

# pH.

PURE REPAIR | PREVIEW

PURE BEAUTY | PURE INSPIRATION | PURE HAIR



## INDEX

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THE SYSTEM

ACTIVE PRICIPLES

THE FRAGRANCE

THE RANGE

HOW TO USE

THE SYSTEM

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# PURE REPAIR

with hyaluronic acid

The intensive reconstruction system with anti-aging action to restructure, plump and deeply repair bleached, treated, damaged, brittle and brittle hair.

**Regenerated, strengthened, and protected, healthy, vital, disciplined, soft and shiny hair right from the first treatment.**

## **Causes**

The causes for brittle, damaged hair can be many. **Bleaching, aggressive chemical treatments, excessive use of straighteners and hairdryers, climatic and environmental factors such as humidity, sun, salt or chlorine, genetic factors or stress** can make the hair dry and weak to the point of breakage. The hair is therefore dull, frizzy, rough to the touch and difficult to style.

## ACTIVE PRINCIPLES

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The high concentration of active ingredients present in the formula has a strong anti-aging action in depth and on the surface, giving hydration, volume, vitality and elasticity.

### **Hyaluronic acid**

Elixir capable of **deeply hydrating** and regenerating the hair structure, with a real anti-aging botox effect. **Strengthens and restructures the hair** shaft, and creates a protective film that prevents the dispersion of water. In this way, the hair **maintains the correct hydration value** and is visibly resistant to breakage, shiny shiny and **visibly bouncy**.

### **Mafura butter**

Obtained from the extraction of a spontaneous evergreen plant in southern and eastern Africa. Rich in essential fatty acids - such as oleic acid, palmitic acid and linoleic acid - it **is an excellent conditioner for dry hair**. It nourishes them and **helps them regenerate by healing damaged tips**. It also contains substances with anti-inflammatory and antimicrobial properties, making it a valid nourisher for the scalp and an adjuvant for normal hair regrowth.



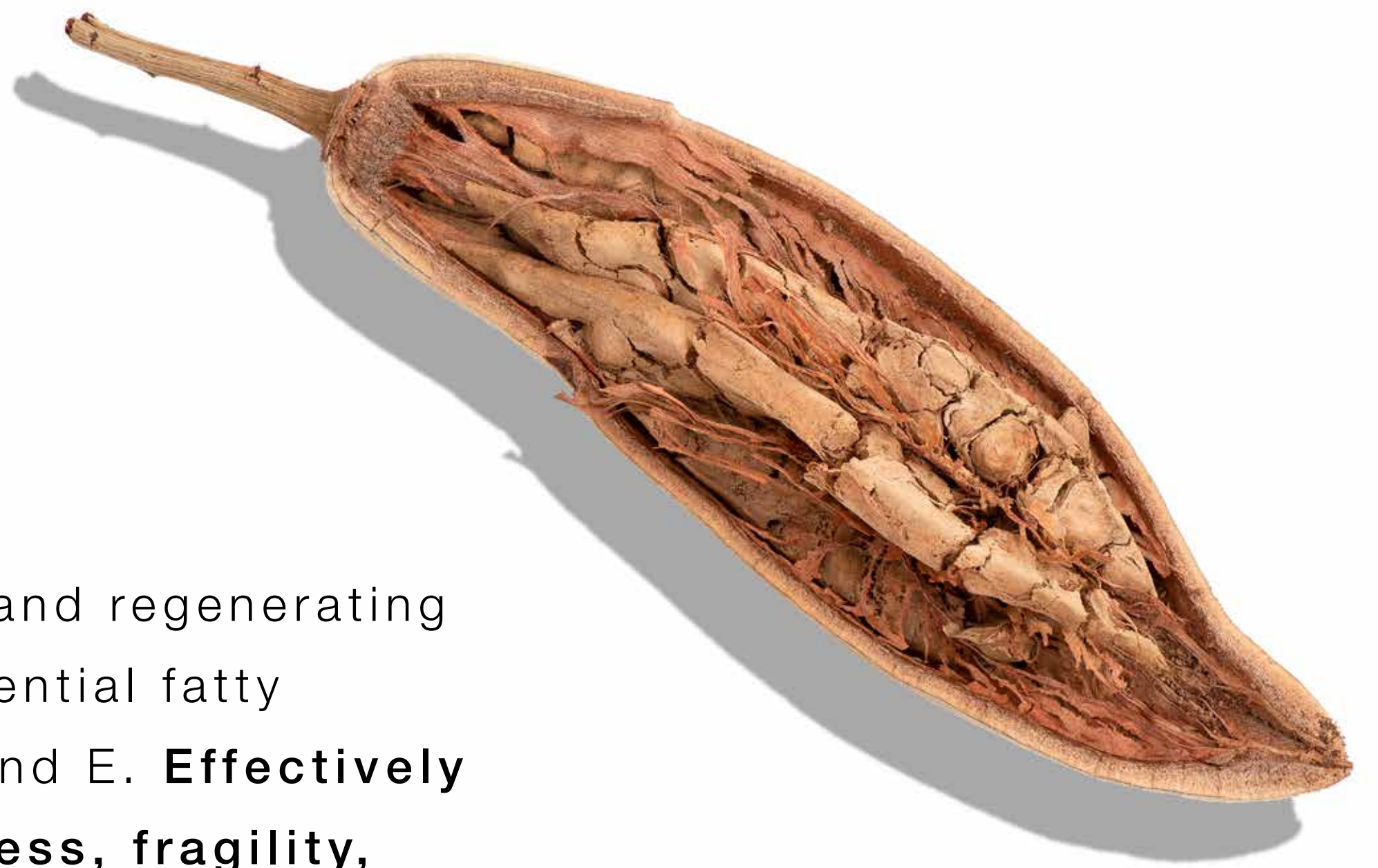
also contains

## **Baobab oil**

with moisturizing and regenerating power, rich in essential fatty acids, vitamin C and E. **Effectively counteracts dryness, fragility, opacity, loss of fiber.** Thanks to its high moisturizing, nourishing and regenerating power which makes it an excellent natural “repairer” for brittle and brittle hair. It allows for reinvigorated, stronger and softer hair, thanks to its high concentration of antioxidants that help counteract the formation of free radicals, **it also has the power to “polish” the hair fiber** by reactivating the energy of the natural color.

## **Fermented Aloe**

is the new cosmetic active based on aloe vera developed through an innovative hyper-fermentation process. This patented technology will convert simple sugars into metabolites of cosmetic interest, **increasing its moisturizing property even after prolonged thermal stress and its reparative capacity.**





## FRAGRANCE

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# *noir*

### **TOP\_SPICY:**

bergamot, orange, spicy accord, amber

### **HEARTH\_AMBERY:**

labdanum, benzoin, styrax, cedar wood

### **BASE\_WOODY:**

vanilla, patchouli, vetiver, white musk

A fragrance with a strong personality - opens with top citrus notes of bergamot and orange, accompanied by a spicy accord and the warm note of amber. At the heart of this composition, a floral note of labdanum follows, harmoniously intertwined with benzoin, styrax and the woody note of cedar wood. At the base, enveloping notes of vanilla, patchouli and vetiver close the fragrance, rounded off by the soft and gentle note of white musk

## THE SYSTEM

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## PURE REPAIR TREATMENT

Polishes, repairs, fortifies

Botox effect treatment with hyaluronic acid, for bleached and treated hair. Smoothes, repairs and strengthens with an anti-aging effect. Instantly visible results.

pH 7.0 - 8.0

*Directions for use: mix 10 / 20ml with warm water, ratio 1:2.5. Apply the obtained gel all over the hair. Leave on for 15 minutes. Rinse thoroughly.*

SIZES: 500ml, 10ml





## PURE REPAIR SHAMPOO

Cleanses and moisturizes

Botox effect shampoo with hyaluronic acid, for bleached and treated hair. Gently cleanses and moisturizes.

pH 4.0 - 5.0

*Directions for use: distribute on wet hair, massage thoroughly and rinse. Repeat if necessary.*

SIZES: 1000ml, 400ml, 100ml, 10ml



## **PURE REPAIR DETANGLER**

Disciplines and silks

Detangling botox effect with hyaluronic acid, for bleached and treated hair. Disciplines and makes the hair silky with an immediate anti-aging effect.

pH 7.0 - 8.0

*Directions for use: spray on washed and towel-dried hair. Leave on for 3-5 minutes and rinse.*

SIZE: 200ml



## **PURE REPAIR MASK**

**botox effect mask**

Botox effect mask with hyaluronic acid, for bleached and treated hair. Nourishes and fortifies with a plumping and anti-aging effect, making the hair strong, soft and shiny.

pH 3.5 - 4.5

*Directions for use: distribute on washed and towel-dried hair, leave on for 10 minutes and rinse.*

SIZES: 1000ml, 200ml, 60ml, 10ml

# HOW TO USE

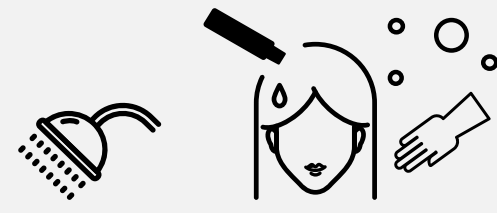
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## PROFESSIONAL TREATMENT IN THE SALON



### SHAMPOO

Gently cleanses and moisturizes.



*Wet your hair with warm water. Distribute and massage thoroughly*



*Rinse. Repeat if necessary.*



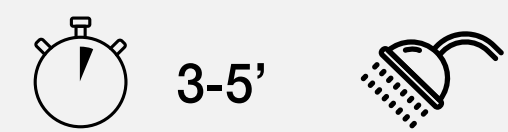
### DETANGLER

Disciplines and makes the hair silky with an immediate anti-aging effect.



*Spray on washed and towel-dried hair.*

*Detangle your hair with a wide-toothed comb.*

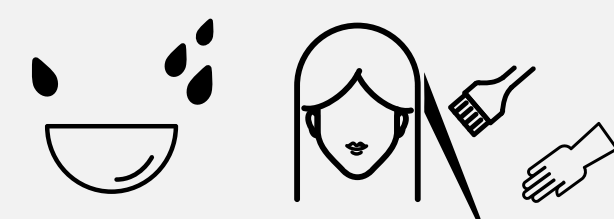


*Leave on for 3-5 minutes and rinse thoroughly.*



### TREATMENT

Smooths, repairs and strengthens with an anti-aging effect. Instantly visible results.



*Mix from 10 to 20 ml (depending on the length of the hair) of Treatment with warm water, in a ratio of 1: 2.5 and mix until a consistent gel is obtained. Apply the treatment strand by strand, from roots to ends, with a brush*

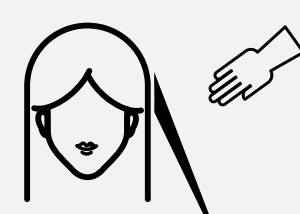


*Wrap the hair in a towel and leave on for 15 minutes. The use of a heat source increases the reconstruction effect. Rinse thoroughly.*



### MASK

Nourishes and fortifies with a plumping and anti-aging effect, making the hair strong, soft and shiny.



*Distribute the mask evenly on washed and towel-dried hair. For better distribution, divide the hair into locks. Gently massage the cream into your hair for absorption.*



*Leave on for 10 minutes and rinse thoroughly with warm water.*

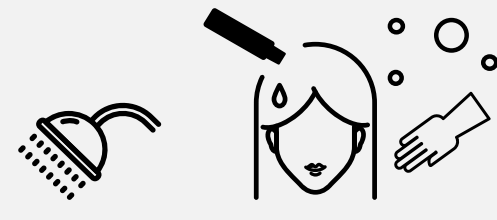
## HOME MAINTENANCE TREATMENT

1.



### SHAMPOO

Gently cleanses and moisturizes.



*Wet your hair with warm water. Distribute and massage thoroughly*



*Rinse. Repeat if necessary.*

2.



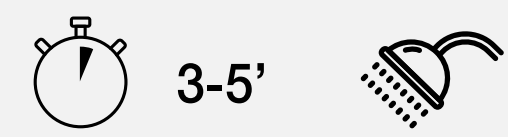
### DETANGLER

Disciplines and makes the hair silky with an immediate anti-aging effect.



*Spray on washed and towel-dried hair.*

*Detangle your hair with a wide-toothed comb.*



*Leave on for 3-5 minutes and rinse thoroughly.*

4.



### MASK

Nourishes and fortifies with a plumping and anti-aging effect, making the hair strong, soft and shiny.



*Distribute the mask evenly on washed and towel-dried hair. For better distribution, divide the hair into locks. Gently massage the cream into your hair for absorption.*



*Leave on for 10 minutes and rinse thoroughly with warm water.*

# PURE HAIR



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