



RECONSTRUCT



SHAMPOO 100ml / 250ml
CONDITIONER 250ml
TREATMENT 60ml / 150ml
BIPHASIC 200ml
SERUM 50ml
TRAVEL KIT

KEEPING



SHAMPOO 100ml / 250ml
CONDITIONER 250ml
TREATMENT 60ml / 150ml
TRAVEL KIT

EXTRALIFE / ENERGISING



SHAMPOO 250ml
HAIR REGROWTH TREATMENT 10X3ml
LEAVE-IN TREATMENT 3X5ml / 12X5ml
LEAVE-IN LOTION 100ml

PURIFYING



SHAMPOO 100ml / 250ml
TREATMENT 60ml / 150ml
SCALP CLEANSER 100ml
LEAVE-IN LOTION 100ml
TRAVEL KIT 100ml+60ml

CURLFRIENDS



SHAMPOO 250ml
CONDITIONER 250ml
DEFINER 200ml

SMOOTHING



SHAMPOO 250ml
CONDITIONER 250ml
GLOSS 200ml

VOLUMISING



SHAMPOO 250ml
CONDITIONER 250ml
SERUM 200ml

SILVER



SHAMPOO 250ml
CONDITIONER 250ml
BIPHASIC 250ml

SUN CARE



SUN CARE KIT
SHAMPOO 250ml
CONDITIONER 250ml
SPRAY 100ml

STYLE AND FINISH



HAIRSPRAY 400ml
EXTRA FIRM MOUSSE 300ml
EXTRA STRONG NO GAS HAIRSPRAY 350ml / 200ml
DRY SHAMPOO 200ml
SHINE GLAZE 200ml
SEA SALT 200ml
DEFINE PASTE 100ml
SHINE WAX 100ml

NATURAL HAIRCARE
PREVIA®
 ITALIA



RECONSTRUCT



SHAMPOO 1000ml
CONDITIONER 1000ml
TREATMENT 1000ml

KEEPING



SHAMPOO 1000ml
CONDITIONER 1000ml
TREATMENT 1000ml

CURLFRIENDS



SHAMPOO 1000ml
CONDITIONER 1000ml

SMOOTHING



SHAMPOO 1000ml
CONDITIONER 1000ml

VOLUMISING



SHAMPOO 1000ml
CONDITIONER 1000ml

SILVER



SHAMPOO 1000ml
CONDITIONER 1000ml

**EXTRA LIFE
ENERGISING**



SHAMPOO 1000ml

PURIFYING



SHAMPOO 1000ml
TREATMENT 1000ml

EARTH COLOUR



COLOUR 100ml
SOLUTION 5VOL/1,5% 1000ml
ACTIVATOR 10VOL/3% 1000ml
ACTIVATOR 20VOL/6% 1000ml
ACTIVATOR 30VOL/9% 1000ml
ACTIVATOR 40VOL/12% 1000ml

WAVE



NEUTRALIZER 1000ml
LOTION 0 RESISTANT 200ml
LOTION 1 NATURAL TINTED 200ml
LOTION 2 NATURAL TINTED 200ml

BLEACH



BLUE RECHARGE 500g
VIOLET RECHARGE 500g

COLOUR



COLOUR 100ml
PEROXIDE 10VOL/3% 150ml 1000ml
PEROXIDE 20VOL/6% 150ml 1000ml 5000ml
PEROXIDE 30VOL/9% 150ml 1000ml
PEROXIDE 40VOL/12% 150ml 1000ml

SPECIALS



PROTECTIVE OIL 200ml

STRAIGHT



STRAIGHT GEL+NEUTRALIZER 125+125ml

NATURAL HAIRCARE

PREVIA®

ITALIA



RECONSTRUCT

SHAMPOO	100 ml	€ 6,97
SHAMPOO	250 ml	€ 19,67
SHAMPOO	1000 ml	€ 54,10
CONDITIONER	250 ml	€ 22,38
CONDITIONER	1000 ml	€ 72,38
TREATMENT	60 ml	€ 6,97
TREATMENT	150 ml	€ 19,84
TREATMENT	1000 ml	€ 90,82
BIPHASIC	200 ml	€ 21,56
SERUM	50 ml	€ 25,41
TRAVEL KIT (SHAMPOO+TREATMENT)	100+60ml	€ 14,92

KEEPING

SHAMPOO	100 ml	€ 6,97
SHAMPOO	250 ml	€ 19,67
SHAMPOO	1000 ml	€ 54,10
CONDITIONER	250 ml	€ 22,38
CONDITIONER	1000 ml	€ 72,38
TREATMENT	60 ml	€ 6,97
TREATMENT	150 ml	€ 19,84
TREATMENT	1000 ml	€ 90,82
TRAVEL KIT (SHAMPOO+TREATMENT)	100+60ml	€ 14,92

EXTRA LIFE

ENERGISING SHAMPOO	250 ml	€ 19,67
ENERGISING SHAMPOO	1000 ml	€ 54,10
HAIR REGROWTH TREATMENT	10x3 ml	€ 51,23
ENERGISING LEAVE-IN TREATMENT	3x5 ml	€ 12,95
ENERGISING LEAVE-IN TREATMENT	12x5 ml	€ 37,95
ENERGISING LEAVE-IN LOTION	100 ml	€ 31,97
PURIFYING SCALP CLEANSER	100 ml	€ 14,02
PURIFYING SHAMPOO	100 ml	€ 6,97
PURIFYING SHAMPOO	250 ml	€ 19,67
PURIFYING SHAMPOO	1000 ml	€ 54,10
PURIFYING TREATMENT	60 ml	€ 6,97
PURIFYING TREATMENT	150 ml	€ 19,59
PURIFYING TREATMENT	1000 ml	€ 90,82
PURIFYING LEAVE-IN LOTION	100 ml	€ 13,28
TRAVEL KIT (SHAMPOO+TREATMENT)	100+60ml	€ 14,92

SMOOTHING

SHAMPOO	250 ml	€ 19,67
SHAMPOO	1000 ml	€ 54,10
CONDITIONER	250 ml	€ 22,38
CONDITIONER	1000 ml	€ 72,38
GLOSS	200 ml	€ 34,75

CURLFRIENDS

SHAMPOO	250 ml	€ 19,67
SHAMPOO	1000 ml	€ 54,10
CONDITIONER	250 ml	€ 22,38
CONDITIONER	1000 ml	€ 72,38
TREATMENT	150 ml	€ 19,59
TREATMENT	1000 ml	€ 89,92
DEFINER	10 ml	€ 1,97
DEFINER	200 ml	€ 19,51

VOLUMISING

SHAMPOO	250 ml	€ 19,67
SHAMPOO	1000 ml	€ 54,10
CONDITIONER	250 ml	€ 22,38
CONDITIONER	1000 ml	€ 72,38
SERUM	200 ml	€ 20,08

SILVER

SHAMPOO	250 ml	€ 24,00
SHAMPOO	1000 ml	€ 66,00
CONDITIONER	250 ml	€ 27,30
CONDITIONER	1000 ml	€ 88,30
BIPHASIC	250 ml	€ 29,51

STYLE AND FINISH

HAIRSPRAY - EXTRA FIRM	400 ml	€ 20,08
NO GAS HAIRSPRAY - EXTRA STRONG	200 ml	€ 20,41
NO GAS HAIRSPRAY - EXTRA STRONG	350 ml	€ 28,77
MOUSSE - EXTRA FIRM	300 ml	€ 28,77
DRY SHAMPOO	200 ml	€ 19,10
SHINE GLAZE	200 ml	€ 18,03
SEA SALT	200 ml	€ 25,33
DEFINING PASTE	100 ml	€ 26,31
SHINE WAX	100 ml	€ 21,64

SUN CARE

SUN CARE KIT	250+250+100 ml	€ 64,75
SHAMPOO+CONDITIONER+SPRAY		

EARTH COLOUR

EARTH COLOUR	100 ml	€ 14,51
TONING SOLUTION 5VOL/1,5%	1000 ml	€ 15,74
CREME ACTIVATOR 10VOL/3%	1000 ml	€ 15,74
CREME ACTIVATOR 20VOL/6%	1000 ml	€ 15,74
CREME ACTIVATOR 30VOL/9%	1000 ml	€ 15,74
CREME ACTIVATOR 40VOL/12%	1000 ml	€ 15,74

COLOUR

COLOUR	100 ml	€ 12,95
PEROXIDE 10 VOL	150 ml	€ 3,61
PEROXIDE 10 VOL	1000 ml	€ 11,97
PEROXIDE 20 VOL	150 ml	€ 3,61
PEROXIDE 20 VOL	1000 ml	€ 11,97
PEROXIDE 20 VOL	5000 ml	€ 48,20
PEROXIDE 30 VOL	150 ml	€ 3,61
PEROXIDE 30 VOL	1000 ml	€ 11,97
PEROXIDE 40 VOL	1000 ml	€ 11,97

WAVE

NEUTRALIZER	1000 ml	€ 19,43
LOTION 0-RESISTANT HAIR	200 ml	€ 23,61
LOTION 1-NATURAL HAIR	200 ml	€ 23,61
LOTION 2-TINTED HAIR	200 ml	€ 23,61

BLEACH

BLUE BLEACH RECHARGE - BOX	500 g	€ 26,97
VIOLET BLEACH RECHARGE - BOX	500 g	€ 26,97

STRAIGHT

STRAIGHT (GEL+NEUTRALIZER)	2x125 ml	€ 25,49
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SPECIALS

PROTECTIVE OIL	200 ml	€ 21,64
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NATURAL HAIRCARE

PREVIA®

ITALIA

EARTH COLOUR

morning light

.0 / NATURAL

1.0	1N	BLACK
3.0	3N	DARK BROWN
4.0	4N	MEDIUM BROWN
5.0	5N	LIGHT BROWN
6.0	6N	DARK BLONDE
7.0	7N	MEDIUM BLONDE
8.0	8N	LIGHT BLONDE
9.0	9N	VERY LIGHT BLONDE
10.0	10N	PLATINUM BLONDE

dusty clouds

.1 / ASH

4.1	4A	MEDIUM ASH BROWN
5.1	5A	LIGHT ASH BROWN
6.1	6A	DARK ASH BLONDE
7.1	7A	MEDIUM ASH BLONDE
8.1	8A	LIGHT ASH BLONDE
9.1	9A	VERY LIGHT ASH BLONDE
10.1	10A	PLATINUM ASH BLONDE

wintry breeze

.77 / MATT

4.77	4 M	MEDIUM MATT BROWN
5.77	5 M	LIGHT MATT BROWN
6.77	6 M	DARK MATT BLONDE
7.77	7 M	MEDIUM MATT BLONDE
8.77	8 M	LIGHT MATT BLONDE
9.77	9 M	VERY LIGHT MATT BLONDE
10.77	10 M	PLATINUM MATT BLONDE

wild roots

.21 / COOL CHOCOLATE

4.21	4VA	MEDIUM COOL CHOCOLATE BROWN
5.21	5VA	LIGHT COOL CHOCOLATE BROWN
6.21	6VA	DARK COOL CHOCOLATE BLONDE
7.21	7VA	MEDIUM COOL CHOCOLATE BLONDE

sand storm

.03 / WARM BEIGE

7.03	7NG	MEDIUM BEIGE BLONDE
8.03	8NG	LIGHT BEIGE BLONDE
9.03	9NG	VERY LIGHT BEIGE BLONDE

seaside sunrise

.3 / GOLDEN SAND

7.3	7G	MEDIUM GOLDEN SAND BLONDE
9.3	9G	VERY LIGHT GOLDEN SAND BLONDE

dandelion blush

.32 / ROSÉ

5.32	5GV	LIGHT ROSE BROWN
6.32	6GV	DARK ROSE BLONDE
7.32	7GV	MEDIUM ROSE BLONDE
8.32	8GV	LIGHT ROSE BLONDE
9.32	9GV	VERY LIGHT ROSE BLONDE
10.32	10GV	PLATINUM ROSE BLONDE

amber ray

.42 / COOL COPPER

7.42	7CV	MEDIUM COOL COPPER BLONDE
8.42	8CV	LIGHT COOL COPPER BLONDE

autumns leaves

.44 / BRIGHT COPPER

6.44	6CC	DARK BRIGHT COPPER BLONDE
7.44	7CC	MEDIUM BRIGHT COPPER BLONDE
8.44	8CC	LIGHT BRIGHT COPPER BLONDE

purple garden

.66 / RED

5.66	5RR	LIGHT DEEP RED BROWN
6.66	6RR	DARK DEEP RED BLONDE

nordic sunset

.62 / MAHOGANY

4.62	4RV	MEDIUM MAHOGANY BROWN
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berries underbrush

.22 / VIOLET

5.22	5VV	LIGHT DEEP VIOLET BROWN
7.22	7VV	MEDIUM DEEP VIOLET BLONDE
9.2	9V	VERY LIGHT VIOLET BLONDE

twilight blossom

.02 / IRISEE

4.02	4NV	MEDIUM IRISEE BROWN
5.02	5NV	LIGHT IRISEE BROWN
6.02	6NV	DARK IRISEE BLONDE
7.02	7NV	MEDIUM IRISEE BLONDE
8.02	8NV	LIGHT IRISEE BLONDE
9.02	9NV	VERY LIGHT IRISEE BLONDE
10.02	10NV	PLATINUM IRISEE BLONDE

frost moonlight

HIGHLIFT

11.01	HNA	NATURAL ASH HIGH LIFT
11.32	HGV	ROSE HIGH LIFT
11.21	HVA	VIOLET ASH HIGH LIFT

chilled daylight

SUPER HIGHLIFT

12.1	SHA	S_ ASH HIGH LIFT
12.02	SHNV	S_ IRISEE HIGH LIFT
12.21	SHVA	S_ VIOLET ASH HIGH LIFT

boreal bloom

CREATIVE TONES

PINK	PINK
BLUE	BLUE
EMERALD	EMERALD
SILVER	SILVER
GRAPHITE	GRAPHITE
STEEL BLUE	STEEL BLUE
CLEAR	CLEAR

COLOUR

NATURAL

1.0	1N	BLACK
3.0	3N	DARK BROWN
4.0	4N	MEDIUM BROWN
5.0	5N	LIGHT BROWN
6.0	6N	DARK BLONDE
7.0	7N	MEDIUM BLONDE
8.0	8N	LIGHT BLONDE
9.0	9N	VERY LIGHT BLONDE
10.0	10N	PLATINUM

INTENSE NATURALS

4.00	4NN	MEDIUM INTENSE NATURAL BROWN
5.00	5NN	LIGHT INTENSE NATURAL BROWN
6.00	6NN	DARK INTENSE NATURAL BLONDE
7.00	7NN	MEDIUM INTENSE NATURAL BLONDE
8.00	8NN	LIGHT INTENSE NATURAL BLONDE

NATURAL ASH

4.01	4NA	MEDIUM NATURAL ASH BROWN
5.01	5NA	LIGHT NATURAL ASH BROWN
6.01	6NA	DARK NATURAL ASH BLONDE
7.01	7NA	MEDIUM NATURAL ASH BLONDE
8.01	8NA	LIGHT NATURAL ASH BLONDE

NATURAL PEARL

1.08	1NP	NATURAL BLACK PEARL
5.08	5NP	LIGHT NATURAL BROWN PEARL
6.08	6NP	DARK NATURAL BLONDE PEARL
7.08	7NP	MEDIUM NATURAL BLONDE PEARL
8.08	8NP	LIGHT NATURAL BLONDE PEARL
9.08	9NP	VERY LIGHT NATURAL BLONDE PEARL

ASH

5.1	5A	LIGHT ASH BROWN
6.1	6A	DARK ASH BLONDE
7.1	7A	MEDIUM ASH BLONDE
8.1	8A	LIGHT ASH BLONDE
9.1	9A	VERY LIGHT ASH BLONDE
11.1	11A	ULTRA PLATINUM ASH

GOLD ASH / SAND

7.31	7GA	MEDIUM GOLDEN ASH BLONDE
9.31	9GA	LIGHT GOLDEN ASH BLONDE
11.31	11GA	ULTRA PLATINUM GOLDEN ASH

COPPER ASH / TOBACCO

5.41	5CA	LIGHT COPPER ASH BROWN
6.41	6CA	DARK COPPER ASH BLONDE
7.41	7CA	MEDIUM COPPER ASH BLONDE
8.41	8CA	LIGHT COPPER ASH BLONDE

COPPER PEARL / CHOCOLATE

3.48	3CP	DARK COPPER PEARL BROWN
4.48	4CP	MEDIUM COPPER PEARL BROWN
5.48	5CP	LIGHT COPPER PEARL BROWN
6.48	6CP	DARK COPPER PEARL BLONDE
7.48	7CP	MEDIUM COPPER PEARL BLONDE

PEARL VIOLET / COLD BROWN

4.82	4PV	MEDIUM VIOLET BROWN PEARL
6.82	6PV	DARK VIOLET BLONDE PEARL

GOLD

5.3	5G	LIGHT GOLDEN BROWN
6.3	6G	DARK GOLDEN BLONDE
7.3	7G	MEDIUM GOLDEN BLONDE
8.3	8G	LIGHT GOLDEN BLONDE
9.3	9G	VERY LIGHT GOLDEN BLONDE

GOLD COPPER

6.34	6GC	DARK GOLDEN COPPER BLONDE
7.34	7GC	MEDIUM GOLDEN COPPER BLONDE

COPPER GOLD

8.43	8CG	LIGHT GOLDEN COPPER BLONDE
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COPPER

5.4	5C	LIGHT COPPER BROWN
6.4	6C	DARK COPPER BLONDE
7.4	7C	MEDIUM COPPER BLONDE
7.44	7CC	MEDIUM INTENSE COPPER BLONDE

RED

5.6	5R	LIGHT RED BROWN
5.66	5RR	LIGHT INTENSE RED BROWN
6.66	6RR	DARK INTENSE RED BLONDE

VIOLET

5.22	5VV	LIGHT INTENSE VIOLET BROWN
6.22	6VV	DARK INTENSE VIOLET BLONDE
11.02	11NV	NATURAL ULTRA PLATINUM VIOLET

HIGH LIFT

H0	HN	NATURAL HIGH LIFT
H1	HA	ASH HIGH LIFT

BOOSTER	BOOSTER
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NATURAL HAIRCARE

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ITALIA