



medavita  
LIGHT CATALOGUE

2011





# medavita

## **EFFECTIVE Formulations PURE Ingredients PROFESSIONAL Beauty**

The MedaVita Laboratories formulate products based on **pure, biocompatible, plant-derived active ingredients** with proven performance. Every MedaVita product brings together the results of research, testing, and painstaking refinement.

**Exclusive patents** representing the very highest quality and effectiveness are the outcome of years of improvements, designed to satisfy the demand of the professional market.

**Numerous tests, carried out under medical supervision and in vitro,** have demonstrated the effectiveness, safety, and purity of MedaVita products.

Their creative formulations and capacity to incorporate and heighten the effectiveness of even the most delicate natural ingredients make each treatment a **tailored solution**, specially designed for the unique biological structure of the hair and scalp.

MedaVita formulations contain the **highest concentration of active principles.** Molecular structures similar to keratin improve the composition of the hair fibres and release the ingredients exactly where the hair needs them, restoring at the same time the physiological balance of the scalp.



medavita **is intelligent, professional, effective beauty.**

# MedaVita

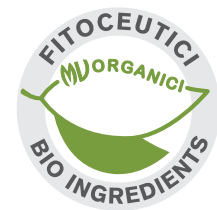
## TREATMENTS AGAINST SCALP ANOMALIES



CURATIVI

MedaVita has dedicated a line of therapeutic products to the unique structure of the scalp, with **targeted formulas proven effective in defeating the most common cutaneous anomalies**. Personalized treatments are formulated to penetrate and be absorbed by the scalp, working in two stages: delicate, specific cleansing and intensive, targeted action.

Formulated using **pure plant, bio-compatible active ingredients from renewable sources**, all MV Curativi products include the most delicate and high-performance natural ingredients, without compromising on the professional results, and contain the best that Nature and Science can offer. To sum up in just one word, we call them "Phytoceuticals".



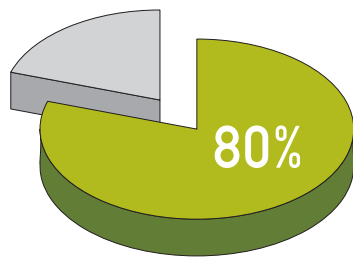
# ANTI-HAIRLOSS TREATMENT



The effectiveness of MedaVita hair loss treatment has undergone diverse dermo-clinical tests on statistically significant panels, always demonstrating exceptional results. The regular use of Lotion Concentrée combined with Trattante shampoo has been proven to successfully treat all causes of hair loss (telogen effluvium and androgenetic alopecia): it oxygenates and regenerates the hair bulb, fights the action of free radicals, balances the androgen hormone metabolism as it affects the hair follicle, makes hair strong and resilient <sup>(1)</sup>.

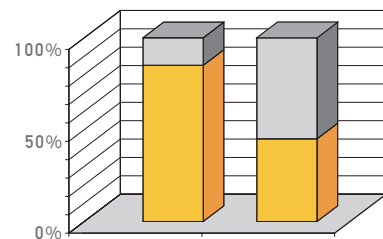
Lotion Concentrée formula is protected by International Patent WO 99/20232

Treatment with Lotion Concentrée + Trattante shampoo:



### after 6 weeks

- Regrowth in 80% of volunteers
- 48% reduction in hair loss
- Reduced thinning in 70% of cases
- 90% of participants satisfied with regrowth



### after 12 weeks

- Maximum reduction in hair loss in 85% of subjects
- Hair loss reduced to zero in 45% of cases

(1) Tests carried out at: University of Urbino, Evich Italy, Abich Tecnoparco of Verbania, Biolab Group Milan, University of Urbino, ISPE (Institute of Skin & Product Evaluation) of Milan.

C U R A T I V I





# ANTI-HAIRLOSS TREATMENT

Medavita



## TRATTANTE

**Anti-hair loss treatment shampoo pH 6.5**

*250 ml and 1000 ml bottle*

- Cleanses by purifying the scalp, oxygenates and protects the scalp
- Makes the hair strong, resilient, and easy to comb
- Plant-derived active ingredients: Coltsfoot, Achillea, and Cincona



## LOTION CONCENTRÉE

**Intensive treatment with vegetal extracts against all causative factors of hair loss**

*6 ml phial, 13 phials in a package*

- Fights hair loss before it happens
- Extends hair life cycle and promotes hair growth
- Exceptional concentration of plant extracts with energizing and antioxidant action: arnica, rosemary, aloe, calamus, myrrh, cinnamon, ginger, galbanum, nutmeg



## MEDAMEN

**Lotion Active**

*100 ml bottle in single package*

- Revitalizing lotion with vegetal extracts for the prevention of hairloss
- Excellent hygienic treatment that tones up the scalp

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# CURATIVI HOMME LCH +

SPECIAL FOR MEN



## ANAGEN FASE SHAMPOO HOMME

Anti-hair loss shampoo  
250 and 1000 ml bottle

- Male anti-hairloss shampoo. Formulated with only organic ingredients, it actively fights androgen imbalance in the hair follicle and stimulates hair growth (anagen). Contains Serenoa repens.
- The essential oils of ginger, cinnamon and turmeric improve scalp microcirculation. Prevents the deposit of pollutants, leaving hair light and full of volume (Moringa).
- Does not contain: lauryl ether sulphates, parabens, synthetic colouring agents, ingredients of animal origin, GMO's.

## LOTION CONCENTRÉE HOMME

Intensive lotion for the prevention and treatment of male hair loss  
100 ml spray bottle

- The powerful anti-hairloss active ingredients of Lotion Concentrée, associated with the antiandrogen Serenoa Repens, promote healthy hair growth, strengthen the hair bulb and thicken the hair shaft.
  - Clinical and in vitro tests show that LCH+ prolongs the vital phase of male hair (anagen), inhibits the 5-alpha reductase synthesis (responsible for androgenetic alopecia).
- The many botanical extracts have an extremely effective anti-oxidizing action and revitalise scalp tissues. Eco-compatible formula.



**Lotion Concentrée + Serenoa repens together for the first time in a revolutionary new formula, created for a specific targeted action against male hairloss.**

**The active ingredients of Lotion Concentrée strengthen the grip of the hair on the root and revitalise the skin tissue.**



### Serenoa Repens

lengthens the life cycle of the hair in men (anagen).

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# SENSITIVE SCALP TREATMENT



MedaVita sensitive scalp treatment helps the scalp recover its natural balance, repairing damage and restoring normal physiological conditions. The **soothing, regenerating, revitalizing properties** of this treatment have been proven effective against irritation, redness, dryness and scaliness.

skin protection efficacy test <sup>(1)</sup>:

- exceptional recovery in cellular vitality
- soothing, regenerating, revitalizing properties

## VELOUR

**Sensitive scalp shampoo pH 6.5**  
250 ml and 1000 ml bottle

- Delicate formula: it cleanses without altering the scalp hydro-lipidic balance
  - Contains wheat proteins and allantoin

## Base TRANQUILLANTE

**Intensive soothing fluid for sensitive scalps pH 6**  
6 ml phial, 12 phials in a package

- Restores the scalp's defence system and maintains its natural balance
- Plant extracts, vitamins and biopolymers create an intense soothing and protective effect



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(1) Clinical tests under medical supervision and in vitro tests.

# ANTI-DANDRUFF TREATMENT



The MedaVita anti-dandruff treatment has been proven highly active against all types of dandruff (dry and greasy). Even after the first applications it noticeably reduces scalp flaking, and normalises skin cells turnover in 4 weeks.

AFTER 4 WEEKS of treatment <sup>(1)</sup>:

- significant reduction in dandruff -71%
- reduction in scalp sebum -40%

## KO<sub>2</sub>

**Anti-dandruff peeling shampoo pH 6.5**  
250 ml and 1000 ml bottle

- Eliminates all types of dandruff
- Natural peeling product: effectively removes all residues

## ANTIFORFORA

**Anti-dandruff lotion**  
**Concentrated fluid with an antimicrobial, cytostatic, and keratolytic effect**  
6 ml phials, 12 phials in a package - 50 ml bottle

- Effective on all causes of dandruff, normalizes skin cells turnover (stops flaking) with long lasting results
- Plant-derived active ingredients: asparagopsis armata, arnica, nutmeg, ginger, aloe, calamus and cinnamon



## ANTI-DANDRUFF KIT

KO<sub>2</sub> Shampoo 100 ml  
+ Antiforfora 50 ml





# SEBUM-BALANCING TREATMENT

Clinical testing has demonstrated the efficacy of the MedaVita sebum-balancing treatment in **reducing the speed of sebum formation** on oily scalp in 4 weeks of treatment. A rich pool of natural ingredients with purifying, antioxidant and stimulating properties gives **immediate relief**.

After 4 weeks of treatment <sup>(1)</sup>:

reduction in sebum production -47%



## SEBODETOX

**Purifying shampoo pH 6.5**

250 ml and 1000 ml bottle

- Eliminates excess sebum
- Rebalancing, purifying action: asparagopsis armata, arnica montana and exclusive mineral-based compounds

## Base SEBOREGOLATORE / SEBODETOX

**Multiactive sebum-balancing lotion NEW FORMULA**

6 ml phials, 6 phials in a package - 50 ml bottle

- It ensures the elimination of excess sebum with long lasting results
- Normalizes oil production, rebalances and tones the scalp (serenoa repens)



## KIT SEBODETOX

Sebodetox shampoo 100 ml  
+ Base Sebodetox 50 ml

# Curativi Specials



## DERMO RELAX

**Scalp soothing emulsion**

6 ml phials, 12 phials in a package - 50 ml bottle

- Real first-aid treatment for all scalp types: instantly calms itchy, burning scalps
- Contains: zanthoxylum alatum, allantoin, bisabolol, provitamin B5 and beta-glucan with soothing, regenerating, revitalizing, and calming properties

## PREPARATORE CUTANEO

**Pre-shampoo scalp treatment pH 5.5**

100 ml bottle in single package

- To be used before all Curativi treatments, it prepares the skin removing metabolic and environmental impurities
- Contains the red seaweed Asparagopsis armata extract



## SHAMPOO ORGANICO

**Smog/block organic shampoo for frequent use**

250 ml and 1000 ml bottle

- Cleanses and disentangles hair naturally, using **only organic ingredients**. Leaves you hair feeling lighter and cleaner. Helps prevent pollutants (dust, gas, smoke, acids, heavy metals) from settling on the hair
- Contains: proteins obtained from moringa seeds, delicate olive-based cleansing agent, guar gum structurant, geranium, peppermint, eucalyptus and lavender essential oils

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# MedaVita

**NOURISH, REPAIR, RECONSTRUCT**



Depending on the hair diagnosis (type of hair, conditions of the shaft and scalp), MedaVita has developed 3 progressive levels of intervention to restore the beauty of hair along the lengths and tips.

**NOURISHING, REPAIR, DEEP RECONSTRUCTION**

The formulation of this line with new molecular complexes and the resilient effect guarantee a customized solution for every type of hair and a visible, real, perfect result.

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## NOURISHING SYSTEM

normal / imbalanced hair

Containing **ozogel complex®** and **amino acids** from silk proteins, it is the first step towards supplying the right level of **moisture and nourishment** to normal and imbalanced hair. Releases on the external surface of the hair shaft a protective barrier that prevents the impoverishment of the hair resources and gives a vital nourishment support.



### seta

**protein shampoo pH 6.5**  
250 ml and 1000 ml bottle

- Cleanses and restores strength and softness
- **Silky smooth hair:** soft, elastic, shiny and full of body



### ozogel complex®

**mousse pH 3.6**  
200 ml can

- Nourishes and strengthens hair
- Moisturises and enhances elasticity and volume

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## REPAIR SYSTEM

stressed / damaged hair

Containing **ozogel complex®** and **glico complex®**, the way to rebalance and repair the structure of stressed [ageing of the fibre, overworking] or **damaged hair** [chemical treatments]. Restores the essential components of which the hair had been deprived, with surprising effects as regards resistance, moisture, strength.



### amino-acid

**shampoo pH 4**  
250 ml and 1000 ml bottle

- The **17 structural amino acids** restore the essential components of the hair
- Softens and repairs, giving shine and combability



### ozogel complex®

**microemulsion pH 3.6**  
150 ml bottle

- Leave-in micronized spray, improves the composition of the hair fibre: hair is shiny, soft and detangled
- Penetrate the hair structure repairing any damage from the inside



### ozogel complex®

**repair fluid pH 3.6**  
10 ml phials, 24 phials in a package-dispenser

- Strengthens and protects, increasing the hair natural defences
- The hair becomes elastic and luminous with a maximum softness effect



### glico complex®

**crunchy xilitol pack pH 3.6**  
250 ml bottle

- Gives **new energy** to the hair, visibly adding strength and body
- Increases hair resistance and improves texture

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# DEEP RECONSTRUCTION SPECIALS



devitalised hair



## **β-carotene complex®**

**masque pH 2.3**

150 ml tube and 300 ml jar

- Real rejuvenating treatment: renovates the bio-energetic reserves of the hair fibre
- Ideal on medium-thick hair



## **β-carotene complex®**

**restoring serum pH 3.5**

10 ml phials, 24 phials in a package-dispenser

- Regenerates, strengthens and moisturises tired, dull and impoverished hair
- Ideal on thin hair



## **β-carotene complex®**

**hair-filler pH 3.5**

150 ml bottle

- Deeply reconstructs the fibres making the hair shiny, elastic, full of body and vigour
- Improves combability with immediate result and with no added weight

Containing β-carotene complex®, the reconstruction specials renovate the energetic reserves and reconstruct the fibres of devitalised hair due to chemical treatments - even combined. They neutralize the action of free radicals, responsible for hair ageing, and regenerate cellular activity. They eliminate dryness, increase thickness and improve hair texture.



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MedaVita **SUN**

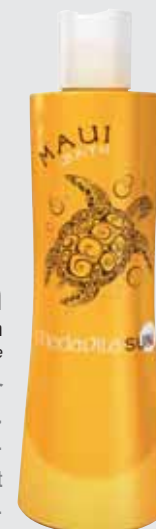
The MedaVita sun care range features the deep moisturising and restructuring action of bio marine Hawaiian seaweed together with protective sun filters. The fresh mint extract add a note of refreshing feel, for a lasting sensation of well being. MedaVita sun care products create a barrier effect, protecting hair from photo-ageing as a result of exposure to sun, salinity and chlorine. Designed both to protect and strengthen the hair during exposure to the sun, they prevent colour from fading.



### Waikiki Oil

protective sun oil  
100 ml spray bottle

- Light and comfortable texture, it protects and strengthens the hair shaft with UVA/B filters and vegetable oils similar to keratin.
- Keeps the post-holiday strawy effect at bay, prevents colour from fading and protects streaks.



### Maui Bath

after-sun shampoo/shower cream  
250 ml bottle

- Soothing and invigorating shampoo/shower cream, ideal after exposure to the sun, with moisturising action.
- Formula with fresh mint extract for a lasting freshness effect.

### Kilauea Mask

after-sun hair treatment  
250 ml bottle

- Moisturises, softens, nourishes the hair and prevents tangles.
- Rebuilds the fibre of the hair keeping it soft, supple and glossy while protecting colour.
- Suited also for daily use.



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# MedaVita

## CREATIVE STYLING



**Curls, Straight, Shine, Hold, Trendsetter.** The new range of Creativi MedaVita is able to respond to all your Styling needs, guaranteeing extraordinary performance that allows you to follow your imagination and create inspired, innovative hair designs. The exclusive natural bouquet of fresh, energizing fragrances guide you on a journey through the senses. All products in the range feature REDOX SISTEM®, MedaVita's innovative molecular complex that protects hair from heat damage, mechanical damage, sunlight/oxidation and smog.





## CURLY

### Top Model

**modelling fluid**  
200 ml bottle

Curl-activating weightless styling serum. For creating full, perfectly-shaped, bouncy curls or soft, glossy waves. Suitable for all types of naturally curly or permed hair.



## STRAIGHT

### Thermoliss

**hairdryer and straightening iron**  
200 ml bottle

For blow-drying hair for a perfectly smooth, straight look and for finishing off styling with a straightening iron. Ideal on naturally-curly or permed hair, even frizzy.



### Linfa Aloe

**STRONG and SOFT mousse**  
250 ml can

Gives hold, shape, volume and makes hair easier to style. Creates plenty of movement, making it possible to obtain hair with volume and an exceptional degree of flexibility. Defines shapes and controls the style without making the hair stiff.



## HOLD

### Starlicious

**STRONG and SOFT  
no gas lacquer**  
250 ml can

Provides long-lasting elastic shape and volume without weighing the hair down. The tiny, fast-drying particles provide a light texture to hair and leaves no residue.



### Fix Play

**pliable spray**  
200 ml bottle

Fixes the style for decisive, long-lasting hold. Excellent for brush or free-hand drying, it defines shapes flexibly and precisely, making hair smooth and stylable. It is suited also for application on dry hair to define small details or move/fix individual strands.

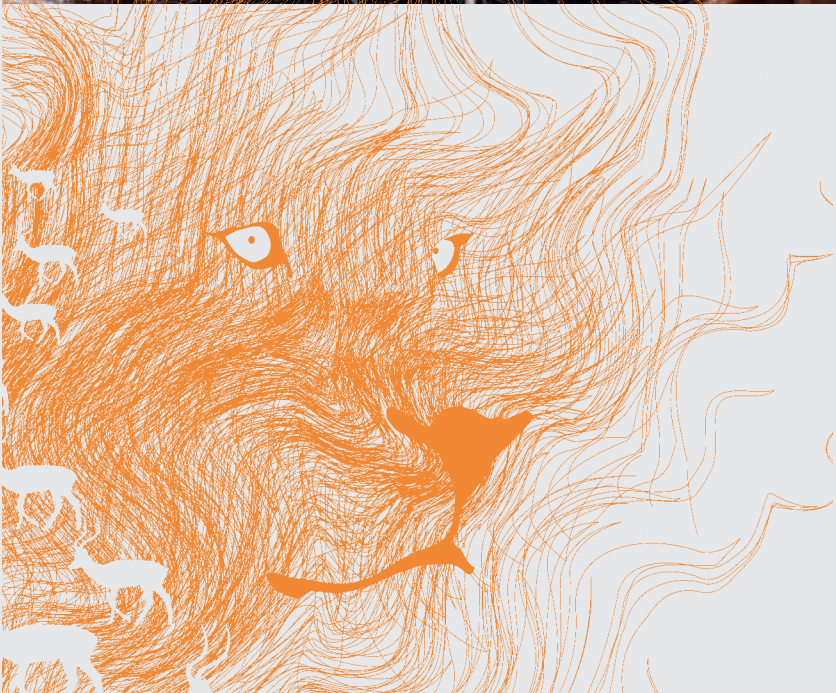


### Root Lifter

**volume amplifier**  
200 ml can

Lifts the roots and adds volume to all hair types, giving exceptional body even to fine hair. Keeps volumes in shape with long lasting hold and shine, protecting from humidity. Gives an airy elastic result with plenty of movement.

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# SHINE

CREATIVI



## Cristalli Liquidi

**laminating fluid**

35 and 200 ml bottle

A superb protective fluid for an unbeatably glossy effect. The surface of the hair becomes perfectly smooth and ultra-soft. Keeps electricity in check and eliminates frizz even in the dampest of conditions.



## Brillex

**extraordinary shine**

200 ml bottle

Ultra-delicate lightweight spray for total, instant shine. Dries instantaneously, protects the hair from humidity and combats static electricity.

# TRENDSETTER



## Cera Vibrante

**modelling wax**

100 ml jar

Creates defining and separating styling effects, giving a soft, shapeable touch, with shiny finish. Texturising and gummy on the ends, stays easy to handle and shape.



## Papaya Paste

**lite matte finish**

100 ml jar

Shapes, separates, mixes, defines. Ideal for casual or rebel styles with elastic hold and velvety touch. It can be remodelled. Creates crumpled, elastic, original textures, creating an extravagantly-dishevelled look.



## Clean Cut

**glossy cream**

100ml jar

A precision cream designed to control and set styles with a soft hold. Ideal for outlining shape, its light non-greasy formula makes the hair ultra-shiny, enhancing texture and keeping frizz at bay.



## iGel

**aqua finish**

200 ml tube

Extremely long-lasting wet look. Models the style, smoothes and defines but hair never gets stiff nor greasy. It leaves your hair soft, light, natural and manageable.



## Gel Estremo

**firm hold**

200 ml tube

Models and fixes with firm hold. It defines and gives texture, allowing maximum creative freedom. Ideal for trendy styles with no added weight.



## Ultrigel

**ginger glue**

200 ml tube

Sculpts shapes with inflexible hold, for a real extra-strong fixing action. Dries fast and does not make the hair greasy. Extremely easy to spread. Memory effect.

# MedaVita

## TECHNICAL SERVICES



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The Professionali range by MedaVita presents a series of technical products with a high scientific content dedicated to salon colouring, aimed at **performance, practicality and protection of the hair**.

Il Colore MedaVita is a rich range of permanent colours formulated to satisfy any creative and technical need, with the guarantee of a top quality colour result in terms of shine, intensity and duration of reflexes, as well as extreme respect for the hair physiological balance.

il *Colore*

# MEDAVITA PERMANENT HAIR COLOURING



## il Colore

Self-protective oxidation colouring cream  
60 ml tube

- Perfect coverage of white hair
- Extremely long lasting reflexes
- Protective formula with Limnantes Alba extract
- Intense bright colours
- Guaranteed repeatable results

Range: 87 nuances

Lightening power: up to 3 tone levels

Mixing ratio: 60 ml il Colore colouring cream + 90 ml Colormax peroxide cream (1+1,5)



## il Colore Superschiarente

Superhighlighting self-protective oxidation colouring cream  
60 ml tube

- For extremely light blond results
- Long lasting reflexes
- Even uniform lightening effect
- Maximum respect for the hair fibre (Limnantes Alba)
- Bright colour result

Range: 5 nuances

Lightening power: more than 4 tone levels

Mixing ratio: 60 ml il Colore Superschiarente colouring cream + 180 ml Colormax peroxide cream 40 volumes (1+3)



## Colormax

10, 20, 30, 40 volumes (3%, 6%, 9%, 12%)  
peroxide cream  
1000 ml bottle

- Ideal for mixing with il Colore, il Colore Superschiarente, Blond Ambition and Blond Ambition ammonia free
- Maximum adherence to the hair shaft
- Formula with steady volumes
- Guaranteed repeatable results

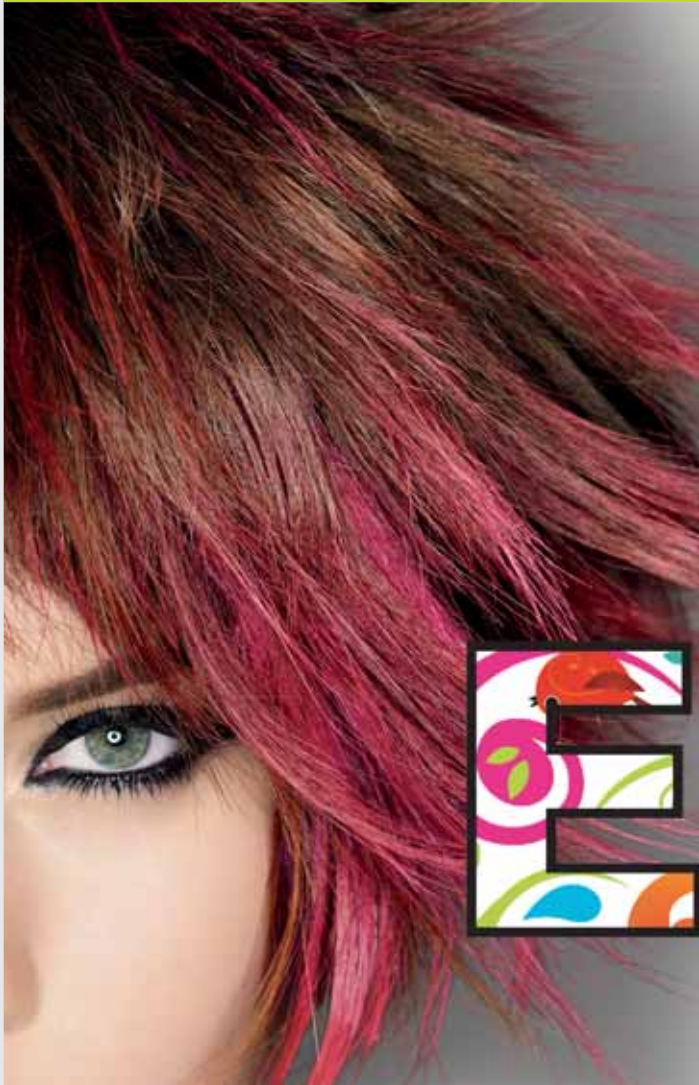
- |                   |  |
|-------------------|--|
| 10 volumes (3%):  | maximizes white hair coverage, even in the most difficult situations, and tones hair |
| 20 volumes (6%):  | covers white hair and intensifies reflexes   |
| 30 volumes (9%):  | maximizes reflexes and optimizes colour hold   |
| 40 volumes (12%): | enhances the lightening process  |

**How to use:** Colormax has been formulated to act in perfect synergy with the colouring cream il Colore MedaVita, to be mixed in the proportion of 1 part colouring cream and 1.5 parts peroxide cream. Colormax in 40 volumes strength has been formulated to be used with the superhighlighting cream il Colore Superschiarente, to be mixed in the proportion of 1 part colouring cream and 3 parts peroxide cream.

PROFESSIONALI

# Medavita

THE SAFE COLOURING CREAM WITH BIO TEA EXTRACTS



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Enjoy is a real revolution in the world of semipermanent hair colouring: an extremely delicate and cosmetic colouring cream with the natural scent of tea. Enjoy guarantees excellent results without the use of ammonia. **Botanical tea extracts** colour hair naturally and guarantees an incomparable performance while treating the hair extremely delicately, making it bright and easy to handle. Tea protects and nourishes hair. Enjoy is much more than a cream hair colour: it's a **beauty treatment and a new colouring system** that revitalizes hair deep down, protecting and strengthening it.

ENJOY



# MEDAVITA SEMI-PERMANENT HAIR COLOURING



## ENJOY tea-based semi-permanent colouring cream

**no para  
no ammonia**

100 ml tube

- Delicate formula with botanical tea extracts, responsible for the intensity of natural bright reflexes
- Hyper cosmetic action
- Rich and bright colours, reinforcing the fibre of the hair and making it soft to touch

4 different tea extracts are specifically selected for the different shade groups:

NATURALS: white Tea  
GOLDS: yellow Tea  
REDS AND COPPERS: red Tea  
COCOA, CHOCOLATE AND SAND: black Tea

Range: 39 nuances

Lightening power:

- none with Enjoy Developer
- slight (from one up to two tone levels) with Enjoy Booster Developer

# ENJOY

**EVOLUTION IN HAIR COLOUR:**  
micro-pigments and vegetable extracts guarantee colour that is sparkling, natural and bright.

**EVOLUTION IN HAIR CARE:**  
its ultra delicate formula containing botanical extracts nourishes and protects hair.

**EVOLUTION IN TEXTURE:**  
the cream's smooth consistency guarantees colour will cling to the hair, making application fast and simple.



## ENJOY tea-based developer

1000 ml bottle

- Rich and creamy texture
- Low percentage formula
- Extremely delicate on the scalp and hair
- Contains white tea extract

Mixing ratio:

1 + 2 TO COLOUR  
1 + 3 FOR TONING HAIR  
Average processing time: 20 minutes



## ENJOY tea-based booster developer

1000 ml bottle

- Formulated to enhance colours
- Perfect with the natural nuances: intensifies colour results
- Slight lightening power: amplifies colour brightness
- Coverage of white hair: more even and intense

Mixing ratio:

1 + 1,5  
Processing time: 30 minutes

1+1,5 TO AMPLIFY	ENJOY + BOOSTER DEVELOPER
1+2 TO COLOR	ENJOY + DEVELOPER
1+3 FOR TONING HAIR	ENJOY + DEVELOPER

PROFESSIONALI

# MedaVita

**PROFESSIONAL PRODUCTS FOR COLOUR-TREATED HAIR**

## ColorControl

MedaVita has dedicated a line of ultra-professional products to colour treated-hair, to guarantee 360 degrees protection of the scalp and hair. With its intense protective and reparative action, ColorControl preserves and restores the integrity of coloured hair, maintaining the radiance of reflexes, the softness and silkiness of healthy, well-nourished hair. To be used in the various phases of the technical service on the day of colouring and in between colour applications.



# ColorControl



## Latte iperproteico pH 5.8

**protective pre-colour treatment with proteins**  
1000 ml bottle and dispenser with 36 single-dose (12ml) sachets

- Protects the scalp and hair during colour treatment or bleaching (it works inside the colour/bleaching mixture)
- Recommended for sensitive scalps or delicate hair



## Shampoo cosmetico pH 5.8

250 and 1000 ml bottle

- Protects and prolongs colour, keeping it vivid and even
- Provides an intensely effective cosmetic action, making the hair shiny, soft and easy to comb



## Silver Cure shampoo pH 6.5

**NEW enhanced neutralizing action**  
250 aml bottle

- Cleanses carefully while neutralizing unwanted yellowish tones
- Perfect on highlights and bleached hair, it is also recommended for natural salt-and-pepper/grey hair

## Det.Balm pH 3.5

1000 ml bottle and 150 ml tube

- It conditions the lengths, making them shiny and instantly easy to comb
- It protects the colour from fading, making it more intense and stable with each wash



## Emulsione dopocolore pH 3.5

**no-rinse after colour protective lotion**  
7 ml phials, 24 phials in a package-dispenser

- The final step for enhancing colour: adds shine and protects the hair shaft, increasing its lustre and smoothing out the cuticle
- Seals in pigments and makes the hair easy to comb



## Idrogel vegetale pH 4.5

**intensive repair treatment**  
250 ml bottle

- An intensive beauty treatment for colour-treated/bleached hair that is damaged and weakened
- The high concentration of vitamins and botanical extracts instantly restores damaged, porous hair fibre

PROFESSIONALI

# THE DECOLOURING SERVICE

## blond ambition ammonia free

bleaching powder with guar gum  
500 ml jar

- Lightens up to 6/7 tone levels
- Ideal base colour:  
natural hair &  
light coloured hair
- Suited for all lightening techniques
- The combination of persulphate and sodium derivates ensures maximum performance on natural and light coloured hair without the use of ammonia



- Lightens up to 6/7 tone levels
- Ideal base colour:  
coloured hair &  
naturally dark hair
- Suited for all lightening techniques
- The combination of persulphate and ammonium persulphate guarantees respect and protection of the hair fibre

blond ambition  
bleaching powder with guar gum  
500 ml jar

Bleaching powder suited for all lightening techniques, formulated in two versions.

Both concentrated and intense-action formulas leave the hair **tangle-free, soft and well conditioned**. The **non-volatile powder** gives the mixture a smooth, stable consistency, which stays elastic and manageable during application to the hair.

### How to use:

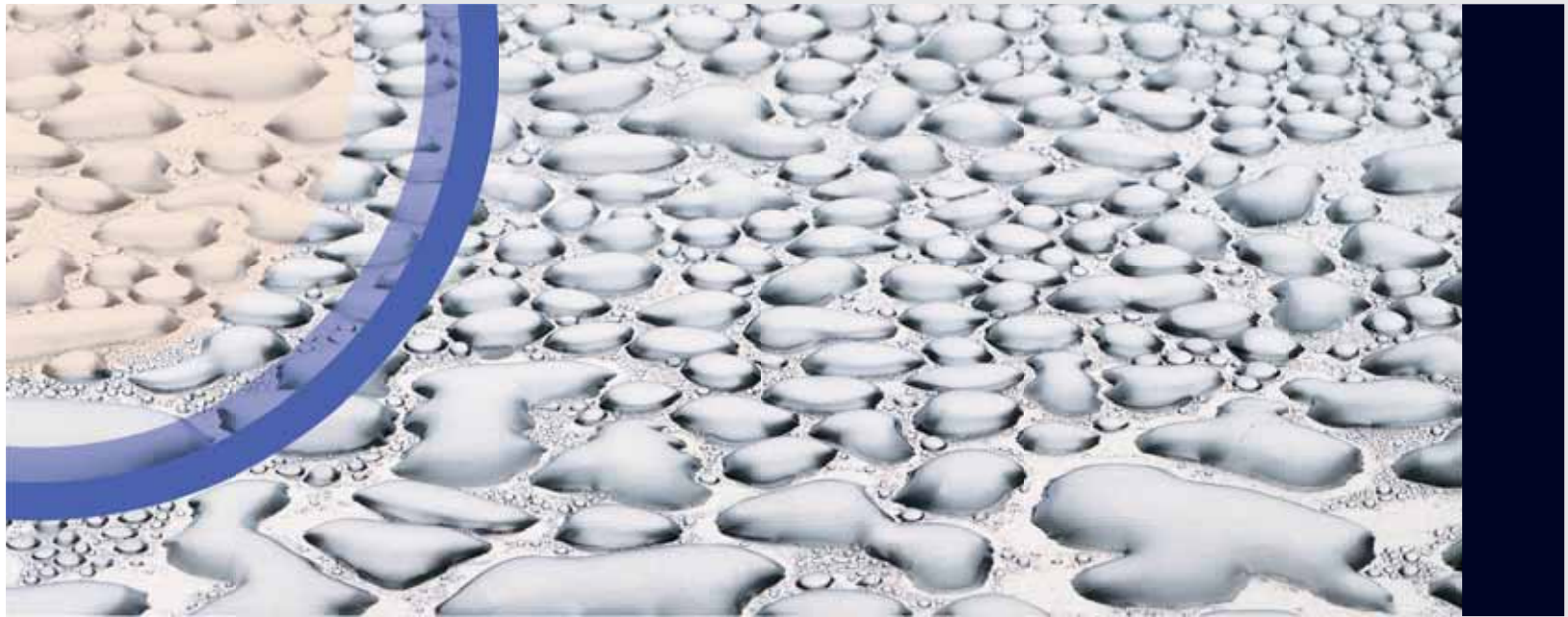
Depending on the lightening technique used, mix 1 part powder (two level measures, equal to 60cc/40gr) with Colormax MedaVita in 10 (3%), 20 (6%), 30 (9%) or 40 (12%) volume strengths (1 up to 3 parts peroxide cream).

Leave to process for **15 to 45 minutes** according to the bleaching level desired.



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## SAFE PERMING

### il sostegno permanente

acid technology perm for all hair types pH 6.9  
*single dose kit*

- Acid technology perm, to suit all hair types
- Ensures maximum respect for the hair structure: suitable also on dry, porous, thin, sensitive, coloured or mèched hair
- Humectrans-E molecular complex favours even penetration of the hair curling solution and ensures elastic curling with extremely cosmetic results

This unique perming formula is an irreplaceable creative professional tool for creating soft natural waving, lively and bouncy curls, or simply to give volume at the roots. Il Sostegno permanente MedaVita satisfies any styling demand with long lasting results.



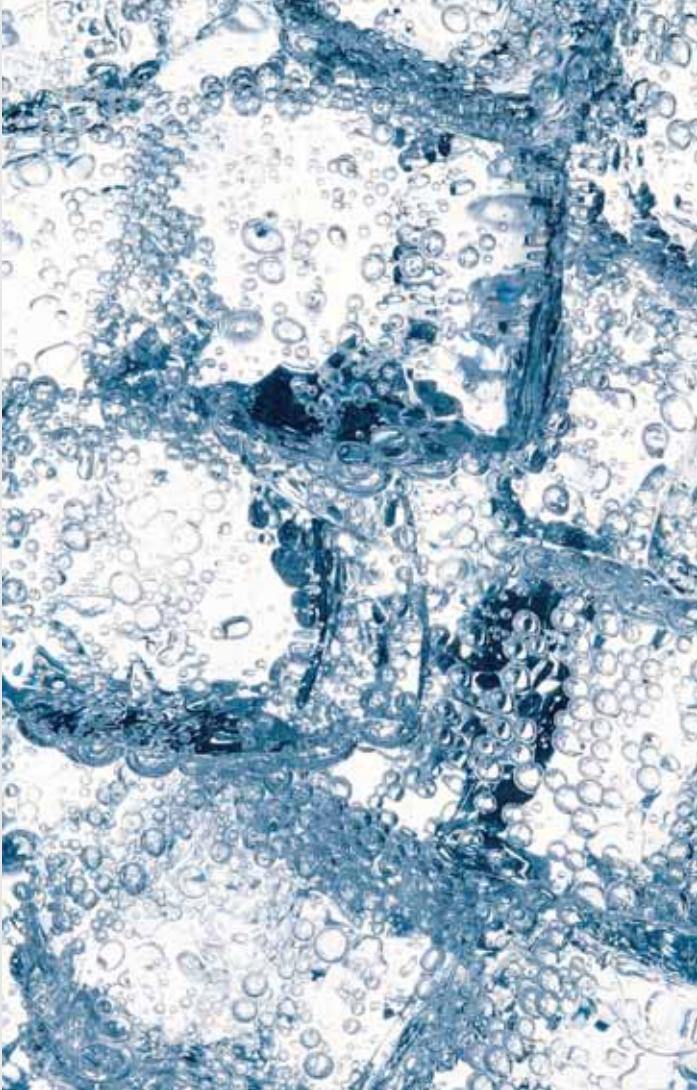
Single dose kit containing:

- Curling liquid to prepare before application mixing: A+B contents (21 ml + 100 ml)
- Applicator bottle
- Neutralizer 125 ml
- Hood
- Instructions leaflet

PROFESSIONALI

# MedaVita

## COMPLEMENTARY PRODUCTS



M E D A V I T A

An essential choice of high performance products completes the MedaVita range for salon and home use. Formulations designed to offer **professional results, versatility and pleasure for the senses.**

# COMPLEMENTARY PRODUCTS



## Lacca Trattante

75 ml (pocket size), 250 ml and 500 ml

- Spray lacquer with **medium hold**, without propellants harmful to the ozone
- Fixes the styling with a light film without leaving residues



## Morbida Rosa

Moisturising hand cream with Vitagen F  
50 ml tube in single pack

- Leaves the skin smooth and velvety soft, eliminating exfoliation
- Contains **Vitagen F** (precious vitamin naturally found in the skin)
- Lanolin, allantoin and glycerine guarantee moisturising and soothing action



## New Neutro Professional Professional shampoo

10 litres tank

- High concentration anionic shampoo
- Formulated for **natural hair**



medavita



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