



SEMI
DI LINO

ALFAPARF
MILANO
PROFESSIONAL

A new styling concept

The **ever-growing consumer interest** in **health** and **wellbeing** has made it a key factor in every purchase decision.

This phenomenon which equally **applies to the skincare and haircare market** has highlighted the need for **styling products** that reflect it.

Where style and self-care come together, true beauty is born.

Introducing Semi di Lino **Style&Care** the **new styling line** that focuses on the **wellbeing of the hair**.

It is a complete line, suitable for all hair types, which **facilitates, finishes looks, gives control and protection to the hair fiber** and makes hairstyling a unique and pleasant chance for some me-time.



Beauty blossoms
where style meets care

Finishes, controls and protects
Style&Care

From **natural, soft and lived-in looks to more complex hairstyles** - with **Semi di Lino Style&Care**, you can **freely express who you are**, experimenting with new solutions and finishes, **without sacrificing the wellbeing of your hair**, whilst also being kind to the planet:

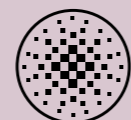
- all the products contain the existing Semi di Lino treatment line **technologies**
- all the **formulas are vegan***
- all plastic **packaging is made from recycled**/recyclable material**



URBAN DEFENCE PRO
 Anti-pollution shield for total protection.



SHINE FIX COMPLEX
 24h hours of brightening power from the roots to the ends.



COLOR FIX COMPLEX
 UV filter and antioxidant to prolong the beauty of color.



CLIMATE-PROOF
 Protective barrier, it keeps your hair hydrated as humidity and temperature change.



*Free from ingredients of animal origin and derivation.
 **For packaging produced in Italy.

Style Guard

The new active ally of styling.



Semi di Lino Style&Care products contain **Style Guard**, a complex which creates a film around the hair fiber, to **reduce damage caused by heat and protect from humidity, fighting frizz and making styling easier.**

A **100% naturally-derived** active ingredient, rich in polysaccharides, with hyaluronic acid and fructose.

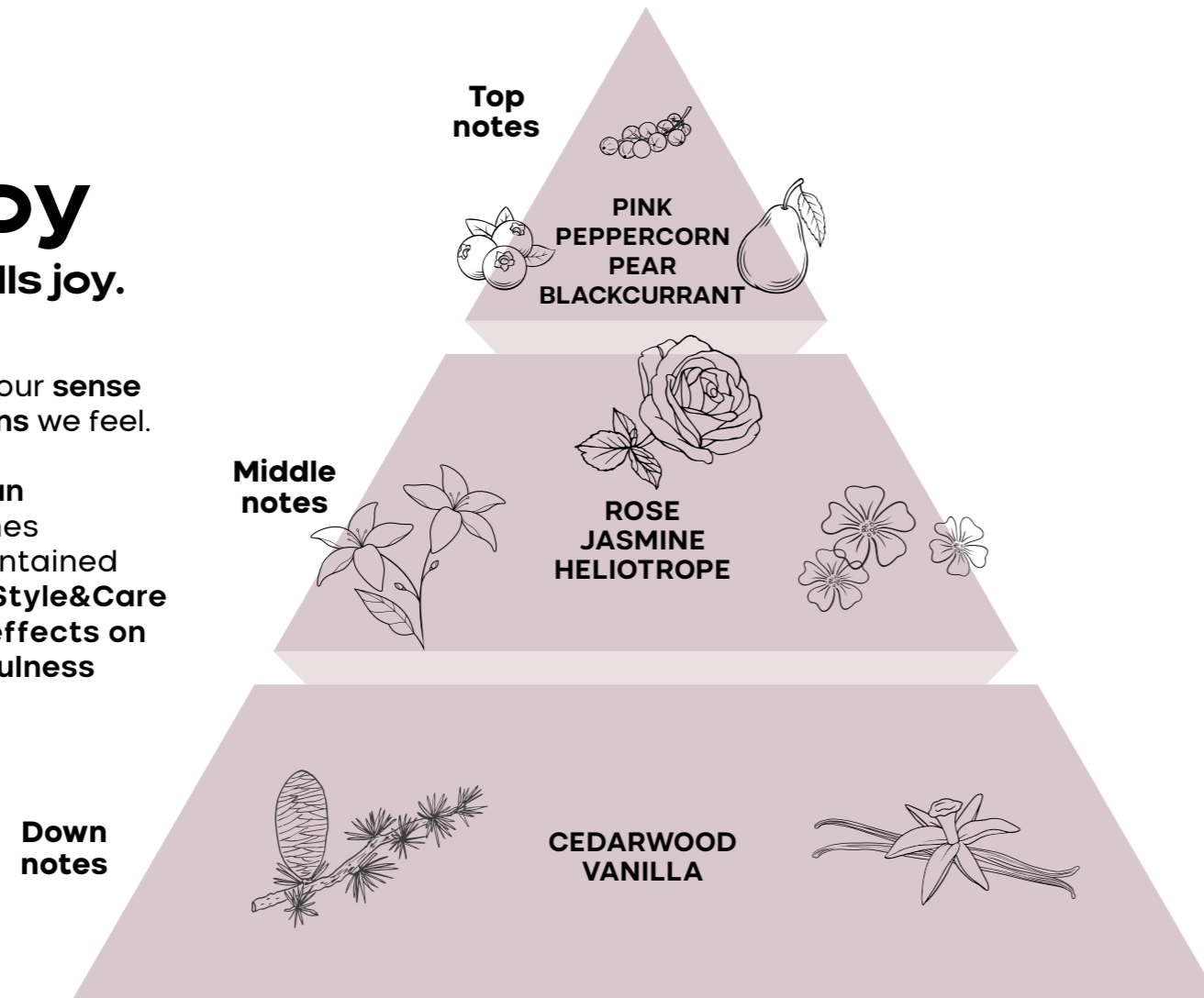


Scent of Joy

The fragrance that instills joy.

Some studies have highlighted how our **sense of smell triggers many of the emotions** we feel.

From the belief that a **fragrance can positively influence your mood** comes **Scent of Joy**, the new fragrance contained in the formulas of the **Semi di Lino Style&Care line**, developed to have **beneficial effects on your mood**, transmitting **joy, cheerfulness and happiness**.



Pre-styling

Products to prepare the hair for styling

+77%
Combability²

+73%
Combability²

+83%
Increased volume³

+17%
Increase in thickness³

+36%
Hydration protection³

+65%
Curl definition⁴

No Hold
○○○○

Thermal Protection

Anti-Frizz Effect¹



THERMAL PROTECTOR
300 ml

Thermo-active shield, protects the hair fiber from the heat of hot styling tools.

No Hold
○○○○

Thermal Protection

Anti-Frizz Effect¹

NEW



DETANGLING PRIMER
125 ml

Detangling primer, detangles and conditions the hair.

Light Hold
●○○○

Thermal Protection

Anti-Frizz Effect¹



BLOW DRY CREAM
200 ml

Styling cream, makes drying quicker and easier.

Light Hold
●○○○

Thermal Protection

Anti-Frizz Effect¹

NEW



AMPLIFYING MOUSSE
250 ml

A mousse ideal for fine and/or thinning hair. Amplifies the volume and gives body to the hair fiber.

Medium Hold
●●○○

Thermal Protection

Anti-Frizz Effect¹



FLEXIBLE MOUSSE
250 ml

A shaping mousse for all hair types, creates supple support and gives definition to curly hair.

1. Instrumental test conducted in comparison with untreated hair. The anti-frizz effect is maintained even in high humidity conditions. 2. Instrumental test conducted on dump hair in comparison with untreated hair. 3. Instrumental test conducted in comparison with untreated hair. 4. Instrumental test conducted in comparison with untreated curly hair.

Texturizers

Products to give texture and volume to the hair

+76%
Increased volume²

+64%
Hydration protection²

+50%
Increased volume²

Light Hold
●○○○



TEXTURIZING DRY SHAMPOO
300 ml
Texturizing dry shampoo.

Light Hold
●○○○



NEW



TEXTURIZING BALM
150 ml
A texturizing balm, it gives a natural finish by adding lightweight volume.

Paste

The range for shaping hair and creating personalized looks

x9
Gorgeous shine³

Strong Hold
●●●○



GLOSSY POMADE
90 ml
Wax pomade. Extra-shiny finish.

Hairsprays

The range to fix looks, making the hair beautifully shiny

x6
Gorgeous shine³

Light Hold
●○○○



NEW



CRISTALLI HAIRSPRAY
300 ml
Extra-brightening hairspray.

Strong Hold
●●●○



ORIGINAL HAIRSPRAY
300/500 ml
Hairspray, moves with the hair and makes it glossy.

1. Instrumental test conducted in comparison with untreated hair. The anti-frizz effect is maintained even in high humidity conditions. 2. Instrumental test conducted in comparison with untreated hair. 3. Cosmetic shine. Instrumental test conducted in comparison with untreated hair.

SCALP	
Rebalance Gentle Exfoliating Scrub	150 ml
Renew Energizing Low Shampoo	250 / 1000 ml
Renew Energizing Lotion	12 x 10 ml
Renew Energizing Tonic	125 ml
Rebalance Balancing Low Shampoo	250 / 1000 ml
Rebalance Purifying Low Shampoo	250 / 1000 ml
Relief Calming Micellar Low Shampoo	250 / 1000 ml
Relief Calming Tonic	125 ml

DIAMOND	
Illuminating Low Shampoo	250 / 1000 ml
Illuminating Conditioner	200 / 1000 ml
Illuminating Mask	200 / 500 ml
Extraordinary All-in-1 Fluid	125 ml

MOISTURE	
Nutritive Low Shampoo	250 / 1000 ml
Nutritive Mask	200 / 500 ml
Nutritive Essential Oil	6 x 13 ml
Nutritive Leave-in Conditioner	200 / 1000 ml
Nutritive Detangling Fluid	125 ml

RECONSTRUCTION	
Reparative Low Shampoo	250 / 1000 ml
Reparative Mask	200 / 500 ml
Reparative Light Mask	200 / 500 ml
SOS Emergency Oil	6 X 13 ml
Reparative Lotion	6 X 13 ml
Anti-Breakage Daily Fluid	125 ml
Anti-Damage Shield Cream	125 ml

CURLS	
Enhancing Low Shampoo	250 / 1000 ml
Hydrating Co-wash	200 ml
Enhancing Conditioner	200 / 1000 ml
Enhancing Mask	200 / 500 ml
Defining Cream	125 ml
Reactivating Spray	125 ml
Multi-benefit Oil	100 ml
VOLUME	
Volumizing Low Shampoo	250 / 1000 ml
Volumizing Mousse Conditioner	200 ml
Volumizing Spray	125 ml

SMOOTH	
Smoothing Low Shampoo	250 / 1000 ml
Smoothing Conditioner	200 / 1000 ml
Smoothing Mask	200 / 500 ml
Smoothing Cream	125 ml
Smoothing Oil	100 ml
DENSITY	
Thickening Low Shampoo	250 / 1000 ml
Thickening Conditioner	200 / 500 ml
Thickening Lotion	6 x 13 ml
Thickening Cream	125 ml

BLONDE	
Anti-Yellow Low Shampoo	250 ml
Intense Anti-Yellow Low Shampoo	1000 ml
Anti-Yellow Conditioner	200 ml
Anti-Yellow Spray	125 ml
BRUNETTE	
Anti-Orange Low Shampoo	250 ml
Intense Anti-Orange Low Shampoo	1000 ml
Anti-Orange Conditioner	200 ml

SUNSHINE	
After-Sun Low Shampoo	250 ml
After-Sun Treatment	200 ml
Hair Protective Oil	125 ml
Hair Protective Milk	125 ml
SUBLIME	
Detoxifying Mud	500 ml
Detoxifying Low Shampoo	250 / 1000 ml
Essential Oil	12 x 13 ml
Shine Lotion	12 x 13 ml

SUBLIME	
Cristalli Liquidi	15 / 30 / 50 ml
Cristalli di Seta	45 ml
Cristalli Spray	125 ml
Sublime Water	50 ml
Cellula Madre	Beauty Genesis 12 x 13 ml
	Glow Multiplier Nourishment Multiplier Restructuring Multiplier 150 ml
	Smooth Multiplier Define Multiplier Thickening Multiplier 150 ml
Violet Ash Ultra Concentrated Pigment	10 ml
Ash Ultra Concentrated Pigment	10 ml

STYLE&CARE	
Thermal protector	300 ml
Detangling Primer	125 ml
Blow-Dry Cream	200 ml
Amplifying Mousse	250 ml
Flexible Mousse	250 ml
Texturizing Dry Shampoo	300 ml
Texturizing Balm	150 ml
Glossy Pomade	90 ml
Cristalli Hairspray	300 ml
Original Hairspray	300 / 500 ml



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