

THE PROFESSIONAL
HAIR PRODUCTS DEPARTMENT
ESTABLISHED 2012

MY.ORGANICS®

VENICE - ITALY



—— My.Products ——



*PRODUCTS FORMULATED WITH
PLANT INGREDIENTS AND
100% NATURAL ESSENTIAL OILS
FREE FROM DEA, SLS (SODIUM
LAURETH SULPHATE) PARABENS
(CHEMICAL PRESERVATIVES) AND
PETROCHEMICAL SUBSTANCES*



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FOR YOUR BODY, CHOOSE NATURE

MY.ORGANICS was created in 2012, with its founders boasting a decade of experience in the field of hair care. The range of exclusive products is made from certified ingredients grown using organic and biodynamic farming techniques.

Every MY.ORGANICS cosmetic product contains high concentrations of pure essential oils, extracted from plants and flowers using traditional, age-old harvesting techniques to obtain a product made from ingredients that are 100% natural.

The whole MY.ORGANICS range is suitable for all types of hair and skin. The healing powers, aromas and colours characterising each essence are preserved without the use of chemical additives, thus ensuring the products are neither aggressive nor harmful.

Choosing MY.ORGANICS means putting your body's wellbeing first.

MY.ORGANICS believes in a sustainable production chain from the farmer to the customer, in order to develop responsible business models.

We take care of our body by taking care of our planet.



A BRIMFUL OF NATURE

A range of exclusive hair care products, with balanced formulas based on the finest plant extracts. A simple way to take care of yourself through little everyday actions.

A concept developed according to different criteria, aimed at solving all sorts of specific imbalances and problems. Each preparation is formulated according to the principles of nature and contains a mixture of essential oils with beneficial properties. Pure essences to cleanse, revitalise and moisturise the skin and hair, using only healthgiving botanical products with carefully chosen properties.

In keeping with the changing of the seasons and the growth cycle of the plants.

The result is personal wellbeing and harmony, achieved with an exceptional ally: Nature.



NATURAL ORGANIC HAIR CARE PRODUCTS

Our company is grounded in the organic philosophy and we truly believe that this will be the secret to change the world. This is the reason we strive to use 100% natural and certified ingredients, in order to take care of the most sensitive skin types and to be attentive to the needs of people who love their bodies.

The new MY.ORGANICS hair care products take care of your wellbeing by making the most of nature. MY.ORGANICS blends essential oils filtered from plants and flowers to create a 100% natural product, thus avoiding the use of dangerous substances such as Sodium Laureth Sulphate, petrochemical additives and chemical preservatives.

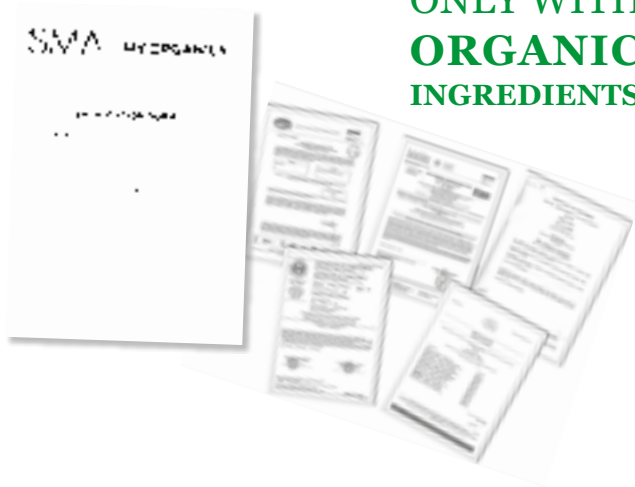
The plant-based substances contained in MY.ORGANICS are suitable for all types of hair, solving the problems caused by excessively aggressive products. Since MY.ORGANICS products follow the biological rhythms of nature, the colour or scent may vary depending on the stage at which the plants in them are picked, guaranteeing satisfactory results every time.



My.Certifications

My.Organics products are formulated with **100% certified organic** ingredients.

Every year we ask our suppliers of plant-based and natural ingredients for their certifications in order to guarantee our customers 100% organic products.



At **My.Organics** we strongly believe in sustainability and respect for nature, as well as in innovation.

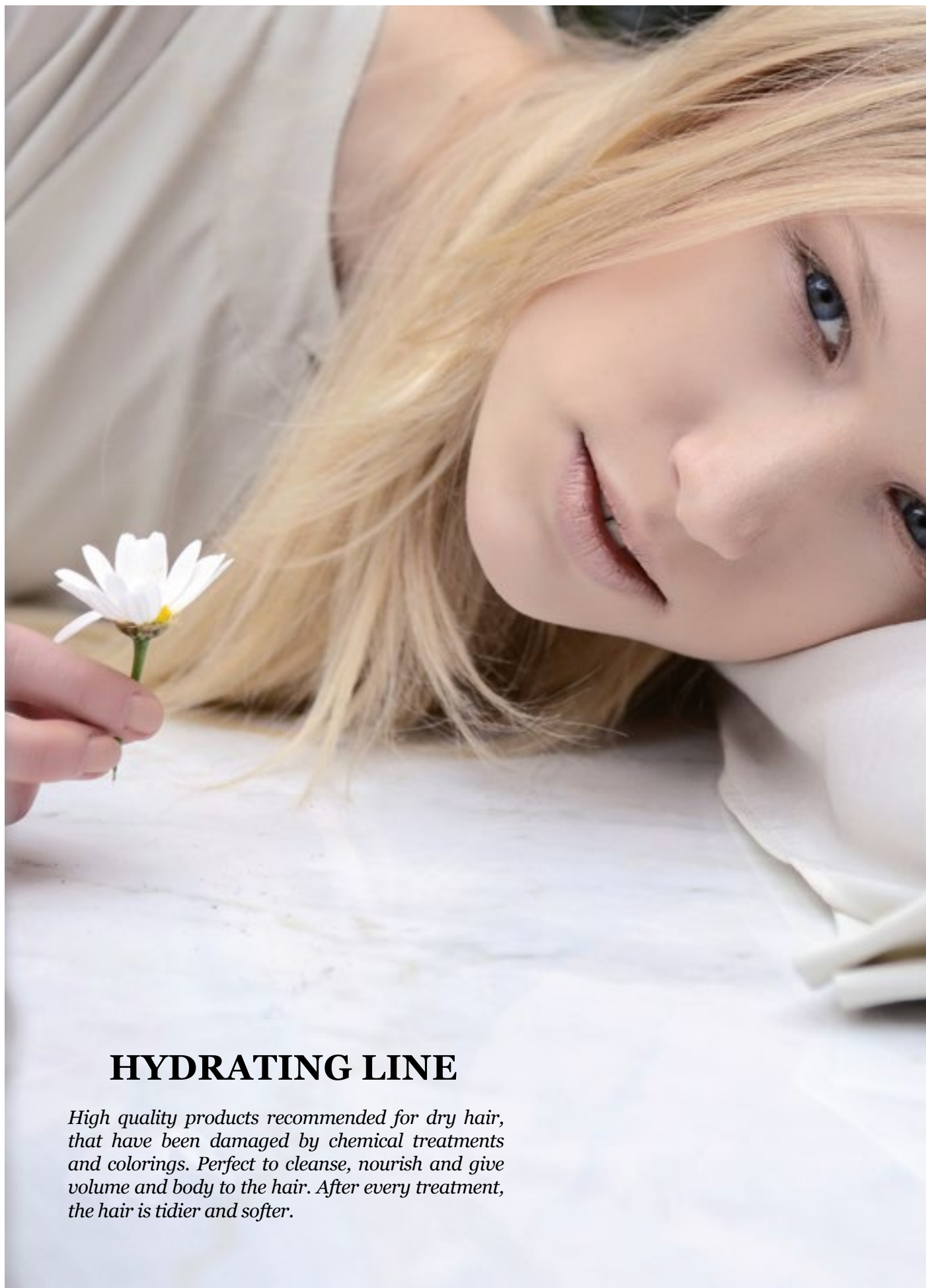
Therefore, in addition of engaging in the creation of 100% organic and eco-friendly products, we chose an **eco-sustainable packaging**: we currently use an **innovative kind of polyethylene** made from ethanol, which is derived from **Brazilian sugarcane**. **Braskem** factories, the largest producer of thermoplastic resins in America, developed this biopolymer, which is unlike the traditional polyethylene (PE). In fact, in order **to prevent further rising of the CO₂ levels in the environment**, it is not produced from raw materials of fossil origin, such as oil or natural gases.

I'm 
green™

Bottle

>54% Biobased
Verified by ASTM D6866





HYDRATING LINE

High quality products recommended for dry hair, that have been damaged by chemical treatments and colorings. Perfect to cleanse, nourish and give volume and body to the hair. After every treatment, the hair is tidier and softer.

THE ORGANIC HYDRATING SHAMPOO SWEET FENNEL AND ALOE

Gentle shampoo for dry, stressed hair damaged by chemicals and colour treatments. With the nourishing properties of the essential oils of fennel, lavender, and geranium, it gently cleanses and hydrates, restoring body and volume to the hair. Leaves the hair soft and manageable.

SWEET FENNEL | In cosmetics sweet fennel is used to increase skin's firmness, making it brighter and more scented. We use fennel essential oil for its soothing and softening action on hair and scalp.

ALOE | The extracts of Aloe have nourishing and antioxidant properties that help invigorate the scalp and prevent hair loss.

LAVENDER | Lavender essential oil is well known for its relaxing and soothing properties, that are very useful to give relief to the scalp in case of minor skin's discomforts caused by external agents.

GERANIUM | Ideal on dry hair geranium essential oil makes the hair soft and silky.

HOW TO USE

STEP 1: Put a small amount of shampoo on your palm.

STEP 2: Once you have warmed the shampoo between your hands, gently massage it into your scalp and apply it to the rest of your hair.

STEP 3: Leave the shampoo in your hair for 2 minutes.

STEP 4: Rinse it off with warm water.

STEP 5: Rub your hair with a dry towel.



THE ORGANIC HYDRATING CONDITIONER YOGURT

A cream with a superb restructuring action enriched by the soothing properties of yogurt and lavender. Suitable for dry hair damaged by the use of aggressive chemical treatments such as colourings or perms or straightening. Repairs and regenerates the hair, enhancing its sheen, softness and thickness.

YOGURT | Yogurt's protein are known for the invigorating effects on the hair.

Lipids contained in it help maintain the integrity of the cuticle and give brilliance and softness to the hair.

LAVENDER | Lavender essential oil is well known for its relaxing and soothing properties, very useful to give relief to the scalp in case of minor skin's discomforts caused by external agents.

HOW TO USE

STEP 1: After the shampoo, apply a small amount of conditioner. Once you have warmed the conditioner between your hands, gently apply it to your hair.

STEP 2: Leave the conditioner in your hair for 4 to 6 minutes

STEP 3: Rinse it off with warm water.

STEP 4: Rub your hair with a dry towel.

STEP 5: Dry your hair.



PH
3.5 - 4.0



THE ORGANIC HYDRATING LEAVE-IN CONDITIONER ALOE

Hydrating, revitalising no-rinse spray. Versatile restructuring solution that adds brightness and volume to all type of hair, untangling it without weighing it down. Keeps curly hair under control and protects from heat and weather.

ALOE | The extracts of Aloe have nourishing and antioxidant properties that help invigorate the scalp and prevent hair loss.

HOW TO USE

From 10 cm distance, sprinkle the product both on wet and dry lengths and ends. No need to rinse and doesn't weigh the hair down.

PH
5.0 - 5.5



PH
4.5 - 5.5

THE ORGANIC HYDRATING GLAZE SOY AND OAT

Hydrating gel, with soy and oat, enriched by natural extracts of peppermint and eucalyptus, ideal for shaping all types of hair. Gives body and brilliance to the hair without drying it out and without leaving residues on the skin.

SOY | Soy increases the health of fragile and thin hair and helps reduce hairloss.

OAT | Oat promotes melanin's production and so it is healthy for the scalp and for the hair's strength helping it stay a shiny and uniform color.

The minerals contained in oats moisturize and prevent hair aging, giving it body and volume.

PEPPERMINT | Mint is a plant which has well known soothing properties. Its essential oil is used in cosmetics, to reduce scalp's irritation and reddening, bringing a feeling of freshness.

EUCALYPTUS | Eucalyptus oil, extracted from the dried leaves, can be applied directly on the scalp, increasing hair's brightness and flexibility.

HOW TO USE

Apply the product on wet hair, from the lengths to the ends. Excellent on natural and not natural curls.

THE ORGANIC HYDRATING ECOLOGICAL HAIRSPRAY LIGHT/STRONG HOLD

Fixes the hairstyle without weighing it down and gives volume. It doesn't leave residue, dries quickly and can be easily removed by brushing.

ARGAN | *It helps invigorate, revitalize, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.*





THE ORGANIC HYDRATING SERUM ARGAN, LINSEED AND AVOCADO

Ylang Ylang and linseed oil restructuring serum. Oil with natural mineral extracts to restore hair structure without weighing it down. Adds hydration and sheen, bringing out the different shades of colour and making the ends shiny. Suitable for particularly dry, brittle and dull hair types. Fights frizz thanks to the controlling action of the linseed oil proteins, leaving the hair sleek and soft.

ARGAN | It helps invigorate, revitalize, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.

LINSEED | Linseeds oil is an excellent natural remedy for the hair and it is useful to prevent split ends. The fatty acids contained in it help hair's hydration, keeping its elasticity and strength.

AVOCADO | Avocado oil is used in cosmetics for its nourishing and regenerating properties: it has a very beneficial effect on dry, brittle and fragile hair. Applied to skin and hair it helps get rid of itching and dandruff problems.

YLANG YLANG | Ylang ylang is a plant with many therapeutic properties which nourish and restore dry hair, slowing down its loss. It fights split ends, giving softness and a fluency to the hair. It reinforces the hair and protects the scalp.

HOW TO USE

Apply 2 or 3 drops on dry hair. Restores the ends.

THE ORGANIC MY HYDRATING MOUSSE LIGHT | STRONG YOGURT AND VANILLA

Hydrating styling mousse with yogurt and vanilla, suitable for every hair type. Gives volume and brilliance to the hair, by nourishing and hydrating it deeply. If applied before drying, it creates a protective barrier around the hair, protecting it without leaving residue, and helps fix the hair style. Its medium hold makes it good for every kind of hairstyle, with curlers too.

YOGURT | Yogurt proteins are known for their invigorating effects on the hair. Lipids help maintain the integrity of the cuticle and give brilliance and softness to the hair.

VANILLA | Vanilla essential oil has regenerating, restructuring, purifying, hydrating and nourishing properties. It strengthens the hair, makes it softer, brighter and silky. It also prevents split ends.

HOW TO USE

Apply a small amount of product on wet hair.



THE THICKENING LINE

The Thickening line protects the scalp with specific oils that invigorate thin hair and make it stronger and thicker. The combined action of all the products gives volume and body to the hair, that becomes glossy and healthy.





THE ORGANIC THICKENING SHAMPOO ORANGE AND LEMON

Shampoo for thin hair that tends to become greasy. Lemon, orange and peppermint essential oils cleanse the scalp and keep the hair hydrated, leaving it glossy and full of body.

ORANGE | Orange essential oil rebalances the skin preventing problems related to hair loss, giving brilliance and tone to the hair.

LEMON | Lemon essential oil: thanks to the vitamins that it contains, it has an excellent tonic and restorative effect on the hair.

PEPPERMINT | Mint is a plant which has well known soothing properties. Its essential oil is used, in cosmetics, to reduce scalp's irritation and reddening, bringing a feeling of freshness.

HOW TO USE

- STEP 1:** Put a small amount of shampoo on your palm.
STEP 2: Once you have warmed the shampoo between your hands, gently massage it into your scalp and apply it to the rest of your hair.
STEP 3: Leave the shampoo in your hair for 2 minutes.
STEP 4: Rinse it off with warm water.
STEP 5: Rub your hair with a dry towel.



THE ORGANIC THICKENING CONDITIONER MANGO AND ROSE

Rich in natural ingredients, this conditioner is formulated to detangle and protect dry, coloured and chemically treated hair.

MANGO | Ideal ingredient for healthy hair, it moisturizes, nourishes and regenerates the cuticle, the protective barrier of the hair. Soothing and smoothing antioxidants give shine to the cuticle and also prevent split ends.

ROSE | Rose essential oil is used as a treatment for fragile and damaged hair. It instantly enhances the hair's solidity and contributes to healthier looking hair.

HOW TO USE

- STEP 1:** After the shampoo, apply a small amount of conditioner. Once you have warmed the conditioner between your hands, gently apply it to your hair.
STEP 2: Leave the conditioner in your hair for 4 to 6 minutes
STEP 3: Rinse it off with warm water.
STEP 4: Rub your hair with a dry towel.
STEP 5: Dry your hair.

PH
5.0 - 5.5



**THE ORGANIC
THICKENING
SPRAY
APRICOT AND MILLET**

Modelling spray with millet and apricot. Used before drying to create a voluminous or natural look, it adds body, volume and support to all types of hair.

MILLET | Millet has nourishing properties that provide new energy to the hair: it quickly grows stronger.

APRICOT | Apricot oil, rich in oleic acid and Vitamins A and E, gives back brightness to the hair.
It is also a great reinvigorating ingredient: it nourishes the hair, strengthening it from the root.

HOW TO USE

Sprinkle the product 3 or 4 times on wet scalp. Gives volume.

PH
3.5 - 4.0



**THE ORGANIC
OCEAN SPRAY
DEAD SEA SALT
AND LAVENDER**

Texturizing spray enriched with Dead Sea salt to help create beachy waves. It gives body, volume and definition to hair, without weighing it down.

LAVENDER | Lavender essential oil is well known for its relaxing and soothing properties, very useful to give relief to the scalp in case of minor skin's discomforts caused by external agents.

PH
4.5 - 5.5



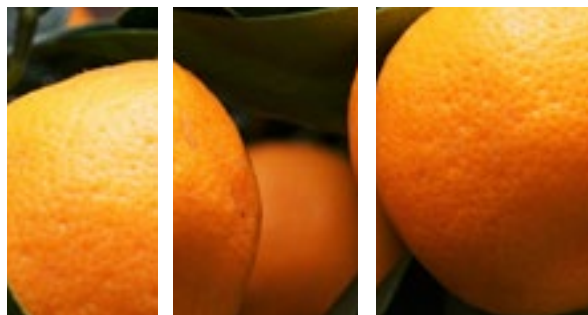
THE ORGANIC DIAMOND CREAM SANDALWOOD

Natural modelling paste containing plant and mineral extracts to add shape, nourish and sculpt all types of short and medium length curly or wavy hair. Adds body and support. Ideal for ruffled looks, it enhances shape and adds volume and shine.

SANDALWOOD | Sandalwood essential oil nourishes brittle and treated hair. It restores elasticity and softness to dry hair and nourishes the scalp.

HOW TO USE

Use this paste on dry hair or while you are drying it. Then create your hairstyle.



RESTRUCTURING LINE

Restructuring line restores very dry and treated hair. Deeply nourishes the hair fiber and scalp, gives back hydration and removes the opaque effect owed to dryness.





THE ORGANIC RESTRUCTURING SHAMPOO ARGAN

Nourishing shampoo for very dry, treated hair. Professional plant-based product to cleanse and hydrate particularly dry, treated hair, thanks to the beneficial effects of chamomile, wheat proteins, keratin and argan oil. A careful blend of vitamins provides in-depth nourishment to regenerate stressed hair. Silk extracts and top quality essential oils leave hair feeling soft and looking velvety smooth.

ARGAN | It helps to invigorate, revitalize, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.

CHAMOMILE | Chamomile has nutritional properties on the scalp and hair.

Its emollient properties also help recover the beauty of fragile hair.

WHEAT PROTEINS | Wheat proteins are particularly suitable for brittle and dry hair.

They build a protective and filling barrier that nourishes and restructures damaged hair and also prevent split ends.

SILK EXTRACTS | Silk proteins build a protective film that reduces skin dehydration allowing the hair to increase the resistance to breakage. The hair becomes shinier, voluminous and easy to brush.

HOW TO USE

STEP 1: Put a small amount of shampoo on your palm.

STEP 2: Once you have warmed the shampoo between your hands, gently massage it into your scalp and apply it to the rest of your hair.

STEP 3: Leave the shampoo in your hair for 2 minutes.

STEP 4: Rinse it off with warm water.

STEP 5: Pat your hair with a dry towel.

PH
5.0 - 5.5



THE ORGANIC RESTRUCTURING DEEP CONDITIONER ARGAN

Nourishing conditioner for very dry hair. Professional product for deep nourishment. Silk extracts and top-quality essential oils perform a deep hydrating action. Ideal for hair that has been heavily treated with chemicals, and for dry, frizzy, curly or porous hair. It locks moisture inside the hair, leaving it supple and manageable.

ARGAN | It helps to invigorate, revitalise, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.

SILK EXTRACTS | Silk proteins build a protective film that reduces skin dehydration allowing the hair to increase the resistance to breakage. The hair becomes shinier, voluminous and easy to brush.

HOW TO USE

STEP 1: After the shampoo, apply a small amount of conditioner. Once you have warmed the conditioner between your hands, gently apply it to your hair.

STEP 2: Leave the conditioner in your hair for 4 to 6 minutes

STEP 3: Rinse it off with warm water.

STEP 4: Pat your hair with a dry towel.

STEP 5: Dry your hair.

PH
3.5 - 4.0



THE ORGANIC RESTRUCTURING SHINE SPRAY ARGAN

Product designed to give a glossy finish to dull hair. Adds shine to all hair types, leaving the hair light and manageable.

ARGAN | It helps to invigorate, revitalise, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.

HOW TO USE

From 10/15 cm distance, sprinkle the product on dry lengths and ends. Contains UVA filter: in the summertime is best if it is used before sunbathing.

THE ORGANIC RESTRUCTURING SMOOTHING LOTION VANILLA AND ALOE

Vanilla lotion that easily smooths your hair. Natural ingredients based, leaves your hair silky and shiny. Helps in the use of hair dryer, straightening iron or hairbrush, protecting the hair fiber.

VANILLA | Vanilla essential oil has regenerating, restructuring, purifying, hydrating and nourishing properties. It strengthens the hair, making it softer, brighter and silky. It also prevents split ends.

ALOE | The extracts of Aloe have nourishing and antioxidant properties that help invigorate the scalp and prevent hair loss.

HOW TO USE

Apply the product on wet hair, from the lengths to the ends. Has anti-frizz and smoothing properties.



THE ORGANIC RESTRUCTURING FLUID POTION ARGAN

Avocado based restructuring formula with argan oil that gives extraordinary shine and controls split ends. Protects hair from hairdryer use.

ARGAN | It helps to invigorate, revitalize, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.

AVOCADO | Avocado oil is used in cosmetics for its nourishing and regenerating properties: it has a very beneficial effect on dry, brittle and fragile hair.

Applied to skin and hair it helps get rid of itching and dandruff problems.

HOW TO USE

Apply the product on wet hair, from the lengths to the ends. While brushing place the product on your wet hair. You can use it on the ends, once drying your hair. It brightens up hair color.



THE ORGANIC RESTRUCTURING STEAM POTION ARGAN

The revolutionary restructuring liquid turned by heat into steam that penetrates deep into the hair fiber thanks to the new hg technology.

ARGAN | It helps to invigorate, revitalize, moisturize and brighten every type of hair. Creates a film around the hair, giving hydration, brightness and lasting to the styling.

THE ORGANIC RESTRUCTURING SPRAY POTION ARGAN

A reflexing shine spray for matted and listless hair it gives brilliance to all types of hair without weighing down.

ARGAN | Argan oil is extracted from not roasted kernels of the plant, so it keeps its beneficial properties. It helps invigorate, revitalize, moisturize and brighten every type of hair. Creates a thermal protective film ideal for hair straightener and iron curling.

HOW TO USE

A thermal protector spray. From 10 cm distance apply on dry lengths and ends.





COLOUR PROTECT

Colour Protect is the line that prevents the depletion of the stem and improves handling of natural and coloured hair.



THE ORGANIC COLOUR PROTECT SHAMPOO ALOE AND CALENDULA PH 3.5

Professional shampoo with hydrating action, specific for natural, coloured, treated, ruined hair. It maintains the highest level of hair and scalp health through a very delicate cleansing action. The result enhances highlights, increases brilliance, duration and resistance. You'll have a deep and intense color. It has a natural and fresh fragrance and prevents the impoverishment of the stem improving the hair manageability. It gives shininess, thickness and softness.



THE ORGANIC COLOUR PROTECT CONDITIONER OAT AND EUCALYPTUS PH 3.5

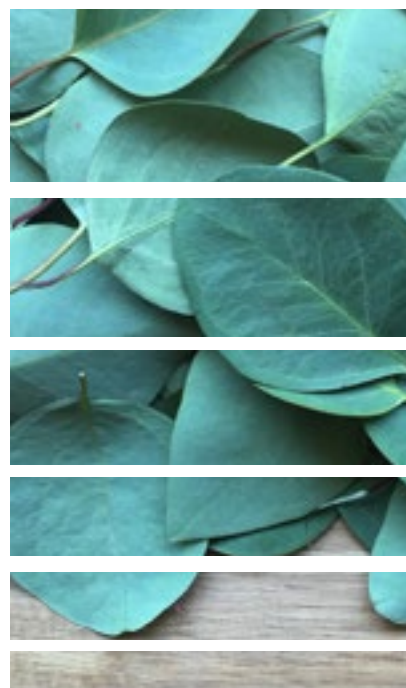
Special technical restructuring product formulated with a low pH level to bring back hair and scalp to the correct pH value. It's studied to re-balance hair and scalp after a chemical treatment. It's good for natural, coloured, treated, ruined hair. It's an hydrating treatment for hair that are ruined because of chemical treatments. It's also good for thin and even greasy hair, and regenerates natural softness giving brightness and thickness. The result protects and revives highlights increasing shininess and duration. You'll have a deep and intense colour.



THE ORGANIC NO-YELLOW SHAMPOO WALNUT AND SWEET ALMOND

No-Yellow shampoo is ideal for grey, white and bleached hair. It revives the highlights, enhancing the brightness of light hair and neutralizing their yellow shade. The natural extracts of walnut and almond and a precise concentration of vitamins deeply nourish the hair leaving it soft and smooth.

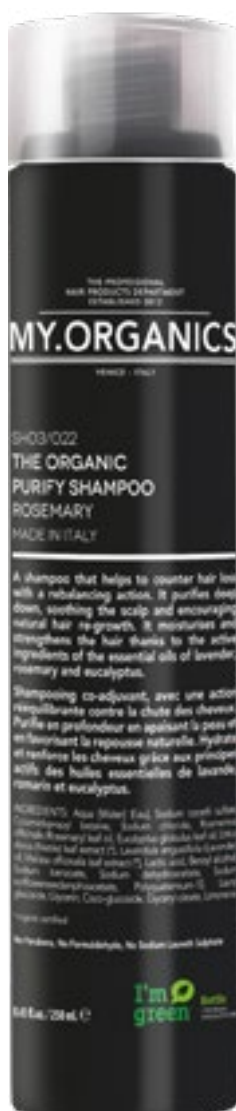
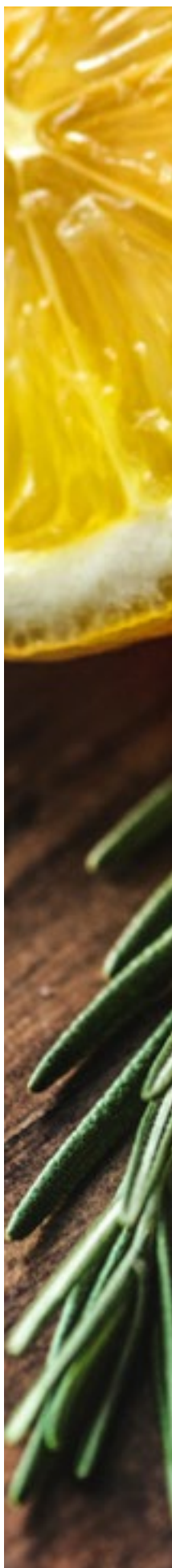
Wet the hair, then apply evenly on the hair and scalp, massage and rinse. For a better no-yellow result leave on 5 to 10 minutes before rinsing.



PURIFY LINE

Purify line, particularly appropriate for those who have hair loss problems, softly acts on the scalp with a soothing and balancing effect and even takes care of the most sensitive skins.





THE ORGANIC PURIFY SHAMPOO ROSEMARY

Shampoo with a balancing effect to combat hair loss. Cleanses deeply, soothing the scalp and promoting natural hair growth. With the active principles of the essential oils of lavender, rosemary and eucalyptus, it moisturises and strengthens the hair.

ROSEMARY | Rosemary essential oil is frequently used to prevent hair loss and encourage its growth. It helps reinforce thin hair which are inclined to break and also make dry hair more hydrated and shiny.

For fatty hair it helps to deeply cleanse the scalp's impurities.

LAVENDER | Lavender essential oil is well known for its relaxing and soothing properties, very useful to give relief to the scalp in case of minor skin discomforts caused by external agents.

EUCALYPTUS | Eucalyptus oil, extracted from the dried leaves, can be applied directly to the scalp, increasing hair's brightness and exibility.

HOW TO USE

STEP 1: Put a small amount of shampoo on your palm.

STEP 2: Once you have warmed the shampoo between your hands, gently massage it into your scalp and apply it to the rest of your hair.

STEP 3: Leave the shampoo in your hair for 2 minutes.

STEP 4: Rinse it off with warm water.

PH
5.0 - 5.5



THE ORGANIC PURIFY CONDITIONER ROSEMARY

With a rebalancing action, it purifies deep down, soothing the scalp and encouraging the natural regrowth of hair. Ideal for fine, fragile and thinning hair, it does not leave the hair flank and makes drying easier. It gives body, shine, silkiness and volume. The conditioner strengthens the hair thanks to the active ingredients of the essential oils of lavender, rosemary and eucalyptus.

ROSEMARY | Rosemary essential oil is frequently used to prevent hair loss and encourage its growth. It helps to reinforce thin hair which are inclined to break and also make dry hair more hydrated and shiny. For fatty hair it helps deeply cleanse the scalp's impurities.

LAVENDER | Lavender essential oil is well known for its relaxing and soothing properties, very useful to give relief to the scalp in case of minor skin discomforts caused by external agents.

EUCALYPTUS | Eucalyptus oil, extracted from the dried leaves, can be applied directly to the scalp, increasing hair's brightness and flexibility.

HOW TO USE

STEP 1: After the shampoo, apply a small amount of conditioner. Once you have warmed the conditioner between your hands, gently apply it to your hair.

STEP 2: Leave the conditioner in your hair for 4 to 6 minutes.

STEP 3: Rinse it off with warm water.

STEP 4: Rub your hair with a dry towel.

STEP 5: Dry your hair.

PH
5.0





THE ORGANIC MATTE PASTE APRICOT

Modelling paste to sculpt short or medium-length hair. Thick, opaque professional paste, suitable for enhancing “section by section” styling. Non-greasy and does not weigh hair down.

APRICOT | Apricot's oil, rich in oleic acid and Vitamins A and E, gives back brightness to the hair. It is also a great reinvigorating: it nourishes the hair, strengthening it from the root.

HOW TO USE

Once you have heated the product between your hands apply it on dry hair.



THE ORGANIC STYLING GEL STRONG APRICOT

Long lasting modelling gel. Its strong hold sculpts the hair and helps create innovative and dynamic hairstyles.

APRICOT | Apricot's oil, rich in oleic acid and Vitamins A and E, gives back brightness to the hair. It is also a great reinvigorating: it nourishes the hair, strengthening it from the root.



KERATIN LINE

Keratin line products, with the restorative strength of keratin, gives back health and brilliance to damaged and treated hair. If used together they deeply nourish the scalp, speeding up hair's restoration.



**THE ORGANIC
TREATMENT SPECIAL SHAMPOO
ROSE AND VANILLA**
PH 7.5 - 8.0

Shampoo that cleanses the hair by removing traces of styling products, mineral deposits and chlorine. Best used before applying the keratin pure treatment.

ROSE | Rose essential oil is used as a treatment for fragile and damaged hair. It instantly enhances hair's solidity and contributes to healthier hair.

VANILLA | Vanilla essential oil has regenerating, restructuring, purifying, hydrating and nourishing properties. It strengthens the hair, making it softer, brighter and silky. It also prevents split ends.



**THE ORGANIC
KERATIN PURE TREATMENT
INTENSIVE**
KERATIN AMINO ACIDS

High-performance restructuring treatment that adds body and makes hair soft, silky and velvety smooth. Drastically cuts styling time at home and improves duration and hold.

KERATIN | Keratin is the protein that regulates hair structure, letting it grow stronger and sturdier. It deeply moisturizes the scalp and gives brilliance and softness to the hair, making them easier to brush.

AMINO ACIDS | Amino acids are a very important for the hair. They prevent hair loss and promote growth.

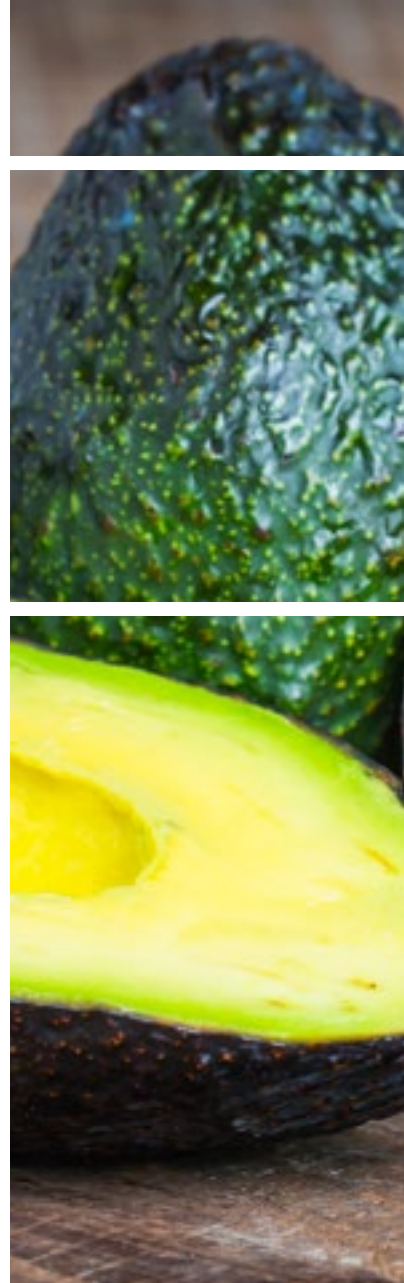
Nourishing conditioner for very dry and split hair. A professional product for deep-down nourishment. Silk extracts and top-quality essential oils perform a deep hydrating action. Ideal for hair that has been heavily treated with chemicals, and for dry, frizzy, curly or porous hair. Locks moisture inside the hair, leaving it supple and manageable. Ideal for maintaining the keratin treatment.

ARGAN | *It helps invigorate, revitalize, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.*

AVOCADO | *Avocado oil is used in cosmetics for its nourishing and regenerating properties: it has a very beneficial effect on dry, brittle and fragile hair. Applied to skin and hair it helps to get rid of itching and dandruff problems.*

SILK EXTRACTS | *Silk proteins build a protective film that reduces skin dehydration allowing the hair to increase the resistance to breakage. The hair becomes shinier and easy to brush.*

THE ORGANIC PRO-KERATIN CONDITIONER ARGAN AND AVOCADO PH 3.5 - 4.0



**THE ORGANIC
PRO-KERATIN
SHAMPOO
ARGAN AND AVOCADO
PH 5.0 - 5.5**



Nourishing shampoo for very dry and treated hair. A professional plant-based product to cleanse and hydrate particularly dry, treated hair, thanks to the beneficial effects of chamomile and wheat proteins.

A careful blend of vitamins provides in-depth nourishment to regenerate stressed hair. Silk extracts and top-quality essential oils leave hair feeling soft and looking velvety-smooth. Ideal for maintaining the keratin treatment.

ARGAN | It helps to invigorate, revitalize, moisturize and brighten every type of hair. It also creates a barrier around the hair, preventing hair loss and promoting growth.

AVOCADO | Avocado oil is used in cosmetics for its nourishing and regenerating properties: it has a very beneficial effect on dry, brittle and fragile hair.

Applied to skin and hair it helps to get rid of itching and dandruff problems.

CHAMOMILE | Chamomile has nutritional properties on scalp and hair.

Its emollient properties also help recover the beauty of fragile hair.

WHEAT PROTEINS | wheat proteins are particularly suitable for brittle and dry hair. They build a protective and filling barrier that nourishes and restructures damaged hair and also prevent split ends.

SILK EXTRACTS | Silk proteins build a protective film that reduces skin dehydration allowing the hair to increase the resistance to breakage. The hair becomes shinier and easy to brush.

MY.TAN

This line is studied to take care of hair during summer time. Ensures the hair high protection from UVA and UVB, deep hydration and nourishment. MY.TAN products protect during and after sun exposure giving greater tone and elasticity to the hair and making them stronger and soft.





THE ORGANIC SUN PROTECTION

A Sun Spray that protects hair from dryness caused by sun, salt and chlorine. Keeps hair soft and avoid fading of color. Good as a “wet effect” styling product too.



THE ORGANIC CLEANSER HAIR AND BODY

Perfect for a frequent use, this after-sun shampoo gently removes residuals of salt, chlorine and sweat. It hydrates and regenerates hair and skin, giving them a new elasticity.



THE ORGANIC AFTER SUN CREAM HAIR AND BODY

A cream with a hydrating formulation that gives softness and volume to hair after sun exposure. Thanks to some special solar filters, it protects from fading of hair color, both natural and artificial.

RESURRECTION - GOJI LINE -

MY.ORGANICS has a unique solution for dry, treated, really ruined hair, as by its androgenetic nature, as by decolorations, colorations, wrong treatments, and by smog, chlorine, cleansings with unprofessional products. RESURRECTION is the complete restructuring line for the hair fiber, born to regenerate hair deeply and in the long term. It reactivates the primordial beauty of hair thanks to its precious active Ingredients, reinforcing it and making it stronger, thick and silky. Its intense anti-age action heals hair giving it a shiny and bright effect. Your hair will be softer, disciplined and strong. It also gives volume and nourishment and contrasts the formation of free radicals, that are responsible for the hair ageing, preventing the deterioration.

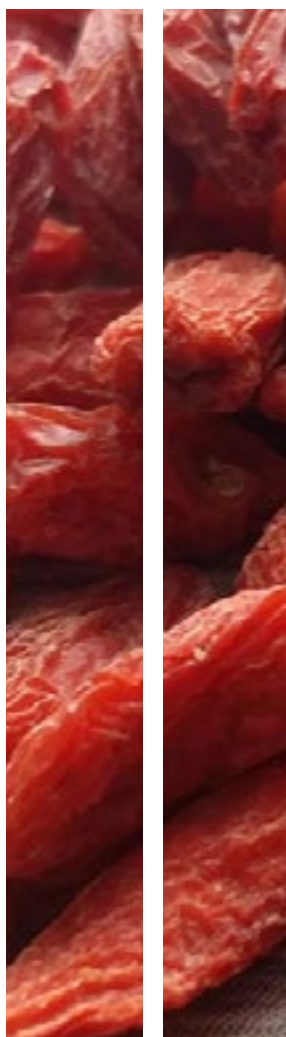


SUPREME SHAMPOO

Regenerating and restructuring shampoo for the hair fiber, it restores the youth of deconstructed, ruined, treated, dry and dehydrated hair. It regenerates deeply and continuously from the first application.

HOW TO USE

Wet your hair with water, then apply evenly and leave on hair a few minutes. Rinse and repeat if it's necessary.



ANGEL POTION

Leave in cream with an absolute silkiness, detangles hair immediately, improves the manageability, deeply hydrates without weighing hair down. The cream repairs and protects hair and prevents the formation of split ends. It protects from the use of hairdryers, straighteners and curling tongs.

HOW TO USE

Apply the product on damp hair then brush and proceed with your hairstyle.



MIRACLE MASK

Hydrating mask for a deep regeneration and reconstruction. It reconstructs the fiber making hair softer, shinier, bright and silky. It helps maintain the hydration of the hair fiber. It gives an intense nourishment without weighing hair down: on the contrary it gives thickness and improves the manageability and combability. Suitable for all the stressed, treated, ruined hair. Good also for the after color treatment or after the bleaching. It keeps shininess and improves the color's duration. It stimulates the hair healing improving the look from the first application.

HOW TO USE

Apply a generous dose of mask on the hair. Let it on 5-15 minutes under a heat source or with a hairnet (depending on the hydration you want to give to hair). Rinse accurately.



CUPIDO SPRAY

Spray rich in an high concentration of minerals salts, it penetrates deeply the hair sealing on it inner all the nourishment that's needed for a complete regeneration. Its efficacy is evident since the first application.

HOW TO USE

After the shampoo towel-dry your hair, Spray Cupido on it and let in on a few minutes. Don't rinse, and apply Miracle Mask.

SUBLIME OIL

Restructuring oil for dry, treated, ruined hair. Suitable for all hair even straight or wavy. It reduces the formation of split ends and reduces the time of drying during the hair set. You can apply it every time you need on dry or wet hair.

HOW TO USE

Apply generously on wet hair before the hair set or on dry hair for a touch of brightness and hydration.





PURE FILLER

Intensive treatment for a deep regeneration and reconstruction of the hair. Its proteic composition modifies the hair structure treating the fiber. It gives a healthier and harmonious look to hair and domesticates the mane by making it softer and silky for 2-4 weeks. It defines curly hair and makes wavy hair less frizzy; it gives nourishment also to very treated or dry hair. Its extreme efficacy lasts long and its benefits are clear from the first applications.

HOW TO USE

Dilute the product with hot water at a ratio of 1:3 (add 30 ml of water to 10 ml of product), then mix until it becomes a gel. Apply on towel dried hair, leave on 10-15 minutes under a heat source or with a cap. Rinse without the use of shampoo. Proceed with the hair set.



**FOR YOUR BODY,
CHOOSE NATURE**



THE PROFESSIONAL
HAIR PRODUCTS DEPARTMENT
ESTABLISHED 2012

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