at home, helps reduce the appearance of dandruff and prevent its recurrence.



300ml cod. 1024579 1000ml cod. 1024580

^{**}Sum of biodegradable materials according to OECD 301 or alternative methods

^{**}Sum of biodegradable materials according to OECD 301 or alternative methods



BALANCE+ shampoo SEBUM CONTROLLING SHAMPOO

for scalp with excess sebum

This formula containing White Willow and Nettle extracts gently cleanses scalp and hair, helping to remove excess sebum for soft and shiny hair.

>90% natural origin ingredients* >95% biodegradable ingredients**

FREE FROM: SLS





^{*}Natural origin ingredients according to ISO 16128

BENEFITS



IN THE SALON

Specifico per il trattamento Specifically designed for an sebum intensive control treatment in combination with Detox Treatment and Multiactive Lotion, it is ideal for salon retail to the end client.



AT HOME

Easy to use at home, with a very pleasant fragrance, it gives an intense feeling of cleanliness and supple and relaxed scalp.







^{**}Sum of biodegradable materials according to OECD 301 or alternative methods

ACTIVE INGREDIENTS

BALANCE multi-active lotion NORMALIZING MAINTENANCE LOTION

for impure scalp with excess sebum

Thanks to a formula enriched with a special synergy of Bisabolol, Chamomile, Piroctone Olamine and Menthol, this lotion extends the results of specific treatments by purifying scalp and hair with dandruff and by controlling sebum production of oily hair and scalp.

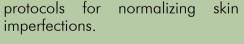
>95% natural origin ingredients* >90% biodegradable ingredients**

FREE FROM: SLES - SLS









AT HOME

Thanks to its fluid texture and easy dispenser, it can be applied every day, even to dry hair, to maintain a balanced scalp at all times even at home.

BENEFITS

Makes it possible to finish off the

professional service with a rinse-

free application and a relaxing and

toning massage. The active complex

contributes to the success of the

IN THE SALON



75ml cod. 1024583

^{**}Sum of biodegradable materials according to OECD 301 or alternative methods





Softness and anti-frizz control with shine effect. The new line is enriched with an Oil-based complex, specifically designed for each product.

Keyword: CONTROL

Eliminating frizz from thick, unruly hair and achieving a tamed, smooth and luminous look that lasts is the ultimate desire of those with an "exuberant" mane of hair.

Through the synergistic action of the new **Discipline** system, which combines rinse-off products, for immediate **softness**, and no-rinse treatments that in a single step leave the hair tamed and **soft** in the time it takes to dry it, you can dedicate less time, but more quality, to the care of thick and frizzy hair.

Smooth and **shiny** hair in the time it takes to wash it!

The **blend** of **Oils** boosts nourishment and hydration, restoring vitality to the hair and helping to protect it from external agents while preventing frizz and dryness.

ACTIVE INGREDIENTS

LINSEED OIL*

ARGAN OIL*

ARGAN BUTTER***

BUTTER****

* / **Used in all Discipline line

Used in shampoo and leave-in conditioner *Used in the mask

Consistent use of the Discipline line visibly improves the structure of unruly hair, making it easier and faster to manage each time.





DISCIPLINE shampoo ANTI-FRIZZ SHAMPOO

for unruly, frizzy and unmanageable hair

Its formula without SLS/SLES cleanses gently, helps to eliminate frizz and gives softness and shine to the hair, thanks to the presence of Linseed Oil, Argan Oil and Cocoa Butter.

>90% natural origin ingredients* >90% biodegradable ingredients**

FREE FROM: SILICONES - SLES - SLS











BENEFITS



IN THE SALON



AT HOME

soft in synergy with all Discipline products.

DISCIPLINE mask ANTI-FRIZZ **MASK**

for unruly, frizzy and unmanageable hair

With a silky and pleasing texture, it carries out a detangling action giving the hair a soft and light feel. Ideal for unruly, frizzy and unmanageable

>95% natural origin ingredients* >95% biodegradable ingredients**

FREE FROM: SILICONES - SLES - SLS







LINSEED OIL





^{*}Natural origin ingredients according to ISO 16128

BENEFITS

300ml cod. 1024573

1000ml cod. 1024574



IN THE SALON

Deeply nourishes the hair while action of the Discipline Spray.



AT HOME



^{*}Natural origin ingredients according to ISO 16128

^{**}Sum of biodegradable materials according to OECD 301 or alternative methods

^{**}Sum of biodegradable materials according to OECD 301 or alternative methods





For unruly, frizzy and unmanageable hair

Nourishes and controls very dry and chemically treated hair, helping eliminate frizz and give silkiness for easy combability.

>90% natural origin ingredients*
FREE FROM: SLES - SLS





BENEFITS



IN THE SALON

Speeds up the drying phase by leaving the hair smooth and easier to work with.

Ideal as a pre-treatment to enhance the use of styling products before drying the hair.



AT HOME

Fast, practical, and rinse-free, it makes thick and unruly hair easy to comb, facilitating drying and enhancing softness in one single step.



DISCIPLINE serum CONTROLLING ANTI-FRIZZ SERUM

For unruly, frizzy and unmanageable hair

Formulated with Linseed Oil and Argan Oil, it eliminates frizz making hair soft, manageable and easy to comb. Its filming action closes and seals the cuticle for a longer lasting smooth effect.

FREE FROM: SLES - SLS





BENEFITS



IN THE SALON

Perfect for finishing off every smooth blow-dry service. It enhances and completes the final result of the Discipline and/or Easy Liss service, increasing the shine and smooth look of the hair



AT HOME

Ideal for daily use thanks to its special film-forming action that closes and seals the cuticle, preventing split ends and drying of the hair shaft.





DISCIPLINE spray SMOOTHING ANTI-FRIZZ **SPRAY**

for unruly, frizzy and unmanageable hair

Ideal for unruly, frizzy and unmanageable hair, it makes the hair smooth and silky, eliminating frizz. HEAT SHIELDING technology with Linseed Oil and Argan Oil facilitates the use of the brush and hair dryer, giving softness and elasticity for smooth, shiny and manageable hair.

>90% natural origin ingredients*

FREE FROM: SLES - SLS



ACTIVE INGREDIENTS

LINSEED OIL





ARGAN OIL

BENEFITS



IN THE SALON

the Frizzy Out service with the thermo-progressive action of the



AT HOME

salon service

Discipline Maintenance



Always keep unruly,

thick hair soft and silky

Eliminate frizz and enhance the natural shape of thick, curly and unruly hair, and extend

service

Out

the effect of the Easy Liss

Frizzy

Achieve perfect

Sleek **Perfection**



Discipline System service

smoothness that is lasting and easy to maintain





Wash with Discipline Shampoo, repeat if necessary. Rinse off



Cleansing

Apply Discipline Mask Leave-in time: 5 min.
Rinse off



Apply Discipline Mask Leave-in time: 5 min. Rinse off



Apply Easy Liss Kit. Leave-in time: 20 min. dry and run the flat iron 7-8 times



Treatment

Apply Discipline Leave-In Conditioner, without rinsing



Apply Discipline Spray, dry and run the flat iron 3-4 times over each strand



Apply Discipline Mask Leave-in time: 5 min. Rinse off



Treatment



Apply a few drops of Discipline Serum to dry hair





Seal







Confidential and exclusive property of Pettenon Cosmetics S.p.A. S.B. Even partial reproduction and / or disclosure is prohibited.