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A successful strategy of
made in Italy:

the 'Mediterranean
Marketing' to obtain a
competitive advantage

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A successful strategy of made in Italy

- **An inspiration:**
using the natural principles belonging to the Mediterranean flora and habitat to create professional haircare products.
- **The winning inspiration:**
starting from a traditional use of these ingredients for both cosmetic and curative purpose, modern Research has developed brand new ways to apply them in developing innovative formulas.
- **The result:**
a simple inspiration has turned into a veritable factor of success, supporting both the technical and the marketing strategy of the company.

A successful strategy of made in Italy

HOW?

- **R&D**

Innovative, effective formulas enriched with natural, Mediterranean ingredients.

- **MARKETING**

Using these principles supports an immediate communication focused on the origin of the company and, therefore, its 'Made in Italy' business.

A successful strategy of made in Italy

Anti-age programme for the PROGRESSIVE RECONSTRUCTION of hair

NATURE SERVING BEAUTY:

Grapes Polyphenols + Wheat Aminoacids

NATURE SERVING BEAUTY

Grapes Polyphenols

White Grapes Concentrate rich in Polyphenols (80%), with effective anti-oxidant action, for a neutralising effect on the free radicals, responsible for the ageing process and breakdown of hair.

The Anti-ageing Action: the hair becomes stronger and more resistant to external aggressions.



NATURE SERVING BEAUTY

Wheat Aminoacids

The “bricks” in the deep reconstruction of the hair keratin.

Thanks to their low molecular weight actively penetrate the hair cuticle (in average, from 96 to 99%).

The benefits:

- high level of substantively for a renewed body
- powerful moisturising action



A successful strategy of made in Italy

Anti-age programme for the PROGRESSIVE RECONSTRUCTION of hair
The synergy of natural principles and high-tech ingredients

TECHNOLOGY SERVING BEAUTY:

Spherulites + Elastomeric Microemulsion

TECHNOLOGY SERVING BEAUTY

Spherulites

Spherulites: special micro-sphere with a multi-flake structure to encapsulate and deliver:

- *Wheat Ceramides*, the inter-cellular cement, to strengthen
- *Avocado Oil*, rich in Vitamin E, to protect and soften
- *Fatty Acids* with nourishing action

The Progressive Reconstruction

Selective anchorage to the surface and to the more damaged areas of the hair gradually releasing the encapsulated active ingredients for a long term restructuring effect.

TECHNOLOGY SERVING BEAUTY

Elastomeric Microemulsion

Forms a permeable and transparent film on the hair fibre for a multiple cosmetic action, unique in its kind:

- Best detangling action on damp and dry hair
- Thermo-protective action
- Superior sensorial impression
- Natural/flexible definition and styling hold
- Unbeatable shine and softness
- Anti-frizz effect



ONE STEP FORWARD...

According to an integrated strategy:

From the HAIR
RECONSTRUCTION



To the COLOR
RECONSTRUCTION



ONE STEP FORWARD...

THE 'COLOR' reconstruction: the unique, **professional** service that **REGENERATES** the hair color **RECONSTRUCTING** at the same time the hair fibre

