

PRODUCT  
**CATALOGUE**  
*professional hair cosmetics*



**FarmaVita**  
Australia

MADE IN ITALY WITH LOVE  
[www.farmavita.com.au](http://www.farmavita.com.au)



# FARMAVITA AUSTRALIA / COMPANY PROFILE

## *About us*

Farmavita Australia are the sole importers of products made by Farmavita Italy. We have over 30 years of experience in the hairdressing industry.

Farmavita Australia are proud to highlight the ever-growing popularity of the Farmavita range. Farmavita is a very progressive and innovative company. Their marketing base is still expanding and their products are now available in 40 countries including the US, Canada, Europe, the Middle East and Russia. The plant in Milano, Italy is a modern full scale industrial complex, and is fully computerised. The company is constantly monitoring new trends and ingredients for their products and investing in their own research and development. Each product is handled from formulation to shipment thus ensuring the highest quality.

*[www.farmavita.com.au](http://www.farmavita.com.au)*

# Life Color Plus

## Professional



# GET THE PERFECT COLOUR

Professional hair colouring  
cream 100ml

Professional permanent hair colouring  
cream 100 ml with Excelsa Hp  
Technology.





## LIFE COLOR PLUS

TECHNOLOGY: EXCELSA HP

**The new EXCELSA Hp Technology allows to provide the proper nourishment to restore the main hair components: water, proteins, lipids.**

**1. Intense repair and maximum protection to promote a better colour penetration.**

Low molecular weight oligopeptides are the products of gentle enzymatic hydrolysis of the protein rich Bertholletia Excelsa fruit. The small molecular size allows to better penetrate through the hair fibre and bind tightly to the hair proteins, helping the restructuring and providing great benefits from within. Moreover, a special anti-irritation molecule creates a protective film for skin and hair during the application.

**2. Deep and lasting moisture.**

The deep penetration through the hair fibre cuticle into the cortex combined with the real capacity of these molecules to bind water, allow to provide lasting and deep moisturisation. Moreover they allow to maintain the proper water balance of the hair against humidity, with an evident aesthetic effect on the styling. This results in hair that is strong, bright and easy to comb.

**3. Balanced formula: long lasting colour and 100% white coverage.**

The interaction between moisturising oligopeptides and high quality pigments results in brilliant and rich colours, with an optimum degree of coverage (100% of white hair). The precise balancing of the formulation ensures stabilised colour, avoidance of fading and keeping of brightness for a long time. The base is enriched with a revolutionary raw material that absorbs and destroys the ammonia smell.

LIFE COLOR PLUS CHART

140 nuances

	NATURALS																																
	INTENSE NATURALS																																
	WARM NATURALS																																
	MAT NATURALS																																
	ASH																																
	INTENSE ASH																																
	GOLDENS																																
	BROWNS \ BEIGES																																
	COPPERS																																
	REDS																																
	MAHOGANY																																
	VIOLETS / IRISÉE																																
0	.00	.03	.07	.1	.11	.3	.33	.34	.31	.32	.35	.52	.7	.77	.71	.12	.13	.15	.4	.43	.44	.45	.46	.62	.66	.66	.5	.02	.021	.20	.21	.22	.26
10	100			10.1			10.34						10.7			NEW 9.12	9.13		8.13							NEW 10.5	NEW 10.02	NEW 10.021			NEW 9.21	NEW 9.22	NEW 9.26
9	90	900		9.07	9.1	9.11	9.3	9.33					9.7						8.4							NEW 8.45					NEW 8.66		
8	80	800	8.03	8.07	8.1	8.11	8.3	8.33	8.34				8.7				8.13		8.4							NEW 8.45					NEW 8.66		
7	70	700	7.03	7.07	7.1	7.11	7.3			7.31	7.32		7.7	7.77	NEW 7.71	NEW 7.13			7.4	7.43	7.44	7.45	7.46	7.62	7.66								
6	60	600	6.03	6.07	6.1	6.11	6.3			6.34	6.31	6.32	6.35	6.52	6.7	6.77	6.71	NEW 6.13	6.15	6.4	6.43				6.45	6.46	6.62	6.66	NEW 6.66	6.5		6.26	
5	50	500	5.03	5.07	5.1		5.3				5.31		5.35	5.52	5.7	5.77	NEW 5.71	5.12		5.4	5.43				5.62					5.5		5.20	
4	40	400	4.03		4.1		4.3						4.35	4.52		4.77		4.12												4.5		4.20	
3	30																																
1	1.0																																

BOOSTERS



MINERAL  
SHADOWS COLLECTION



SUPERLIGHTENERS/  
NEUTRAL

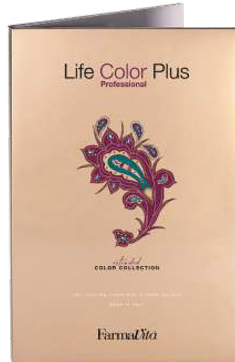


# Life Color Plus

## Professional



**1000 ML**



**235 x 340 CM**



Now includes 12 brand new colours and The Mineral Shadows Collection.

### LIFE CREAM DEVELOPER

TONE ON TONE | 10 VOL | 20 VOL |  
30 VOL | 40 VOL

Stabilised oxidising emulsion.

### LIFE COLOUR CHART

140 COLOURS

Available in LUXURY size.



**500 GR**

### BLUE BLEACHING POWDER

DUST FREE - LIFT UP 7 TONES

Blue Bleaching powder dust free.  
Safe work. Best results.  
Lightening: 6 tones and more.



**500 GR**

### WHITE BLEACHING POWDER

DUST FREE - LIFT UP 7 TONES

White Bleaching powder dust free.  
Safe work. Best results.  
Lightening: 6 tones and more.



**150 GR**

### LIFE DECOLOR

CREAMY BASE - LIFT UP 6 TONES

Bleaching cream. Easy to mix, easy to use. Ideal for every bleaching technique.  
Creamy texture: 100% dust free.  
It bleaches up to 6 tones.

# SUPREMA COLOR



BEHIND  
THE  
BEAUTY

Professional hair colouring  
cream 60ml

Professional permanent hair colouring  
cream 60 ml with Prodigious Oil  
Complex.





FRUITY  
FRAGRANCE

60 ML

#### SUPREMA COLOR

Size: 60 ml / 2.11 fl.oz

Formula: Balanced Formula

Technology: Prodigious Oil Complex

Standard mix ratio 1:1,5

Intense result 1:1

No. Nuances: 121

Mineral Shadows Collection Included

## SUPREMA COLOR

TECHNOLOGY: PRODIGIOUS OIL COMPLEX

**SUPREMA COLOR** is a professional oxidising permanent hair colouring cream providing 100% grey coverage. Guarantees intense, luminous and vibrant results thanks to high quality ingredients and to its formula, with a creamy base rich in conditioning agents and lipids that work in synergy with an exclusive prodigious oil complex for supreme conditioning, brilliance and protection. Suprema Color offers new and infinite possibilities of colour expression, thanks to its exclusive and complete colour palette with 121 shades: Naturals, Intense, Warm and Cold Naturals, Ash, Goldens, Browns, Beiges, Reds, Violets, Superlighteners and Special Mix.

**Mixture:** Mix Suprema Color 1:1,5 with Cream Developer at 20-30-40 Volumes or 1:2 at 40 Volumes in case of super-bleaching products. Mix Suprema Color 1:1 with Cream Developer at 20-30-40 Volumes to obtain a more intense colour.

**Technology:** *Prodigious oil complex:* a powerful combination of emollient and nourishing ingredients. A blend of 3 precious oils combined to assure luxurious brilliance, extreme nourishing and protection.

Creamy base rich in conditioning agents and lipids. High quality ingredients.

# SUPREMA COLOR CHART

# 121 nuances

[illegible]

## CORRECTORS



**THE MINERAL**  
**SHADOWS COLLECTION**



SUPERLIGHTENERS/  
NEUTRAL



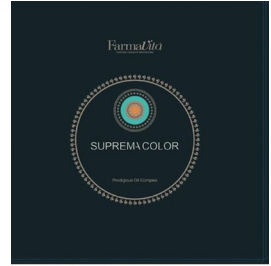
# SUPREMA COLOR



**1000 ML**



**500 GR**



**31 x 31 CM**

## SUPREMA CREAM DEVELOPER

TONE ON TONE | 10 VOL | 20  
VOL | 30 VOL | 40 VOL

Stabilised oxidising emulsion. Available in: Tone on Tone - 10 - 20 - 30 - 40 volumes.

## SUPREMA BLEACHING POWDER

KEY INGREDIENTS: RICE STARCH

Blue Bleaching powder ultra blonde, up to 8 levels of lift, fast lightening action, dust free.

## SUPREMA COLOUR CHART

121 COLOURS

Available in LUXURY size.



## THREE PRECIOUS OILS

MACADAMIA + ARGAN + AVOCADO

### MACADAMIA OIL

It comes from the nut of the Macadamia (Macadamia Ternifolia) tree, a native Australian nut. It is very rich in Oleic acid, Palmitoleic acid and Linoleic acid and also contains saturated fatty acid which give the oil incomparable emollient properties.

### ARGAN OIL

Argan Oil comes from the fruit of the Moroccan Argan (Argania Spinosa) tree. It remains one of the rarest and prized oils in the world. Rich in Vitamin E, Linoleic acids and Natural Tocopherols which give the oil antioxidant and shining properties.

### AVOCADO OIL

The avocado Oil comes from the fruit of the exotic (Avocado) tree. High in unsaturated fatty acids (84%), Vitamin A and Vitamin B, and thanks to its important unsaponifiable fraction, Avocado oil is a high performance nourishing ingredient.

AMMONIA  
FREE

B. life  
color



# THE ULTIMATE SHINE

**Ammonia free hair  
colouring cream 100ml**

Ammonia free professional hair  
colouring cream 100ml, enriched with  
Argan oil.





100 ML

#### B.LIFE COLOR

Size:	100 ml / 3.38 fl.oz
Formula:	Gentle Ammonia Free
Technology:	Argan oil + Vitamin E
Standard mix ratio	1:1,5
Intense result	1:1
No. Nuances:	45

## B.LIFE COLOR

TECHNOLOGY: ARGAN OIL + VITAMIN E

### Enriched with Argan oil for brilliant colours. Ammonia free.

B. life Color is a gentle, ammonia free hair colouring cream. The gentle cream contains conditioning and lenitive components for full protection during the colour treatment. The gentle formula is enriched with Argan oil that softens, revitalises, moisturises and improves hair elasticity. B.life Color contains in its formula the highest standard of ammonia free hair colouring cream, for multifaceted colour and a hyper natural look. Nourishment and protection from the inside for healthy, natural, full of shine hair!

**Mix ratio:** 1:1,5. Use with Tone on Tone Developer to enhance natural colour; use with 3% Cream Developer to cover over 50% of grey hair; use with 6% Cream Developer to cover up to 100% of grey hair. For more intense colour, mixing ratio 1:1.

**Fragrance:** the new fragrance with fruit tones gives clients in salon a pleasurable experience.











































## B.LIFE COLOUR CHART

45 COLORS

31 x 31 cm



**45** nuances available

RAMATI coppers	ROSSI reds	BLONDI blondes	MARRONI browns	NATURALI naturals
 5.4	 4.52	 5.3	 5.77	 2.0
 7.4	 5.5	 6.3	 6.77	 3.0
 7.43	 6.52	 7.3	 7.77	 4.0
	 6.66	 8.3	 7.32	 5.0
VIOLA/IRISEE violets/insee	 7.66	 9.3	CENERE/BEIGE ash/beige	 6.0
 5.20	 6.62	 9.01	 7.1	 7.0
 6.26		 9.02	 7.13	 8.0
		 9.03	 8.13	 9.0
			 9.13	 10.0
			 6.35	
			 7.35	
			 5.35	
			 6.34	
			 5.34	
			 6.1	



B. life  
color



# omniplex

PROFESSIONAL



## PREMIUM SALON SERVICE

### Professional hair damage solutions

Omniplex is based on a new technology capable of long-lasting repair of the hair fibre, for extraordinary and immediately visible results!





100 ML



500 ML

## KIT OMNIPLEX SYSTEM

THE INNOVATION: A NEW MOLECULAR TECHNOLOGY

**Stressed, dry, dull-looking hair?** The problem is the inevitable fibre damage due to chemical treatments, heated styling tools and hair age. To stop and reverse this deterioration process, Farmavita has developed Omniplex, an innovative system to restore the natural hair structure DURING CHEMICAL TREATMENTS! Omniplex is free of Sulphate, DEA and MI.



150 ML



500 GR



150 ML

### N3. MIRACLE AT HOME

INNOVATIVE MOLECULAR COMPLEX

Miracle at Home reactivates the rebuilding molecular complex of the professional Omniplex treatment.

### BLEACHING POWDER

2 IN 1  
TECHNOLOGY: PLEX

Omniplex blue bleaching powder 2 in 1: power and protection. With Plex technology to help protect and preserve the hair's structural bonds.

### SCALP PROTECTOR

KEY INGREDIENTS: ALOE VERA + MARIGOLD

Serum with protective and soothing action on the scalp, ensures comfort during technical services. Free from mineral oil, paraffins and synthetic dyes.

# DISCOVER

# BLOSSOM

# GLOW

## COLLECTION

### For all shades of blonde

Discover the perfect finish for blonde hair colours with Blossom Glow.

**12 new toners** with a gentle ammonia free clean formula, for clients who want to enhance their blonde tones, neutralise unwanted warmth or enrich low lights.

Use always in combination with the innovative **Bond Care Shampoo and Mask** to ensure a superior blonde hair quality and long lasting colour results.

Omniplex Tech + Vegetal Keratin

# CLEAN FORMULA

✓ pH-Balanced Technology

✓ Zero Ammonia

✓ Zero Alcohols

✓ Zero Direct Dyes

✓ Zero Damage

♥ Vegan Formula



100 ML



1000 ML / 250 ML



1000 ML / 250 ML

**BLOSSOM GLOW TONER**  
OMNIPLEX TECH + VEGETAL KERATIN

A perfect balance of colour and glow in a gentle, creamy, ammonia-free formula to get the perfect finish for blonde hair colours.

**BOND CARE SHAMPOO**  
OMNIPLEX TECH + VEGETAL KERATIN

Micellar Shampoo, ideal for coloured hair. Helps to reinforce bonds, while cleansing, illuminating and nourishing hair.

**BOND CARE MASK**  
OMNIPLEX TECH + VEGETAL KERATIN

Helps to reinforce capillary bonds while nourishing the hair, leaving it feeling soft, shiny and healthy-looking.

# AMETHYSTE PROFESSIONAL

HAIR AND SCALP BEAUTY RITUAL



INSPIRED  
BY SKIN  
CARE

Reveal the natural beauty  
of your hair.

An exclusive sensorial experience in your  
salon to enhance the true beauty of your  
hair.



# AMETHYSTE COLOR



250 ML

1000 ML

## COLOR SHAMPOO

TECHNOLOGY: OMNIA COLOR SYSTEM



250 ML



1000 ML

## COLOR MASK

TECHNOLOGY: OMNIA COLOR SYSTEM



10 x 10 ML

## COLOR RE-VITAL

TECHNOLOGY: OLIGOMINERALS COMPLEX

Luminous colour protective shampoo for colour-treated, sensitised, highlighted hair. Protects and maintains colour intensity. Hair is soft and silky.

**Directions:** Apply to wet hair, comb through to distribute evenly. Rinse.

Luminous colour protective mask for colour-treated, sensitised, highlighted hair. Hair is shiny, soft and easy to comb.

**Directions:** Apply to wet hair, comb through to distribute evenly. Leave on for a few minutes. Rinse.

Colour saver lotion, intensive restoring treatment for colour-treated, dry and damaged hair. It is specially designed to provide strength and vigour to the hair bringing back the shine, strength and health.

**Technology** - Oligominerals complex.

- Benefits:**
1. Smooths the cuticle
  2. The minerals penetrate deep into the hair
  3. Does not create build-up that weighs hair down
  4. Increases hydration
  5. Enhances the scalp health.

**Directions:** Apply to wet hair, comb through to distribute evenly. Leave on for a few minutes. Rinse.

## TECHNOLOGY : OMNIA COLOR SYSTEM

**Meadowfoam Seed Oil:** precious oil rich in natural antioxidants and with unique fatty acid composition, helps maintain colour intensity and shine.



# AMETHYSTE HYDRATE



## HYDRATE SHAMPOO

TECHNOLOGY: NUTRI-CASHMERE COMPLEX

Nourishing shampoo for dry/sensitised hair. Helps restore the nutritive balance of the hair fibre.

**Directions:** Apply to wet hair, comb through to distribute evenly. Rinse.

## HYDRATE VELVET MASK

TECHNOLOGY: NUTRI-CASHMERE COMPLEX

Nourishing mask for dry/sensitised hair. Provides deep nutrition and moisture to the hair fibre.

**Directions:** Apply to wet hair. Leave on for a few minutes. Rinse.

## HYDRATE LUMINESCENCE

KEY INGREDIENTS: CASHMERE PROTEINS

Ultra-light lotion, for dry/sensitised hair. It provides hair with brilliant luminosity and moisture. This luxurious treatment is the secret for beautifully soft hair that looks like shimmering crystals.

**Directions:** Apply to wet hair, comb through to distribute evenly. Leave on for a few minutes. Rinse.

## TECHNOLOGY : NUTRI-CASHMERE COMPLEX

**Cashmere Protein:** protects hair due to its sealing properties resulting from high molecular weight and Amino Acid composition. The Cashmere protein is able to absorb and draw molecules of water thus maintaining the correct moisture balance and providing high shine.

**Glycerin:** strengthens and moisturises.

**Panthenol:** penetrates into the hair shaft to inject hydration and balances the natural moisture level.

# AMETHYSTE SILVER



250 ML

1000 ML

## SILVER SHAMPOO

TECHNOLOGY: NEUTRALISING PIGMENT

Brightening shampoo for silver and very light blonde hair. Gently cleanses and helps neutralise yellow undertones, adds intense brightness to silver hair and enhances very light blonde highlights.

**Technology** - Anti-yellow pigments: reduce unwanted yellow tones of grey hair, prelightened, tinted blonde hair or highlights.

# AMETHYSTE VOLUME



250 ML

## VOLUME SHAMPOO

TECHNOLOGY: VOLUME UP SYSTEM

Strengthening volumising shampoo. Provides improved strength and vitality, leaving the hair full of volume.

**Benefits:** 1. Adds volume 2. Controls “fly away” effect and frizz 3. Thermal protection 4. Shine 5. Manageability

**Directions:** Apply to wet hair, comb through to distribute evenly. Rinse.



250 ML

## VOLUME CONDITIONER

TECHNOLOGY: VOLUME UP SYSTEM

Volumising reinforcing conditioner. Provides strength and volume without weighing down the hair. Hair is full of body, shiny and easy to comb.

**Benefits:** 1. Adds volume 2. Controls “fly away” effect and frizz 3. Thermal protection 4. Shine 5. Manageability

**Directions:** Apply to wet hair, comb through to distribute evenly. Leave on for a few minutes. Rinse.

## TECHNOLOGY : VOLUME UP SYSTEM

Infused with a combination of panthenol, polymers and vitamins working together to create a weightless structure within the hair, Amethyste volume programme uses a unique technology that gives extra weightless volume and strength, while adding moisture and shine.

# AMETHYSTE STIMULATE



**+ 25 HAIR GROWTH\***  
PLANOXIL RG & KERATIN

## PLANOXIL RG

Is a hair growth agent, based on its abilities to induce earlier Telogen to Anagen conversion. Markedly increases the depth and size of the hair follicles.

## KERATIN

Extremely effective conditioner by virtue of high cystine levels. Imparts film forming benefits. Gives long lasting body and sheen.



**250 ML**

**1000 ML**

## STIMULATE SHAMPOO

KEY INGREDIENTS: PLANOXIL RG & KERATIN

Energising shampoo for thinning hair, prone to hair loss. Scalp-stimulating effect, densifying action. Adds body and volume. Hair is left feeling thicker.

TECHNOLOGY - *Planoxil RG & Keratin*

**Directions:** Apply to wet hair, comb through to distribute evenly. Rinse.



**12 x 8 ML**

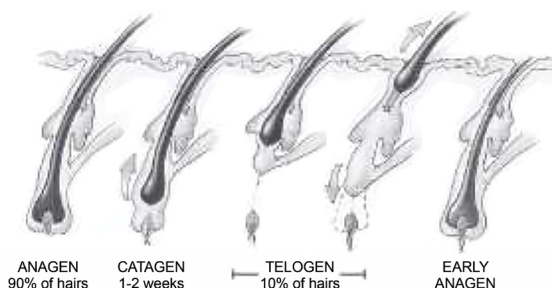
## STIMULATE HAIR LOSS CONTROL

KEY INGREDIENTS: PLANOXIL RG & KERATIN

Intensive lotion. Advanced programme for thinning hair and hair loss. Formulated with Planoxil RG and Keratin, it provides a scalp-stimulating effect. Adds body and volume. Hair is left feeling thicker.

**Directions:** Wash the hair with Amethyste Stimulate shampoo. Using the applicator, open the vial and apply its content directly onto scalp, section by section. Massage thoroughly. Do not rinse out.

## HAIR GROWTH CYCLE:





# AMETHYSTE PURIFY



150 ML

## PURIFY PEELING MASK

KEY INGREDIENTS: MICROBEADS & JOJOBA OIL

Pre-shampoo peeling. Remove flakes, excess oil and product residue.

TECHNOLOGY - *Amethyst*

*Microbeads*: inspired from skincare, help exfoliate the scalp. Release a highly concentrated dose of Jojoba oil. *Jojoba Oil*: soothing effect on irritated scalp.

**Ideal to prepare the hair and scalp before any treatment.**

**Directions:** Perform gentle circular movements with the tips of the fingers together. Add water if necessary. Rinse.



250 ML

1000 ML

## PURIFY SHAMPOO

KEY INGREDIENTS: PIROCTONE OLAMINE

Refreshing purifying shampoo assists in reducing dry and oily dandruff. Cleansing the scalp and hair.

TECHNOLOGY - *Piroctone*

*Olamine*: is an anti-dandruff solution proven to be efficient. It helps restore the scalp's natural balance. *Menthol*: cools and soothes for a fresh, clean feeling. *Pro-Vitamin B5*: provides additional moisture. *Vitamin E*: helps protect hair from free radicals, anti-age effect.

**Directions:** Apply to wet hair, comb through to distribute evenly. Rinse.

# AMETHYSTE REGULATE



250 ML

1000 ML

## REGULATE SHAMPOO

KEY INGREDIENTS: SALICYLIC ACID + VITAMIN B5

Long lasting balancing shampoo for oily scalps. Regulates excessive sebum production. Scalp is left well-balanced, hair is cleaner and weightless.

TECHNOLOGY - *Salicylic Acid*:

deeply cleanses the scalp and regulates sebo production. *Pro-Vitamin B5*: provides additional moisture.

**Directions:** Apply to wet hair, comb through to distribute evenly. Leave on for a few minutes. Rinse.

# AMETHYSTE

## COLORING MASK COLLECTION

### COLOUR RECHARGE

*for coloured hair*



250 ML

#### COPPER

KEY INGREDIENTS: ARGAN OIL +  
PIGMENTS



**Mask for copper tones.** Intensifies and illuminates copper and warm red tones.

**Directions:** After shampooing, wear suitable gloves, distribute uniformly on towel-dried hair and massage. Leave in for 5 mins then rinse thoroughly.



250 ML

#### RED

KEY INGREDIENTS: ARGAN OIL +  
PIGMENTS



**Mask for red tones.** Intensifies and illuminates light and dark red tones.

**Directions:** After shampooing, wear suitable gloves, distribute uniformly on towel-dried hair and massage. Leave in for 5 mins then rinse thoroughly.

**Rich colouring mask**, formulated with high perming direct pigments, revives and intensifies colour in a few minutes. Enriched with Argan Oil for extreme nourishing and brilliance, leaves hair extraordinarily luminous and soft. Ammonia & Hydrogen Peroxide Free. It does not act on regrowth.

#### Benefits:

1. Gentle on hair
2. Instantly revives and intensifies colours
3. Soft and luminous hair
4. Alluring fragrance
5. Fast and easy to use



250 ML

## BRUNETTE

KEY INGREDIENTS: ARGAN OIL +  
PIGMENTS



**Mask for brunette tones.** An intense chocolate brown ideal for all brunette tones. It creates chocolate tones on natural hair.

**Directions:** After shampooing, wear suitable gloves, distribute uniformly on towel-dried hair and massage. Leave in for 5 mins then rinse thoroughly.



250 ML

## SILVER

KEY INGREDIENTS: ARGAN OIL +  
PIGMENTS



**Mask for silver-very light blonde tones.** Neutralizes unattractive yellow undertones from silver-white hair. Eliminates yellow residue from very light blonde highlights turning them a brilliant white.

*Complementary product:* Amethyste SILVER Shampoo

**Directions:** After shampooing, wear suitable gloves, distribute uniformly on towel-dried hair and massage. Leave in for 5 mins then rinse thoroughly.



250 ML

## BLOND

KEY INGREDIENTS: ARGAN OIL +  
PIGMENTS



**Mask for blonde tones.** Brightens up golden tones in blonde/light-blond hair. Revives highlights with a brilliant golden tone.

**Directions:** After shampooing, wear suitable gloves, distribute uniformly on towel-dried hair and massage. Leave in for 5 mins then rinse thoroughly.

# ONELY

A NEW CONCEPT OF LUXURY



## THE BOTANICAL HAIRCARE



# THE BEAUTY SECRET

— FOR INCREDIBLE HAIR —



150 ML

## 10 IN 1 THE ONE & ONLY

KEY INGREDIENTS: ALOE + UV FILTER

### 10 in 1 Onely Leave-In Mask.

Provides 10 sublime benefits for stunning hair, with renewed shine, health and improved texture.

#### 10 benefits:

1. Deep nourishment
2. Frizz and “fly away” control
3. Thermal protection
4. Instant detangling
5. High shine
6. Color Protection
7. Silky and soft hair
8. Split ends prevention
9. Adds volume and body
10. Scented hair

**Directions:** Spray directly over damp hair, do not rinse. Or, apply on the palm of the hand and distribute evenly on dry hair.



200 ML

## THE BOTANICAL SHAMPOO

KEY INGREDIENTS: BOTANICAL EXTRACTS

### 10 in 1 Botanical Shampoo.

Rich shampoo infused with botanical oils and extracts. For all types of hair.

#### 10 benefits:

1. Daily use
2. Rich infusion
3. Extra silkiness
4. Colour saver
5. Frizz control
6. UV protection
7. Boosts shine
8. Balances scalp
9. Hydrates
10. Revitalizes.

**Directions:** Apply to wet hair, massage gently and rinse.



150 ML

## THE DRY SHAMPOO

KEY INGREDIENTS: RICE STRACH & PANTHENOL

### 10 in 1 Dry Shampoo.

#### 10 benefits:

1. Refreshes
2. Style extender
3. Adds volume
4. Humidity shield
5. Fresh scent
6. Absorbs oil
7. No residue
8. Time saver
9. Easy to use
10. Natural finish

**Directions:** Shake well. Spray 15-20cm from dry roots. Let dry, then brush out or disperse with fingers.

# ARGAN SUBLIME



## LUXURIOUS BEAUTY RITUAL

DESK DISPLAY





250 ML

1000 ML

## ARGAN SUBLIME SHAMPOO

KEY INGREDIENTS: ARGAN OIL

A unique, precious, nourishing Argan oil Shampoo with intense exotic fragrance designed to create healthy, seductive, silky hair. This superior *Sulphate free* formula with surfactants derived from raw material of vegetable origin, cleans gently and it is ideal for all hair types.

**Directions:** Apply generously to wet hair, massage into a creamy lather through to ends, then rinse the hair thoroughly.



250 ML

1000 ML

## ARGAN SUBLIME MASK

KEY INGREDIENTS: ARGAN OIL + MICA CRYSTALS

A rich restorative Argan oil Mask with intense exotic fragrance and golden creamy texture, specially designed to bring lush softness, shine and nourishment to the hair. Inspired by ancient tradition, this formula nourishes the hair fibre while creating soft, shiny, silky perfection thanks to its gently active ingredients and the precious Mica crystals.

**Directions:** Apply generously to wet hair, massage and leave on hair 3-5 minutes. Rinse.



100 ML

## ARGAN SUBLIME ELIXIR

KEY INGREDIENTS: ARGAN OIL

A sublime multi-use Argan oil Elixir with intense exotic fragrance for seductive, silky and shiny hair. Ideal for all hair types.

**Sublime Results:** renourished and softened dry hair, revitalised and strengthened damaged hair, mature hair regains flexibility and shine, unruly hair becomes manageable and easy to comb.

**Directions:** Rub 1-2 pumps onto the palms of your hands and apply evenly through the mid-lengths and ends.

# backbar

professional haircare  
*essential collection*



## PROFESSIONAL HAIRCARE

Mix and Match

The ideal recipes for shiny,  
healthy-looking hair.





5 LT

1000 ML

250 ML

## COLOR SHAMPOO

KEY INGREDIENTS: FIG EXTRACT & ALMOND MILK

Colour protection shampoo for coloured hair.

Why it's special:

- Contains an antioxidant-rich mix of Almond milk and Fig
- Its advanced formula cleans and helps extend colour-treated hair's vibrancy, leaving hair silky and shiny
- The optimised low pH formula helps to close the cuticle after colouration
- Exclusive Aroma: Mediterranean Myrtle and Sicilian Orange.

**Directions:** Apply to wet hair, massage gently and rinse.



5 LT

1000 ML

250 ML

## NOURISHING SHAMPOO

KEY INGREDIENTS: ARGAN OIL & HONEY

Nourishing shampoo for dry and dull hair.

Why it's special:

- Enriched with a precious Argan oil elixir and Honey. These legendary natural ingredients are rich in Vitamin E and essential Fatty acids
- Its nutrient-rich formula leaves hair clean, silky and nourished. It provides softness without weighing hair down
- Aroma: Honey biscuits.

**Directions:** Apply to wet hair, massage gently and rinse.



5 LT

1000 ML

250 ML

## GENTLE SHAMPOO

KEY INGREDIENTS: LAVENDER & OATS EXTRACT



5 LT

1000 ML

250 ML

## REVITALIZING SHAMPOO

KEY INGREDIENTS: MEDITERRANEAN HERBS

Daily use gentle shampoo for all hair types.

Why it's special:

- Contains Oats and Lavender, organic ingredients rich in protein and fats – with soothing and moisturising properties
- Gentle pH 5.5 formula for hair and scalp. It leaves hair clean, shiny and supple.
- Aroma therapy effect: relaxes and lifts the mood.

Dermatologically tested.

**Directions:** Apply to wet hair, massage gently and rinse.

Daily-use revitalising shampoo for all hair types.

Why it's special:

- Infused with a 9 herbs\* detox mix rich in Vitamins, Polyphenols and Antioxidants that noticeably strengthen and revitalise the hair and scalp
- A targeted formula that cleanses and detoxes leaving the hair and scalp clean and healthy-looking.
- Aroma: Nashi Pear and Geranium.

**Directions:** Apply to wet hair, massage gently and rinse.



1000 ML

250 ML

## COLOR MASK

KEY INGREDIENTS: SUNFLOWER SEED EXTRACT

Colour protection mask for coloured hair.

Why it's special:

- Enriched with Sunflower Seed extract, a superfood deeply rich in Vitamin E and Linolenic Acid
- Its rich and creamy formula helps to extend colour-treated hair's vibrancy while detangling, adding shine and nourishment
- Aroma: Passion flower.

**Directions:** After shampooing, apply to wet hair and comb through. Leave on for 2-3 minutes. Rinse.



1000 ML

250 ML

## EXTREME CONDITIONER

KEY INGREDIENTS: AVOCADO & WHEAT PROTEIN

Extreme conditioner for dry hair.

Why it's special:

- Infused with a highly nutritious Superfood mix of Avocado Oil and Wheat Protein, rich in Fatty Acids, Tocopherols and Proteins
- Ultra moisturising formula that deeply nourishes and detangles the hair, controls frizz and leaves the hair shiny and silky smooth
- Aroma: Coconut and Mango.

**Directions:** After shampooing, apply to wet hair and comb through. Leave on for 2-3 minutes.



1000 ML

250 ML

## RESTORE CONDITIONER

KEY INGREDIENTS: BETA-CAROTENE & VITAMINS

Deep restoring conditioner for damaged hair.

Why it's special:

- Contains Betacarotene (Provitamin A), a carotenoid with anti-free radical, repairing, protective, and anti-ageing properties
- A highly effective conditioner that is perfect for everyday use. It helps to restore and protect the hair shaft, while maintaining hair that is shiny, manageable and soft
- Aroma: Orchid and Mango.

**Directions:** After shampooing, apply to wet hair and comb through. Leave on for 2-3 minutes.

# EVE

EXPERIENCE

## EVE BLEACHING POWDER

UP TO 9 LEVELS OF LIFT

Dust free bleaching powder. Up to 9 levels of lift. Fast-acting lift. No yellow effect. KV Technology



500 GR





250 ML



12 x 8 ML

## ACTIVE INGREDIENTS

AUXINA TRICOGENA + CAFFEINE +  
VITAMIN E

## BIOXIL SHAMPOO

AUXINA TRICOGENA + CAFFEINE +  
VITAMIN E

## BIOXIL LOTION

AUXINA TRICOGENA + CAFFEINE +  
VITAMIN E

### AUXINA TRICOGENA

Alcoholic vegetable extract obtained by selective extraction. This is a special complex having a stimulating effect on the hair bulb. Its improving effect is activated, normalising the respiratory exchanges between hair roots and blood circulation.

### CAFFEINE

Easily absorbed by the skin thanks to its compatibility, improving the peripheral dermic circulation.

### VITAMIN E

Antioxidant action. It protects from free radicals.

Shampoo enriched with Trimetilxantina and Vitamin E. Gently cleanses hair and purifies the scalp, preparing them for the action of Bioxil lotion. The active ingredients released encourage the dermic circulation and also have a protective effect. The use is recommended combined with the BIOXIL lotion.

**Directions:** Apply a small amount of product on wet hair and lather. Rinse. If necessary, repeat the operation one more time.

Functional intensive treatment for the prevention of hair loss, without added perfumes. The properties of Bioxil Lotion are due to the synergy of two active ingredients: *Auxina Tricogena*, which improves metabolic exchanges between hair and blood circulation and *Trimetilxantina* that stimulates and encourages this action.

**Directions:** Wash the hair with BIOXIL Shampoo. Massage the scalp and apply the contents of a vial. Leave the product for a few minutes, style without rinsing the hair.

# BIOXIL TREATMENT



# STYLING COLLECTION

## HD LIFESTYLE

### professional styling collection



improved  
formula

#### HYALURONIC LEAVE-IN CONDITIONER

Hold 0 1 2 3 4 5 | 240 ML

KEY INGREDIENTS: HYALURONIC ACID /  
PANTHENOL

Instant smoothing and nourishing leave-in conditioner, for frizzy and unruly hair. Infused with Hyaluronic Acid, provides youth-restoring plumping effect.

**Directions:** Spray onto clean and towel dried hair.



improved  
formula

#### SMOOTHING LEAVE-IN CREAM

Hold 0 1 2 3 4 5 | 150 ML

KEY INGREDIENTS: THERMOSETTING  
POLYMERS / VEGETAL KERATIN /  
PANTHENOL

Smoothing leave-in cream for long lasting frizz-free sleek hair. The exclusive complex of Vegetal Keratin and Thermosetting Polymers reduces breakage during brushing while protecting the hair from heat damage.

**Directions:** Distribute through damp hair and style.





## SILKY BOND LEAVE-IN CREAM

**Hold** 0 1 2 3 4 5 | 150 ML

KEY INGREDIENTS: OMNIPLEX AGENT /  
CONDITIONING AGENT /  
VEGETAL KERATIN

Highly concentrated leave-in cream with Omniplex agent and Vegetal Keratin. Helps repair damaged lengths and seal split ends.

**Directions:** Apply to wet or dry hair, on mid-length and ends.



## WAVE DEFINING FLUID

**Hold** 0 1 2 3 4 5 | 150 ML

KEY INGREDIENTS: HYALURONIC ACID /  
PANTHENOL

A soft-textured fluid to create and enhance wavy hair. Ideal for boosting volume and shine, defining waves and eliminating frizz. Ideal for heat styling.

**Directions:** Apply to washed and towel dried hair.



## CURL CREAM AMPLIFIER

**Hold** 0 1 2 3 4 5 | 150 ML

KEY INGREDIENTS: HYALURONIC ACID /  
THERMOSETTING POLYMERS

Provides hold and control for defined curls and waves. Protects against humidity.

**Directions:** Apply to towel-dried hair from the roots to ends twisting hair sections with your fingers to define curls and waves. Do not rinse out.



## SMOOTH & PROTECT SPRAY

**Hold** 0 1 2 3 4 5 | 300 ML

KEY INGREDIENTS: LINSEED OIL  
EXTRACT

Smooth and protect spray. It protects hair from thermal damage caused by flat iron and blow dryer.

**Directions:** Spray over unruly, damp or dry hair.



## CRYSTAL DROPS

**Hold** 0 1 2 3 4 5 | 100 ML

KEY INGREDIENTS: LIQUID CRYSTALS

For instant shine and softness, ideal for split ends.

**Directions:** Pump a few drops onto your hand and apply to towel dried hair.



## CONDITIONING SHAPING CHANTILLY

**Hold** 0 1 2 3 4 5 | 200 ML

KEY INGREDIENTS: BOUNCE MEMORY  
FACTOR / PANTHENOL / LINSEED OIL  
EXTRACT

Creates waves with smooth silky static-free style. Defines curls, controls frizz and adds shine.

**Directions:** Shake well. Distribute evenly throughout on damp hair. Style as desired.



## SEA MIST SALT SPRAY

Hold 0 1 2 3 4 5 | 240 ML  
KEY INGREDIENTS: PANTHENOL

Creates the perfect beach hair look. Gives hair thickness and volume, while Panthenol protects the hair from drying.

**Directions:** Spray onto damp or dry hair and style with fingers. Air or blow dry.



## GEL SPRAY EXTRA STRONG

Hold 0 1 2 3 4 5 | 220 ML  
KEY INGREDIENTS: FIXATIVE POLYMERS

Extra strong hold gel spray, fast drying.

**Directions:** Apply to damp or dry hair and style or finish as desired.



## VOLUMIZING SPRAY

Hold 0 1 2 3 4 5 | 220 ML  
KEY INGREDIENTS: LIFT UP TECH

Volumizing Spray with Lift-Up Technology, gives body and fullness to the hair. Provides long-lasting volume and hold. Ideal for blow drying and setting.

**Directions:** Spray onto roots of damp hair, then style.



## EXTREME GEL MAXIMUM CONTROL

Hold 0 1 2 3 4 5 | 150 ML  
KEY INGREDIENTS: UV FILTER / PANTHENOL

Extreme long-lasting gel, with UV filter and Panthenol to strengthen, nourish and protect the hair. Sculpts without leaving a sticky residue.

**Directions:** For a sleek style, apply to hair using the palms of your hands or for a structured style, use fingers to shape the hair.



## VOLUME & SHINE MOUSSE

Hold 0 1 2 3 4 5 | 300 ML  
KEY INGREDIENTS: ARGAN OIL / LIFT UP TECH

Volume & shine mousse gives your hair extra volume and shine. Control and hold for all styles.

**Directions:** Apply a small amount to damp hair and blow-dry.



## STRONG GEL FIRM HOLD

Hold 0 1 2 3 4 5 | 150 ML  
KEY INGREDIENTS: UV FILTER / PANTHENOL

Strong gel with UV filter and Panthenol to strengthen, nourish and protect the hair. Provides lasting control and hold.

**Directions:** For a sleek style, apply to hair using the palms of your hands or for a structured style, use fingers to shape the hair.



new

## MATTE FIBER PASTE

FLEXIBLE STRONG HOLD | MATTE FINISH

**Hold** 0 1 2 3 4 5 | 100 ML  
KEY INGREDIENTS: WHITE CLAY  
(KAOLIN) / GLYCERIN



Matte fiber paste, flexible strong hold.

**Directions:** Use fingers to distribute the product through the hair and style as desired.



## EXTREME HAIRSPRAY

**Hold** 0 1 2 3 4 5 | 500 ML  
KEY INGREDIENTS: ARGAN OIL /  
FIXATIVE POLYMERS

Extreme hold hairspray, gives control and volume to hair. It leaves no residue.

**Directions:** To shape, spray 8" (20 cm) from hair and comb. To finish, spray directly on the desired areas.



## DEFINING GLOSSY WAX

FLEXIBLE STRONG HOLD | SHINY FINISH

**Hold** 0 1 2 3 4 5 | 100 ML  
KEY INGREDIENTS: WATER BASE

Defining glossy wax, strong hold.

**Directions:** Use fingers to distribute the product through the hair and style as desired.



## EXTRA HOLD HAIRSPRAY

**Hold** 0 1 2 3 4 5 | 500 ML  
KEY INGREDIENTS: QUICK-DRYING  
EMOLLIENT / FIXATIVE POLYMERS

Extra strong hold hairspray, gives control and volume to hair. It leaves no residue.

**Directions:** To shape, spray 8" (20 cm) from hair and comb. To finish, spray directly on the desired areas.



## MATTE PASTE

STRONG HOLD | MATTE FINISH

**Hold** 0 1 2 3 4 5 | 50 ML  
KEY INGREDIENTS: BEESWAX / WHITE  
CLAY (KAOLIN)

Matte paste, strong hold.

**Directions:** Scoop out and rub between hands. Distribute evenly through damp or dry hair.





# AMARO

◆ GENTLEMAN'S TOOLS ◆



# GENTLEMAN'S TOOLS



250 ML

## ENERGIZING SHAMPOO

KEY INGREDIENTS: BOTANICAL HERBS

Energizing shampoo for thinning hair, enriched with an effective complex of botanical herbs and oils. Balancing effect of the scalp with dandruff and /or greasiness.

**Directions:** Apply to damp hair and lather. Leave in for a few moments, then rinse.





250 ML

## ALL IN ONE DAILY SHAMPOO

KEY INGREDIENTS: 96% NATURAL INGREDIENTS

Botanical daily shampoo. Gently cleanses hair, beard and body. Fresh balsamic action, formulated with 96% natural origin ingredients.

**Directions:** Apply to wet hair, beard and body, massage gently and rinse. Rinse eyes immediately if product comes into contact with them.



100 ML

## CARAMEL POMADE

KEY INGREDIENTS: CARAMEL

Caramel pomade. Hold: strong. Finish: medium high shine. Water-based pomade great for controlling and defining pomps, side-parts and slick-backs.

**Directions:** Use fingers to distribute the product through the hair and style as desired.



100 ML

## MATTE POMADE

KEY INGREDIENTS: GLYCERIN + KAOLIN

Matte pomade. Hold: strong. Finish: natural matte look. Great for different range of styles, classic and modern. For all hair types.

**Directions:** Scoop out and rub between hands. Distribute evenly through damp or dry hair.





125 ML

## INVISIBLE SHAVING GEL

KEY INGREDIENTS: PROVITAMIN B5 +  
SOYBEAN OIL

Fresh transparent gel for precision shaving + soothing and moisturising after shave. Brushless.

**Directions:** Wash your face with warm water then work the shave gel into your skin. Shave as usual. Alternatively massage into the face after shaving.



125 ML

## ROCK HARD GEL

KEY INGREDIENTS: PROVITAMIN B5 +  
UV FILTERS

Gel. Hold: maximum control. Finish: high shine, wet look. Great for slicked-back hairstyles, short hair, undercut haircuts.

**Directions:** For a sleek style, apply to hair using the palms of your hands or for a structured style, use fingers to shape the hair.



100 ML

## SHAVING SOAP CREAM

KEY INGREDIENTS: PIROCTONE  
OLAMINE

Rich shaving cream. Gentle formula with coconut oil and vegetal glycerin. Velvety foam. Leaves skin smooth and moisturised for hours. For brush.

**Directions:** Wet the brush with warm water and remove excess of water, then apply the cream on face and massage with brush. Shave as usual. Alternatively put a small amount in a bowl and lather using the brush. Apply the foam to the beard and shave as usual.





100 ML

## SKIN & BEARD BALM

KEY INGREDIENTS: PLANOXIL RG & KERATIN

Nourishing aftershave balm for skin + moisturiser for medium beard.

**Directions:** Apply a small amount to face and neck after shaving. Alternatively distribute throughout the beard and brush.



50 ML

## BEARD OIL

KEY INGREDIENTS: MICROBEADS & JOJOBA OIL

Nourishing oil for beard and skin. With 99% natural origin ingredients.

**Directions:** Massage a few drops into dry beard.







**HOME THERAPY**



**RESTRUCTURING  
TREATMENT**



# RESTRUCTURING SMOOTHING HOME THERAPY



250 ML

## RESTRUCTURING SHAMPOO

KEY INGREDIENTS: KERATIN

Restructuring smoothing Keratin shampoo. An exclusive formula with Keratin that gently cleanses, nourishes and calms frizz leaving hair soft and shiny. It helps prolong the results of any straightening treatment.

**Directions:** Apply to wet hair, massage gently and rinse.



250 ML

## RESTRUCTURING CONDITIONER

KEY INGREDIENTS: KERATIN

Restructuring smoothing Keratin conditioner. An exclusive rich in Keratin formula that nourishes deeply and calms frizz leaving hair soft, shiny and smooth. It helps prolong the results of any straightening treatment.

**Directions:** After K.Liss shampoo, apply to wet hair and comb through. Leave on 2-3 minutes. Rinse.



250 ML

## PROTECTIVE KERATIN SPRAY

KEY INGREDIENTS: KERATIN

K.Liss spray leave-in. It helps restructure the hair and protects it from heat thanks to Keratin, Pro-Vitamin B5 and Cationic Conditioning Agents. Used before straightening iron, it strengthens the hair structure keeping the hair in optimum condition.

**Directions:** Apply strand-by-strand to towel dried hair, blow dry and proceed with straightening iron. Spray directly over damp hair, do not rinse. Or, apply on the palm of the hand and distribute evenly on dry hair.

# K.LISS



**KLISS KIT**

**CREAM 100 ML**

## THERMAL STRAIGHTENING KIT TECHNOLOGY: KERATIN COMPLEX + FORMALDEHYDE FREE

K.Liss is an innovative Thermal Straightening System that permanently straightens for 3/4 months giving hair an amazing gloss and shine. This effective thermal system eliminates frizz, revitalises and restructures hair by infusing Hydrolyzed Keratin deep into the hair's cuticle: with the aid of heat, the Keratin proteins bind tightly to the hair's Keratin's chains, helping their reconstruction.

The Kit contains:

- 2 x 100ml - K.Liss Straightening Cream with Keratin
- 1 x 250ml - FREE K.Liss Restructuring Protective Keratin Spray Leave-In: quick and easy to use! Rich in Keratin.
- 1 x 250ml - K.Liss Neutralizing Emulsion: has a special creamy texture designed to be easy applied and evenly distributed on the hair.

# THERMAL STRAIGHTENING SYSTEM



1000 ML

## LIFE UNIVERSAL NEUTRALIZER

OPTIMISED PH

Stabilised universal fixer for liquid perms. Promotes results of any kind of perm. A neutraliser with optimised pH.



500 ML

500 ML

500 ML

## LIFE THE PERM 0, 1 & 2

FIRM PERM ON 3 LEVELS OF STRENGTH

A firm perm that produces marked waves, structured volumes and effective supports without damaging the hair. The special formula fixes and leaves the protein molecules inside the hair guaranteeing protection, vitality and elasticity.

The Perm 0 - For natural hair.

The Perm 1 - For dyed and thin hair.

The Perm 2 - For very sensitised and bleached hair.

PROFESSIONAL

# Life



PROFESSIONAL  
**Life**  
the Perm

PROFESSIONAL  
**Life**  
Liss  
Strong



# TEXTURE

## WAVING, PERM, STRAIGHTENING

# PROFESSIONAL Life



100 ML

## LIFE LISS STRONG

FOR ALL HAIR TYPES

Strong straightening cream for natural, permed or frizzy curly hair. Created with a creamy support that eliminates the risk of breakage at the hair root and allows for an easy application and uniform distribution of the product.



500 ML

## LIFE LIGHTENING OIL

UP TO 3-4 TONES

Specific decolourising oil effectively bleaching the hair, while respecting its structure. Enriched with vegetal extracts, which carry out a lenitive action on the scalp, it bleaches natural hair up to 3-4 tones.

NEW



1500 GM  
3x 500G BAGS

## LIFE COLOR PLUS PROFESSIONAL BLEACHING POWDER

UP TO 9 TONES

Violet Bleaching Powder with anti-yellow effect. Perfect bleaching results with Pro-Plex Technology.

LIFT	VOL.	TIME
3/4 tones	10vol	20min
5/6 tones	20vol	30min
7/8 tones	30vol	30-40min
9+ tones	40vol	45min

## Marketing materials & Salon Accesories



**PUMP**  
CLEAR & BLACK PUMP FOR  
1000ML BOTTLES



**CAP + PUMP**  
CLEAR PUMP & CAP FOR 1000ML JAR



**POSTERS**  
DIFFERENT TYPES AVAILABLE  
70 X 100 CM



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