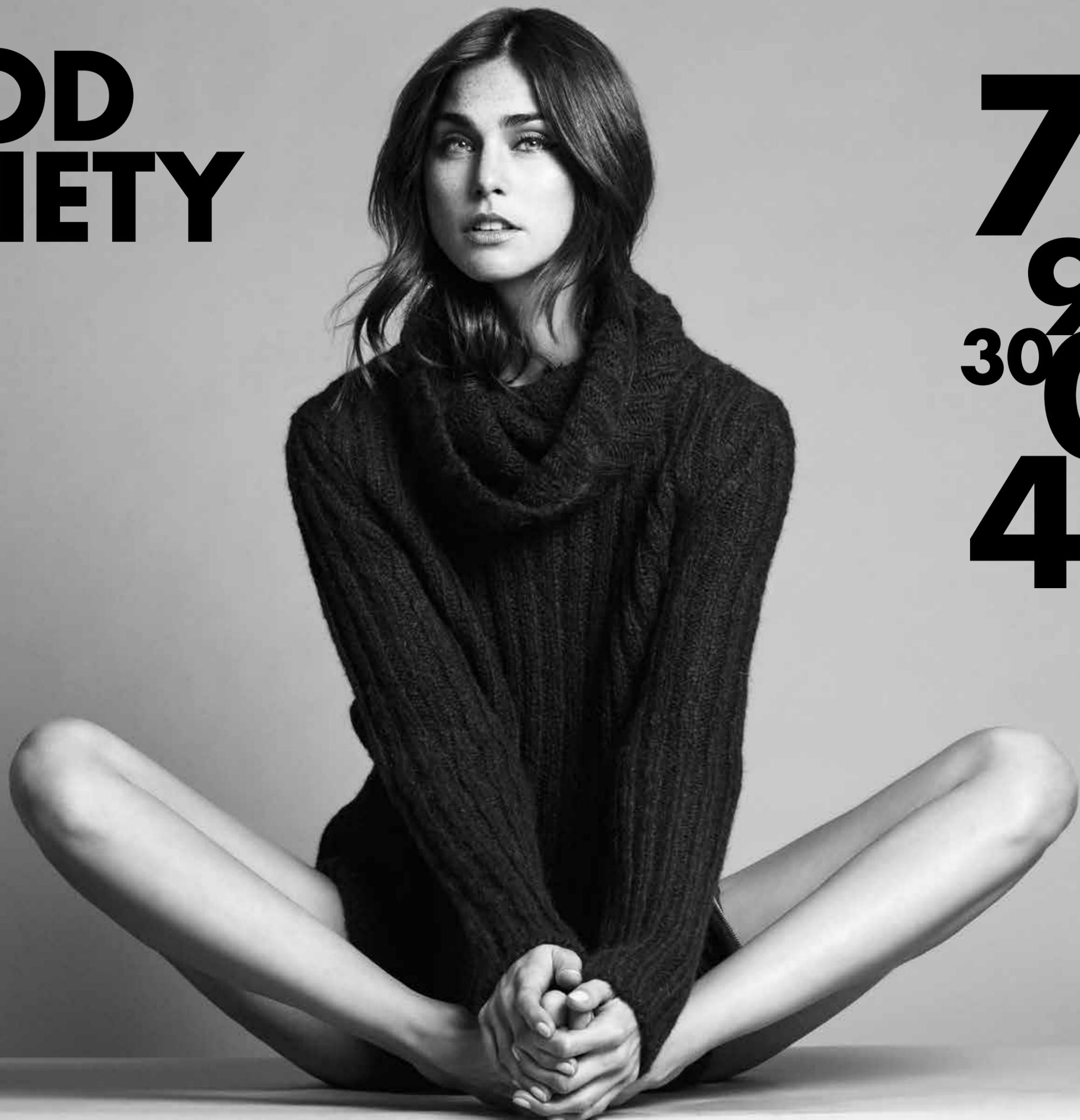


**GOOD
SOCIETY**



78
95 26
30 02
44
51

Care

EVERY DAY

SHAMPOO AND CONDITIONER FOR FREQUENT USE

RICH COLOR

SHAMPOO AND CONDITIONER FOR COLORED HAIR



THE SWEETNESS OF HONEY TO SOFTEN AND ENLIGHTEN THE HAIR; THE MAGIC OF **ALOE VERA** TO HYDRATE AND PROTECT; THE EFFICACY OF **TEA TREE OIL** TO PURIFY.

AN ENVELOPING **CHAMOMILE** AND **SULTANA** FRAGRANCE TURNS THE HABIT TO WASH OUR HAIR IN AN ENERGETIC TOUCH TO START THE DAY OR IN A RELAXING MOMENT TO END IT WITH A CUDDLE.



WASABI, WITH ITS ANTI-OXIDANT PROPERTIES, SHIELDS THE HAIR FROM SUNRAYS, CHLORINE AND SALT. **MELANIN**: OF THE ESSENCE FOR COLOR DURATION AND STABILITY.

GUAR FLOUR, PANTHENOL AND **VITAMIN E**: SOFTENING, SOOTHING AND ANTI-OXIDANT PROPERTIES FOR THE SCALP AND THE HAIR.

RICH COLOR HAS A DELICATE **POPPY AROMA**: WASHING AND CONDITIONING THE HAIR WILL BE LIKE TAKING A SPRING WALK THROUGH BLOOMING FIELDS.

Care

GENTLE VOLUME

VOLUMIZING SHAMPOO AND CONDITIONER



GUAR FLOUR, ORIGINATING FROM THE GRINDING OF THE PLANT OF THE SAME NAME, CREATES A FILM THAT THICKENS, STRENGTHENS AND LIGHTENS THE HAIR; **OLIGOMINERAL ELEMENTS** LIKE COPPER, MAGNESIUM AND ZINC, ORIGINATING FROM YEAST FERMENTATION, PROTECT AND SUPPORT THE HAIR STRUCTURE. **PANTHENOL** PRESERVES HYDRATION INSIDE THE HAIR.

THE FRAGRANCES OF **VANILLA** AND **CLEMENTINE**, FRESH AND CITRUSY, IMPROVES YOUR MOOD, AWAKENING YOUR SENSES.

ROOT SPRAY

PERFECT TO GIVE VOLUME AND THICKNESS TO THE HAIR, LEAVING IT SHINY AND SOFT. IDEAL FOR WEAK AND FINE HAIR. NOT ONLY VOLUMIZING AGENTS, BUT ALSO A **BIOACTIVE COMPONENT (A MIX OF MANY INGREDIENTS SUCH AS AMINO-ACIDS AND VITAMINS)** THAT HELPS STRENGTHENING THE HAIR FROM ROOT TO LENGTH.

46 SIZES: SHAMPOO 250 ml - 1 L - CONDITIONER 200 ml - 1 L

INTENSE HYDRATION

HYDRATING SHAMPOO AND CONDITIONER



CREAM SHAMPOO, ENRICHED WITH **PANTHENOL**, SOOTHES AND CALMS THE HAIR.

EXCLUSIVE VEGETABLE ORIGIN SURFACTANTS AND CONDITIONING ELEMENTS RENEW DEHYDRATED AND DRY HAIR, LEAVING IT SOFT AND SHINY.

SLS/SLES AND PARABEN FREE

NO RINSE CONDITIONER

A TWO-PHASE PRODUCT, TO BE SHAKED BEFORE USE. IT NOURISHES AND HYDRATES THE HAIR DEEPLY, WITH AN ANTI-AGE AND FILLING EFFECT.

KERATIN REPAIRS THE DAMAGES FROM THE INSIDE. **HYALURONIC ACID**, A PRECIOUS INGREDIENT NATURALLY PRODUCED FROM OUR BODY, BALANCES THE WATER INSIDE THE HAIR, LEAVING IT SOFT AND WELL HYDRATED, IMPROVING ITS LOOKS AND ITS HEALTH, ALSO ACTING AS A RESTRUCTURING CONDITIONER. THANKS TO ITS **PROTECTIVE AND FILMING INGREDIENTS** COMBING IS EASIER; **SMOOTHING AND SOFTENING ELEMENTS** MAKE THE HAIR **SHINE**.

IT HAS THE INTENSE AND EXOTIC **FRANGIPANI** AND **TONKA BEAN** FRAGRANCE.

PARABEN FREE

SIZES: SHAMPOO 250 ml - 1 L - CONDITIONER 150 ml - 75 ml

Care

PERFECT CURL

SHAMPOO AND CONDITIONER FOR CURLY HAIR

SOFT SMOOTHING

SMOOTHING SHAMPOO AND CONDITIONER



CHITOSAN PCA, A NATURAL POLYMER OF NATURAL ORIGIN, HAS FILMING, HYDRATING AND PROTECTIVE PROPERTIES. IT HELPS MAINTAINING CURLY HAIR IN SHAPE.

ITS **KUKUI** AND **ORANGE PEEL** FRAGRANCE IS INTENSE, VIVID AND LUSH, FULL OF ENERGY.

PERFECT CURL CREAM

IT DEFINES AND CONDITIONS CURLS MAKING THEM SOFT, ELASTIC AND SHINY. IT HAS AN EFFICIENT PROTECTIVE FILTER AGAINST HEAT (HAIRDRYERS AND IRONS). SUITABLE FOR ALL KIND OF DRYING, PERFECT TO BE USED WITH A HAIR DIFFUSER.

SCENTED WITH A CAPTIVATING EXOTIC **VANILLA AROMA**.



CHRONDUS CRISPUS, A SMALL **RED SEAWEED** RICH IN MAGNESIUM AND ZINC, SHIELDS THE HAIR WITH A SOOTHING WATERPROOF FILM.

JOJOBA OIL, A PRECIOUS ESSENCE USED CENTURIES AGO FROM PRIMITIVE PEOPLE, NOURISHES THE HAIR, MAKING IT SHINE. **VITAMIN E**, A STRONG ANTI-OXIDANT ELEMENT, PROTECTS THE HAIR FROM ATMOSPHERIC AGENTS.

MAGNOLIA ROSE AND **FRUCTOS** FRAGRANCE, A DELICIOUS MIX OF FLOWERS AND FRUITS WILL EMBRACE YOU, GENTLY.

SOFT SMOOTHING FLUID

STRAIGHTENING ANTI-FRIZZ CREAM. IT MAXIMIZES THE STRAIGHT EFFECT AND ENSURES A LONG LASTING HAIR SET. IT GIVES SHINE AND INCREASES HAIR COMBABILITY. IT HAS A SPECIAL PROTECTIVE FILTER FOR HEAT. PERFECT FOR ALL KIND OF DRYINGS.

DELICATE **MAGNOLIA ROSE** SCENT.

CLEANING CREAM /
CONDITIONING CREAM / FLUID

Care

SPECIALS

ANTI-YELLOW SHAMPOO, STRENGTHENING TONING SPORT SHAMPOO AND SHOWER

SPECIALS

UNTANGLING FLUID AND ARGAN OIL SERUM



SHINY GREY

WHITE AND GREY HAIR TEND TO ASSUME THAT NASTY YELLOWISH COLOR. **SHINY GREY** SHAMPOO HAS AN ANTI-YELLOW EFFECT, RESTORING NATURAL LIGHT INTO THE HAIR AND MAKING SILVER TONES SHINE AGAIN.

SUNFLOWER OIL AND **GLYCEROL** HYDRATE THE HAIR, MAKING IT SHINY, LIGHT AND SILKY.

SHINY GREY SHAMPOO HAS A GRATIFYING **MIXED BERRY** FRAGRANCE, THAT TURNS THE SHAMPOO EXPERIENCE INTO AN INEBRIATING MOMENT.



REFRESHING SPORT

MAKES THIS SHAMPOO IDEAL BOTH FOR THE HAIR AND THE SKIN: AFTER TRAINING, AFTER A LONG DAY OF WORK... OR JUST ANYTIME YOU NEED IT.

SUSFACTANTS ARE SWEETENED BY MAGNESIUM, **GUAR FLOUR** AND **GLYCEROL**, MAKING IT DELICATE AND EFFICIENT AT THE SAME TIME.

JUNIPER, SANDALWOOD AND **MANGO**, EXOTIC AND TRADITIONAL AROMAS, WILL GIVE YOU THE FEELING TO WALK INTO AN OLD BARBER SHOP, WHERE YOU JUST SMELL CLEAN AND ESSENTIAL FRAGRANCES.

SLE/SLES AND PARABEN FREE.



EQ FACTOR SPRAY

AN "ALL-ROUNDER" FOR YOUR HAIR'S HEALTH. **EQ FACTOR SPRAY** IS A ONE OF A KIND PRODUCT:

- IT UNTANGLES THE HAIR AND PROTECTS THE COLOR FROM OXIDATION;
- IT GIVES VOLUME AND BALANCES THE HAIR POROSITY;
- IT SEALS THE CUTICLES PROTECTING FROM UV RAYS HEAT AND ATMOSPHERIC AGENTS;
- IT BUFFERS THE EFFECT OF CHEMICAL SUBSTANCES;
- IT HELPS THE STYLISTS BECAUSE IT KEEPS THE LOCKS DEFINED DURING CUTS;
- IT HELPS PREVENTING SPLIT ENDS AND MAKES SENSITIZED HAIR MANAGEABLE AND DISCIPLINED.

EQ FACTOR IS ALSO A WONDERFUL HAIR PARFUM: AN ENCHANTING **DATURA** AND **ORCHID** FRAGRANCE THAT INEBRIATES OUR FEELINGS AND ENVELOPS OUR SENSES.



ARGAN OIL HAIR SERUM

USING ARGAN OIL HAIR SERUM IS AN INVALUABLE EXPERIENCE: THE HAIR WILL LIVE A NEW LIFE AND SHINE.

ARGAN OIL HAIR SERUM MAKES THE HAIR SILKY AND COMBABLE, IT GIVES BODY AND VOLUME AND SHIELDS FROM THE ATMOSPHERIC AGENTS. IT PROTECTS FROM THE HEAT (HAIR DRIER AND FLAT IRON) AND HAS A STRAIGHTENING ANTI FRIZZ EFFECT. WE FORMULATED THIS PRODUCT THANKS TO A CONTROLLED INGREDIENT, ARGAN OIL, ORIGINATING FROM SOUTHERN MOROCCAN COOPERATIVES THAT WORK SAFEGUARDING THE ARGANIA FOREST, DESIGNATED AS A UNESCO BIOSPHERE RESERVE, THAT'S WHY OUR ARGAN OIL IS **CERTIFIED ECOCERT**.

THE EXOTIC SCENT OF **TONKA BEAN** AND **BLUE ORCHID** WILL CARRY YOUR SENSES TO MAGICAL FARAWAY PLACES.

SIZES: SPRAY 150 ml - OIL 75 ml