



TECHNICAL Treatment BOOK

Nouvelle[®]
new generation

IN DE X

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TREATMENT MAP

TREATMENT MAP

COLOR CARE



HYDRATING SANITIZING



SCALP CARE



TREATMENT MAP

HAIR REPAIR



FREQUENT
WASH



VOLUME



CURLY HAIR



STYLING

Molding Fixing



Gloss
Shining



Molding Discipline



Strong Fixing





COLOR
CARE




SHAMPOO | pH 5,00 - 6,00

Color maintenance shampoo

Color care shampoo. It protects the beauty of cosmetic color, gently cleansing and ensuring longer-lasting color and brilliance of tone.

Active ingredients: linseed oil (nourishing and shiny action), aloe (hydrating) and vitamin E (antioxidant and protective action).

Application tips: distribute evenly on wet hair and massage gently for 1/2 minutes. Rinse carefully.

1000 ml – NOGLOSH1N
250 ml – NOGLOSHN



MASK | pH 4,00 – 5,00

Color maintenance mask

Acid pH mask for color maintenance and protection. The restructuring ingredients give energy, volume, softness and sheen.

Active ingredients: linseed oil (nourishing and shiny action), aloe (hydrating) and vitamin E (antioxidant and protective action).

Application tips: after Color Glow Shampoo, apply the quantity needed for the amount of hair and leave to set for at least 5 minutes, massaging lengths and ends. Comb. Rinse carefully.

1000 ml – NOGLOMA1N
250 ml – NOGLOMAN



REVI OIL | pH 6,50 – 8,00 **Revitalizing oil**

Rinse-out immediate effect revitalizing oil. Ideal for dry, sensitised hair and hair debilitated by chemical treatments or styling.

Active ingredients: vitamin E (antioxidant and protective action).

10 x 10 ml – NOGLOILNN

Application tips: spread evenly by combing hair; leave to set for 5 minutes. Rinse.



MOISTURE REFILL | pH 3,00 – 4,00 **Revitalizing treatment**

No-rinse revitalizing detangling heat-protective treatment. All in one moisturising and sheen, and protection from sources of heat.

Active ingredients: linseed oil (nourishing and shiny action), aloe (hydrating) and vitamin E (antioxidant and protective action).

150 ml – NOGLOMON

Application tips: shake well before use. Spray directly onto damp hair, then dry.

DAILY TREATMENT



STEP 1

Distribute **Shampoo** evenly on wet hair and massage gently for 1/2 minutes. Rinse carefully.

STEP 2

After shampooing, apply **Mask** over lengths and tips. Leave to set for at least 5 minutes then rinse carefully.



STEP 3

Before proceeding with drying, spray **Moisture Refill** onto damp hair to protect them against heat sources. It does not require rinsing.



WEEKLY TREATMENT



STEP 1

Distribute **Shampoo** evenly on wet hair and massage gently for 1/2 minutes. Rinse carefully. If necessary, repeat the procedure.

STEP 2

Once a week apply a phial of **Revi Oil** to revitalise and hydrate hair debilitated by chemical treatments or styling. Leave to set for 5 minutes and rinse carefully.



STEP 3

Before proceeding with drying, spray **Moisture Refill** on damp hair to protect them from heat sources. Do not rinse.

INTENSIVE TREATMENT



STEP 1

Distribute **Color Glow Shampoo** evenly on wet hair and massage gently for 1/2 minutes. Rinse carefully. If necessary, repeat the procedure.

STEP 2

Mix **10 ml of Mask + 10 ml (one phial) of Revi Oil**.
Apply to lengths and tips and leave to set for at least 5 minutes. Rinse.



STEP 3

Before proceeding with drying, spray **Moisture Refill** on damp hair to protect them from heat sources. Do not rinse.

Rev up














HAIR COLOR IMPROVER 200 ml | Color refreshing mask

DIRECT COLORING MASK ensuring three actions in just one step to enhance the beauty of your hair: to revive the color or to dye, restructure and moisturize.

Active ingredients: mix of hydrolyzed rice proteins and bio-ceramide (the synergy between these ingredients avoid the degradation of the Cell Membrane Complex bestowing a significant hair repair effect and great moisturization).

Application tips: after shampooing and towel-drying excess water, choose the level according to the color you want to brighten up, apply evenly, then comb and leave on for 5 to 20 minutes depending on the desired tone and the porosity of the hair. Rinse and proceed with subsequent treatments.

AVAILABLE COLORS:

	VIOLET Cod. NOREVUVI		ICE Cod. NOREVUI
	TRUFFLE Cod. NOREVUTR		ELECTRIC BLUE Cod. NOREVUBL
	EMERALD GREEN Cod. NOREVUGR		WHITE Cod. NOREVUW
	RED Cod. NOREVURE		GREY Cod. NOREVUG
	COPPER Cod. NOREVUCO		CHOCOLATE Cod. NOREVUCH
	LAVENDER Cod. NOREVULA		



HAIR COLOR IMPROVER WHITE

Color refreshing mask

DIRECT COLORING MASK ensuring three actions in just one step to enhance the beauty of your hair: to revive the color or to dye, restructure and moisturize. Ideal if mixed with any other REV UP color to dilute the tone intensity.

Active ingredients: : mix of hydrolyzed rice proteins and bio-ceramide (the synergy between these ingredients avoid the degradation of the Cell Membrane Complex bestowing a significant hair repair effect and great moisturization).

Application tips: after shampooing and towel-drying excess water, use WHITE alone to brighten, restructure and moisturize, or mix in 25%, 50% or 75% ratio with any REV UP color to dilute the tone intensity. Apply evenly, then comb and leave on for 5 to 20 minutes depending on the desired tone and the porosity of the hair. Rinse and proceed with subsequent treatments.

HOW TO USE THE WHITE NUANCE AT ITS BEST — COME USARE AL MEGLIO LA NUANCE WHITE

100% nuance	+ 25% white 75% nuance	+ 50% white 50% nuance	+ 75% white 25% nuance
TRUFFLE - TARTUFO			
CHOCOLATE - CIOCCOLATO			
RED - ROSSO			
COPPER - RAME			
ELECTRIC BLUE - BLUE ELETTRICO			
EMERALD GREEN - VERDE SMERALDO			
VIOLET - VIOLA			
LAVENDER - LAVANDA			
ICE - GHIACCIO			
GREY - GRIGIO			

*You can add a percentage of White to the whole range of REV UP colors to obtain different color intensities and shades. The greater the amount of White, the lower the intensity of the hue, to the point of obtaining delicate pastel effects.

HAIRSTYLIST TIPS

DEEP COLOR – semi-permanent



STEP 1

After the correct diagnosis, apply directly to dry hair the **Hair color improver** chosen. Comb. Leave to set per 5/20 minutes*, depending on desired result then rinse carefully.

* Attention! With heat sources leave for half the setting time

STEP 2

Proceed by applying **Color Glow Shampoo** to damp hair. Massage gently for a few minutes then rinse carefully.



STEP 3

Apply **Color Glow Mask**, leaving to set for 5 minutes on damp hair. Rinse carefully and proceed with desired styling.

C BLONDE
COLOR
EFFECTIVE



YELLOW KILLER SHAMPOO | pH 3,50 – 4,50

Anti-yellow shampoo for light blonde and platinum hair

Specific shampoo to counteract yellow reflections due to dyes, lightening and bleaching, ideal for tone depth ranging between 7 and 9.

Active ingredients: vitamin E (with antioxidant effect, it enhances hydration), hydrolyzed quinoa (it improves absorption and water retention on the hair) and polyquaternium-10 (hydrates and bestows luminosity).

Application tips: apply the shampoo in the right quantity and distribute evenly, massage gently. Leave to set depending on the desired tone, then rinse. Wash hands carefully to remove any color stain.



1000 ml – NOSHYE1
250 ml - NOSHYE

YELLOW KILLER MASK | pH 5,50 – 6,50

Mask for blonde, light blonde and platinum hair

Nourishing mask enriched with pigments to be used after Yellow Killer shampoo to counteract yellow reflections due to dyes, lightening and bleaching, ideal for tone depth ranging between 7 and 9.

Active ingredients: vitamin E (with antioxidant effect, it enhances hydration), hydrolyzed quinoa (it improves absorption and water retention on the hair) and polyquaternium-10 (hydrates and bestows luminosity).

Application tips: apply the right quantity needed for the amount of hair and leave to set for at least 5 minutes, massaging lengths and ends. Rinse carefully.



250 ml - NOMAYE



1000 ml – NOSHSI1
250 ml - NOSHSI

TRUE SILVER | pH 4,00 – 5,00 **Shampoo for white and grey hair**

Ideal for gently cleansing and reducing yellow reflections in natural white and grey hair or in super-lightened and/or bleached hair (tone depth 9/11).

Active ingredients: linseed oil (nourishing and strengthening action), aloe (hydrating, antioxidant and refreshing) and vitamin E (with antioxidant effect, it enhances hydration).

Application tips: apply the right quantity of shampoo, distributing it evenly, massage delicately and leave to set depending on the desired tone, then rinse. Wash hands carefully to remove any color stain.



1000 ml – NOSHOR1
250 ml - NOSHOR

ORANGE KILLER | pH 3,50 – 4,50 **Anti-orange shampoo for light brown to light blonde hair**

It cleanses gently and neutralizes orange reflections on natural/dyed, lightened hair (tone depth 5/8), making color natural and shining.

Active ingredients: vitamin E (with antioxidant effect, it enhances hydration), hydrolyzed quinoa (it improves absorption and water retention on the hair) and polyquaternium-10 (hydrates and bestows luminosity).

Application tips: apply the right quantity of shampoo and distribute it evenly, massage gently. Leave to set depending on the desired tone and rinse. Wash hands carefully to remove any color stain.

C.
COLOR
EFFECTIVE



ALKASHAMPOO | pH 9,00 – 10,50 **Alkaline preparing shampoo**

Primer shampoo with alkaline pH (about 9). Applied before the color removing treatment or coloring, it opens the scales of the hair and helps remove excesses of color already present.

Application tips: apply evenly on wet hair, massage against the scales and, if necessary, leave on 5/10 minutes. Rinse and proceed directly with the color removing treatment, without applying conditioner or mask.

400 ml - NOSHALKN

HAIRSTYLIST TIPS

How many times do we have customers who have made themselves the color taken at the supermarket or who arrive with a dull color, very saturated with pigments that still intend to keep even more lively and brilliant?

In these cases, we recommend the use of **Alkashampoo** before proceeding with the desired treatment.

Be careful: remember that this is not a color remover shampoo!



Lively



POST COLOR SHAMPOO | pH 4,50 – 5,50 Color saver moisturizing shampoo



Color saver moisturizing shampoo. Gently cleanses and moisturizes the hair, keeping it healthy after each chemical treatment.

Active ingredients: fermented oils (moisturizing, conditioning, anti-frizz and antioxidant) and pomegranate extract (moisturizes the hair after drying, making it soft and shiny and helping to maintain the color over time).

Application tips: after rinsing off the chemical treatment, apply to damp hair and rub in gently. Rinse carefully.

1000 ml – NOLISHA1
300 ml - NOLISHA

POST COLOR MASK | pH 3,40 – 4,10 Color saver repairing mask



Color saver repairing mask. Nourishes the hair, making it soft and keeping it healthy.

Active ingredients: fermented oils (moisturizing, conditioning, anti-frizz and antioxidant) and pomegranate extract (moisturizes the hair after drying, making it soft and shiny and helping to maintain the color over time).

Application tips: apply to lengths and ends of damp hair, comb through and leave on for 5 to 10 minutes. Rinse carefully.

500 ml – NOLIMA5
300 ml - NOLIMA



200 ml - NOLILE

POST COLOR LEAVE IN | pH 3,50 – 4,50**Color saver and protective fluid**

Color saver and protective fluid. Protects and nourishes the hair before drying, guaranteeing an extraordinary result.

Active ingredients: fermented oils (moisturizing, conditioning, anti-frizz and antioxidant) and pomegranate extract (moisturizes the hair after drying, making it soft and shiny and helping to maintain the color over time).

Application tips: before blow-drying, spread a few drops on lengths and ends for a thermo-protective and nourishing action. Do not rinse.



100 ml - NOLIGE

POST COLOR GEL CREAM | pH 3,00 – 4,00**Color saver moisturizing final touch gel cream**

Color saver moisturizing final touch gel cream. Moisturizes the hair after drying, making it soft and shiny and helping to maintain the color over time.

Active ingredients: fermented oils (moisturizing, conditioning, anti-frizz and antioxidant) and pomegranate extract (moisturizes the hair after drying, making it soft and shiny and helping to maintain the color over time).

Application tips: after blow-drying, spread a few drops on lengths and ends for a moisturizing and nourishing action. Do not rinse.



HYDRATING
SANITIZING

S.

SANI HABIT



CLEAN SANI MOUSSE | pH 4,50- 5,00

Cleansing hygiene pre-shampoo mousse



150 ml – NOSAMO

Pre-wash rinsing mousse for scalp and hair. It cleanses and sanitizes, with cinnamon essential oil and honey, known for their antibacterial properties.

Active ingredients: chestnut honey (natural antibacterial), cinnamon essential oil, glycerin (hydrating), prebiotics (they keep the optimal skin balance), tea tree essential oil (antibacterial), pullulan (antioxidant).

Application tips: spread the product on dry scalp and hair, rub gently and leave to set for 3/5 minutes. Rinse carefully, then wash with Hydra Sani Shampoo.

HYDRA SANI SHAMPOO | pH 4,50- 5,00

Hydrating sanitizing charcoal shampoo



1000 ml – NOSASH1
250 ml – NOSASH

Sanitizing moisturizing shampoo suitable for all hair types, ideal for frequent washing. Cleansing and purifying. It removes impurities while keeping the skin and hair healthy.

Active ingredients: chestnut honey (natural antibacterial), cinnamon essential oil, active charcoal (purifying), glycerin (hydrating), prebiotics (they keep the optimal skin balance), poliquaternium-7 e -10 (conditioning and antistatic polymer).

Application tips: spread evenly, rub gently. Rinse carefully, then apply Nutri Sani Daily Mask.



1000 ml – NOSAMA1
250 ml - NOSAMA

NUTRI SANI DAILY MASK | pH 4,00 – 4,50 **Nourishing sanitizing mask**

Nourishing, sanitizing rinse mask for dry, damaged and treated hair. Nourishes and moisturizes the hair, promoting a purifying action. Leaves hair soft without weighing it down

Active ingredients: chestnut honey (natural antibacterial), cinnamon essential oil, active charcoal (purifying), glycerin (hydrating), prebiotics (they keep the optimal skin balance).

Application tips: after shampooing, apply the product ends-to-roots on damp hair, comb through, and let it set for 3/5 minutes. Rinse carefully, then move on to Fresh Sani Water 10 Actions.



100 ml – NOSAWA

FRESH SANI WATER 10 ACTIONS | pH 4,30 – 4,80 **Hydrating sanitizing scented hair & scalp water**

Refreshing, revitalizing and moisturizing water for scalp and hair. With intense sweet notes, it sanitizes and purifies all hair types.

Active ingredients: chestnut honey (natural antibacterial), cinnamon essential oil, glycerin (hydrating), prebiotics (they keep the optimal skin balance), isopentyldiol (hydrating and soothing), sorbitol (umectant), menthol (cooling), polyquaternium-10 (conditioning and antistatic polymer).

Application tips: spray on scalp and hair before any fixative product or proceed with Final Sani Fluid 10 Actions for more softness.

- 1** | Purifying **2** | Sanitizing **3** | Hydrating **4** | Refreshing **5** | Anti-odor
6 | Curl revitalizing **7** | Style revitalizing **8** | Detangling **9** | Normalizing **10** | Enhances manageability

FINAL SANI FLUID 10 ACTIONS | pH 3,50 – 4,00

Hydrating hygiene multi-action fluid



75 ml – NOSAFLUN

Multi-action, hygiene, hydrating fluid. With cinnamon essential oil, honey and charcoal known for their anti-bacterial and purifying properties, it gives hair lasting protection against external aggression.

Active ingredients: chestnut honey (natural antibacterial), cinnamon essential oil, active charcoal (purifying), betaine (hydrating and protecting), hemisqualane (soothing and emollient), prebiotics (they keep the optimal skin balance), tea tree essential oil (antibacterial), isopentyldiol (hydrating and emollient), sorbitol (humectant), polyquaternium-37 (conditioning and antistatic polymer).

Application tips: as pre-styling, with wet hair, apply 2 or 3 pumps on the palm of the hand, spread over the lengths, then carry out the desired styling. As a final touch, on dry hair, apply a minimal amount of product on the palm of the hand and spread it on the hair.

1| Purifying 2| Sanitizing 3| Hydrating 4| Heat-protector 5| Repairs split ends
6| Enhances manageability 7| Body-enhancing 8| Softening 9| Style definition 10| Facilitates drying



150 ml – NOSACUT

EASY CUT SPRAY | pH 2,50 – 3,50

Hair sanitizing heat-protector

Thermo-protective sanitizing hair spray with cinnamon essential oil and honey. Designed to facilitate every cutting techniques, also with gloves. Suitable also as a pre-styling.

Ingredienti attivi: chestnut honey (natural antibacterial), cinnamon essential oil, polyquaternium-16 e -68 (conditioning and antistatic polymers).

Application tips: after shampooing, spray all over the hair, then use the desired cutting and drying technique. Do not rinse.

ROUTINE



STEP 1

Pre-treat scalp and hair with **Clean Sani Mousse**. Spread evenly on dry scalp and hair, massage gently and leave to set for 3/5 minutes. Rinse carefully.

STEP 2

Distribute **Hydra Sani Shampoo** evenly on wet hair. Massage gently for 1/2 minutes then rinse carefully.



STEP 3

Apply **Nutri Sani Daily Mask** ends-to-roots on damp hair, comb through and leave to set for 3/5 minutes. Rinse carefully.

STEP 4

Spray **Fresh Sani Water 10 Actions** on scalp and hair before any fixative product.



STEP 5

Before styling, with wet hair, apply 2 or 3 pumps of **Final Sani Fluid 10 Actions** on the palm of the hand, spread over the lengths, then carry out the desired styling. As a final touch, on dry hair, apply a minimal amount of product on the palm of the hand and spread it on the hair.



SCALP CARE

Scalp habit



ANTI-DANDRUFF



200 ml - NOSCASCRU

PURIFYING SCRUB | pH 4.70 – 5.70
Dandruff prevention pre-shampoo

Pre-shampoo scrub for scalp with dry or oily dandruff.

Active ingredients: black cumin oil (soothes, moistures, purifies the scalp and bestows an astringent action) .

Application tips: apply a small amount of product to dry or towel-dried scalp and massage gently. Rinse and proceed with shampooing.



250 ml - NOSCAPUS

PURIFYING SHAMPOO | pH 5.00 – 6.00
Dandruff prevention

Shampoo for scalp with dry or oily dandruff.

Active ingredients: black cumin oil (soothes, moistures, purifies the scalp and bestows an astringent action) .

Application tips: apply the product to scalp and wet hair and massage gently. Rinse.

ENERGIZING



250 ml - NOSCAPUS

ENERGIZING SHAMPOO | pH 5.00 – 6.00**Reinforcing and hydrating**

Shampoo for fragile scalp and brittle hair with a tendency to fall. Gently cleanses while keeping the scalp moisturized and gives a feeling of strength and vigour.

Active ingredients: Curcuma longa (regenerative properties).

Application tips: apply the product to scalp and wet hair and massage gently. Then rinse.



10 x 10 ml - NOSCASE

ENERGIZING SERUM | pH 4.80 – 5.80**Reinforcing booster**

Energizing serum for brittle hair with a tendency to fall. Provides body and helps counteract thinning.

Active ingredients: Curcuma longa (regenerative properties).

Application tips: apply to scalp after shampooing, massage until fully absorbed. Do not rinse. It can be also applied to dry scalp. Apply one vial a day for 10 days, then proceed with maintenance twice or three times a week.

OILY SCALP & HAIR



200 ml - NOSCASEFLU

SEBUM CONTROL FLUID | pH 5.50 – 6.50
Oily scalp pre-shampoo

Pre-shampoo fluid for oily scalp and thick hair. Acts directly on scalp helping prevent excess sebum production.

Active ingredients: Vitis vinifera extract, ginger root and Boswellia serrata extract (intense purifying treatment).

Application tips: apply the product to dry or towel-dried scalp and massage for 2-3 minutes. Add some water to lather, massage and rinse. Then proceed with shampooing.



250 ml - NOSCASESH

SEBUM CONTROL SHAMPOO | pH 5.00 – 6.00
Scalp rebalancing

Shampoo for oily scalp and thick hair. Cleanses and rebalances the scalp with excess sebum production problems.

Active ingredients: Vitis vinifera extract, ginger root and Boswellia serrata extract (intense purifying treatment).

Application tips: apply the product to scalp and wet hair and massage gently. Rinse.

SENSITIVE SCALP



200 ml - NOSCAFL

SCALP RELIEF FLUID | pH 5.50 – 6.50

Calming pre-shampoo

Pre-shampoo fluid for sensitive scalp. Acts directly on scalp, moisturizes and pleasantly soothes irritated scalp in a few minutes.

Active ingredients: peptides from rice proteins (make the epidermis more moisturized, bestowing a sensation of relief from redness, itching and flaking).

Application tips: apply the product to dry or towel-dried scalp. Massage for 2-3 minutes. Rinse and proceed with shampooing.



250 ml - NOSCASH

SCALP RELIEF SHAMPOO | pH 5.00 – 6.00

Calming

Shampoo for sensitive scalp. Cleanses gently and helps to soothe irritated and sensitive scalp.

Active ingredients: peptides from rice proteins (make the epidermis more moisturized, bestowing a sensation of relief from redness, itching and flaking).

Application tips: apply the product to scalp and wet hair and massage gently. Then rinse.



10x10 ml - NOSCALO

SCALP RELIEF LOTION | pH 5.20 – 6.20

Calming pre-shampoo

Rebalancing lotion for sensitive scalp. Gives an instant and pleasant soothing feeling to sensitive scalp.

Active ingredients: peptides from rice proteins (make the epidermis more moisturized, bestowing a sensation of relief from redness, itching and flaking).

Application tips: after shampooing, apply directly to scalp and massage to make absorption easier. Do not rinse. It can also be applied to dry scalp throughout the day. Apply one vial a day for 10 days, then proceed with maintenance twice or three times a week.



HAIR
REPAIR

d.
DOUBLE
EFFECT

NUTRITIVE SHAMPOO | pH 4,50 – 5,50

Nourishing shampoo with proteins



1000 ml – NOSHANU1N
250 ml – NOSHANUN

Nourishing shampoo for dry and treated hair, with delicate cleansing action.

Active ingredients: hops extract (it nourishes and reinforces the hair, accelerating its growth), hydrolyzed keratin (it restructures the hair fiber), hydrolyzed wheat proteins (with conditioning and detangling action).

Application tips: apply to wet hair, distribute evenly and massage gently for 1/2 minutes. Rinse carefully.

NUTRITIVE MASK | pH 4,00 – 5,00

Nourishing mask with proteins



1000 ml – NOMANU1N
250 ml – NOMANUN

Restoring and nourishing mask for dry, treated or damaged hair, that regenerates and rehydrates hair without making it heavy.

Active ingredients: hops extract (it nourishes and reinforces the hair, accelerating its growth), hydrolyzed keratin (it restructures the hair fiber), hydrolyzed wheat proteins (with conditioning and detangling action).

Application tips: after shampooing, spread all over lengths and ends of the hair, leave to set 5-10 minutes. With a heat source, leave for half the setting time. Rinse carefully.



200 ml – MOUSPLU

NUTRI FOAM | pH 3.00-4.00 **Leave-in conditioning foam**

No-rinse conditioning foam with a nourishing, protective formula, with a soft creamy texture

Active ingredients: cocoa butter (It makes the hair soft and elastic. Combability and volume are naturally increased and at the same time hair is protected against dryness).

Application tips: shake well, apply on washed damp hair and massage. Then, style as desired.



10 x 10 ml – NOUTRINN

NUTRI-PLUS MIX | pH 3,50 – 5,00 **Revitalizing treatment for fragile hair**

Highly strengthening treatment for brittle hair: it performs a strengthening action thanks to its highly nourishing principles. Ideal for very porous hair.

Active ingredients: hops extract (it nourishes and strengthens the hair, accelerating its growth) and hydrolyzed keratin (it restructures the hair fiber).

Application tips: spread all over the hair, massage gently. For very fragile or porous hair, using it after Nutritive Mask is recommended. Do not rinse.



75 ml – NOFLUN

NUTRI-SHINE FLUID | pH 3,30 – 4,30 **Nourishing illuminating fluid**

Nourishing and shining rich fluid for hair: regenerates and rebuilds, providing instant brightness. Prevents and reduces split ends, enriching damaged hair tips.

Active ingredients: hops extract (it nourishes and strengthens the hair, accelerating its growth) hydrolyzed keratin (it restructures the hair fiber) and avocado oil (rich in fatty acids and nutrients, it moisturizes and strengthens hair fiber).

Application tips: before hairstyling, spread a few drops all over lengths and ends for a restructuring and softening effect. Apply on dry hair for immediate protection and gloss.

FINE HAIR TREATMENT



STEP 1

Apply **Nutritive Shampoo** to damp hair, distribute evenly and massage delicately. Rinse consciously and, if necessary, repeat the operation.

STEP 2

After rinsing out the shampoo, remove excess water with a towel. Apply the right amount of **Nutri foam** to lengths and ends and comb. Without rinsing, proceed with the desired styling.



STEP 3

Before styling, distribute a few drops of **Nutri-Shine Fluid** on lengths and ends for a restructuring and softening effect. For an immediate protective shiny effect, apply immediately to dry hair.



MEDIUM HAIR TREATMENT



STEP 1

Apply **Nutritive Shampoo** on damp hair, distribute evenly and massage gently. Rinse carefully and, if necessary, repeat the procedure.

STEP 2

After shampooing, towel dry excess water. Apply **Nutritive Mask** on lengths and ends and comb. Leave to set for at least 5 minutes then rinse carefully.



STEP 3

Before hairstyling, spread a few drops of **Nutri-Shine Fluid** on lengths and ends for a restructuring soothing effect. Apply on dry hair for an immediate protection and gloss.

INTENSIVE TREATMENT



STEP 1

Apply **Nutritive Shampoo** on damp hair, distribute evenly and massage gently. Rinse carefully and, if necessary, repeat the procedure.

STEP 2

After shampooing, towel dry excess water. Apply **Nutritive Mask** on lengths and ends and comb. Leave to set for at least 5 minutes then rinse carefully.



STEP 3

To revitalise and strengthen fragile hair, once a week apply a phial of **Nutri Plus Mix** on lengths. Do not rinse.



STEP 4

Before hairstyling, spread a few drops of **Nutri-Shine Fluid** on lengths and ends for a restructuring soothing effect. Apply on dry hair for an immediate protection and gloss.





FREQUENT
WASH

e.
EVERY DAY



1000 ml – SHAEDREN1
250 ml – SHAEDREP1

HERB SHAMPOO | pH 5,00 – 6,00 Herbal shampoo for frequent washing

Shampoo for frequent washing suitable for all hair types. Cleanses delicately, fully respecting the natural balance of hair and scalp.

Active ingredients: Achillea Millefolium extract (soothing and conditioning properties).

Application tips: apply to damp hair, spread evenly and massage gently. Rinse carefully and, if necessary, repeat the procedure.



1000 ml – MAEDEN1
250 ml – MAEDEPN1

HERB MASK | pH 3,80 – 4,80 Herbal hair mask for frequent washing

Conditioning mask providing vitality and energy to all hair types.

Active ingredients: Achillea Millefolium extract (soothing and conditioning properties), mallow extract (emollient and protective properties) and hydrolyzed rice protein (it gives shine and volume, strengthening the hair).

Application tips: After shampooing, towel dry excess water, apply the right quantity of Herb Mask to lengths and ends and leave to set at least 4 minutes. Rinse carefully.

A woman with short brown hair and bangs is shown in profile, looking back over her shoulder. She is wearing a long-sleeved, high-necked dress with a vibrant, multi-colored floral pattern. The dress features large sections of yellow, red, and blue, interspersed with black fabric that has a white polka-dot pattern. She is standing in front of a bright red wall with a subtle floral texture. Below the wall is a dark wooden cabinet with ornate carvings and glass-paned doors. The lighting is soft, highlighting the textures of the dress and the wall.

VOLUME



250 ml – SHANOBON

VOLUME EFFECT | pH 4,70 – 5,70

Volumizing shampoo

Volumizing shampoo. It increases volume and adds body to hair, nourishing, moisturising and giving softness.

Active ingredients: oak extract (nourishing), Linden extract (it creates a film on the cuticular surface, making hair hydrated and with more volume), derivated from olive oil (hydrating), hydrolyzed keratin (restructuring and hydrating properties), polyquaternium-10 (it gives body and shine to the hair) and panthenol (it gives hydration and vitality).

Application tips: distribute evenly on wet hair and massage gently for 1/2 minutes. Rinse carefully.



250 ml – GENOBON

GENTLE&VOLUME | pH 3,50 – 4,50

No rinse volumizing conditioner

Volumizing conditioner without rinsing. Invigorates, volumizes and gives support to the roots without making hair heavy.

Active ingredients: oak extract (nourishing), Linden extract (it creates a film on the cuticular surface, making hair hydrated and with more volume), derivated from olive oil (hydrating), hydrolyzed keratin (restructuring and hydrating properties).

Application tips: after shampooing, apply to wet hair, comb, do not rinse and proceed with styling.



VOLUME REVOLUTION | pH 4,00 - 5,00 **No rinse volumizing spray treatment**

No rinse volumizing spray treatment, with a light, fixing texture. It gives volume, softness and shine without making hair heavy. Ideal for fine hair.

Active ingredients: oak extract (nourishing), hydrolyzed wheat proteins and cationic polymers (mix that hydrates and confers volume to the hair), hydrolyzed wheat protein/PVP crosspolymer (volumizing) and polyquaternium-11 (conditioning).

250 ml – NOBOVO2N

Application tips: spray directly on wet hair, shape and dry. Do not rinse.

ROUTINE



STEP 1

Apply **Volume effect** to damp hair, distribute evenly and massage gently. Rinse carefully and, if necessary, repeat the procedure.

STEP 2

After rinsing shampoo, towel dry excess water. Apply **Gentle&Volume** to damp hair and comb. Do not rinse and proceed with styling.



STEP 3

Spray **Volume Revolution** directly on damp hair, shape and dry. Do not rinse.





CURLY HAIR

C. CURL ME UP



1000 ml - SHANOCU1N
250 ml - SHANOCUN

PROTEIN SHAMPOO | pH 4,50 – 5,50 Hydrating shampoo for curly hair

Specific shampoo for curly and frizzy hair, rich in hydrolyzed plant proteins. With its anti-frizz action and highly moisturizing, nourishing and detangling properties, it defines curls without weighing down.

Active ingredients: hemisqualane (hydrocarbon that reduces frizz), mix of hydrolyzed cereal proteins (offering film-forming properties that improves brightness) and panthenol (it gives hydration and vitality).

Application tips: distribute evenly on wet hair and massage gently for 1/2 minutes. Rinse carefully. Also ideal for frequent use.



1000 ml - MANOCU1N
250 ml - MANOCUN

PROTEIN MASK | pH 3,50 – 4,50 Hydrating mask for curly hair

Highly moisturising mask for curly and particularly frizzy hair. Thanks to its special blend of hydrolyzed plant proteins, it moisturizes, nourishes and improves the definition of curls, providing body and eliminating frizz.

Active ingredients: hemisqualane (hydrocarbon that reduces frizz), mix of hydrolyzed cereal proteins (offering film-forming properties that improves brightness), Macadamia oil (antioxidant and emollient), betaine (hydrating, protective and conditioning) and vitamin E (antioxidant and hydrating).

Application tips: 1 or 2 times a week, after shampooing, apply to wet hair, massage gently and comb. Leave to set for 3/5 minutes. Rinse carefully and dry.



250 ml – NOCUHY

HYDRA CURL | pH 3,50 – 4,50 **Hydrating conditioner for curly hair**

Moisturizing conditioner for curly hair: nourishes, hydrates and detangles making hair easier to comb. Curls remain supple and well-defined.

Active ingredients: hemisqualane (hydrocarbon that reduces frizz), Macadamia oil (antioxidant and emollient), betaine (hydrating, protective and conditioning) and vitamin E (antioxidant and hydrating).

Application tips: after shampooing, apply to towel-dried hair. Massage and detangle the curls with the aid of a comb. Rinse carefully.



250 ml – NOSEHDN

HD CURL SERUM | pH 4,00 – 5,00 **Disciplining serum for curly hair**

Reviving and taming pre-setting serum for curly hair. For daily use, moisturizes and defines, providing extreme softness and eliminating the frizz effect.

Active ingredients: hemisqualane (hydrocarbon that reduces frizz).

Application tips: apply the necessary amount of product all over wet lengths and ends. Spread evenly and shape curls by hand. Dry naturally or using a diffuser.

ROUTINE



STEP 1

Apply **Protein Shampoo** to damp hair, distribute evenly and massage gently. Rinse carefully and, if necessary, repeat the procedure.

STEP 2

After rinsing the shampoo, towel dry excess water. Apply **Hydra Curl** to lengths and ends and comb. Leave to set for 5 minutes then rinse carefully.



Or

1 or 2 times a week, rather than Hydra Curl, apply **Protein Mask** to damp hair. Massage gently, comb and leave to set for 3/5 minutes. Rinse carefully.



STEP 3

Apply **HD Curl Serum** to damp lengths and ends. Shape curls by hands then dry naturally or using a diffuser.



STYLING



RS

RE-STYLING



Sculpt, draw, color. **RS** is pure creativity for salon and home services. 17 products with multiple styling and finishing features have been conceived by contemporary designers as works of arts to give infinite possibilities for looks.

RS is suitable for:

PREPARATION, Curl Relaxer, Double Shot, Heat Protector, Energy Shape.

STYLING: Hot Head, Shine Wax, Extreme Gel, Brilliant Bliss, Matte Mud, Spider Head.

FINISHING: Curls Hi Fi, Glam Gloss, Shiny Hair, Drop of light, Rock Hard, Volumaze, Eco Fixing.

rs.
RE-STYLING

Molding fixing
For all hair types



100 ml – NOUMAT2

MATTE MUD | pH 8,00 – 9,00
Matte effect molding paste

Molding paste with matte effect. Gives hair definition and movement with a high hold.

Active ingredients: carnauba wax (natural wax derivated from palm leaves).

Application tips: work the product with your hands and apply on damp or dry hair. Shape to create your desired style.



100 ml – NOUSPI2

SPIDER HEAD | pH 5,50 – 7,00
Web effect molding paste

Molding paste with thread-like texture. Gives hair an unlimited structure for an uncombed look.

Application tips: work it between the palms of your hands, clapping them and let filaments fall on damp or dry hair.



100 ml – NOUBRIN

BRILLIANT BLISS | pH 5,50 – 6,50
Glossing gel

Glossing gel for an extraordinary pearly brilliance and definite support.

Active ingredients: Calendula (calming and hydrating properties).

Application tips: apply a small quantity onto fingers and spread on damp or dry hair.



ECO FIXING | Volumizing no gas spray

Ecological hairspray that provides volume, protects the style, gives natural look to all hair types without making it heavy and leaving no residue.

Application tips: Spray on hair from an appropriate distance according to desired effect.

300 ml – LANDEC2



rs.
RE-STYLING

Molding discipline
For curly hair



100 ml – NOUHOT2

HOT HEAD | pH 5,00 – 6,50
Elastic effect molding paste

Molding paste with elastic texture, ensuring hold with a natural look, while providing softness to hair.

Application tips: work with hands and apply to damp or dry hair to create your own style.



200 ml – CREACR2

CURL RELAXER | pH 3,00 – 4,00
Anti-frizz fluid

Cream with a strong straightening effect, it also conditions. Ideal for smooth hair styles. Eliminates frizz, protects from hair-dryer heat and from humidity.

Active ingredients: polyquaternium-11 (film forming and conditioning polymer).

Application tips: spread a small quantity evenly on damp hair, then dry the hair.



250 ml – NOCUHIN

CURLS HI-FI | pH 6,50 – 7,50
Perfect curls spray

Specific spray for curly hair. Gives support and definition for elastic, natural, full-bodied curls with no frizz.

Active ingredients: panthenol (hydrating) and hydrolyzed wheat protein/PVP crosspolymer (conditioning properties; it gives gloss and body, improving curl retention).

Application tips: spray on wet hair before styling or on dry hair to refresh curls.



Gloss shining
For all hair types

RS.
RE-STYLING



GLAM GLOSS **Light effect spray**

Light glossing spray with an antistatic effect for thin hair, providing shine with maximum gloss.

Application tips: apply the product on dry hair from a maximum distance of 30 cm.

200 ml – NOGLAMN



SHINE WAX | pH 5,50 – 6,50 **Wet effect gloss wax**

Modelling, fixing and shining wax, ideal to shape and sculpt locks of hair and create a wet effect look. It is not greasy and keeps hair moist.

Active ingredients: panthenol (soothing and hydrating action).

Application tips: apply to dry hair and shape to create the desired style.

125 ml – NOWAX3



SHINY HAIR **Protective glossing spray**

Glossing protection spray. Makes hair shine without making it heavy, leaving it brilliant, soft and silky, providing protection against external agents.

Application tips: spray on hair once it is styled.

200 ml – NOULU2





250 ml – NOUBI2

DOUBLE SHOT | pH 3,50 – 4,50 **Two-phase glossing restructurer**

Two-phase leave in treatment. Thanks to its double action, instantly moisturizes, nourishes and restructures dry brittle hair, while providing shine. To be used on damp or dry hair. Ideal for sensitised hair.

Active ingredients: panthenol (soothing and hydrating action), hydrolyzed wheat protein (filming and hydrating action), hydrolyzed silk protein (hydrating and glossing properties), polyquaternium-6 (film forming, anti-static and conditioning polymer) and betaine (hydrating).

Application tips: shake the bottle well and often during use. Spray small jets on hair before, during and after drying to create volume and sheen, giving the hair style softness.



150 ml – NOUHEATN

HEAT PROTECTOR **Glossing thermal protector**

Heat protection glossing fluid. Reinforces brittle hair and protects from the heat of hair dryer and plate.

Active ingredients: vitamin E (antioxidant action).

Application tips: apply before or after styling, spraying the product from a distance of 20-25 cm.



100 ml – DROLNON

DROP OF LIGHT **Restructuring drops of light**

Glossing reconditioning fluid. Hair is instantly shining and silky with just a few drops. Protects from heat during styling.

Active ingredients: Linseed oil (with hydrating properties, it provides the hair with elasticity and resistance).

Application tips: apply the product on the palm of your hand and distribute on dry hair over lengths and tips.



rs.
RE-STYLINGStrong fixing
For all hair types

ROCK HARD Extra strong fixing spray

Extra strong hold hairspray. Long-lasting hair style fixing, does not dull, and can be easily brushed away.

Active ingredients: panthenol (soothing and hydrating action).

Application tips: spray on hair from an appropriate distance according to desired effect.

500 ml – NOROCK2



ENERGY SHAPE | pH 6,50 – 7,90 Strong mousse

Strong hold mousse to sculpt all styles, giving volume and shape to hair. It's not heavy and leaves no residues.

Active ingredients: polyquaternium-4 (film-forming, antistatic and conditioning polymer).

Application tips: shake before use. Apply on damp or dry hair to enhance curls.

300 ml – MOUSSE3





500 ml – GELEX5
200 ml - GELEX

EXTREME GEL | pH 6,00 – 7,50 **Strong hold extreme gel**

Strong hold gel, ideal for sculpting and shaping trendy hair styles, creating well-defined look that will stay perfect all day long.

Active ingredients: polyquaternium-4 (film-forming, anti-static and conditioning polymer).

Application tips: spread on damp hair or on each lock of dry hair to create the desired effect.



10 g – NOVOL

VOLUMAZE **Volumazing powder**

Volumizing powder to give limp hair instant support and volume.

Active ingredients: argan oil (it nourishes the scalp), vitamin E (anti-oxidant and protective action) and Sunflower seed oil (calming, hydrating and refreshing action).

Application tips: tap the dispenser gently and apply a small quantity directly to the roots of dry hair. Massage to spread evenly and activate the volumizing effect. Style the hair with your hands to obtain your preferred look.

