

ALTEREGO
ITALY

Brand
BOOK
2/2023

Hair_Zoia Team as Artistic Direction for Alter Ego Italy / Photography_ Marco Di Filippo / Products_ Alter Ego Italy



BEAUTY & KINDNESS

ALTEREGO

— ITALY —



Alter Ego Italy International Creative Director / Photography_Marco Di Filippo © TM STUDIO Productions / Products_ Alter Ego Italy

BEAUTY & KINDNESS

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ACTIVE
MIRACLAY
TECHNOLOGY™
PATENTED*
* Italian patent n. 102019000003053
International Patent pending
PCT/IB2020/051671

SHEWONDER



**Shewonder
Restorative Shampoo**
100 ml - AEI 1032443
250 ml - AEI 1032243
950 ml - AEI 1032244



**Shewonder Instant
Shaping Mask***
50 ml - AEI 1032444
300 ml - AEI 1032245
1000 ml - AEI 1032246



**Shewonder
Shine Oil Elixir**
150 ml - AEI 1032247



Cotton Shopper
AEI 8032452

Merchandising & communication



Shewonder Brochure
AEI 8032342 I
GB / E / F / DE
Available in digital format



Shewonder Leaflet
AEI 8032349 I
AEI 8032350 GB

I L'innovativo rituale di bellezza dall'efficacia istantanea, per capelli sempre disciplinati, sani, vitali e lucenti. Tecnologia brevettata*

GB The innovative beauty ritual with instant effectiveness, for hair that is always manageable, healthy, full of body and shiny. Patent pending*

E El novedoso ritual de belleza de eficacia instantánea, para un cabello siempre disciplinado, sano, vital y brillante. Tecnología patentada*

F Le rituel de beauté innovant à l'efficacité instantanée, pour des cheveux toujours disciplinés, sains, brillants et pleins de vitalité. Technologie brevetée*

D Das innovative Schönheitsritual mit sofortiger Wirkung für stets gebändigtes, gesundes, vitales und glänzendes Haar. Patentierte Technologie*

PATENTED*
* Italian patent n. 102019000003053
International Patent pending PCT/IB2020/051671

URBAN PROOF COLLECTION

Anti-pollution



Urban Proof Shampoo
250 ml - AEI 1008945
1000 ml - AEI 1009432



Urban Proof Cream
200 ml - AEI 1008944
1000 ml - AEI 1009476



Urban Proof Dry Shampoo
200 ml - AEI 1032401



Urban Proof Sachets
Shampoo 10 ml - AEI 1009454
Cream 10 ml - AEI 1009455

Anti-digital pollution



Urban Proof Hair Nectar
30ml - AEI 1032357



Urban Proof
Scalp & Skin Concentrate
30ml - AEI 1032355

All-season protection



Urban Proof Sea Salt Spray
200ml - AEI 1032399



Urban Proof
Leave-In Conditioner
150ml - AEI 1032400



Urban Proof
Rehab Shampoo
250ml - AEI 1032531



Urban Proof
De Lite Oil
115ml - AEI 1032530

Hygiene



Urban Proof Hygiene Shampoo
1000 ml - AEI 1032280



Urban Proof Hygiene Hand Gel
1000 ml - AEI 1032285

Merchandising & communication



Urban Proof complete Catalogue
AEI 8032425 - IT
AEI 8032426 - GB



Urban Proof Pancard
AEI 8009490 I



Urban Proof complete Pancard
AEI 8032427



Leaflet Urban Proof
All Season
AEI 8032615 I



Urban Proof Ant-digital pollution
Counter Display
AEI 8032386



Urban Proof All Season
Counter Display
AEI 8032429



Urban Proof Hygiene
Counter Display
AEI 8032298



Straw Bag
AEI 8032783

I Una gamma dedicata alla PROTEZIONE. Prodotti formulati con tecnologie di ultima generazione e altamente performanti che si prendono cura di capelli e corpo in armonia con il concetto di SAFE BEAUTY.

GB A range dedicated to PROTECTION. Products formulated with the latest generation and highly performing technologies that take care of hair and body in harmony with the concept of SAFE BEAUTY.

E Una gama dedicada a la PROTECCIÓN. Productos formulados con tecnologías de última generación y alto rendimiento que cuidan el cabello y el cuerpo en armonía con el concepto de BELLEZA SEGURA.

F Une gamme dédiée à la PROTECTION. Des produits formulés avec des technologies de dernière génération et très performantes qui prennent soin des cheveux et du corps en harmonie avec le concept de SAFE BEAUTY.

D Eine Serie für den SCHUTZ der Haare. Hochleistungsfähige Produkte kombiniert mit Technologien der neusten Generation, die im Einklang mit dem Konzept von "Safe Beauty" die Haare und den Körper pflegen.

SCALP3GO

Consultation & welcoming treatments



Balancing Treatment
Pre-Shampoo
150 ml - AEI 1032755



Calming Treatment
Pre-Shampoo
150 ml - AEI 1032758

Balancing



Balancing Shampoo
50 ml - AEI 1032743
300 ml - AEI 1032753
950 ml - AEI 1032754

Calming



Calming Shampoo
50 ml - AEI 1032744
300 ml - AEI 1032756
950 ml - AEI 1032757

Energizing



Energizing Shampoo
50 ml - AEI 1032742
300 ml - AEI 1032746
950 ml - AEI 1032747



Energizing Intensive Lotion/Tonic
12 x 10 ml - AEI 1032748
100 ml - AEI 1032749



Double System Energizing Patch
70 patches - AEI 1032719

Densifying



Densifying Shampoo
50 ml - AEI 1032745
300 ml - AEI 1032750
950 ml - AEI 1032751



Densifying Lotion
150 ml - AEI 1032752

I I trattamenti cute consentono di offrire un servizio professionale attraverso rituali personalizzati e prodotti che rispondono in modo mirato alle diverse anomalie ed esigenze di cute e capelli.

GB The scalp treatments enable us to offer a professional service with bespoke rituals and products designed to provide specific responses to the varied problems and requirements of the scalp and hair.

E Los tratamientos para la piel ofrecen un servicio profesional mediante rituales personalizados y productos, enfocados a solucionar las distintas anomalías y responder a las exigencias de la piel y del cabello.

F Les traitements étudiés pour un usage professionnel, proposent des rituels de soin personnalisés, des produits qui répondent à la diversité des problèmes et des besoins du cuir chevelu et des cheveux.

D Die Pflegebehandlungen für die Kopfhaut ermöglichen durch personalisierte Rituale und Produkte, die eine gezielte Antwort auf die unterschiedlichen Anomalien und Bedürfnisse von Kopfhaut und Haar darstellen, eine professionelle Dienstleistung.

ALTEREGO

ITALY



Hair_Zoih Team as Artistic Direction for Alter Ego Italy / Photography_ Marco Di Filippo / Products_ Alter Ego Italy

BEAUTY & KINDNESS

Hydraday



Hydraday Shampoo
50 ml - AEI 1032733
300 ml - AEI 1032759
950 ml - AEI 1032760



Hydraday Conditioner
50 ml - AEI 1032734
200 ml - AEI 1032763
950 ml - AEI 1032762



Hydraday Liquid Conditioner
150 ml - AEI 1032761



Hydraday Whipped Cream
75 ml - AEI 1032732
200 ml - AEI 1032731

Silk oil



Silk Oil Shampoo
50 ml - AEI 1032735
300 ml - AEI 1032764
950 ml - AEI 1032765



Silk Oil Conditioning Cream
50 ml - AEI 1032736
300 ml - AEI 1032766
950 ml - AEI 1032767



Blend Oil
50 ml - AEI 1032769
100 ml - AEI 1032768



Silk Oil Illuminating Lotion
12 x 10 ml - AEI 1032770



Silk Oil Intensive Lotion
12 x 10 ml - AEI 1032771

I La linea di trattamenti per lunghezze e punte è composta da prodotti che incontrano le esigenze di tutti i tipi di capelli nel massimo rispetto della struttura del capello e dell'ambiente.

GB The line of treatments for lengths and ends consists of products for meeting all hair requirements, while displaying maximum respect for the hair structure and the environment.

E La línea de tratamientos para extensiones y puntas está compuesta por productos para satisfacer todos los requisitos del cabello, a la vez que muestran el máximo respeto por la estructura capilar y el medioambiente.

F La gamme de traitements pour les longueurs et les pointes se compose de produits, qui répondent à toutes les exigences des cheveux tout en respectant de manière optimale la structure des cheveux et l'environnement.

D Die Produktreihe für die Längen- und Spitzenbehandlung besteht aus Produkten, die allen Bedürfnissen der Haare gerecht werden und gleichzeitig die Haarstruktur und auch die Umwelt in höchstem Maße schonen.

CHROM EGO

Silver maintain



Silver Maintain Shampoo
50 ml - AEI 1032740
300 ml - AEI 1032772
950 ml - AEI 1032773



Silver Maintain Conditioner
50 ml - AEI 1032741
300 ml - AEI 1032774
950 ml - AEI 1032775



Silver Maintain Mousse
200 ml - AEI 1032730

Color care



Color Care Shampoo
50 ml - AEI 1032737
300 ml - AEI 1032776
950 ml - AEI 1032777



Color Care Conditioner
50 ml - AEI 1032738
200 ml - AEI 1032780
950 ml - AEI 1032781



Color Care Conditioning Cream
50 ml - AEI 1032739
300 ml - AEI 1032778
950 ml - AEI 1032779

Lenght treatments

Filler



Filler Shampoo
100 ml - AEI 1032454
300 ml - AEI 1032455
950 ml - AEI 1032456



Filler Conditioning Cream
50 ml - AEI 1032457
300 ml - AEI 1032458
950 ml - AEI 1032459



Filler Lotion
12X10 ml - AEI 1032460

Volume



Volume Shampoo
100 ml - AEI 1032129
300 ml - AEI 1008992
950 ml - AEI 1008993

Volume Spritz Infusion
150 ml - AEI 1008994

Repair



Repair Shampoo
50 ml - AEI 1032075
300 ml - AEI 1008982
950 ml - AEI 1008983



Repair Conditioning Cream
50 ml - AEI 1032082
300 ml - AEI 1008984
1000 ml - AEI 1008985



Repair No Breakage
150 ml - AEI 1008986

Curly hair



Curly Hair Shampoo
100 ml - AEI 1032213
300 ml - AEI 1009124
950 ml - AEI 1009125

Curly Hair Mousse
175 ml - AEI 1009126

Anti-red



Anti-Red Shampoo
300 ml - AEI 1032595
950 ml - AEI 1032596



Anti-Red Conditioner
300 ml - AEI 1032597
950 ml - AEI 1032598

Anti-orange



Anti-Orange Shampoo
300 ml - AEI 1032599
950 ml - AEI 1032600



Anti-Orange Conditioner
300 ml - AEI 1032601
950 ml - AEI 1032602

Tank



Tropical Bath Shampoo
10 l - AEI 1032119



Linseed Oil Shampoo
10 l - AEI 1032121



Linseed Oil Conditioner
10 l - AEI 1032120

Merchandising & communication



Brochure EGOLINE
AEI 8032892 I
AEI 8032898 GB
AEI 8032899 F



Leaflet EGOLINE
AEI 803293 I
AEI 8032900 GB
AEI 8032901 F



Leaflet Anti-Red Anti-Orange
AEI 8032651 I
AEI 8032652 GB



Banner Anti-Red Anti-Orange
AEI 8032655
70x100 cm



Pancard Anti-Red Anti-Orange
AEI 8032656 I
AEI 8032657 GB



Pancard
AEI 8032883



Set 3 Stickers
AEI 8032884



Set 3 Poster
AEI 8032895

Salon tools



Treatments Cubes
AEI 8032876
50x27x136 cm
The code contains: 4 x cubes - 1 x crowner



Bamboo Fiber Spatula
AEI 8032178



Kimono
AEI 8032925 Size M
AEI 8032924 Size L



Application Bottle
AEI 8001788



Shopper
AEI 8032276

Accessories

SHAPEGO



Shape Perfector
1000ml - AEI 1032523



Shape Modulator
1000ml - AEI 1032522



No Yellow
Shape Perfector
1000ml - AEI 1032524



Taming Mask
1000ml - AEI 1032525



Prepego 00
Deep Cleansing Shampoo
1000ml - AEI 1032527

Merchandising & communication



Shape Iron
AEI 8032529



Narrow-tooth Comb
AEI 8032528



Straight Bristle Brush
AEI 8032554



Bowl
AEI 8032520



No Yellow Shape
Perfector Spray Bottle
AEI 3060814



Shapego Brochure
AEI 8032549 IT
AEI 8032550 GB



Shapego Pancard
AEI 8032552
63x29,7 cm



Shapego Banner
AEI 8032551
70x100 cm

I Servizio professionale disciplinante anti-crespo suddiviso in 3 trattamenti specifici per un effetto liscio perfetto, liscio naturale o ricci ben definiti.
GB Professional frizz control technical service divided in 3 specific treatment for a pure straightness effect, smooth natural or well-defined curls.
E Servicio profesional disciplinante anticrepe dividido en 3 tratamientos específicos para efectos liso perfecto, liso natural, o rizos bien definidos.
F Service professionnel disciplinant anti-frisottis divisé en 3 traitements spécifiques pour un effet lisse parfait, lisse naturel ou bouclés bien définis.
D Professioneller Anti-Frizz-Service besteht aus 3 spezifischen Behandlungen für eine perfekte Haarglättung, eine natürliche Glatte oder für perfekt definierte Locken.

EGOBOND

PROFESSIONAL USE

HOME MAINTENANCE



Bond Primer 150 ml - AEI 1032629
Bond Booster 250 ml - AEI 1004488
Bond Setter 500 ml - AEI 1004489
Bond Locker 250 ml - AEI 1032411
Bond Shampoo 1000 ml - AEI 1032628



Bond Shampoo 250 ml - AEI 1032412
Bond Mask 250 ml - AEI 1032413
Bond Leave-in 200 ml - AEI 1032414
Bond Oil 100 ml - AEI 1032415
Bond Intense 100 ml - AEI 1032627



K-lamination



Lamination gel
250 ml - AEI 1032834



Lamination Banner
AEI 8032793

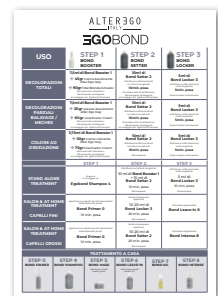


Brochure Lamination
AEI 8032792 I
AEI 8032795 GB

Merchandising & communication



Doser
AEI 3057600



Wallchart
AEI 8032706 I/GB
30 x 42 cm



Brochure
AEI 8032701 I
AEI 8032702 GB
30 x 42 cm

EGOBOND

I Il trattamento professionale sviluppato per proteggere e rinforzare la struttura dei capelli durante i trattamenti chimici.

GB Professional treatment. Formulated to protect & strengthen the hair structure during chemical services.

E El tratamiento profesional desarrollado para proteger y reforzar la estructura de los cabellos durante los tratamientos químicos.

F Le traitement professionnel conçu pour protéger et fortifier la structure des cheveux pendant les traitements chimiques.

D Eine professionelle, die eigens zum Schutz und zur Stärkung der Haarstruktur von chemisch behandeltem Haar entwickelt wurde.

K-LAMINATION

I Il servizio professionale di laminazione in salone per capelli squisitamente lisci e lucenti.

GB The professional salon treatment for exquisitely smooth and shiny hair.

E El servicio profesional de laminación en salón para un cabello exquisitamente liso y brillante.

F Le service professionnel de lamination en salon pour cheveux délicieusement lisses et brillants.

D Professionelle Salonbehandlung für exquisit glattes und glänzendes Haar.

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ITALY

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BEAUTY & KINDNESS

HASTY TOO> COLLECTION.

○ Foundation collection



Curls Amplifier
150 ml - AEI 1003699



Raw Clay
50 ml - AEI 1004186



Smoothing Balm
100 ml - AEI 1003700



Volume spray
200 ml - AEI 1003750



All in One
150 ml - AEI 1032416



Liss Control Spray
200 ml - AEI 1032526

□ Create & texturise



Sculptex Gel
250 ml - AEI 1004170



Light Imprint
100 ml - AEI 1004169



Classic Pomade
50 ml - AEI 1004187



Hi T Security
300 ml - AEI 1004152



Grip It On
250 ml - AEI 1004162



Eco Hairspray
320 ml - AEI 1004164



Blow Dry Hydro Gel
150 ml - AEI 1032417

△ Thickening & volumising



Spray It On
500 ml - AEI 1004168
750 ml - AEI 1004568



Mini Force
100 ml - AEI 1004153



Love me Curl
250 ml - AEI 1004166



Headged
150 ml - AEI 1004155



Vo-Lux-lous Mousse
250 ml - AEI 1004161



Vo-Lux-lous Hairspray
500 ml - AEI 1004163



Volumizing Powder
30 ml - AEI 1032418

Merchandising & communication



Brochure Hasty Too
AEI 8032440 IT



Showcard Display Hasty Too
AEI 8032442
43x63 cm

I Una linea completa di Styling & Finishing pensata per soddisfare tutte le esigenze dove tecnologia e creatività trovano il giusto equilibrio per creare e ricreare stili diversi.

GB A complete line of Styling & Finishing developed to satisfy every single requirement, where technology and creativity blend together to create and re-create an infinity of styles.

E Una línea completa de Styling & Finishing pensada para satisfacer todas las exigencias, donde tecnología y creatividad hallan el justo equilibrio para crear y recrear estilos diferentes.

F Une ligne complète de Styling & Finishing étudiée pour satisfaire toutes les exigences où la technologie et la créativité trouvent le juste équilibre pour créer et recréer des styles différents.

D Eine komplette Styling- & Finishing-Serie für jeden Anspruch, wobei Technologie und Kreativität in ein harmonisches Gleichgewicht gebracht werden, um jede Art von individuellen Kreationen zu ermöglichen.

techno fruit·color

PPD
FREE



Permanent Hair Coloring Cream
PPD Free 100ml - 111 nuances



Technofruit Color
Transformer 125ml
AEI 1032556

Merchandising & communication



Technofruit Brochure
AEI 8032394 I
AEI 8032395 GB
AEI 8032396 F



Technofruit Showcard
new nuances
AEI 8032372 FR/ES



Box Try Technofruit
AEI 8032227



Color Chart
Technofruit Color
+ Booster
AEI 8032370
111 Nuances + 7 Booster
32x35 cm



Color Chart Color
Transformer
AEI 8032570



Biberon Color
Transformer
AEI 8032560



Showcard Display
Color Transformer
AEI 8032580



Technical Sheet for
Technofruit Color Chart
AEI 8032579



Small Color Chart
Technofruit Color
+ Booster
AEI 8032476
111 Nuances + 7 Booster
17x42 cm



Brochure Color Transformer
AEI 8032573 I
AEI 8032574 GB

I La colorazione permanente dei professionisti per colorare con affidabilità e successo.
GB Technofruit color used by professionals for proven and effective color results.
E El color de los profesionales para colorear con fiabilidad y éxito.
F La couleur des professionnels pour colorer avec fiabilité et succès.
D Eine professionelle dauerhafte Färbung für zuverlässiges und erfolgreiches Färben.



AMMONIA AND PPD FREE COLOURING SYSTEM

Merchandising & communication



Ammonia-free permanent hair color
NO PPD, 100% GREY COVERAGE,
TIMELESS LOOKING HAIR
100 ml - 72 nuances



Brochure My Color /24
AEI 8032250 I
AEI 8032251 GB
AEI 8032252 F



Color Chart My Color
AEI 8032451
69 Nuances + 7 Booster
30x35 cm



Showcard with removable swatch
/24
AEI 8032223

I La colorazione permanente senza ammoniaca e senza PPD con tecnologia antiage
GB My Color is the new ammonia-free, ppd-free permanent hair color with a specific anti-age action.
E My Color es la nueva coloración permanente, sin amoniaco, ppd, con una acción especial anti-age.
F My Color est le nouveau colorant permanent sans ammoniaque, sans ppd, avec une action spéciale antiâge.
D Eine dauerhafte Färbung ohne Ammoniak und ohne PPD mit Antiaging-Technologie.

fast COLOR 10'

Merchandising & communication



10 minutes permanent hair coloring cream
PPD FREE/RESORCIN FREE
100% GREY COVERAGE
Vegan Friendly
100 ml -23 nuances



Color Chart Fast Color 10
AEI 8032669
28,5x29,3 cm



Brochure Fast Color 10
AEI 8032699 I
AEI 8032700 CB



Pancard Fast Color 10
AEI 8032704 I
AEI 8032705 CB



Banner Fast Color 10
AEI 8032703 I/GB
70x100 cm

I La colorazione permanente in soli 10 minuti
GB The 10 minutes permanent hair coloring cream
E Coloración permanente en solo 10 minutos
F Coloration permanente en seulement 10 minutes
D Dauerhafte Färbung in nur 10 Minuten

BOOSTER



NEUTRAL AEI 1008813
GREEN AEI 1008814
ORANGE AEI 1008815
VIOLET AEI 1008816
YELLOW AEI 1008817
RED AEI 1008818
BLUE AEI 1008819

Merchandising & communication



Small Color Chart
AEI 8008832

I Creazione di una gamma Booster compatibile con tutte le colorazioni Alter Ego Italy. Formula senza ammoniaca potenziata con uno speciale cocktail di estratti di frutta.

GB Creation of a Booster range compatible with all Alter Ego Italy colours. Stronger ammonia-free formula with a with a special mix of fruit extracts.

E Creación de una gama Booster compatible con todos los tintes Alter Ego Italy. Fórmula SIN AMONIACO potenciada con un CÓCTEL ESPECIAL DE EXTRACTOS DE FRUTA.

F Création d'une gamme Booster compatible avec toutes les teintures Alter Ego Italy. Formule sans ammoniacque enrichie d'un cocktail spécial d'extraits de fruits.

D Schaffung einer Booster-Serie, die mit allen Farben von Alter Ego Italy kompatibel ist. Formula without ammonia mit einem speziellen cocktail of fruit extracts.

COACTIVATORCREAM



5 vol. 1.5%
1000 ml - AEI 1008811



10 vol. 3%
1000 ml - AEI 1003831



20 vol. 6%
1000 ml - AEI 1003832



30 vol. 9%
1000 ml - AEI 1003833



40 vol. 12%
1000 ml - AEI 1003834

Merchandising & communication



20 vol. 6%
150ml - AEI 1032389



30 vol. 9%
150ml - AEI 1032505



Pamcard Mini Coactivator
AEI 8032430 I
AEI 8032431 GB

UTILITIES



Prepare Treatment
12 x 20 ml - AEI 1032543



Len'Oil
150 ml - AEI 1032546



Stain Remover
200 ml - AEI 1032545



Skin Barrier
100 ml - AEI 1032547



Creative Changer
125 ml - AEI 1032544

Merchandising & communication



Brochure Color Utilities
AEI 8032571 ITA
AEI 8032572 GB

PASSION COLOR MASK

basic colors



Passion Color Mask
250 ml

light colors

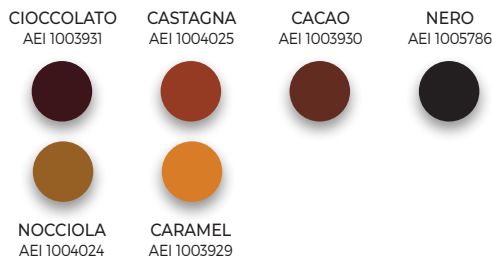


Passion Color Mask
250 ml

fantasy colors



Passion Color Mask
250 ml



retail size

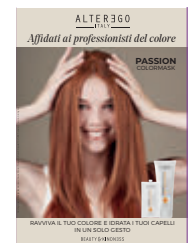


Passion Color Mask
50 ml

Merchandising & communication



Color Chart
Passion Color Mask
AEI 8032477
28x28 cm



Pancard
Passion Color Mask
AEI 8032471



Counter Display
Passion Retail
AEI 8009488

I Conditioner a doppio effetto che nutre, intensifica e tonalizza i capelli naturali, colorati o con méches. Conferisce brillantezza straordinaria ai capelli opachi e spenti, ravvivando ed esaltando il colore cosmetico.

GB Dual effect conditioner that nourishes, intensifies and tones natural coloured and highlighted hair. It restores extraordinary shine to dull hair whilst brightening and enhancing cosmetic color.

E Conditioner a doble efecto que nutre, intensifica y da tono a los cabellos naturales, teñidos o con mechas. Proporciona un brillo extraordinario a los cabellos opacos y apagados, reavivando y exaltando el color cosmético.

F Après-shampooing à double effet qui nourrit, intensifie et tonalise les cheveux naturels, colorés ou avec mèches. Il donne un éclat extraordinaire aux cheveux opaques et ternes, en ravivant et en exaltant la couleur cosmétique.

D Balsam mit Zweifachwirkung, das sowohl das natürliche, als auch das gefärbte oder gesträhte Haar nährt und pflegt und die Farbtöne intensiviert. Es verleiht mattem und glanzlosem Haar Glanz und intensiviert die Haarfarbe.

COLOR RETOUCH

COLOR RETOUCH - 75 ml



BLACK
AEI 1032392



DARK CHESTNUT
AEI 1032390



LIGHT CHESTNUT
AEI 1032393



DARK BLONDE
AEI 1032391

Merchandising & communication



Leaflet
AEI 8032403 I
AEI 8032404 GB



Counter Display
AEI 8032406

I Spray correttore istantaneo, copre in modo uniforme la ricrescita in pochi secondi. Si assorbe rapidamente e si rimuove con 1 shampoo. Fino a 25 applicazioni.

GB Instant root concealer spray, perfectly covers regrowth in seconds. It absorbs quickly and washes off after 1 shampoo. Up to 25 applications.

E Spray correcteur instantáneo cubre las raíces de manera uniforme, instantáneamente. Se absorbe rápidamente y se elimina con 1 solo lavado con champú. Hasta 25 aplicaciones

F Spray correcteur instantané, couvre uniformément les racines en quelques secondes. Rapidement absorbé, il est éliminé avec 1 shampoing. Jusqu'à 25 demandes.

D Sofort Kaschierspray zur gleichmäßigen Abdeckung des nachwachsenden Haaransatzes innerhalb weniger Sekunden. Zieht schnell ein und lässt sich mit nur einer Haarwäsche herauswaschen. Bis zu 25 Anwendungen.

JUST COLOR

JUST COLOR - 150 ml



Optimizer
150 ml - AEI 1032070

NATURAL COLORS



MOKA BROWN
AEI 1032066



SWEET TOFFEE
AEI 1032064

VIBRANT COLORS



YELLOW TALE
AEI 1032061



THAI SEA
AEI 1032069



ROTT VIOLET
AEI 1032062



RED ELVIS
AEI 1032059



ORANGE TANGO
AEI 1032060



BLUE BLUSH
AEI 1032057

ELEGANT COLORS



PEPPER PINK
AEI 1032063



VELVET PEACH
AEI 1032068

Merchandising & communication



Poster
AEI 8032101



Color Chart
AEI 8032092

I Un servizio professionale di colorazione pura a base di pigmenti di ultima generazione. La sua tecnologia funzionale si basa sull'utilizzo di pigmenti cationici, ad alta e persistente performance cromatica, che assicura un nuovo livello di brillantezza visibile in modo immediato.

GB A professional pure color service formulated with next generation color pigments. Its functional technology uses next generation cationic color pigments, their elevated and constant chromatic performance, guarantees new level of instantly visible brilliance.

E Un servicio profesional de coloración Pura a base de pigmentos de última generación. Su tecnología funcional se basa en el uso de pigmentos catiónicos, con elevado y persistente rendimiento cromático, que asegura un nuevo nivel de brillo visible inmediatamente.

F Un ervice professionnel de coloration pure de dernière génération. Sa technologie est basée sur l'utilisation des pigments cationiques, de haute performance qui assurent une brillance instantanée immédiatement visible.

D Ein professioneller PURA-Farbservice basierend auf Pigmenten der neuesten Generation. Seine funktionale Technologie basiert auf der Verwendung von cationici Pigmenten mit einer hohen und dauerhaften farblichen Leistung, garantiert ein neues Level an sofort sichtbarer Leuchtkraft.

ALTEREGO

ITALY

Hair_Cogen Team as Artistic Direction for Alter Ego Italy / Photography_ Alessandro Iovino / Products_ Alter Ego Italy



BEAUTY & KINDNESS

BLONDÉGO

Ultra pure



Pastel Toner
60 ml

MILKY MINT
AEI 1032050



PASTEL LILAC
AEI 1032053

PINK POP
AEI 1032051



DENIM MAUVE
AEI 1032054

CAPPUCCINO
AEI 1032052



DUSTY COPPER
AEI 1032055



Pure Hi-Lite
150 ml - AEI 1032056



Pure Diamond Lift
60 ml

HLO NATURAL



HL91 PEARL ASH
AEI 1009480

HL1 ASH
AEI 1009478



HL7 BEIGE
AEI 1009481

HL2 IRIS
AEI 1009479



Pure Toner
60 ml

WHITE
AEI 1032046



CARAMEL
AEI 1032048

PLATINUM
AEI 1032047



DUSTY PINK
AEI 1032048

Ultra comfort



Pure Light Blue Powder
500 gr - AEI 1032035
100gr - AEI 1032507



Balayage Clay Lightener
450 gr - AEI 1032036



Ultra 9 Lightener
500 gr - AEI 1032037
100gr - AEI 1032508



Gentle Protective Lightener
[Patent pending in Italy
n. 102019000024361]
500 gr - AEI 1032359
100gr - AEI 1032506



Pure Light Cream
500 gr - AEI 1032095



Total Blonde Activator
500 ml - AEI 1032086



Pure Light Oil
500 ml - AEI 1032093

Ultra care



Blonde Maintain Shampoo
300 ml - AEI 1032112
950 ml - AEI 1009483

Merchandising & communication



Brochure Blondego
AEI 8032365 I
CB / E / F / DE
Available in digital format



Color Chart
AEI 8032159
35x35,7 cm

I È la gamma di trattamenti esclusivamente professionali realizzati per soddisfare tutte le esigenze di capelli naturalmente biondi, decolorati o schiariti.

GB The professional range of professional treatments exclusively formulated to satisfy the specific needs of naturally blonde, bleached or lightened hair.

E Es la gama de tratamientos exclusivamente profesionales realizados para satisfacer todas las exigencias de cabellos naturalmente rubios, decolorados o aclarados.

F La toute gamme de traitements exclusivement formulée pour répondre aux besoins des cheveux blonds qu'ils soient naturels, decolorés, ou meches.

D Die Produkte, die ausschließlich dazu entwickelt wurden, allen Ansprüchen des natürlich blonden; gefärbten oder blondierten haares gerecht zu werden.

deco@go



Bleaching Blue Powder
1000 gr - AEI 1004776
6 x 500 gr - AEI 1004950



Bleaching White Powder
1000 gr - AEI 1004951
6 x 500 gr - AEI 1004952

plasmante

Merchandising & communication



Perm
300 ml - AEI 1004573



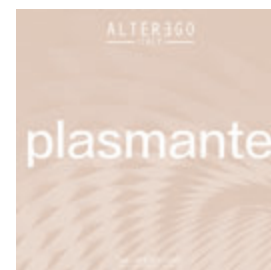
Neutralizer
750 ml - AEI 1004574



Spray
150 ml - AEI 1004575



Application Bottle
100 ml - AEI 8002137



Brochure Plasmante
AEI 8009486 I-CB-E



Accessories & Salon Tools



White Doser
AEI 3057518



Black Doser
AEI 3057408



Towel
AEI 8002188 black
AEI 8002189 white



Single Use Gowns (30 pcs)
AEI 8000905



Protective Tinting Apron
AEI 8003374



**Beauty&Kindness
Black Cutting Gown**
AEI 8032341



Brush
AEI 8032541



Tube Squeezer
AEI 8000932



Spray Bottle
AEI 8032902



Set 4 Clips Aluminium
AEI 8032935



Balayage Cushion
AEI 8005753



Digital Timer
AEI 8032450



Tinting Brush
Straight
AEI 8002857



Tinting Brush
Slanted
AEI 8002852



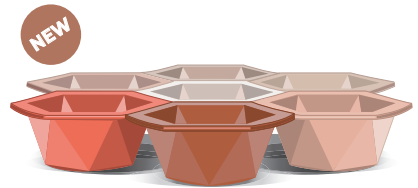
Tinting Brush
Silicon
AEI 8003467



Color Mix
AEI 8032590



Double Bristles Brush
AEI 8008951



Set 7 bowls
AEI 8032882



Tinting Black Bowl
AEI 8002851



Digital Scale
AEI 8003616



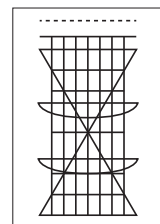
Cotton Stripes
AEI 8032021



Aluminium Foil Tearer
AEI 8032179



Aluminium Foil Rolls (2 pcs)
AEI 8032180



Freedom Color Sheets
AEI 8032360

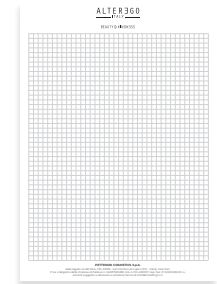
Accessories & Salon Tools



Salon Planner
AEI 8032821



Pen Alter Ego Italy AEI 8004366
Pencil Alter Ego Italy AEI 8007170



Block Notes
AEI 8002849



Try Box
AEI 8032548



Cotton Shopper
AEI 8032566



Backpack
AEI 8032872



Door Mat
AEI 8032257
Size: 70x50 cm



Trolley Nice
AEI 8032113
Size: 36x40x87 cm



Technical Trolley
AEI 8032509

Institutional Display



Institutional Display
AEI 8032377
50x27x136 cm
The code contains:
4 x cubes - 1 x crowner



Treatments Cubes
AEI 8032876
50x27x136 cm
The code contains: 4 x cubes - 1 x crowner

ALTEREGO

ITALY

BEAUTY & KINDNESS

PETTENON COSMETICS S.P.A SB
Via Del Palù 7/D - 35018
S. Martino Di Lupari (Pd) - Italy

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AEI 8032947

