

**ALFAPARF**  
MILANO



**Product  
Portfolio**

## An Italian enterprise with a beautiful story.

Alfaparf Group was founded in 1980 and built up in the field. Since the start, Alfaparf Group worked alongside internationally-renowned professionals to learn and understand their needs and wants.

Today Alfaparf Group is the number one Italian beauty company in the world for the professional channel, strengthened by its unrivaled know-how, built also through collaboration with internationally renowned professionals.

We are present in over 100 countries, with 2,600 employees, 25 branches and 5 production plants: Italy, Brazil, Mexico, Venezuela and Argentina.

Our brands:

ALFAPARF MILANO, YELLOW, IL SALONE MILANO, ALTA MODA, COLORAMORE in the Hair Care Channel, DIBI MILANO, BECOS, TEN SCIENCE, OLOS, SOLARIUM, DECODERM, APG TECH, APG MEDICAL in the Skin Care channel.

We are an integrated group in which our business divisions interact by circulating the skills that we have acquired over time. We have transformed these skills into the best responses for an evolving market, with a single goal: to continue to raise the quality of the service offered by professionals, leaving a better world for future generations.

### Hair care

ALFAPARF MILANO YELLOW

ALFAPARF  
beauty supply  
COLORAMORE

IL SALONE  
MILANO  
THE LEGENDARY COLLECTION

Alta Moda  
é...

### Skin care

DIBI  
MILANO

BECOS

TEN  
SCIENCE

OLOS®  
Sostenibile, naturale, italiana

SOLARIUM

DECODERM  
MAKE UP | CARE

APG  
TECH

APG  
MEDICAL

## It's beauty only if you enjoy it.

Beauty must always be a source of empowerment. We really believe in this. Because we are convinced this is the only way it can help to better face the other challenges in life too.

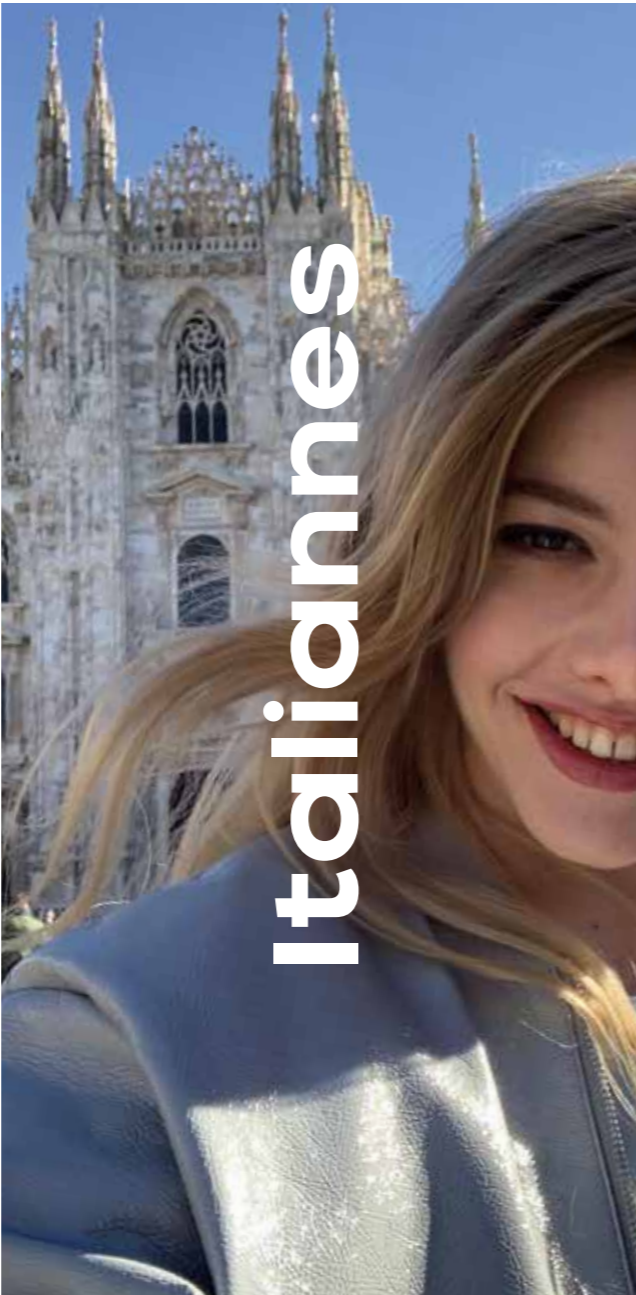
We are an independent company with a unique and human approach, created from a real presence in the local area. Together with you, and for the last 40 years, we have been creating accessible services and effective products that make your life easier, and hopefully even pleasurable. We strive to make people feel more confident and give them the courage to express themselves as they want.



# Our values.

## Italian Dynamism

Creativity and practicality, industriousness and style, enthusiasm, and professionalism. From Milan, the beating heart of Europe, we can give a fresh perspective on tomorrow's trends.



A product range full of diversified solutions for every need: from color, shaping, treatments, and styling, to a dedicated line for men. All created with care and in-line with the principles of our philosophy.

## Innovation

Innovation is a way of making a difference in people's lives. For us, it is the key to offering you cutting-edge products, which will help end customers better express themselves and their style.



## Openness to diversity

Having been international since the very beginning, we have grown by respecting the value of differences. Even now, we are still at the side of people all over the world to support them and help them pursue their idea of beauty, whatever it may be.



Color  
Color  
Color  
Color  
Color  
Color  
Color

**Color**

# Color

A complete range with infinite possibilities for innovative, high-performing, and superior colors that are always kind to the hair and scalp.

**Evolution of the Color<sup>3</sup>**

**Precious Nature**

**Color Wear**

**Color Wear Gloss Toner**

**Pigments**

**Revolution<sub>jc</sub>**

**BB Bleach**

**The Hair Supporters**

**Oxid'o**

**Equipment**



# Dream big with color

# Evolution of the Color<sup>3</sup>

## Permanent color.

Color  
Evolution of the Color<sup>3</sup>

### The line

#### 123 shades of perfection.

From natural to more sophisticated shades, all are created with precise craftsmanship. Each formula is designed in detail and perfectly calibrated: the base is personalized for each shade, so that the combination with the tone creates a flawless color result. Extreme shine, perfect coverage, and extremely soft hair: the formula enriched with hyaluronic acid and free from PPD ensures color perfection while being kind to the scalp and hair.

### Technology

The innovative 3-dimensional technology guarantees extraordinary performance during the three phases: mixing, application, and toning.



#### Multi-Lamellar Vehicle

During the mixing phase, the MLV protects the pigments to prevent them from oxidizing earlier than necessary. The pigments that are not yet oxidized penetrate in a greater quantity and more deeply into the capillary structure with less opening of the cuticles, making the hair softer and easier to detangle.



#### Hyaluronic Acid

During application, the hyaluronic acid forms a lattice grid around the hair, which allows a perfectly even distribution of the mixture, and promotes maximum adherence to the hair. It also helps to maintain the correct hydration level of the fiber.



#### HCI System

During toning, the crystallized micropigments penetrate the hair fiber and join together to form larger and more structured molecules, giving the hair extraordinary shine.



# Our range



Size:  
60ml Tube

## The Coverage series

Maximum coverage and total respect of tone's intensity and reflections. 4 different series for full customization of the color result, in combination with the desired Fantasy Shades.

### Naturals

For a classic and natural color result.

### Naturals Bahia

For a warm and extremely natural color result.

### Intense Natural

For an extra-intense and compact color result.

### Cover Reds

For flawless and shiny reds.

## Fantasy series

Full assortment of shades that a colorist needs.

### Cold Browns

Natural Ash, Ash, Blue Black, Violet, Iced Coffee, Pure Violets, Matte

### Warm Browns

Chestnut, Golden Mahogany, Chocolate, Mahogany, Beige Glacé, Crystal Brown, Crystal Rose

### Reds

Copper, Bronze, Reds, Pure Reds

### Blondes

Sand, Gold, Beige

## Color Evolution of the Color<sup>3</sup>

## The Special series

When color is a real obsession.

### Color Boosters

To increase the lifting power or the tone intensity.

**000SSS Lifting Reinforcer** - More lifting power for all Evolution of the Color<sup>3</sup> shades - except the Platinum series. Up to one level, if mixed in equal parts.

**RB Red Booster** - More intensity to red tones. Can be mixed with all shades except the Platinum series.

### Harmonizer | Bond Technology

To tone and lighten after bleaching. At the same time. 4 shades of pure tone with Biomimetic Quaternized Keratin to harmonize each lightening service while being kind to the scalp and hair. Lifts up to a level and a half.

### Platinum

For creating highlights or intense lightening, with up to five levels of lift, in combination with the Super High Lifting Reinforcer - for radiant hair with delicate pastel tones.

### Metallics

For desirable hair, with intense colors and a backlit feel and metallic radiant finish.

- **Metallic Rose Copper** - Copper pink shades with gentle metallic tones.
- **Metallic Ruby Brown** - Shades inspired by earthy red colours, enriched with bronze tones.

### Osp

Super High Lifting Reinforcer to increase the lifting power of Platinum shades up to 5 levels.

### Correctors

To vary, accentuate or minimize the color result. Very high tone intensities that can be mixed with one another.

- **7000 Blue** - Neutralizes yellow and orange tones.
- **410 Graphite** - Minimizes red and orange residues, accentuates the grey tones of cool shades (Ash, Natural Ash, Violet).
- **2000 Violet** - Accentuates violet tones (Pure Violets, Mahogany, Reds).

### Third tone

Innovation in its pure state. Iridescent and deep shades that change with the light thanks to the third tone.

- **10.342** - Lightest Golden Copper - Violet Blonde
- **9.423** - Very Light Copper Violet - Golden Blonde
- **9.442** - Very Light Intense Copper - Violet Blonde
- **8.642** - Light Red Copper - Violet Blonde
- **7.452** - Medium Copper Mahogany Violet Blonde
- **6.562** - Dark Mahogany Red - Violet Blonde

# Precious Nature

The perfect color with the best ingredients in Italian cuisine.

Color  
Precious Nature

## The line

### We love color when it's good.

Permanent coloring service for customer seeking a gentler product, which is free from ammonia, PPD and resorcinol, with comfort on the scalp without having to sacrifice bright color, soft hair and 100% grey coverage. 53 shades in five color families, for a totally pleasurable salon experience: luxurious textures, inviting fragrance, and extraordinary results. Lifts 3 levels.

## Technology

A formula enriched with delicious natural ingredients of Italian cuisine. Rice milk with nourishing properties, sugar for maximum shine, and specific natural ingredients for each color family. Free from Ammonia, PPD and Resorcinol.



Color families

Naturals and  
Cool Naturals

Enriched with Chestnut  
Extract with a  
repairing action.



Size:  
60 ml Tube

Cool Browns

Enriched with Hazelnut  
Oil with a color-protecting  
action.



Size:  
60 ml Tube

Warm Browns

Enriched with Caramel for  
a more intense color.



Size:  
60 ml Tube

Reds

Enriched with Cherry Extract  
with an anti-oxidant action.



Size:  
60 ml Tube

Blondes

Enriched with Honey Extract  
with a conditioning action.



Size:  
60 ml Tube

The Extra Creamy Activator

Rich and nourishing specific oxidant cream. The extremely creamy texture contributes to make a pleasant service and adds comfort on the scalp. Hair is soft and nourished after the service. The formula is enriched with natural ingredients: rice milk with nourishing properties and sugar to add shine. Available in 4 different volumes:

Activator 10 Vol - 3%

Size: 850 ml Stand-up sachet  
COD. PF019126



Activator 20 Vol - 6%

Size: 850 ml Stand-up sachet  
COD. PF019127



Activator 30 Vol - 9%

Size: 850 ml Stand-up sachet  
COD. PF019128



Activator 40 Vol - 12%

Size: 850 ml Stand-up sachet  
COD. PF019129



Color

result as if you have just  
done it, even after one  
month\*

Unaltered

tones,  
beach-proof\*\*

Double

shine\*\*\*

Combability

that gets increasingly better,  
color service by color service\*\*\*\*

100%

grey hair  
coverage  
Lifting power  
up to 3 levels

\*After 12 washes Precious Nature Hair Color maintains the color up to 86%. Instrumental test made on shades 7 and 5.66.

\*\*After 4 UV irradiations, that correspond to 30 hours of sun exposure.

Lab instrumental test using a Sun's Rays Simulator.

\*\*\*Cosmetically-colored hair with Precious Nature Hair Color shows greater shine, up to +234%. Instrumental test made on shades 7 and 5.66.

\*\*\*\*Combability improved after the next 3 color services.

# Color Wear

## The tone on tone natural evolution.



### The line

#### Live it fully: extremely gentle, maximum performance.

The Color Wear formula is characterized by its gentleness on the hair, something made possible by a unique and patented technology.

58 vegan shades, which can be mixed with each other, to support each customer with expertise and awareness through a multitude of services: from toning the very first time to when they are in their forties, from the balayage to gloss service.

### Technology

**A patented gentle formula containing Arginine.** Arginine is a 100% natural origin amino acid which enables the most common chemical alkalizing agents to be replaced. It is very similar to the hair, as it is already present in its protein structure.

**The formula is vegan** and free from ammonia, monoethanolamine, PPD, alcohol and silicones. It contains a combination of semi-fermented oils of natural origin with nourishing, anti-oxidant, protective and anti-frizz properties.

up to  
**+ 38%**

increase in hair  
integrity\*

**Hair**

is up to 11 times more combable  
after 6 applications\*\*

color is maintained up to  
**92%**

after 12 washes\*\*\*

\*Repeated application of the new Color Wear formula, which has a naturally-origin alkalizing agent, maintains a higher level of fiber integrity than if a product with chemical alkalizing agent is applied. Result visible with the SEM technology (scanning electron microscope), after 9 applications of the new Color Wear formula. The comparison is made with the previous formula, applied in the same way.

\*\*Result of instrumental test conducted on wet hair, after 6 applications of the new Color Wear formula, in comparison with the best market competitors.

\*\*\*Result of instrumental test performed on a strand treated with the new Color Wear formula (shade 6.35), after 12 washes.

## Our range



Size:  
60ml Tube

### The Natural Series

For 100% coverage.

### The Technical Series

From ash to violet to obtain total cool shades and neutralize unwanted yellow-orange tones.

**Ash, Blue Black, Violet**

### The Fantasy Series

Beautiful Golden Browns, Reds, Coppers and Blondes.

**Chestnut, Golden Mahogany, Chocolate, Mahogany, Beige Glacé, Crystal Brown, Crystal Rose**

**Copper, Pure Reds**

**Gold, Beige, Sand, Ultra Violet**

### Metallics

3 color families with metallic and digital tones.

**Metallic Grey Black** - Silver with anthracite shades for a surreal result.

**Metallic Ruby Brown** - The fusion of red tones of the earth with bronze tones.

**Metallic Rose Copper** - The combination of pink and copper in a very radiant blonde.

### Special Clear & Gloss

A shot of radiance to perform the Gloss services, if applied alone. A tool to create delicate blends, when mixed with the other shades.

# Color Wear Gloss Toner

The natural evolution  
of Gloss Toner



## The line

### The Blonde Experience. Live it fully!

COLOR WEAR, THE NATURAL EVOLUTION OF GLOSS TONER is the line of Arginine-based liquid toners, developed for the blonde world. A new line with vegan formula composed by 22 nuance and designed to perfect the toning experience: perfect toning results where every shade created with bleaching techniques, even the most advanced, is enhanced to the maximum, for a truly multi-dimensional color.

## Technology

**A gentle patented formula Arginine-based.** Arginine is a 100% natural origin amino acid that can replace the most common chemical alkalizing agents. It is very similar to hair, as it is already present in its protein structure. **Vegan formula**, free from Ammonia, Ethanolamine, Resorcinol and Silicones. The formula is enriched with an active ingredient made from fermented apple vinegar with restructuring properties and with a conditioning complex with antistatic effect that makes hair smooth and soft.

a shine increase of  
up to **+103%**

has been measured  
on moving hair\*

hair is up to  
**13%**

more elastic  
after just one  
application\*\*

### Hair

is up to 3 times easier  
to brush after just one  
application\*\*\*

color is maintained  
up to **90%**

after 12 washes\*\*\*\*

\*instrumental test conducted on hair treated with Color Wear Gloss Toner (shade 09.2) compared to untreated hair.

\*\*instrumental test on hair treated with the new Color Wear Gloss Toner formula (shade 09.2), compared to untreated hair.

\*\*\* instrumental test on dry hair, after just one application of the new Color Wear Gloss Toner formula, compared to one of our strongest market competitors.

\*\*\*\*instrumental test on hair treated with the new Color Wear Gloss Toner formula (shade 08N), measured after 12 washes.

Color  
Color Wear



# Our range



Size:  
60 ml Bottle

## Naturals

Delicate shades with neutral tones.

## Ash

Delicate shades with ash tones excellent for neutralizing unwanted orange tones.

## Violet

Delicate tones with a strong color identity.

## Golden

Delicate shades with wonderful warm golden tones.

## Copper

Delicate shades with copper tones.

## Reds

Delicate shades with luminous red tones.

## Clear

Applied alone donates new radiance to dull and opaque hair and enhances the natural and cosmetic color.



## Activator

Stabilized Peroxide Liquid is the activator specially designed to be used exclusively with Color Wear Gloss Toner. Its texture consists of a liquid mixture that is ideal for fast, convenient application.

Size: 1000 ml – 120 ml Bottle

Color  
Color Wear



# Pigments

Ultra concentrated  
pure Pigments.

## The line

### Pigments color everything.

12 pigments to personalize an incredible variety of services and products. When added to coloring services, they are ideal for: creating new shades, reviving the color between one service and another, repigmenting after bleaching, and correcting unwanted tones.

They can be mixed into each treatment products to refresh the color at the hair washing station or to maintain it at home. They can provide color during smoothing and perming services when added to the texture products. They allow you to create temporary color effects when curling/straightening or styling, when mixed with mousse, gel or simply with water.

## Technology

With 3 **patents** filed, the pigments modify their structure according to the pH of the environment in which they find themselves, and maintain their properties when combined with any other product.

## Our range

### Color

#### Ash .1

To enhance Cold/Ash tones of dark hair (from Medium Brown to Black), adding depth and neutralizing the undesired orange tones.

Salon size: 90 ml Bottle  
COD. PF015915



#### Gold .3

To revive warm blonde tones or add .3 tones to natural bases.

Salon size: 90 ml Bottle  
COD. PF014106



#### Copper .4

To enhance copper tones or add .4 tones to natural bases.

Salon size: 90 ml Bottle  
COD. PF014102



#### Red .6

To revive the brightness of reds and add .6 tones to natural bases.

Salon size: 90 ml Bottle  
COD. PF014101



#### Ash Gold .13

To enhance blonde and light brown tones or add .13 tones to natural bases.

Salon size: 90 ml Bottle  
COD. PF014105



#### Golden Violet .32

To enhance the tones of browns and light browns and add soft tones to natural hair.

Salon size: 90 ml Bottle  
COD. PF015916



#### Golden Mahogany.35

To add depth to dark browns or to add .35 tones to natural bases.

Salon size: 90 ml Bottle  
COD. PF014104



#### Violet Ash .21

To amplify the cool blonde tones and revive white/ grey hair neutralizing undesired yellow tones.

Salon size: 90 ml Bottle  
COD. PF014103



#### Ultra Violet

Ideal for preserving and ensuring the quality of violets and enriching dark, very dark, natural and cosmetic shades with violet tones. Has a powerful anti-yellow effect.

Salon size: 90 ml Bottle  
COD. PF018550



# Our range

## Metallic colors

### Metallic Bronze

Ideal to preserve the quality of bronze and add depth to natural and cosmetic browns, enhancing amber tones.

Salon size: 90 ml Bottle  
COD: PF016830



### Metallic Rose Copper

To enhance the tones of rose copper and keep the result obtained in the salon perfect. Apply on bleached hair to create new shades.

Salon size: 90 ml Bottle  
COD: PF016831



### Metallic Grey Black

To enhance and guarantee the quality of grey. Ideal to give and preserve the depth of dark and very dark colors, both natural and cosmetic.

Salon size: 90 ml Bottle  
COD: PF016829



# Revolution<sub>jc</sub>

## An explosion of color

### The line

Originals: a series, 7 unconventional direct colors that ensure vibrant results, perfect for being daring, experimenting, and unleashing creativity. They can be applied on bleached hair for a pure and intense result, or on natural or colored hair to intensify or vary its tones.

### Technology

The maximum intensity of the crazy colors enclosed in a creamy texture to ensure maximum precision during application.

## Originals

The explosion of direct color. 7 shades that can be mixed together for an infinite palette of vibrant colors.

**True Blue, Pink, Rich Purple, Deep Red, Magenta, Yellow, Pastel Mix**



Size: 90ml Tube

# BB Bleach

The innovative bleaching line for precise and personalized results.

## The line

### Destination blonde in all its shades.

Thanks to a complete range of three specialized powders, you can easily achieve any tone, from total blonde to the most enchanting light effects, while being kind to your hair.

## Technology

An exclusive technology for perfectly lightened, protected and cosmetic hair.

### Bi-Bond Complex

An innovative protection booster: repairs damaged areas of the hair and restructures the fiber from the inside.

### Specific Easy Lift: Marula Oil

An oil that contains all the power of the African sun: emollient and nourishing, rich in unsaturated fatty acids and antioxidant, for brighter, nourished and revitalized hair.

### Specific High Lift: Chia Seed Oil

An oil obtained from a plant originating in Mexico. Rich in Omega-3, mineral salts, and vitamins, for thicker hair with a healthy appearance.

### Specific Free Style Lift: White Clay

Discovered in China in the eighteenth century, today is one of the most precious cosmetic ingredients for your hair: it purifies, strengthens, and softens. With purifying, absorbing and energizing properties for more protected and soft hair.

# Our range

### Easy Lift | Bond Technology

Bleaching powder 7 levels ideal for light brown and blonde bases. Blue in color, it counteracts orange residue at the end of the service. Its creamy, consistent, and non-volatile texture is enriched with Marula Oil. In a 400 g jar and 12x50 g single-dose sachets. COD. PF018518 - COD. PF018521



### High Lift | Bond Technology

Bleaching powder 9 levels ideal for intense and dark bases. White in color, it allows you to keep the level of lightening under control during the process. Its creamy, consistent, and non-volatile texture is enriched with Chia Seed Oil. In a 400 g jar. COD. PF018519



### Free Style Lift | Bond Technology

7-level lifting Clay Powder ideal for freehand lightening. The non-volatile clay texture dries externally, isolating the strands without coloring the sections surrounding them. Does not run. Enriched with White Clay. In a 400 g jar. COD. PF018520



# The Hair Supporters

A 100% professional system that elevates the quality of technical services in salon.

## The line

### Keyword: relax.

The Hair Supporters is the complete system that makes the technical services in the salon even more professional and safe, taking care of the scalp and hair.

## Technology

"Smart" formulas that target the most deteriorated areas of the hair.

### Quaternized Biomimetic Keratin

A restructuring revolution for the hair fiber.

### A Mix of soothing active ingredients

Alleviates sensations of discomfort and tingling.

### Mint essential oil

Refreshing effect.

### Lactic acid

Restores balance to the hair fiber and gives radiance.

**+ 21%**

hair elasticity\*

**+ 20%**

hair strength\*

**Comfort**

Greater scalp comfort during technical services\*\*

\*Instrumental tests performed on bleached hair, by comparing the results of hair that was treated and not treated with The Hair Supporters Bond Rebuilder. \*\*Test carried out on 100 people with sensitive scalps, in comparison with the same technical service performed without the use of Scalp Protector.

# Our range

### Scalp Protector

Soothing and protective serum\* for the scalp.

Size: 12 x 13 ml Vials

COD. PF014568

\*Test made on 100 individuals with a sensitive scalp, compared to the same technical service without Scalp Protector.



### Bond Rebuilder | Bond Technology

Cream to protect the fiber. Reduces breakage and preserves the internal bonds. Improves resistance.

Size: 300 ml Tube

COD. PF014569



### Scalp & Fiber Restorer | Bond Technology

Double-action fluid. Helps to restore the scalp's pH level which is altered during technical services, and restores the balance of the fiber, nourishing and sealing the cuticles.

Size: 250 ml Bottle

COD. PF014570



# Equipment

The perfect support for toning service.

## The line

Professionalism and care: two tools to enhance the color experience in the salon. A cream to protect the skin from contact with the color and a cleansing fluid to remove color blotches from the scalp.

## Technology

### D-Panthenol

Calming and soothing effect, found inside the barrier cream.



### Double Defence Cream

Barrier Cream.  
Creates a protective layer that prevents the color from coming into contact with the skin, protecting it from any blotches. Formula enriched with calming and soothing D-Panthenol, for maximum comfort.  
Size: 150 ml Tube  
COD. PF011237

### Almond oil

Fights redness and irritation, contained in the cleansing fluid.



### Stain Remover

Cleansing Fluid.  
Effectively removes color blotches from the scalp. Enriched with Almond Oil which prevents redness and irritation.  
Size: 125 ml Bottle  
COD. PF004159

# Oxid'o

Creamy stabilized hydrogen peroxide.

## The line

5 activators to get the best from the ALFAPARF MILANO toning and bleaching products. The creamy texture of Oxid'o enables it to be applied conveniently, precisely, and effectively.

## Technology

The formula is enriched with Elicos, a derivative of sugar beet, which buffers the alkalinity of the color when it comes into contact with the scalp.  
Free from paraffins and mineral oils.



**5 Volume (1,5%)**  
Size Bottle:  
1000ml - 120ml  
COD. PF021602  
COD. PF021607



**10 Volume (3%)**  
Size Bottle:  
1000ml - 120ml - 90ml  
COD. PF021603  
COD. PF021608  
COD. PF021610



**20 Volume (6%)**  
Size Bottle:  
1000ml - 120ml - 90ml  
COD. PF021604  
COD. PF021609  
COD. PF021611



**30 Volume (9%)**  
Size Bottle:  
1000 ml - 90 ml  
COD. PF021605  
COD. PF021612



**40 Volume (12%)**  
Size Bottle:  
1000 ml - 90 ml  
COD. PF021606  
COD. PF021613

Shape  
Shape  
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Shape

## Shape

Everything you need for hair shaping to meet all desires: with total safety and durability.

Keratin Therapy Lisse Design  
Keratin Therapy Curl Design



**Express  
yourself  
safely**

# Keratin Therapy

The keratin treatment for hair transformation.

## The line

### Express yourself, safely.

Thanks to its protective properties, Keratin Therapy is the complete and versatile system for long-lasting hair shaping to meet all desires. Completely safe with extraordinary performance.

## Technology

### Amazonian Babassu Oil

With extraordinary emollient properties.

### Specific Lisse Design: Kera-Collagen Complex

Protein complex based on Hydrolyzed Keratin and Quaternized Collagen.

### Specific Curl Design: Keraveg, the plant-based alternative to keratin.

A complex of soy and wheat amino acids that helps to repair the fiber and protect against damage.



# Our range

## Salon products

## Home products

Shape  
Keratin Therapy

### Lisse Design

Progressive smoothing keratin treatment. 5 salon products for all smoothing needs and 5 maintenance products for perfect smoothness for up to 3 months, leaving the hair soft, silky and shiny.

#### Deep Cleansing Shampoo

**Deep Cleansing Shampoo.**  
Deeply cleanses the hair, leaving it completely detangled. Helps open the cuticles to prepare the hair for smoothing treatment. Sulfate free.  
Size: 500 ml Bottle  
COD. PF008973



#### Smoothing Fluid

**Smoothing Fluid.**  
Uses heat to rearrange the hair's keratin chains and restructure them in their typical smooth shape.  
Size: 500 ml Bottle  
COD. PF014311



#### Detangling Cream

**Detangling Cream.**  
Helps maintain the hair cosmeticity during the treatment. Makes blow drying and flat ironing easier and quicker and protects against heat.  
Size: 150 ml Tube  
COD. PF019286



#### Rehydrating Mask

**Rehydrating Mask.**  
Provides hair with moisture and contributes to limit the natural drying process.  
Size: 500 ml Jar  
COD. PF008974



#### Easy Lisse Bond Technology

**Long lasting Discipline Conditioner.**  
Long-lasting discipline treatment with Bond Technology to give soft, luminous and disciplined hair for up to 3 months.  
Size: 500 ml Jar  
COD. PF016534



#### Lisse Design Intro Kit

**Express Method.**  
Kit composed by Deep Cleansing Shampoo (40ml), Smoothing Fluid Mousse Maker (100ml) and Rehydrating Mask (40ml), for a service from 25% to 30% faster.  
COD. PF012474



#### Maintenance Shampoo

**Shampoo.**  
Gently cleanses the hair and helps maintain the cosmetic effects obtained with the salon treatment. Enriched with Keratin and Babassu Oil, leaves the hair soft and shiny. Sulfate free.  
Size: 250 ml Bottle  
COD. PF009064



#### Rehydrating Mask

**Rehydrating Mask.**  
It provides hydration and contributes to limit the hair natural drying process. Hair looks revitalized and extremely tangle-free and bright.  
Size: 200 ml Jar  
COD. PF015441



#### Maintenance Conditioner

**Conditioning cream.**  
Nourishes the hair and maintains the hair cosmeticity obtained with the salon treatment. Enriched with Keratin and Babassu Oil. Sulfate free.  
Size: 250 ml Bottle  
COD. PF009063



#### Keratin Refill

**Keratin and collagen refill.**  
A light and velvety fluid that refills the hair with Keratin and Collagen and helps maintaining it smooth soft and combable. To be applied on damp hair. No need to rinse.  
Size: 100 ml Bottle  
COD. PF010710



#### The Oil

**Silk-effect elixir.**  
This formula, containing precious Amazonian Babassu Oil, leaves the hair silky and soft. Ideal to protect the hair from split ends and to contrast the hair fiber drying process without weighing the hair down. To be applied on damp hair.  
Size: 50 ml Bottle  
COD. PF010081



#### SAFETY TEST

Environmental test carried out in partnership with the Made HSE Institute (Leading company in the field of safety at workplace) to measure the potential release of formaldehyde in the air during the service. Outcome: the environmental testing ascertains that the product is lawful and the amount of formaldehyde release during hair smoothing services is far lower than the values set out by the US Agency for protection and safety at workplace.

Next to zero Formaldehyde release in the air\*

Completely safe for you and for your customers and compliant to the strictest CE and international standards\*\*

\* Test made on formaldehyde emissions released at high temperatures (the temperatures required for the technical service).  
\*\* Assessment tests to environmental exposure made according to the American Environmental Protection Agency (EPA) for the assessment of reference values proposed by the American screening and surveillance bodies, the OSHA and the ACGIH. \*\*\* OSHA: US Occupational Safety and Health Administration.

# Our range

## Curl Design

Perming treatment for soft curls and natural waves, vegan. 3 products with a formula that can be personalized for 2 services (Classic and Be Wavy) that enhance the movement of the hair and the individuality of all customers.



### Move Designer

Waving fluid

Move Designer creates perfect curls and waves, for a soft and natural look.

Size: 500 ml Bottle  
COD. PF019292



### Move Fixer

Neutralizing fluid

Move Fixer is a fluid that transforms into mousse inside the Mousse Maker and perfects the waving service by fixing the waves created in the hair.

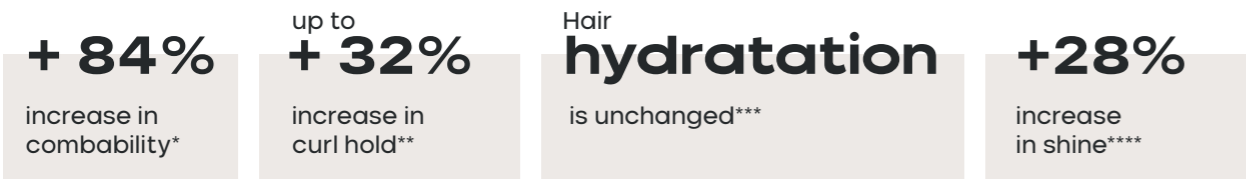
Size: 1000 ml Bottle  
COD. PF019293



### Move Creamy Protector **Bond Technology**

Move Creamy Protector is a special additive that transforms Move Designer into a cream, and provides an additional level of protection to the hair.

Size: 300 ml Tube  
COD. PF019977



\*instrumental test carried out on bleached hair – increase of combability on dry hair after Curl Design treatment versus non-treated hair

\*\*result of instrumental test after 32 washes compared to the main market player

\*\*\*instrumental test carried out before and after Curl Design treatment

\*\*\*\*instrumental test carried out on natural hair before and after Curl Design treatment





## Care

Infinite solutions in our range of treatments that can satisfy all the different needs of each scalp and hair type, to keep the hair looking healthy and radiant from the roots to the ends.

Semi di Lino



When you  
feel good,  
you look  
good

# Semi di Lino

The haircare treatment to reveal the original beauty of the hair.

Care  
Semi di Lino

## The line

### Beauty power to you. The beauty of hair is in your hands.

Semi di Lino is the treatment line that keeps hair looking healthy and protected from root to tip. And brighter than ever, thanks to an ingredient found in nature and enhanced in ALFAPARF MILANO laboratories: flaxseed. A complete range that meets all scalp and hair needs through its 10 sub-ranges of products and services. Sublime, Diamond, Moisture and Reconstruction for the treatment of the hair fiber. Volume, Curls and Smooth dedicated to the texture of the hair. Blonde e Brunette to enhance both natural and cosmetic hair color. Scalp, a wide range for the scalp requirements.

## Technology

Pollution protection, extreme radiance, and color brightness. All the Semi di Lino lines contain Urban Defence Pro, Color Fix Complex and Shine Fix Complex.



### Urban Defence Pro

Anti-pollution shield for total protection. A biotechnological active ingredient consisting of sugary macromolecules obtained with a natural fermentation process.



### Shine Fix Complex

Ensures 24 hours of brightening power from the roots to the ends.



### Color Fix Complex

UV filter and antioxidant to prolong the beauty of color. Even after 9 washes, the tone is intense and shiny.



# Our range

## Treatments for the fiber.

Four sub-ranges for a long-lasting treatment to protect the balance of the hair fiber in all conditions.

### Sublime

The Semi di Lino line to maintain hair beauty and vitality. For all hair types. Purifies, perfects, and enhances.

#### Detoxifying Mud

Detoxifying mud for all hair types: gently removes impurities from hair and scalp stressed by pollutants, making your hair radiant and revitalized. Its clay texture gives a pleasant sensation of freshness and wellbeing.

Size: 500 ml Jar  
COD. PF016896



#### Cellula Madre Beauty Genesis

A renewing elixir containing Argan plant stem cells with a special ability to continuously renew themselves, for sublime hair with a radiant and healthy appearance. Product to be rinsed off.

Size: 12 x 13 ml Vials  
COD. PF017776



#### Cellula Madre Glow Multiplier

An illuminating concentrate to be combined exclusively with Semi Di Lino Cellula Madre Beauty Genesis, for an ultra-performing gel emulsion that multiplies the shine of the hair without weighing it down.

Size: 150 ml Bottle  
COD. PF017779



#### Cellula Madre Nourishment Multiplier

An illuminating concentrate to be combined exclusively with Semi Di Lino Cellula Madre Beauty Genesis, for an ultra-performing gel emulsion that amplifies the nutrition of the hair without weighing it down.

Size: 150 ml Bottle  
COD. PF017777



#### Cellula Madre Restructuring Multiplier

A restructuring concentrate to be combined exclusively with Semi Di Lino Cellula Madre Beauty Genesis, for an ultra-performing gel emulsion that repairs the hair, increasing its elasticity and strength, without weighing it down.

Size: 150 ml Bottle  
COD. PF017778



#### Cellula Madre Kit

Single-dose kits consisting of Cellula Madre Beauty Genesis vial and Beauty Multiplier to create a specific service depending on the type of hair and the desired result.

Size: 13 ml Vial + 25 ml Bottle  
COD. PF020644 - COD. PF020645 - COD. PF020646



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**BLUE LIGHT SHIELD**  
Protection of cosmetic color from the damage caused by blue light.

#### Essential Oil

Intensive light-effect treatment that reduces surface roughness of the hair fiber, giving the hair unprecedented radiance. Visible results from the first application. Product to be rinsed off.

Size: 12 x 13 ml Vials  
COD. PF016451



#### Shine Lotion

An intensive brightening and perfecting treatment that gives support, flexibility and shine. Visible results from the first application. No need to rinse.

Size: 12 x 13 ml Vials  
COD. PF016452



#### Cristalli Spray

Instant illuminating finish for all hair types. Encloses the hair fiber in a light protective film, helping to protect it from humidity. Gives shine to your hair without weighing it down.

Size: 125 ml Bottle  
COD. PF016457



#### Cristalli Liquidi

Universal beauty fluid, for radiance never seen before. With flaxseed oil and vitamin E, which protect the hair from external aggressions, it creates a film to fight humidity and dryness. No need to rinse.

Size: 15 ml - 30 ml - 50 ml Bottle  
COD. PF016454 - COD. PF016455 - COD. PF016456



#### Cristalli di Seta

Two-phase smoothing serum for all hair types: the final touch for an extremely soft and lightweight hair fiber, just like silk.

Size: 45 ml Bottle  
COD. PF016894



#### Sublime Water

Scented water for your body and hair: a delicate and feminine note for a pleasant daily routine.

Size: 50 ml Bottle  
COD. PF016895



#### Violet Ash Ultra Concentrated Pigment

Ultra concentrated pigment ideal for giving new light to cool blonde tones and reviving grey/white shades, both natural and bleached, neutralizing unwanted yellow tones.

Size: 10 ml Pod  
COD. PF022717



#### Ash Ultra Concentrated Pigment

Ultra concentrated pigment ideal for emphasizing cool/ash highlights in brown and dark hair, whether natural or treated, giving depth and neutralizing unwanted orange tones.

Size: 10 ml Pod  
COD. PF022718



# Diamond

The Semi di Lino line to maintain the shine of hair in any condition.  
For normal hair. Revitalizes, protects, illuminates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**MULTIVITAMIN COMPLEX**  
Recharge of antioxidant energy for the hair fiber.

## Illuminating Low Shampoo

Illuminating shampoo, which gives softness and vitality to the hair fiber, making it shine instantly and over time. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF016445 - COD. PF016446



## Illuminating Mask

Intensely revitalizes the hair fiber, giving softness, fluidity and extreme shine.

Size: 200 ml - 500 ml Jar  
COD. PF016449 - COD. PF016450



## Illuminating Conditioner

Detangles the hair, making it ultra-lightweight and soft, revealing its extraordinary shine.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF016447 - COD. PF016448



## Extraordinary All-In-1 Fluid

10 valuable benefits in a single product:

- 1) extreme, instant radiance
- 2) protects the cosmetic color, prolonging its brightness and intensity
- 3) detangles the hair
- 4) helps to protect against UV rays
- 5) prevents the formation of split ends
- 6) controls frizz
- 7) counteracts the effect of humidity
- 8) seals the cuticles
- 9) gives a soft and silky feel
- 10) reduces drying time, making brushing easier.

Size: 125 ml Bottle  
COD. PF016453



**+ 37%**

increase in shine\*

\* Laboratory tests conducted on bleached hair, subjected to cycles of exposure to environmental pollutants and then treated with Semi di Lino Diamond Treatment

# Moisture

The Semi di Lino line to make dry hair soft and silky.  
For dry hair. Moisturizes, nourishes, softens.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**NUTRI-SUGARS**  
Micro-molecules with moisturizing and nourishing action.

## Nutritive Low Shampoo

Complete cleansing and nourishment without weighing down, for softness and silkiness typical of healthy hair. Gentle, Sulfate Free.

Size: 250 - 1000 ml Bottle  
COD. PF016415 - COD. PF016416



## Nutritive Mask

Anti-dryness effect from roots to ends. Instantly improves the quality of hair, making it soft and easy to detangle.

Size: 200 - 500 ml Jar  
COD. PF016417 - COD. PF016418



## Nutritive Essential Oil

Intensive nutritive treatment which fights dehydration in the hair fiber for surprisingly soft hair. Product to be rinsed off.

Size: 6 x 13 ml Vials  
COD. PF016421



## Nutritive Leave-In Conditioner

Leave-in conditioner for dry hair: softens the hair fiber and makes it easier to control without weighing it down, giving extreme radiance.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF016419 - COD. PF016420



## Nutritive Detangling Fluid

Detangling leave-in fluid for dry hair: detangles perfectly and gives maximum combability without weighing down the hair, making it extremely soft.

Size: 125 ml Bottle  
COD. PF016422



**+ 114%**

increase in combability\*

\*Laboratory tests conducted on bleached hair, subjected to cycles of exposure to environmental pollutants and then treated with Semi di Lino Moisture Treatment.

# Reconstruction

The Semi di Lino line to strengthen the hair fiber.  
For damaged hair. Repairs, reconstructs, strengthens.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**BAMBOO MARROW + CORTEX REPAIR**  
Combination of natural active ingredients rich in Silicon with a restructuring action.

## Reparative Low Shampoo

Cleanses the hair, promoting the reconstruction process and keeping it soft and supple.  
Gentle, Sulfate Free.

Size: 250 - 1000 ml Bottle  
COD. PF016408 - COD. PF016409

## Reparative Mask

Intensive treatment to reconstruct the hair fiber.  
Brittle hair gradually regains its natural beauty.

Size: 200 ml - 500 ml Jar  
COD. PF016410 - COD. PF016411

## Sos Emergency Oil

A professional deep-reconstructing treatment for damaged and weakened hair that requires emergency intervention.  
Repaired from inside, the hair looks strong and vibrant.  
Product to be rinsed off.

Size: 6 x 13 ml Vials  
COD. PF016413

## Reparative Lotion

Treatment to restructure the brittle and fragile hair fiber.  
With its daily use, the hair regains its natural vigor, strength and compactness. No need to rinse.

Size: 6 x 13 ml Vials  
COD. PF016414

## Anti-Breakage Daily Fluid

Continues the restructuring process on a daily basis, sealing the cuticle and creating an effective protective barrier. The hair looks replenished without losing its fluidity and softness. No need to rinse.

Size: 125 ml Bottle  
COD. PF016412

**+ 14%**

increase in strength  
of the hair fiber\*

\*Laboratory tests conducted on bleached hair, subjected to cycles of exposure to environmental pollutants and then treated with Semi di Lino Reconstruction Treatment.



# Treatments dedicated to the texture of the hair.

Three lines for three different types of hair: fine, curly and rebel. Climate-proof.

## Exclusive technology



### Climate-Proof

A protective barrier that keeps the hair hydrated as humidity and temperature change.

**7day**

non-stop  
hydration\*

**72hour**

frizz control even  
at 98% humidity\*

\*Instrumental tests performed on hair treated with the Semi di Lino Volume service line



# Volume

The Semi di Lino line to give the hair body and thickness.  
For fine hair. Add thickness, boosts volume, hydrates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 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.



**VOLUME BOOST COMPLEX**  
It boosts volume and adds thickness to the fiber from the roots to the ends.

## Volumizing Low Shampoo

Cleanses and gives thickness to the hair fiber of fine hair, for natural volume. Gentle, Sulfate Free.

Size: 250 - 1000 ml Bottle  
COD. PF020066 - COD. PF020067



## Volumizing Mousse Conditioner

Detangles without weighing the hair down giving body and volume to hair that tends to flatten.

Size: 200 ml Spray Can  
COD. PF020068



## Volumizing Spray

Gives thickness to the hair fiber and support with flexible hold, for a long-lasting volume effect.

Size: 125 ml Bottle  
COD. PF020069



**x2**

more voluminous hair\*

**72hour**

effect to give body and add volume to your hair\*

\*Instrumental tests performed on hair treated with the Semi di Lino Volume service line

# Curls

The Semi di Lino line to enhance the texture of waves and curls, hydrates the hair, and preserves its natural beauty.  
For curly and wavy hair. Defines, hydrates, tames.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 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.



**MANKETTI OIL**  
Provides hydration and nourishment to the hair fiber.

## Enhancing Low Shampoo

Cleanses, hydrates, and makes the hair soft, detangled and frizz-free. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF020610 - COD. PF020611



## Hydrating Co-Wash

A foam-free washing cream that cleanses, hydrates, and controls frizz, leaving curls defined and soft.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF020614 - COD. PF020615



## Enhancing Conditioner

A conditioner that defines waves and curls, rinse-off and/or leave-in. Hydrating and extra-light, detangles curls, getting rid of frizz.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF020612 - COD. PF020613



## Enhancing Mask

An intensive defining treatment that hydrates, detangles and strengthens, getting rid of frizz and makes the hair soft and light.

Size: 200 ml - 500 ml Jar  
COD. PF020616 - COD. PF020617



## Defining Cream

A leave-in defining cream that controls and protects from heat and humidity, for defined and frizz-free curls.

Size: 125 ml Bottle  
COD. PF020619



## Multi-Benefit Oil

A multi-action oil that hydrates, detangles, defines, brightens, and protects from heat and humidity, leaving the hair light and frizz-free.

Size: 100 ml Bottle  
COD. PF020618



## Reactivating Spray

Revives and protects from heat and humidity for long-lasting curl definition.

Size: 125 ml Bottle  
COD. PF020620



up to  
**70%**  
curls less puffy\*

**+64%**  
curls more combable\*\*

up to  
**76%**  
more hydration\*\*\*

**-91%**  
in frizz effect\*\*\*\*

\*Volume difference between treated and untreated hair. Hair type tested: wavy.  
\*\*Use of Hydrating Co-wash + Enhancing Mask tested on dry hair.  
\*\*\*Test performed on curly hair after a 16-day SDL Curls treatment cycle.  
\*\*\*\*Average value of the volume differences measured on treated hair vs. untreated hair. Hair type tested: curly.

# Smooth

The Semi di Lino line created to control rebel and difficult to manage hair. Hydrates the hair, aligns the fibers and counteracts frizz, restoring natural beauty. For rebel hair. Controls, hydrates, smoothes.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 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.



**FRIZZ DEFEAT PROTEIN**  
Anti-frizz protection for soft and tamed hair

## Smoothing Low Shampoo

Gently cleanses by smoothing the hair fiber, for straight hair without the frizz. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF020602 - COD. PF020603



## Smoothing Conditioner

Straightening conditioner for unruly hair: detangles and controls frizz for soft and lightweight hair.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF020604 - COD. PF020605



## Smoothing Mask

Intensive detangling treatment that gives control and protects against frizz, for soft and hydrated hair.

Size: 200 ml - 500 ml Jar  
COD. PF020606 - COD. PF020607



## Smoothing Cream

Straightening cream for unruly hair: makes brushing easier, protecting hair from heat and humidity, for long-lasting frizz-free smoothness.

Size: 125 ml Bottle  
COD. PF020608



## Smoothing Oil

Smoothing oil for unruly hair: brightens the hair, protecting it from heat and humidity, for long-lasting frizz-free straightness.

Size: 100 ml Bottle  
COD. PF020609



**-98%**

frizz effect after first application\*.

**72h**

of smooth, tamed hair\*\*.

\*Instrumental tests conducted on hair treated with Smoothing Low Shampoo + Smoothing Mask + Smoothing Cream + Smoothing Oil, in comparison with hair treated with base Shampoo alone.  
\*\*Instrumental tests conducted on hair treated with the Semi di Lino Smooth service, in comparison with hair treated with basic Shampoo alone.

# Dedicated treatments for enhancing hair color.

Two lines, one for blonde hair and one for brown, which neutralize unwanted tones and protect against the effects of blue light.

## Exclusive technology

Intense and shiny cosmetic color

**x3**

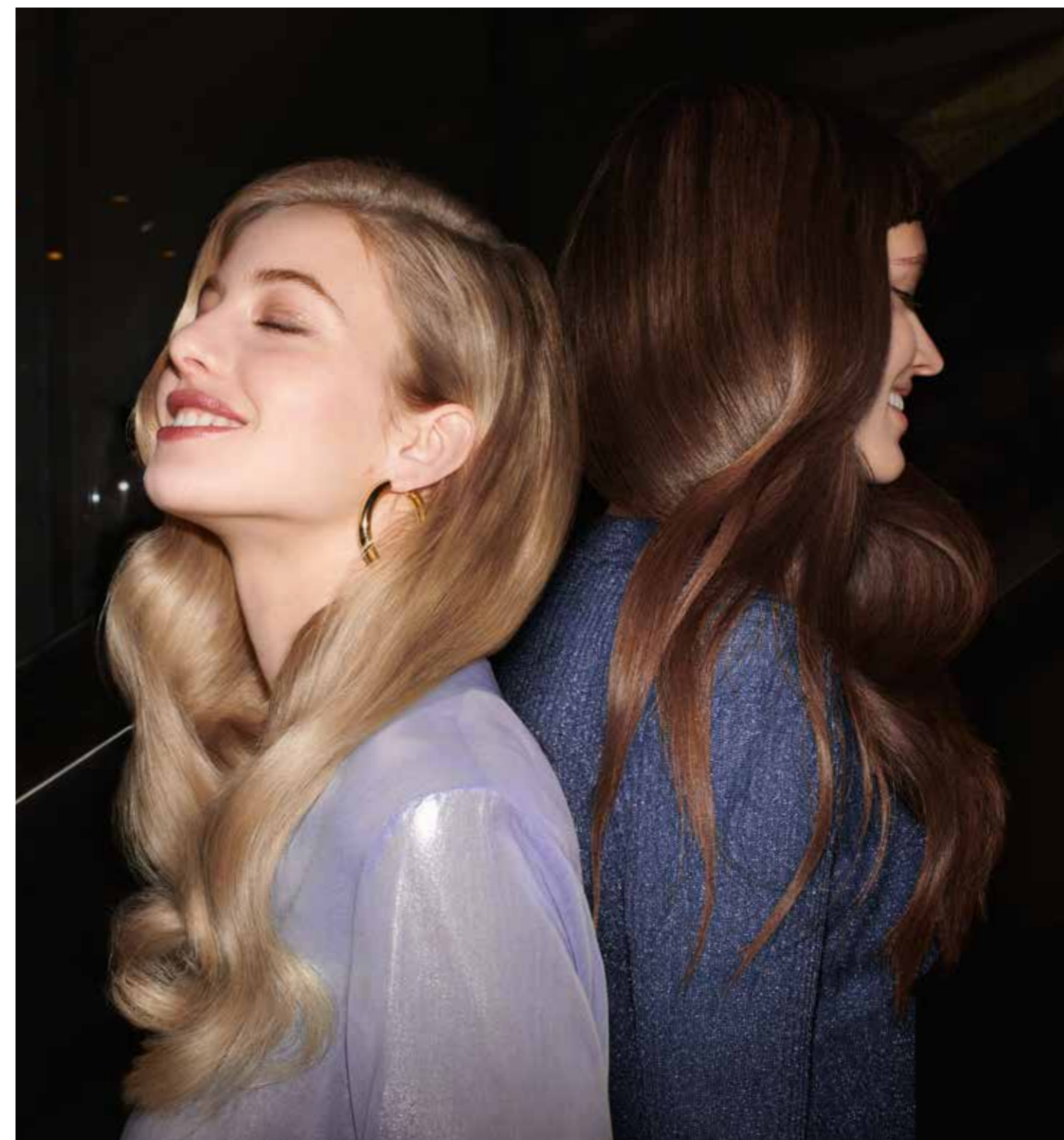
hair is easier to comb\*



## Blue Light Shield

Protection of cosmetic color from the damage caused by blue light.

\*Instrumental test conducted on hair exposed to blue light for a week and treated with Semi di Lino Blonde Anti-Yellow Conditioner and Semi di Lino Brunette Anti-Orange Conditioner.



# Blonde

The Semi di Lino line for neutralizing unwanted yellow tones, invigorating the hair fiber and providing hydration. For blonde and silver hair, both natural and bleached. Neutralizes, reinvigorates, hydrates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**BLUE LIGHT SHIELD**  
Protection of cosmetic color from the damage caused by blue light.



**BLONDE RECOVERY**  
Recharges with vigor and hydration for bright color hair.

## Anti-Yellow Low Shampoo

Gently cleanses, neutralizes unwanted yellow tones and gives the hair vigor and hydration. Enriched with violet ash pigment. Gentle, Sulfate Free.  
Size: 250 ml Bottle  
COD. PF022625



## Intense Anti-Yellow Low Shampoo

Gently cleanses, neutralizes unwanted yellow tones and gives the hair vigor and hydration. Enriched with concentrated violet ash pigment. Gentle, Sulfate Free.  
Size: 1000 ml Bottle  
COD. PF022626



## Anti-Yellow Conditioner

Detangles, neutralizes unwanted yellow tones and gives the hair vigor and hydration, without weighing it down. Enriched with violet ash pigment.  
Size: 200 ml Tube  
COD. PF022627



## Anti-Yellow Spray

Leave-in spray specifically for partial lightening: neutralizes unwanted yellow tones and detangles the hair without weighing it down. Enriched with violet ash pigment.  
Size: 125 ml Bottle  
COD. PF022629



**+21%**

brighter color\*

**Neutralizes**

yellow tones from the first application\*\*

**x3**

Hair is easier to comb\*\*\*

\*Instrumental test conducted on hair treated with Semi di Lino Blonde Anti-Yellow Conditioner.  
\*\*Instrumental tests conducted on Semi di Lino Blonde treatment (Anti-Yellow Low Shampoo and Conditioner).  
\*\*\*Instrumental test conducted on hair exposed to blue light for a week and treated with Semi di Lino Blonde Anti-Yellow Conditioner.

# Brunette

The Semi di Lino line for neutralizing unwanted orange tones, providing deep nourishment and revitalizing the hair fiber. For brown and dark hair, both natural and treated. Neutralizes, nourishes, revitalizes.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**BLUE LIGHT SHIELD**  
Protection of cosmetic color from the damage caused by blue light.



**BRUNETTE RECOVERY**  
Recharges with nutrition and vitality for bright color hair.

## Anti-Orange Low Shampoo

Gently cleanses, neutralizes unwanted orange tones, provides deep nourishment and revitalizes the hair fiber. Enriched with ash pigment. Gentle, Sulfate Free.  
Size: 250 ml Bottle  
COD. PF022630



## Intense Anti-Orange Low Shampoo

Gently cleanses, neutralizes unwanted orange tones, provides deep nourishment and revitalizes the hair fiber. Enriched with concentrated ash pigment. Gentle, Sulfate Free.  
Size: 1000 ml Bottle  
COD. PF022631



## Anti-Orange Conditioner

Detangles, neutralizes unwanted orange tones, provides deep nourishment without weighing down the hair and restores vitality to the hair fiber. Enriched with ash pigments.  
Size: 200 ml Tube  
COD. PF022632



**+21%**

brighter color\*

**Neutralizes**

orange tones from the first application\*\*

**x3**

hair is easier to comb\*\*\*

\*Instrumental test conducted on hair treated with Semi di Lino Brunette Anti-Orange Conditioner.  
\*\*Instrumental tests conducted on Semi di Lino Brunette treatment (Anti-Orange Low Shampoo and Conditioner).  
\*\*\*Instrumental test conducted on hair exposed to blue light for a week and treated with Semi di Lino Brunette Anti-Orange Conditioner.

# Scalp treatments.

Semi di Lino Scalp, a wide range to renew, rebalance and relieve the scalp and make the hair shiny and healthy-looking.

## Exclusive technology



### Microbiotic System

A mix of pre and probiotics for scalp balance and extra protection.



# Scalp Renew

For thinning hair. Strengthens, redensifies, stimulates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**BIORENEW COMPLEX**  
Blend of natural ingredients that prolong the life of the follicle and increase its vitality.

## Energizing Low Shampoo

It cleanses and gives vitality to the hair fiber of weakened hair that is prone to hair loss. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF019466 - COD. PF019467



## Energizing Lotion

An intensive energizing treatment for weakened hair that is prone to hair loss, with a refreshing effect. Does not weigh down the hair.

Size: 12 x 10 ml Vials  
COD. PF019468



## Energizing Tonic

Energizing and rebalancing tonic to maintain the optimal state of the scalp. With a refreshing effect.

Size: 125 ml Bottle  
COD. PF019469



**x8**

increase in  
hair density\*

**95%**

of women notice  
the increase in hair  
thickness\*\*

\* Instrumental test conducted on the SDL Scalp Renew Energizing Low Shampoo+Renew Energizing Lotion vs placebo  
\*\* Self-evaluation test conducted on the SDL Scalp Renew Energizing Low Shampoo+Renew Energizing Lotion

# Scalp Rebalance

For hair with dry and oily dandruff. Rebalances, purifies, prevents.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**PURE-SET COMPLEX**  
Restorative active ingredients to fight scalp peeling.

## Gentle Exfoliating Scrub

An exfoliating scrub that gently purifies the scalp suffering from dandruff.

Size: 150 ml Tube  
COD. PF019471

## Purifying Low Shampoo

Cleanses and normalizes the scalp, delaying the reappearance of dandruff from dry or oily scalp. Gentle, Sulfate Free.

Size: 250 ml – 1000 ml Bottle  
COD. PF019472 – COD. PF019473



**100%**

Anti-reappearance action\*

of women notice a substantial reduction in dandruff\*\*

\* Clinical test conducted on the SDL Scalp Rebalance Purifying treatment

\*\* Self-evaluation test conducted on women with oily dandruff that used the SDL Scalp Rebalance Purifying treatment

# Scalp Rebalance

Oily skin. Rebalances, normalizes, prevents.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**SEBONORM COMPLEX**  
Rebalancing active ingredients to reduce oil on the scalp by targeting the pores.

## Balancing Low Shampoo

Cleanses and normalizes the scalp in skin with excess sebum. Gentle, Sulfate Free.

Size: 250 ml – 1000 ml Bottle  
COD. PF019474 – COD. PF019475



**-13%**

reduction in scalp oiliness\*

Long-lasting action\*\*

\* Instrumental test conducted on the SDL Scalp Rebalance Balancing treatment

\*\* Self-evaluation test on the SDL Scalp Rebalance Balancing treatment

# Scalp Relief

Sensitive skin. Soothes, comforts, hydrates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



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



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



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**DERMA COMFORT COMPLEX**  
Italian caper extract to regain comfort of the scalp.

## Calming Micellar Low Shampoo

Cleanses, counteracting sensations of discomfort in sensitive skin. Gentle, Sulfate Free.

Size: 250 ml – 1000 ml Bottle  
COD. PF019477 – COD. PF019514



## Calming Tonic

Soothing fluid for sensitive scalp, provides relief from itching.

Size: 125 ml Bottle  
COD. PF019478



**95%**

of women notice a reduction in tingling and redness\*

Instant calming effect\*\*

\* Self-evaluation test on the SDL Scalp Relief treatment

\*\* Instrumental test conducted on Calming Tonic

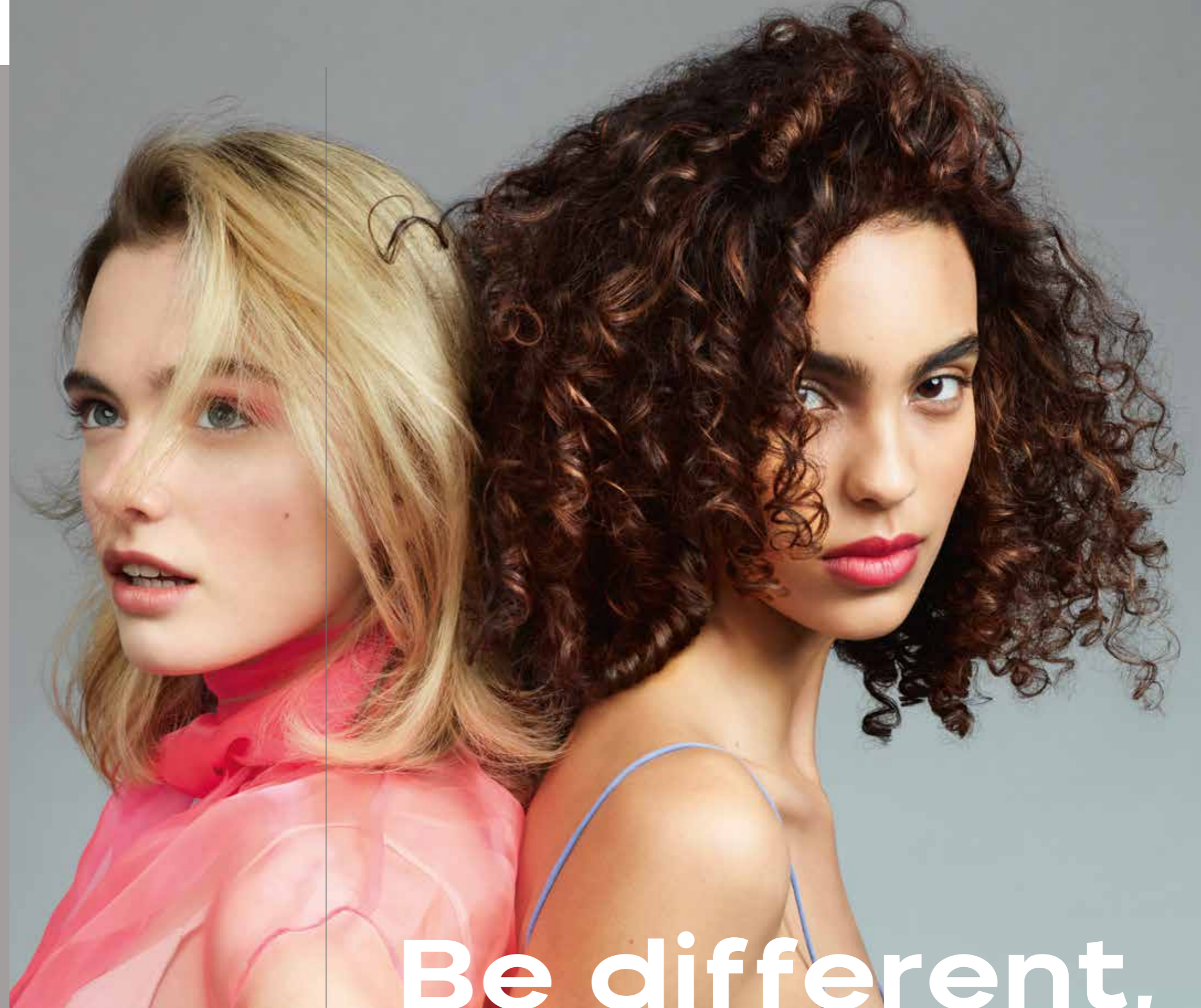
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**Styling**

# Styling

All the solutions to meet the new challenges that women's and men's hair face every day.

Style Stories



Be different,  
be unique

# Style Stories

The styling line to create any look.

## The line

### Every story is a style story.

Style is the protagonist of our days: Style Stories is the complete line of products that, along with the valuable advice of the hair stylists, become the perfect tools for tackling any occasion with the right style. Pre-styling, texturizers, pastes, gels and hairsprays: eighteen products and five levels of hold, to tell all kinds of stories.

## Technology



### Moringa Oleifera

At the base of all the Style Stories formulas, this special ingredient, also known as the “miracle tree” used in treatments for skin and hair, contains photo-protective properties and neutralizes unpleasant odors.



### Thermal Protection

All the pre-styling products contain ingredients that, when activated by heat, protect against free radicals and preserve the keratin naturally contained in the hair fiber.



### Volume

The texturizing products are capable of visibly increasing the body and volume of the hair fiber, by up to +138%!\*.



### All-day Long-lasting

The pastes and gels contain a complex of fixing agents that enable the product to hold all day long: after 8 hours, the initial style is almost completely maintained.\*\*



### Shine

The Style Stories hairsprays give maximum radiance, increased by up to +43%.\*\*\*

\*Instrumental test conducted on hair treated with Spray Wax, in comparison with untreated hair.

\*\*Instrumental test conducted at 23°C - 73°F, in conditions of controlled humidity (50%), for a total duration of 8 hours.

\*\*\* Instrumental test conducted on hair treated with Sculpting HairSpray, in comparison with untreated hair.

Styling  
Style Stories



# Our range

## Pre Styling

Before drying, these products make it easier to create the look you want.

### Blow-Dry Cream

Cream for increased body, makes drying quicker and easier. Fights frizz and does not weigh down the hair, leaving it soft and lightweight. Also ideal for pre-cut use.

Size: 150 ml Bottle  
COD. PF017561



### Thermal Protector

Thermo-active shield, protects the hair fiber from the heat of hot styling tools. Its dry spray formulation means that the hair does not get excessively wet before styling with straighteners or tongs.

Size: 200 ml Spray Can  
COD. PF020278



### Volume Mousse

An ideal mousse for fine hair, it amplifies the volume and brings body to the hair fiber, leaving the hair lightweight and shiny.

Size: 125 ml Bottle  
COD. PF017558



### Flexible Mousse

A flexible mousse which creates supple support, giving flexibility to the hair fiber. The hair looks defined, silky and shiny, for a fantastic nude effect.

Size: 250 ml Spray Can  
COD. PF020279



### Firming Mousse

Fixing mousse, ideal for curly hair and as a base for more structured hair styles. Defines the shape perfectly, without drying out the hair.

Size: 250 ml Spray Can  
COD. PF020280



## Texturizing products

They revive the look in a few moments, amplifying the texture of the hair for more defined styles.

### Texturizing Dry Shampoo

Texturizing dry shampoo, gives instant support and absorbs excess oiliness, for lightweight and fragranced hair.

Size: 200 ml Spray Can  
COD. PF020281



### Texturizing Gel

Texturizing gel which brings structure to the hair fiber, for defined and malleable results with a natural effect. Suitable for all hair types, even to enhance natural drying.

Size: 150 ml Bottle  
COD. PF017563



### Sea Spray

Salt spray, boosts the texture to instantly create defined and tousled looks with a "sea effect". Gentle matte finish.

Size: 150 ml Bottle  
COD. PF017564



### Twisted Curls

A curl cream which amplifies, controls and separates the strands, for results with maximum definition and softness, without leaving any residue.

Size: 100 ml Bottle  
COD. PF017562



### Spray Wax

Soft wax spray, separates and enhances the hair. Ideal for tousled looks, gives texture and shine to the hair for defined and malleable results. Glossy finish.

Size: 200 ml Spray Can  
COD. PF020282



### Vintage Powder

Texturizing powder, perfect for giving extreme volume even to fine hair, for a vintage effect and an "artfully tousled" look. Create the right structure with transformable curls and moldable strands simply by using your hands. Matte finish.

Size: 8 g Bottle  
COD. PF018533



# Paste

To control every style detail and maintain even the most extreme looks for a long time.

## Defining Wax

Soft wax, for defined results. Ideal for maximizing the details of any look. Glossy finish.

Size: 75 ml Jar  
COD. PF017570



## Glossy Pomade

Wax pomade, for extremely glossy looks. Does not weigh down the hair and can be washed off easily, without leaving any residue. Extra shiny finish.

Size: 100 ml Jar  
COD. PF017568



## Funk Clay

Clay-based styling paste, for a tousled effect. Styles, separates and defines, without feeling sticky. Matte finish.

Size: 100 ml Jar  
COD. PF017571



# Gel

They unleash creativity for precise, flexible, or extreme looks.

## Frozen Gel

Gel for extreme ice-effect looks. Crystallizes and sets the hair style.

Size: 150 ml Tube  
COD. PF017567



# Hairspray

For shiny hair, a sculpted look and a structured style that is never weighed down.

## Original Hairspray

Hairspray which allows the hair to move freely and makes it glossy, without weighing it down.

Size: 300 ml - 500 ml Spray Can  
COD. PF017572 - COD. PF017573

**Styling**  
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## Sculpting Hairspray

Gas-free hairspray, sculpts any look, a final touch to fix and give shine.

Size: 250 ml Bottle  
COD. PF017575



## Extreme Hairspray

Hairspray for structured results, it fixes the hair style without weighing it down.

Size: 500 ml Spray Can  
COD. PF017574



Men

Men

Men

Men

Men

Men

Men

**Men**

# Men

Real solutions for the actual  
beauty needs of today's men.

Blends of Many



Be true  
to yourself

# Blends of Many\_.

The multi-benefit product line created specifically for unisex salons.

## The line

### True stories, true solutions:

every man has his unique and original story, and every man has his needs. The Blends of Many line satisfies them all with 7 essential and effective multi-benefit products for the wellbeing of the hair, beard and face.

## Technology

### Urban Defence Pro

Protects from pollution damage, and stops dust and heavy metals from penetrating the hair and causing the production of free radicals.

### Black Tea

Natural active ingredient with 3 fundamental actions: Antioxidant to soothe irritation.

Stimulant to promote skin microcirculation.

Revitalizing to give new energy to the hair fiber.

### Specific in Energizing products: Biopower System

Concentrated mix of marine microalgae that extends the hair's growth phase and slows down thinning.

### Specific in Rebalancing products: Double Reset System

Specific pool of ingredients that works to normalize hyperactivity of sebaceous glands, that causes oily skin and dandruff.

Men  
Blends of Many



# Our range

## Strenght

A shot of energy to strengthen weakened hair.

### Hair

5 times stronger\*

+11%

thicker hair for cm<sup>2</sup>\*

\*Instrumental test using Energizing Blends of Many... treatment vs. placebo

#### Energizing Low Shampoo

Gentle energizing shampoo.

Cleanses the scalp deep-down and revitalises the hair. Sulfate free.

Size: 250 ml Bottle

COD. PF018566



#### Energizing Lotion

An intensive treatment for weakened hair.

Encourages hair growth, boosting thickness and volume.

Size: 12 x 10 ml Vials

COD. PF018568



## Balance

An antibacterial and sebum-regulating treatment.

### Dandruff

87% of participants report a reduction in dandruff from the first application\*\*

### Sebum

93% of participants report a reduction in sebum from the first application\*\*

\*\*Self-evaluation results of volunteers undergoing the full Rebalancing Blends of Many... treatment.

#### Rebalancing Low Shampoo

Gentle rebalancing shampoo.

Cleanses the scalp deep down, treating dandruff and excess sebum. Sulfate free.

Size: 250 ml Bottle

COD. PF018567



#### Rebalancing Tonic

Restores and rebalances, returning the scalp to optimum conditions.

Size: 100 ml Bottle

COD. PF018565



## Styling

A perfect look all day long.

#### Matte Paste

Medium-hold matte paste which gives the hair structure and definition.

Size: 75 ml Jar

COD. PF018570



#### Extra Strong Gel

Extra strong gel for ultimate styling control.

Size: 150 ml Tube

COD. PF018569



## Comfort

A multi-function product, handy in every situation.

+16%

facial\*\*\*  
moisturising  
immediately

Softer  
**beard**

in 90%\*\*\*\*  
of men

\*\*\*Clinical-instrumental tests 1 hour after using the product.  
\*\*\*\*Clinical-instrumental tests after 7 days of product use.

#### Beard & Skin Balm

Softens the beard and hydrates the skin without leaving it oily.

Size: 100 ml Bottle

COD. PF018571



# Sostenibilità

As of 2018, Alfaparf Group has been pursuing a Sustainability pathway, integrating the following three dimensions into its business model:

1

## Environmental sustainability

Protecting the environment and ecosystems by reducing CO<sub>2</sub> emissions and other negative environmental impacts, including taking action on products and production processes.

2

## Social sustainability

Fostering our collaborators, benefiting local communities, focusing on customers and suppliers.

3

## Economic sustainability

Being able to generate value in the long term and redistributing the wealth we have generated.

● **3** out of 5 **production plants** exclusively use 100% renewable electricity;

● **40%** of the **ingredients** in our formulations come from **renewable sources**;

● **Almost 50%** of the **card** used in our **packaging** is **recycled**;

● By 2023, all the **color tubes** produced on the two main production sites - in Italy and Mexico - will be made from **100% recycled aluminum** and have **100% recycled plastic caps**;

● **A minimum of 50% recycled plastic** will be used for the **bottles** and **tubes** in the **new lines**;

● As of 2021 **CO<sub>2</sub> emissions** for the **packaging** in the **new lines** will be **calculated and offset**;

● **93%** of our **collaborators** are on a **permanent contract**;

● **51%** of our **collaborators** are **women**;

● **100%** of our **new suppliers** are **selected based on socio-ethical and environmental criteria**;

● By 2021 the Group will have completed a **system for collecting and processing satisfaction data** from all of its customers;

● The company has adopted **Model 231** and a **Code of Ethics**, whereby we are committed to defending and upholding human rights, equal treatment, health and safety in the workplace, zero tolerance to child labor, and the right to fair and favorable working conditions;

● **91%** of the **economic value generated** by the Group in 2020 was **distributed**.

# Product codes

# Evolution of the Color<sup>3</sup>

## The Coverage series

Naturals			pg.14
1	PF005765	60 ml	
2	PF005766	60 ml	
3	PF005767	60 ml	
4	PF005768	60 ml	
5	PF005769	60 ml	
6	PF005770	60 ml	
7	PF005771	60 ml	
8	PF005772	60 ml	
9	PF005773	60 ml	
10	PF005774	60 ml	
Naturals Bahia			pg.14
4 NB	PF005775	60 ml	
5 NB	PF005776	60 ml	
6 NB	PF005777	60 ml	
7 NB	PF005778	60 ml	
8 NB	PF005779	60 ml	
9 NB	PF005780	60 ml	
10 NB	PF005781	60 ml	
Intense Naturals			pg.14
4 NI	PF005783	60 ml	
5 NI	PF005784	60 ml	
6 NI	PF005785	60 ml	
7 NI	PF005786	60 ml	
8 NI	PF005787	60 ml	
9 NI	PF005788	60 ml	
Cover Red			pg.14
5.6	PF005974	60 ml	
6.6	PF005975	60 ml	
7.6	PF012971	60 ml	

# Fantasy series

## Cool Browns

Evolution of the Color<sup>3</sup>

Natural Ash			pg.14
6.01	PF005945	60 ml	
7.01	PF005944	60 ml	
8.01	PF005943	60 ml	
Ash			pg.14
5.1	PF005797	60 ml	
6.1	PF005796	60 ml	
7.1	PF005795	60 ml	
8.1	PF005794	60 ml	
9.1	PF005793	60 ml	
10.1	PF005792	60 ml	
Blue Black			pg.14
1.11	PF005950	60 ml	
Violet			pg.14
9.2	PF012969	60 ml	
7.21	PF005949	60 ml	
8.21	PF005948	60 ml	
9.21	PF005947	60 ml	
10.21	PF005946	60 ml	
Pure Violets			pg.14
5.22	PF008010	60 ml	
Iced Coffee			pg.14
6.23	PF012964	60 ml	
8.23	PF012965	60 ml	
Matte			pg.14
6.7	PF005970	60 ml	

Fantasy series

Warm Browns

Chestnut	pg.14		
4.32	PF005963	60 ml	
5.32	PF005962	60 ml	
6.32	PF005961	60 ml	
7.32	PF005960	60 ml	
8.32	PF005959	60 ml	

Golden Mahogany	pg.14		
5.35	PF005956	60 ml	
6.35	PF005955	60 ml	
7.35	PF005954	60 ml	

Chocolate	pg.14		
5.53	PF005953	60 ml	
6.53	PF005952	60 ml	
7.53	PF005951	60 ml	

Mahogany	pg.14		
5.5	PF005958	60 ml	
6.5	PF005957	60 ml	
4.52	PF012970	60 ml	

Beige Glacé	pg.14		
6BG	PF020686	60 ml	
8BG	PF020687	60 ml	

Crystal Brown	pg.14		
5 CRYSTAL BROWN	PF022441	60 ml	
7 CRYSTAL BROWN	PF022440	60 ml	

Crystal Rose	pg.14		
8 CRYSTAL ROSE	PF022442	60 ml	

Reds

Copper	pg.14		
9.04	PF012968	60 ml	
6.4	PF005984	60 ml	
7.4	PF005983	60 ml	
8.4	PF005982	60 ml	
7.34	PF009688	60 ml	
8.43	PF009689	60 ml	

Bronze	pg.14		
6.45	PF005965	60 ml	
7.45	PF005964	60 ml	

Reds	pg.14		
5.62	PF012972	60 ml	
7.62	PF012973	60 ml	
4.65	PF005972	60 ml	
5.65	PF005971	60 ml	

Pure Reds	pg.14		
4.66l	PF005980	60 ml	
5.66l	PF005979	60 ml	
6.66l	PF005978	60 ml	
7.66l	PF005977	60 ml	
8.66l	PF005976	60 ml	

Blondes

Sand	pg.14		
7.13	PF005994	60 ml	
8.13	PF005993	60 ml	
9.13	PF005992	60 ml	

Gold

pg.14

5.3	PF005991	60 ml
6.3	PF005990	60 ml
7.3	PF005989	60 ml
8.3	PF005988	60 ml
9.3	PF005987	60 ml
10.3	PF005986	60 ml

Fantasy series

Blondes

Beige

pg.14

7.31	PF005998	60 ml
8.31	PF005997	60 ml
9.31	PF005996	60 ml
10.31	PF005995	60 ml

The Special series

Color Booster

pg.15

000SSS	PF005789	60 ml
RB Red Booster	PF005981	60 ml

Platinum

pg.15

11.00	PF011229	60 ml
11.10	PF011230	60 ml
11.11	PF011231	60 ml
11.13	PF011232	60 ml
11.02	PF011235	60 ml
11.20	PF011233	60 ml
11.21	PF011234	60 ml
11.32	PF012966	60 ml

Osp

pg.15

OSP	PF011236	60 ml
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Correctors

pg.15

7000 Blu	PF005791	60 ml
410 Grafite	PF005790	60 ml
2000 Viola	PF008007	60 ml

Harmonizers

pg.15

.01	PF014564	60 ml
.013	PF014565	60 ml
.03	PF014566	60 ml
.02	PF014567	60 ml

Metallics

pg.15

Metallic Rose Copper 7	PF016827	60 ml
Metallic Rose Copper 9	PF016828	60 ml
Metallic Ruby Brown 6	PF018558	60 ml
Metallic Ruby Brown 7	PF018559	60 ml
Metallic Ruby Brown 8	PF018560	60 ml

Third Tone

pg.15

10.342	PF019269	60 ml
9.423	PF019268	60 ml
9.442	PF019271	60 ml
8.642	PF019270	60 ml
7.452	PF019273	60 ml
6.562	PF019272	60 ml

# Precious Nature

## Color Families

### Naturals and Cool Naturals

pg.18

1	PF015505	60 ml
2	PF015506	60 ml
3	PF015507	60 ml
4	PF015508	60 ml
5	PF015509	60 ml
6	PF015510	60 ml
7	PF015511	60 ml
8	PF015512	60 ml
9	PF015513	60 ml
10	PF015514	60 ml
6 NI	PF015515	60 ml
7 NI	PF015516	60 ml
8 NI	PF015517	60 ml
5 NF	PF019122	60 ml
6 NF	PF019123	60 ml
7 NF	PF019124	60 ml
8 NF	PF019125	60 ml

### Cool Browns

pg.18

1.11	PF015543	60 ml
5.1	PF015537	60 ml
6.1	PF015538	60 ml
7.1	PF015539	60 ml
8.1	PF015540	60 ml
9.1	PF015541	60 ml
10.1	PF015542	60 ml
7.21	PF015544	60 ml
8.21	PF015545	60 ml
9.21	PF015546	60 ml
10.21	PF015547	60 ml

### Warm Browns

pg.18

Precious Nature

5.32	PF015525	60 ml
6.32	PF015526	60 ml
7.32	PF015527	60 ml
8.32	PF015528	60 ml
5.35	PF015529	60 ml
6.35	PF015530	60 ml
7.35	PF015531	60 ml
5.53	PF015532	60 ml
7.53	PF015534	60 ml
6BG	PF022406	60 ml
8BG	PF020689	60 ml
5 CRYSTAL BROWN	PF022444	60 ml
7 CRYSTAL BROWN	PF022443	60 ml

### Reds

pg.18

7.4	PF015548	60 ml
8.4	PF015549	60 ml
4.66	PF015550	60 ml
5.66	PF015551	60 ml
6.66	PF015552	60 ml
7.66	PF015553	60 ml

### Blondes

pg.18

7.13	PF015518	60 ml
8.13	PF015519	60 ml
9.13	PF015520	60 ml
6.3	PF015521	60 ml
7.3	PF015522	60 ml
8.3	PF015523	60 ml
9.3	PF015524	60 ml

### Activators

pg.19

Activator 10 Vol.	PF019126	850 ml
Activator 20 Vol.	PF019127	850 ml
Activator 30 Vol.	PF019128	850 ml
Activator 40 Vol.	PF019129	850 ml

# Color Wear

## The Natural Series

Naturals		pg.21
1	PF019781	60 ml
3	PF019782	60 ml
4	PF019783	60 ml
5	PF019784	60 ml
6	PF019785	60 ml
7	PF019786	60 ml
8	PF019787	60 ml
9	PF019788	60 ml

## The Technical Series

Ash		pg.21
5.1	PF019793	60 ml
7.1	PF019794	60 ml
8.1	PF019795	60 ml
10.1	PF019796	60 ml
7.12	PF019797	60 ml
8.12	PF019798	60 ml

Blue Black		pg.21
1.11	PF019799	60 ml

Violet		pg.21
9.2	PF019804	60 ml
7.21	PF019800	60 ml
9.21	PF019801	60 ml
10.21	PF019802	60 ml
9.02	PF020362	60 ml
10.02	PF019803	60 ml

## The Fantasy Series

Chestnut		pg.21
5.32	PF019805	60 ml
6.32	PF019806	60 ml
7.32	PF019807	60 ml

Golden Mahogany		pg.21
6.35	PF019808	60 ml
7.35	PF019809	60 ml

Chocolate		pg.21
5.53	PF019810	60 ml
6.53	PF019811	60 ml

Mahogany		pg.21
4.52	PF019812	60 ml
5.5	PF019813	60 ml

Beige Glacé		pg.21
10BG	PF020680	60 ml

Crystal Brown		pg.21
10 CRYSTAL BROWN	PF022446	60 ml

Crystal Rose		pg.21
10 CRYSTAL ROSE	PF022447	60 ml

# The Fantasy Series

## Copper

pg.21

6.4	PF019814	60 ml
8.44	PF019815	60 ml
7.34	PF019816	60 ml
10.42	PF020365	60 ml

## Pure Reds

pg.21

4.66	PF019819	60 ml
5.66	PF019818	60 ml
6.66	PF019817	60 ml

## Gold

pg.21

6.3	PF019820	60 ml
7.3	PF019821	60 ml
9.3	PF019822	60 ml
8.03	PF019823	60 ml

## Beige

pg.21

8.31	PF019824	60 ml
10.31	PF019825	60 ml

## Sand

pg.21

9.13	PF019826	60 ml
10.13	PF019827	60 ml

## Ultra Violet

pg.21

Ultra Violet 5	PF018554	60 ml
Ultra Violet 7	PF018555	60 ml
Ultra Violet 9	PF018556	60 ml

# Metallics

## Metallics

pg.21

Grey Black 7	PF016816	60 ml
Grey Black 9	PF016817	60 ml
Ruby Brown 6	PF018552	60 ml
Ruby Brown 8	PF018553	60 ml
Rose Copper 9	PF016820	60 ml

# Special Clear & Gloss

## Naturals

pg.21

Clear & Gloss	PF019828	60 ml
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# Color Wear Gloss Toner

## Naturals

pg.24

08N	PF022450	60 ml
09N	PF022449	60 ml
010N	PF022448	60 ml

## Ash

pg.24

09.1	PF022452	60 ml
010.1	PF022451	60 ml
010.12	PF022455	60 ml
08.17	PF022454	60 ml
010.17	PF022453	60 ml

Violet			pg.24
08.2	PF022458	60 ml	
09.2	PF022456	60 ml	
08.21	PF022460	60 ml	
010.21	PF022459	60 ml	
010.22	PF022461	60 ml	
08.23	PF022466	60 ml	

Golden			pg.24
09.3	PF022463	60 ml	
08.31	PF022464	60 ml	
010.32	PF022465	60 ml	

Copper			pg.24
08.34	PF022468	60 ml	
010.04	PF022467	60 ml	

Reds			pg.24
08.6	PF022469	60 ml	
010.26	PF022462	60 ml	

Activators			pg.24
ACTIVATOR 9.5 Vol.	PF022471	1000 ml	
ACTIVATOR 9.5 Vol.	PF022615	120 ml	

# Pigments

## Color

Color			pg.27
Ash .1	PF015915	90 ml	
Gold .3	PF014106	90 ml	
Copper .4	PF014102	90 ml	
Red .6	PF014101	90 ml	
Ash Gold .13	PF014105	90 ml	
Golden Violet .32	PF015916	90 ml	

# Pigments

## Color

Color			pg.27
Golden Mahogany .35	PF014104	90 ml	
Violet Ash .21	PF014103	90 ml	
Ultra Violet	PF018550	90 ml	

# Metallic Colors

Metallics			pg.28
Metallic Bronze	PF016830	90 ml	
Metallic Rose Copper	PF016831	90 ml	
Metallic Grey Black	PF016829	90 ml	

# Revolution<sub>JC</sub>

Originals			pg.29
True Blue	PF012292	90 ml	
Pink	PF012183	90 ml	
Rich Purple	PF012182	90 ml	
Deep Red	PF012185	90 ml	
Magenta	PF012181	90 ml	
Yellow	PF012184	90 ml	
Pastel Mix	PF012294	90 ml	

# BB Bleach

BB Bleach			pg.31
Easy Lift	PF018518	400 g	
Easy Lift Sachets	PF018521	12 x 50 g	
High Lift	PF018519	400 g	
Free Style Lift	PF018520	400 g	

Color Wear Gloss Toner  
Pigments  
Revolution JC  
BB Bleach

# The Hair Supporters

The Hair Supporters

pg.33

Scalp Protector	PF014568	12 x13ml
Bond Rebuilder	PF014569	300 ml
Scalp & Fiber Restorer	PF014570	250 ml

# Equipment

Equipment

pg.34

Double Defence Cream	PF011237	150 ml
Stain Remover	PF004159	125 ml

# Oxid'o

Oxid'o

pg.35

H202 Free From 10 Vol.	PF021603	1000 ml
H202 Free From 20 Vol.	PF021604	1000 ml
H202 Free From 30 Vol.	PF021605	1000 ml
H202 Free From 40 Vol.	PF021606	1000 ml
H202 Free From 10 Vol.	PF021610	90 ml
H202 Free From 20 Vol.	PF021611	90 ml
H202 Free From 30 Vol.	PF021612	90 ml
H202 Free From 40 Vol.	PF021613	90 ml
H202 Free From 5 Vol.	PF021602	1000 ml
H202 Free From 5 Vol.	PF021607	120 ml
H202 Free From 10 Vol.	PF021608	120 ml
H202 Free From 20 Vol.	PF021609	120 ml

# Keratin Therapy

Lisse Design

The Hair Supporters  
Equipment  
Oxid'o  
Keratin Therapy

Salon Products

pg.42

Deep Cleansing Shampoo	PF008973	500 ml
Smoothing Fluid	PF014311	500 ml
Detangling Cream	PF019286	150 ml
Rehydrating Mask	PF008974	500 ml
Easy Lisse	PF016534	500 ml
Intro Kit Express Method	PF012474	

Home Products

pg.43

Maintenance Shampoo	PF009064	250 ml
Maintenance Rehydrating Mask	PF015441	200 ml
Maintenance Conditioner	PF009063	250 ml
Keratin Refill	PF010710	100 ml
The Oil	PF010081	50 ml

# Curl Design

Curl Design

pg.44

Move Designer	PF019292	500 ml
Move Fixer	PF019293	1000 ml
Move Creamy Protector	PF019977	300 ml

# Semi di Lino

Treatments for the fiber

## Sublime pg.52-53

Detoxifying Mud	PF016896	500 ml
Cellula Madre Beauty Genesis	PF017776	12 x 13 ml
Cellula Madre Glow Multiplier	PF017779	150 ml
Cellula Madre Nourishment Multiplier	PF017777	150 ml
Cellula Madre Restructuring Multiplier	PF017778	150 ml
Essential Oil	PF016451	12 x 13 ml
Shine Lotion	PF016452	12 x 13 ml
Cristalli Spray	PF016457	125 ml
Cristalli Liquidi	PF016454	15 ml
Cristalli Liquidi	PF016455	30 ml
Cristalli Liquidi	PF016456	50 ml
Cristalli di Seta	PF016894	45 ml
Sublime Water	PF016895	50 ml
Kit Beauty Genesis con Glow Multiplier	PF020644	25 ml +13 ml
Kit Beauty Genesis con Nourishment Multiplier	PF020645	25 ml +13 ml
Kit Beauty Genesis con Restructuring Multiplier	PF020646	25 ml +13 ml
Violet Ash Ultra Concentrated Pigment	PF022717	10 ml
Ash Ultra Concentrated Pigment	PF022718	10 ml

## Diamond pg.54

Illuminating Low Shampoo	PF016445	250 ml
Illuminating Low Shampoo	PF016446	1000 ml
Illuminating Mask	PF016449	200 ml
Illuminating Mask	PF016450	500 ml
Illuminating Conditioner	PF016447	200 ml
Illuminating Conditioner	PF016448	1000 ml
Extraordinary All-In-1 Fluid	PF016453	125 ml

## Moisture pg.55

Nutritive Low Shampoo	PF016415	250 ml
Nutritive Low Shampoo	PF016416	1000 ml
Nutritive Mask	PF016417	200 ml
Nutritive Mask	PF016418	500 ml
Nutritive Leave-In Conditioner	PF016419	200 ml
Nutritive Leave-In Conditioner	PF016420	1000 ml
Nutritive Essential Oil	PF016421	6 x 13 ml
Nutritive Detangling Fluid	PF016422	125 ml

## Reconstruction pg.56

Reparative Low Shampoo	PF016408	250 ml
Reparative Low Shampoo	PF016409	1000 ml
Reparative Mask	PF016410	200 ml
Reparative Mask	PF016411	500 ml
Sos Emergency Oil	PF016413	6 x 13 ml
Reparative Lotion	PF016414	6 x 13 ml
Anti-Breakage Daily Fluid	PF016412	125 ml

Treatments dedicated  
to the texture of the hair

## Volume pg.58

Volumizing Low Shampoo	PF020066	250 ml
Volumizing Low Shampoo	PF020067	1000 ml
Volumizing Mousse Conditioner	PF020068	200 ml
Volumizing Spray	PF020069	125 ml

Treatments dedicated  
to the texture of the hair

Curls pg.59

Enhancing Low Shampoo	PF020610	250 ml
Enhancing Low Shampoo	PF020611	1000 ml
Enhancing Conditioner	PF020612	200 ml
Enhancing Conditioner	PF020613	1000 ml
Hydrating Co-Wash	PF020614	200 ml
Hydrating Co-Wash	PF020615	1000 ml
Enhancing Mask	PF020616	200 ml
Enhancing Mask	PF020617	500 ml
Defining Cream	PF020619	125 ml
Multi-Benefit Oil	PF020618	100 ml
Reactivating Spray	PF020620	125 ml

Smooth pg.60

Smoothing Low Shampoo	PF020602	250 ml
Smoothing Low Shampoo	PF020603	1000 ml
Smoothing Conditioner	PF020604	200 ml
Smoothing Conditioner	PF020605	1000 ml
Smoothing Mask	PF020606	200 ml
Smoothing Mask	PF020607	500 ml
Smoothing Cream	PF020608	125 ml
Smoothing Oil	PF020609	100 ml

Dedicated treatments  
for enhancing hair color

Blonde pg.62

Anti-Yellow Low Shampoo	PF022625	250 ml
Intense Anti-Yellow Low Shampoo	PF022626	1000 ml
Anti-Yellow Conditioner	PF022627	200 ml
Anti-Yellow Spray	PF022629	125 ml

Brunette pg.63

Anti-Orange Low Shampoo	PF022630	250 ml
Intense Anti-Orange Low Shampoo	PF022631	1000 ml
Anti-Orange Conditioner	PF022632	200 ml

Scalp treatments

Scalp Renew pg.65

Energizing Low Shampoo	PF019466	250 ml
Energizing Low Shampoo	PF019467	1000 ml
Energizing Lotion	PF019468	12 x 10 ml
Energizing Tonic	PF019469	125 ml

Scalp Rebalance pg.66

Gentle Exfolitating Scrub	PF019471	150 ml
Purifying Low Shampoo	PF019472	250 ml
Purifying Low Shampoo	PF019473	1000 ml
Balancing Low Shampoo	PF019474	250 ml
Balancing Low Shampoo	PF019475	1000 ml

Scalp Relief pg.67

Calming Micellar Low Shampoo	PF019477	250 ml
Calming Micellar Low Shampoo	PF019514	1000 ml
Calming Tonic	PF019478	125 ml

# Style Stories

Pre-Styling

pg.74

Blow-Dry Cream	PF017561	150 ml
Thermal Protector	PF020278	200 ml
Volume Mousse	PF017558	125 ml
Flexible Mousse	PF020279	250 ml
Firming Mousse	PF020280	250 ml

Texturizing Products

pg.75

Texturizing Dry Shampoo	PF020281	200 ml
Texturizing Gel	PF017563	150 ml
Sea Spray	PF017564	150 ml
Twisted Curls	PF017562	100 ml
Spray Wax	PF020282	200 ml
Vintage Powder	PF018533	8 g

Paste

pg.76

Defining Wax	PF017570	75 ml
Glossy Pomade	PF017568	100 ml
Funk Clay	PF017571	100 ml

Gel

pg.76

Frozen Gel	PF017567	150 ml
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Hairspray

pg.77

Original Hairspray	PF017572	300 ml
Original Hairspray	PF017573	500 ml
Sculpting Hairspray	PF017575	250 ml
Extreme Hairspray	PF017574	500 ml

# Men

## Blends of Many

Strength

pg.84

Energizing Low Shampoo	PF018566	250 ml
Energizing Lotion	PF018568	12 x 10 ml

Balance

pg.84

Rebalancing Low Shampoo	PF018567	250 ml
Rebalancing Tonic	PF018565	100 ml

Styling

pg.85

Matte Paste	PF018570	75 ml
Extra Strong Gel	PF018569	150 ml

Comfort

pg.85

Beard & Skin Balm	PF018571	100 ml
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