

**ALFAPARF**  
MILANO  
PROFESSIONAL

**S**  
SEMI  
DI LINO

**Product portfolio**



# The Italian House of Beauty

We are a multi-local and agile group, led by enterprising people who are pursuing sustainable growth, creating high-performing products through daily collaboration with beauty professionals: hairdressers and beauticians.

## An Italian enterprise with a beautiful story.

Alfaparf Milano was established in 1980 from an idea by Roberto Franchina.

We built ourselves up in the world, by supporting professionals, comparing ourselves with them, and learning to understand their needs.

Today we are the world's leading Italian beauty company in the professional channel, an independent and integrated group that has always revolved around innovation: as evidenced by our brands but above all by the number of leading international beauty companies that have relied on us to develop their products and projects.

Our business divisions interact to circulate the skills that we have acquired and transform them into the best possible responses to market evolutions, with a single objective: to continue to raise the quality of the service offered by professionals, leaving a better world for future generations.



1. As per the companies' published financial statements.

## Hair care



## Skin care



## Pet care

IV SAN BERNARD®

# Imagine Do Share Enjoy

We have been working alongside you for more than 40 years now. Together with professionals, we **design** and **create** effective products and accessible services to try to make their life easier and more enjoyable. We **share** experiences and results on a daily basis with a common goal: we want beauty to always be a source of **pleasure and happiness**. Because experience has taught us that this is the only way we can help people to be more self-confident, to express themselves as they wish, and to feel good about themselves as well as beautiful.



## Our values.

### Italian Dynamism

Creativity and practicality, industriousness and style, enthusiasm, and professionalism. From Milan, the beating heart of Europe, we can give a fresh perspective on tomorrow's trends.

### Innovation

Innovation is a way of making a difference in people's lives. For us, it is the key to offering you cutting-edge products, which will help end customers better express themselves and their style.

### Openness to diversity

Having been international since the very beginning, we have grown by respecting the value of differences. Even now, we are still at the side of people all over the world to support them and help them pursue their idea of beauty, whatever it may be.



A product range full of diversified solutions for every need: from color, shaping, treatments, and styling, to a dedicated line for men. All created with care and in-line with the principles of our philosophy.

Color  
Color  
Color  
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Color

**Color**

## Color

A complete range with infinite possibilities for high-performing and superior colors that are always kind to the hair and scalp.

**Evolution of the color**  
**Precious Nature**  
**Color Wear Cream**  
**Color Wear Gloss Toner**  
**Pigments**  
**Revolution<sub>jc</sub>**  
**BB Bleach**  
**The Hair Supporters**  
**Oxid'O**  
**Equipment**



**Dream big**  
**with color**

# Evolution of the color

## Permanent cosmetic color.



### The line

#### Love your evolution.

From natural to more sophisticated shades, all are created with precise craftsmanship. Each formula is designed in detail and perfectly calibrated: the coverage series are tailored so that when they are used combination with the fashion series creates a flawless, long-lasting color result. Extreme shine, perfect coverage, and extremely soft hair: the vegan<sup>1</sup> formula enriched with hyaluronic acid and free from PPD ensures color perfection while being kind to the scalp and hair. Lightens up to 5 tones.

### Technology

#### COLOR GUARD TECHNOLOGY PATENTED IN THE US AND ITALY

It aids in even distribution of the product and improves color deposit on the hair, prolonging its duration and guaranteeing superb shine.

DISCOVER MORE



1. free from ingredients of animal origin or derivation.

#### FREE FROM PPD

#### WITH HYALURONIC ACID

a naturally occurring substance, which helps maintain the correct level of hydration in the tissues. It forms a lattice-like net around the hair, to help achieve an optimal distribution of the color and creates maximum adherence.



Size:  
60 ml tube



Protects the color from blue-light damage.



To counteract the unwanted effects of pollution.



To counteract UV light-induced color loss.



EXCLUSIVE TECHNOLOGY  
PRESENT IN SEMI DI LINO

#### Color fade

up to + 40% color retention after 15 days of continuous blue light exposure<sup>1</sup>

#### Combability

up to + 63% on dry hair<sup>2</sup>

#### Color protection

up to + 69% color protection from UV rays<sup>3</sup>

1. tested on hair colored with Evolution of the color and then exposed to blue light continuously for 15 days, compared with hair subjected to the same conditions, but first colored without the new Evolution of the color technology.  
2. compared with the same formula without the specific active ingredients, after exposure to smoke from 8 cigarettes.  
3. compared with the same formula without the specific active ingredient.

#### Bonding density

up to + 40% more resistant to breakage.<sup>4</sup> Increases the bond density of the hair fiber creating a protective film on the hair

#### Thermal color fade

excellent color retention even after repeated use of hot tools

#### Color uniformity

better color distribution with a more uniform result<sup>5</sup>

#### Shine

brighter color and amplified shine<sup>5</sup>

#### Water saving

thanks to lower consumption during rinsing<sup>5</sup>

4. caused by repeated combing. Test carried out compared with untreated bleached hair.  
5. compared with Evolution of the color formula without patented technology.



## The Coverage series

Maximum coverage and total respect of tone's intensity and reflections. 4 different series for full customization of the color result, in combination with the desired Fantasy Shades.

### Cool Naturals

For a classic and natural color result.

### Warm Naturals

For a warm and extremely natural color result.

### Intense Naturals

For an extra-intense and compact color result.

### Cover Reds

For flawless and shiny reds.

## The Fantasy series

Full assortment of shades that a colorist needs.

### Cool Browns

Natural Ash, Ash, Blue Black, Violet, Iced Coffee, Pure Violets, Matte, Pearl, Crystal Rose.

### Warm Browns

Chestnut, Golden Mahogany, Chocolate, Mahogany, Crystal Brown, Suedes.

### Reds

Copper, Bronze, Reds, Pure Reds.

### Blondes

Sand, Gold, Beige.

## The Special series

When color is a real obsession.

### Color Boosters

To increase the lifting power or the tone intensity.

- **000SSS Lifting Reinforcer** - More lifting power for all Evolution of the color shades - except the Platinum series. Up to one level, if mixed in equal parts.
- **RB Red Booster** - More intensity to red tones. Can be mixed with all shades except the Platinum series.

### Platinum

For creating highlights or intense lightening, with up to 5 levels of lift, in combination with the Super High Lifting Reinforcer - for radiant hair with delicate pastel tones.

### Correctors

To vary, accentuate or minimize the color result. Very high tone intensities that can be mixed with one another.

- **7000 Blue** - Neutralizes orange and yellow tones.
- **410 Ash** - Minimizes red and orange residues, accentuates the grey tones of cool shades (Ash, Natural Ash, Violet).
- **2000 Violet** - Accentuates violet tones (Pure Violets, Mahogany, Reds).

### OSP

Super High Lifting Reinforcer to increase the lifting power of Platinum shades up to 5 levels.

### Harmonizer | Bond Technology

To tone and lighten after bleaching. At the same time. 4 shades of pure tone with Biomimetic Quaternized Keratin to harmonize each lightening service while being kind to the scalp and hair. Lifts up to a level and a half. No vegan. It remains unchanged.

# Precious Nature

The perfect color with the best ingredients in Italian cuisine.

Color  
Precious Nature

## The line

### We love color when it's good.

Permanent coloring service for customer seeking a gentler product, which is free from ammonia, PPD and resorcinol, with comfort on the scalp without having to sacrifice bright color, soft hair and 100% grey coverage. 47 shades in 5 color families, for a totally pleasurable salon experience: luxurious textures, inviting fragrance, and extraordinary results. Lifts 3 levels.

## Technology

A formula enriched with delicious natural ingredients of Italian cuisine. Rice milk with nourishing properties, sugar for maximum shine, and specific natural ingredients for each color family. Free from Ammonia, PPD and Resorcinol.



Color families

Naturals and  
Cool Naturals

Enriched with Chestnut  
Extract with a  
repairing action.



Size:  
60 ml tube

Cool Browns

Enriched with Hazelnut  
Oil with a color-protecting  
action.



Size:  
60 ml tube

Warm Browns

Enriched with Caramel  
for a more intense color.



Size:  
60 ml tube

Reds

Enriched with Cherry Extract  
with an anti-oxidant action.



Size:  
60 ml tube

Blondes

Enriched with Honey Extract  
with a conditioning action.



Size:  
60 ml tube

The Extra Creamy Activator

Rich and nourishing specific oxidant cream. The extremely creamy texture  
contributes to make a pleasant service and adds comfort on the scalp.  
Hair is soft and nourished after the service. The formula is enriched with  
natural ingredients: rice milk with nourishing properties and sugar to add  
shine. Available in 4 different volumes:

Activator 10 Vol - 3%

Size: 850 ml Stand-up sachet  
COD. PF019126



Activator 20 Vol - 6%

Size: 850 ml Stand-up sachet  
COD. PF019127



Activator 30 Vol - 9%

Size: 850 ml Stand-up sachet  
COD. PF019128



Activator 40 Vol - 12%

Size: 850 ml Stand-up sachet  
COD. PF019129



Color

result as if you have just  
done it, even after one  
month<sup>1</sup>

Unaltered  
tones,  
beach-proof<sup>2</sup>

Double  
shine<sup>3</sup>

Combability

that gets increasingly better,  
color service by color service<sup>4</sup>

100%

coverage

Lifting power  
up to 3 levels

1. After 12 washes Precious Nature Hair Color maintains the color up to 86%. Instrumental test made on shades 7 and 5.66.  
2. After 4 UV irradiations, that correspond to 30 hours of sun exposure. Lab instrumental test using a Sun's Rays Simulator.  
3. Cosmetically-colored hair with Precious Nature Hair Color shows greater shine, up to +234%. Instrumental test made on shades 7 and 5.66.  
4. Combability improved after the next 3 color services.

# Color Wear

Vegan<sup>1</sup> color system with patented technology.



## The line

### Live it fully!

**Color Wear** is the **vegan<sup>1</sup>** color system by Alfaparf Milano Professional that offers **360° tone-on-tone color performance**. **99** complementary **shades**, available in **2 textures**, one liquid and one cream, to satisfy all of your client's needs.

## Technology

At the base of the system, there is the distinguished formulation expertise of Alfaparf Milano Professional, which makes it possible to create gentle and high-performing bespoke formulas. Both textures feature an innovative patented technology: they use a natural origin alkalizing agent, Arginine, which allows the most commonly-used and widespread chemical alkalizers (ammonia and ethanolamine) to be replaced. Both formulas are Vegan: they are free from ingredients of animal origin and derived ingredients.

DISCOVER MORE



1. free from ingredients of animal origin or derivation.

Color  
Color Wear

## Color Wear Cream

The natural evolution of Tone on Tone.

The 57 shades, which can be mixed together, to guarantee 100% coverage and an even-looking result.

It contains a combination of semi-fermented oils of natural origin with nourishing, anti-oxidant, protective and anti-frizz properties.



Size:  
60 ml tube

## Color Wear Gloss Toner

The natural evolution of Gloss Toner.

42 nuance in liquid texture to obtain a perfect toning result, which is able to maximize the shades of the hair and give a bright natural color effect.

The formula is enriched with an active ingredient made from Apple Vinegar with restructuring properties and a conditioning complex with antistatic effect which makes the hair smooth and soft.



Size:  
60 ml Bottle



Size: 120 ml and  
1000 ml Bottle

## Color Wear Cream

### The Natural series

Up to 100% coverage.

### The Technical series

From ash to violet to obtain total cool shades and neutralize unwanted yellow-orange tones.

**Ash, Blue Black, Violet.**

### The Fantasy series

Beautiful Golden Browns, Reds, Coppers and Blondes.

**Chestnut, Golden Mahogany, Chocolate, Mahogany, Beige Glacé, Crystal Brown, Pearl, Crystal Rose, Copper, Pure Reds, Gold, Beige, Sand, Ultra Violet.**

### Metallics

2 color families with metallic and digital tones.

**Metallic Grey Black** - Silver with anthracite shades for a surreal result.

**Metallic Rose Copper** - The combination of pink and copper in a very radiant blond.

### Special Clear & Gloss

A shot of radiance to perform the Gloss services, if applied alone. A tool to create delicate blends, when mixed with the other shades.



up to  
**+ 38%**

increase in hair  
integrity<sup>1</sup>

**Improved**

combability<sup>2</sup>

color is maintained  
up to  
**92%**

after 12 washes<sup>3</sup>

1. Repeated application of the new Color Wear formula, which has a naturally-origin alkalizing agent, maintains a higher level of fiber integrity than if a product with chemical alkalizing agent is applied. Result visible with the SEM technology (scanning electron microscope), after 9 applications of the new Color Wear formula. The comparison is made with the previous formula, applied in the same way.

2. Compared to the Color Wear formula without patented technology.

3. Result of instrumental test performed on a strand treated with the new Color Wear formula (shade 6.35), after 12 washes.

# Color Wear Gloss Toner

## Color families

Naturals

Delicate shades with neutral tones.

Ash

Delicate shades with ash tones excellent for neutralizing unwanted orange tones.

Violet

Delicate tones with a strong color identity.

Matte

Delicate matte tones for an extra natural result.

Golden

Delicate shades with wonderful warm golden tones.

Copper

Delicate shades with copper tones.

Reds

Delicate shades with luminous red tones.

Clear

Applied alone donates new radiance to dull and opaque hair and enhances the natural and cosmetic color.

Activator

Stabilized Peroxide Liquid is the activator specially designed to be used exclusively with Color Wear Gloss Toner. Its texture consists of a liquid mixture that is ideal for fast, convenient application.

DISCOVER MORE



a shine increase of up to  
**+ 103%**

has been measured on moving hair<sup>1</sup>

hair is up to  
**+ 13%**

more elastic after just one application<sup>2</sup>

color is maintained up to  
**90%**

after 12 washes<sup>3</sup>

1. instrumental test conducted on hair treated with Color Wear Gloss Toner (shade 09.2) compared to untreated hair.  
2. instrumental test on hair treated with the new Color Wear Gloss Toner formula (shade 09.2), compared to untreated hair.  
3. instrumental test on hair treated with the new Color Wear Gloss Toner formula (shade 08N), measured after 12 washes.



# Pigments

Ultra concentrated  
pure Pigments.



## The line

### Pigments color everything.

12 pigments to personalize an incredible variety of services and products. When added to coloring services, they are ideal for: creating new shades, reviving the color between one service and another, repigmenting after bleaching, and correcting unwanted tones.

They can be mixed into each treatment products to refresh the color at the hair washing station or to maintain it at home. They can provide color during smoothing and perming services when added to the texture products. They allow you to create temporary color effects when curling/straightening or styling, when mixed with mousse, gel or simply with water.

## Technology

The pigments modify their structure according to the pH of the environment in which they find themselves, and maintain their properties when combined with any other product.

1. free from ingredients of animal origin or derivation.

## Our range

### Color

#### Ash .1

To enhance Cold/Ash tones of dark hair (from Medium Brown to Black), adding depth and neutralizing the undesired orange tones.

Size: 90 ml Bottle  
COD. PF015915



#### Gold .3

To revive warm blonde tones or add .3 tones to natural bases.

Size: 90 ml Bottle  
COD. PF014106



#### Copper .4

To enhance copper tones or add .4 tones to natural bases.

Size: 90 ml Bottle  
COD. PF014102



#### Red .6

To revive the brightness of reds and add .6 tones to natural bases.

Size: 90 ml Bottle  
COD. PF014101



#### Ash Gold .13

To enhance blonde and light brown tones or add .13 tones to natural bases.

Size: 90 ml Bottle  
COD. PF014105



#### Golden Violet .32

To enhance the tones of browns and light browns and add soft tones to natural hair.

Size: 90 ml Bottle  
COD. PF015916



#### Golden Mahogany .35

To add depth to dark browns or to add .35 tones to natural bases.

Size: 90 ml Bottle  
COD. PF014104



#### Violet Ash .21

To amplify the cool blonde tones and revive white/ grey hair neutralizing undesired yellow tones.

Size: 90 ml Bottle  
COD. PF014103



#### Ultra Violet

Ideal for preserving and ensuring the quality of violets and enriching dark, very dark, natural and cosmetic shades with violet tones. Has a powerful anti-yellow effect.

Size: 90 ml Bottle  
COD. PF018550



# Our range

## The Metallic nuance

### Bronze

Ideal to preserve the quality of bronze and add depth to natural and cosmetic browns, enhancing amber tones.

Size: 90 ml Bottle  
COD: PF016830



### Rose Copper

To enhance the tones of rose copper and keep the result obtained in the salon perfect. Apply on bleached hair to create new shades.

Size: 90 ml Bottle  
COD: PF016831



### Grey Black

To enhance and guarantee the quality of grey. Ideal to give and preserve the depth of dark and very dark colors, both natural and cosmetic.

Size: 90 ml Bottle  
COD: PF016829



# Revolution<sub>jc</sub>

## An explosion of color.



### The line

Originals: a series, 7 unconventional direct colors that ensure vibrant results, perfect for being daring, experimenting, and unleashing creativity. They can be applied on bleached hair for a pure and intense result, or on natural or colored hair to intensify or vary its tones.

### Technology

The maximum intensity of the crazy colors enclosed in a creamy texture to ensure maximum precision during application.

## Originals

The explosion of direct color. 7 shades that can be mixed together for an infinite palette of vibrant colors.

**True Blue, Pink, Rich Purple, Deep Red, Magenta, Yellow, Pastel Mix**



Size: 90ml tube

1. free from ingredients of animal origin or derivation.

# BB Bleach

The bleaching line for precise and personalized results.



## The line

### Destination blonde in all its shades.

BB Bleach is able to satisfy all needs, thanks to the 3 specialized powders, created to fulfill every client desire.

## Technology

An exclusive technology for perfectly lightened, protected and cosmetic hair.

### Bond System

Bond System effectively amplifies damage protection both from external agents and during the entire bleaching service.

#### Specific Easy Lift: Marula Oil

With emollient, nourishing and antioxidant properties, helping to give the hair cosmeticity and radiance after treatment.

#### Specific High Lift: Chia Seed Oil

Rich in minerals, vitamins and Omega-3, for increased nourished hair results.

#### Specific Free Style Lift: White Clay

With purifying and absorbing properties.

#### Specific Free Style Lift: Rice Starch

It works as a humectant to maintain the correct level of internal humidity during application, which is necessary for achieving the desired lightening level.

## Resistance

Excellent resistance of the hair to breakage

up to  
**+ 38%**

in combability<sup>2</sup>

1. free from ingredients of animal origin or derivation..  
2. Result of an instrumental test carried out on wet hair, after having been treated with the new formula of BB Bleach Easy Lift, in comparison with the previous formula, applied in the same way.

# Our range

### Easy Lift | Bond System

Blue bleaching powder 7 levels, which is suitable for any kind of application: use on the scalp, for highlights with foils and balayage techniques. The even texture makes it suitable for any kind of application: use on the scalp, for highlights with foils and balayage techniques. Enriched with Marula Oil.

Size: 400 g pouch and 12x50 g single-dose sachets.  
COD. PF023697 - COD. PF023701



### High Lift | Bond System

A white bleaching powder 9 levels with a non-volatile and creamy texture, which allows an even application, suitable for personalized and flawless services. Enriched with Chia Seed Oil.

Size: 400 g pouch and 12x50 g single-dose sachets.  
COD. PF023700 - COD. PF023698



### Free Style Lift | Bond System

7-level bleaching powder with clay: dries externally, isolating the strands. Easy and precise application, ideal for work with freehand technique. Enriched with White Clay and Rice Starch.

Size: 400 g pouch  
COD. PF023699



# The Hair Supporters

A 100% professional system that elevates the quality of technical services in salon.

## The line

### Keyword: relax.

The Hair Supporters is the complete system that makes the technical services in the salon even more professional and safe, taking care of the scalp and hair.

## Technology

"Smart" formulas that target the most deteriorated areas of the hair.

### Quaternized Biomimetic Keratin

A restructuring revolution for the hair fiber.

### A mix of soothing active ingredients

Alleviates sensations of discomfort and tingling.

### Mint essential oil

Refreshing effect.

### Lactic acid

Restores balance to the hair fiber and gives radiance.

**+ 21%**

hair elasticity<sup>1</sup>

**+ 20%**

hair strength<sup>1</sup>

**Comfort**

Greater scalp comfort during technical services<sup>2</sup>

1. Instrumental tests performed on bleached hair, by comparing the results of hair that was treated and not treated with The Hair Supporters Bond Rebuilder. 2. Test carried out on 100 people with sensitive scalps, in comparison with the same technical service performed without the use of Scalp Protector.

# Our range

### Scalp Protector

Soothing and protective serum\* for the scalp.

Size: 12 x 13 ml Vials

COD. PF014568

\*Test made on 100 individuals with a sensitive scalp, compared to the same technical service without Scalp Protector.



### Bond Rebuilder Bond Technology

Cream to protect the fiber. Reduces breakage and preserves the internal bonds. Improves resistance.

Size: 300 ml Tube

COD. PF014569



### Scalp & Fiber Restorer Bond Technology

Double-action fluid. Helps to restore the scalp's pH level which is altered during technical services, and restores the balance of the fiber, nourishing and sealing the cuticles.

Size: 250 ml Bottle

COD. PF014570



# Equipment

The perfect support for toning service.



## The line

Professionalism and care to enhance the color experience in the salon.  
A cleansing fluid to remove color blotches from the scalp.

## Technology

**Almond oil**  
Fights redness and irritation, contained in the cleansing fluid.



**Stain Remover**  
Cleansing Fluid.  
Effectively removes color blotches from the scalp.  
Enriched with Almond Oil which prevents redness and irritation.  
Size: 125 ml Bottle  
COD. PF004159

1. free from ingredients of animal origin or derivation.

# Oxid'O

Creamy stabilized hydrogen peroxide.



## The line

5 activators to get the best from the Alfaparf Milano Professional toning and bleaching products. The creamy texture of the color means it can be applied conveniently, precisely, and effectively.

## Technology

The formula is enriched with Elicos, a derivative of sugar beet, known for its ability to balance color alkalinity and for its emollient action.



|                         |                                |                                |                          |                          |
|-------------------------|--------------------------------|--------------------------------|--------------------------|--------------------------|
| <b>5 Volumes (1,5%)</b> | <b>10 Volumes (3%)</b>         | <b>20 Volumes (6%)</b>         | <b>30 Volumes (9%)</b>   | <b>40 Volumes (12%)</b>  |
| Size:<br>1000ml - 120ml | Size:<br>1000ml - 120ml - 90ml | Size:<br>1000ml - 120ml - 90ml | Size:<br>1000 ml - 90 ml | Size:<br>1000 ml - 90 ml |

1. free from ingredients of animal origin or derivation.

Shape  
Shape  
Shape  
Shape  
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Shape  
Shape

**Shape**

## Shape

Everything you need to express yourself at your best, giving your hair the texture you desire, with total safety and durability.

Keratin Therapy Lisse Design  
Keratin Therapy Curl Design

A photograph of four women standing in a gallery or museum setting. They are positioned in front of a large, ornate gold-framed mirror. Above the mirror is a plaque that reads "ING. A. STIGLER - MILANO". The woman on the far left has long, dark, wavy hair and is wearing a white long-sleeved crop top and a high-waisted, sequined skirt. The woman next to her has long, straight blonde hair and is wearing a sleeveless, light pink dress. The woman in the center has voluminous, dark, curly hair and is wearing a black sleeveless top. The woman on the far right has long, dark, straight hair and is wearing a white off-the-shoulder top with a ruffled collar and a dark skirt. The text "The luxury of being who you want to be" is overlaid in large white letters on the right side of the image.

The luxury  
of being  
who you  
want to be

# Keratin Therapy

The luxury hair transformation system.

Shape  
Keratin Therapy

## The line

### The luxury of being who you want to be.

Thanks to the protective properties of Keratin, Keratin Therapy is the luxury complete and versatile system that allows to meet all texture desires, with high durability, in complete safety and with extraordinary performance.

## Technology

### Bond System

A protection and reconstruction amplifier, which is able to offer a double action: reconstructing the hair from the inside, penetrating into the cortex, and repairing it from the outside, giving effective protection both from external agents and during the entire service.

### Amazonian Babassu Oil

A precious amazonian oil, known for its emollient and illuminating properties, making the hair shiny, soft and silky.

### Specific Lisse Design: Smoothing Technology Patented in Italy.

For smoothing (Smoothing) and taming (Discipline) performance, even more noticeable and long-lasting.

### Kera-Protection Complex:

Keratin and vegetable collagen are at the base of a complex that protects during the use of hot styling tools, repairs damaged hair and improves strength and softness.

### Specific Curl Design: Keraveg, the plant-based alternative to keratin.

A complex of soy and wheat amino acids that helps to repair the fiber and protect against damage.

DISCOVER MORE



# Our range

## Salon products

## Home products

Shape  
Keratin Therapy

### Lisse Design

Progressive smoothing keratin treatment. 5 salon products for all needs: from perfect smoothness to the enhancement of the natural texture, and 5 maintenance products for smooth, tame and defined hair up to 4 months.

#### Deep Cleansing Shampoo **Bond System** Deep Cleansing Shampoo.

Deeply cleanses the hair, leaving it completely detangled. Helps open the cuticles to prepare the hair for smoothing treatment. Sulfate Free.

Size: 500 ml Bottle  
COD. PF023343



#### Rehydrating Finishing Mask **Bond System** Rehydrating Mask.

Professional formula that completes the smoothing treatment. For strong and extremely hydrated, manageable and shiny hair<sup>1</sup>.

Size: 500 ml Jar  
COD. PF023344



#### Smoothing Fluid **Bond System** Smoothing Fluid.

Heat helps remodel the structure of the hair's keratin chains, giving your hair a characteristic smooth appearance, without chemically breaking the sulphide bridges.

**Smoothing Technology Patented in Italy.**

Size: 500 ml Bottle  
COD. PF023342



#### Easy Lisse Discipline Treatment **Bond System** Discipline Treatment.

For the elimination of frizz and for easier daily styling.

**Patent Pending Discipline Technology.**

Size: 500 ml Jar  
COD. PF023346



#### Detangling Cream **Bond System** Detangling Cream.

It simplifies and speeds up the brushing stage and the subsequent application of the straightener, leaving the hair smooth, soft and manageable.

Size: 150 ml Tube  
COD. PF023345



#### Lisse Design Smoothing Treatment Kit Express Express Method.

Kit composed by Deep Cleansing Shampoo (40ml), Smoothing Fluid Mousse Maker (100ml) and Rehydrating Finishing Mask (40ml) for a service from 25% to 30% faster.

COD. PF023352



#### Maintenance Shampoo Maintenance Shampoo.

Gently cleanses and detangles the hair, helping to maintain and prolong the cosmetic results obtained with the salon treatment over time. Enriched with Kera-Protection Complex and Babassu Oil, for combable and shiny hair. Sulfate Free.

Size: 250 ml Bottle  
COD. PF023347



#### The Oil Elixir in oil silk-effect.

Protects the hair, helping to maintain and prolong the cosmetic results obtained with the salon treatment over time. With Babassu Oil and Keratin, it counteracts split ends, conveying a silky and visibly shiny effect to the hair.

Size: 50 ml Bottle  
COD. PF023349



#### Maintenance Conditioner Maintenance Conditioner.

Nourishes and detangles the hair, helping to maintain and prolong the cosmetic results obtained with the salon treatment over time. Enriched with Kera-Protection Complex and Babassu Oil, for protect, smooth and combable hair.

Size: 250 ml Bottle  
COD. PF023348



#### Keratin Serum Serum-refill of Keratin and Collagen.

Silky texture helping to maintain and prolong the cosmetic results obtained with the salon treatment over time. To be applied on damp hair. No need to rinse.

Size: 100 ml Bottle  
COD. PF023350



#### Rehydrating Mask Rehydrating Mask.

Protects and strengthens the hair<sup>1</sup>, counteracting the natural drying process while helping to maintain and prolong the cosmetic results obtained with the salon treatment over time. With Kera-Protection Complex and Babassu Oil, for protected and smooth hair.

Size: 200 ml Jar  
COD. PF023351



**+ 75%**  
discipline<sup>2</sup>

**The product compliants with the strictest safety standards, as regards the possible release of formaldehyde during use.**

1. Instrumental test conducted on Lisse Design Precision Method treatment.  
2. Instrumental test conducted on the new Easy Lisse formula in comparison with untreated hair.

Duration of results up to  
**4 months<sup>2</sup>**

**- 66%**  
split ends<sup>3</sup>

**+ 94%**  
shine<sup>3</sup>

1. Instrumental test conducted on Lisse Design Precision Method treatment compared with basic Shampoo and Mask.  
2. Instrumental test conducted on the new Lisse Design Precision Method treatment, which was followed by the regular use of line Maintenance products; comparison made with the use of base products for maintaining the smooth effect.  
3. Instrumental test conducted on hair treated with The Oil, in comparison with untreated hair.

# Our range

## Curl Design

Perming treatment for soft curls and natural waves, vegan. 3 products with a formula that can be personalized for 2 services (Classic and Be Wavy) that enhance the movement of the hair and the individuality of all customers.



### Move Designer

#### Waving fluid

Move Designer creates perfect curls and waves, for a soft and natural look.

Size: 500 ml Bottle  
COD. PF019292



### Move Fixer

#### Neutralizing fluid

Move Fixer is a fluid that transforms into mousse inside the Mousse Maker and perfects the waving service by fixing the waves created in the hair.

Size: 1000 ml Bottle  
COD. PF019293



### Move Creamy Protector **Bond Technology**

Move Creamy Protector is a special additive that transforms Move Designer into a cream, and provides an additional level of protection to the hair.

Size: 300 ml Tube  
COD. PF019977



1. Free from ingredients of animal origin or derivation.  
2. instrumental test carried out on bleached hair - increase of combability on dry hair after Curl Design treatment versus non-treated hair.  
3. instrumental test carried out before and after Curl Design treatment.  
4. instrumental test carried out on natural hair before and after Curl Design treatment.



Caring  
Ccare  
Ccare  
Ccare  
Ccare  
Ccare  
Ccare

Care

## Care

Infinite solutions in our range of treatments that can satisfy all the different needs of each scalp and hair type, to keep the hair looking healthy and radiant from the roots to the ends.

**Semi di Lino**



When you  
feel good,  
you look  
good

# Semi di Lino

The haircare treatment to reveal the original beauty of the hair.



## The line

### Beauty power to you. The beauty of hair is in your hands.

Semi di Lino is the treatment line that keeps hair looking healthy and protected from root to tip. And brighter than ever, thanks to an ingredient found in nature and enhanced in Alfaparf Milano laboratories: flaxseed. A complete range that meets all scalp and hair needs through its 12 sub-ranges of products and services. Sublime, Diamond, Moisture and Reconstruction for the treatment of the hair fiber. Volume, Curls, Smooth and Density dedicated to the texture of the hair. Blonde e Brunette to enhance both natural and cosmetic hair color. Scalp, a wide range for the scalp requirements. Sunshine to protect hair exposed to the sun.

## Technology

Pollution protection, extreme radiance, and color brightness. All the Semi di Lino lines contain Urban Defence Pro, Color Fix Complex and Shine Fix Complex.



### Urban Defence Pro

Anti-pollution shield for total protection. A biotechnological active ingredient consisting of sugary macromolecules obtained with a natural fermentation process.



### Shine Fix Complex

Ensures 24 hours of brightening power from the roots to the ends.



### Color Fix Complex

UV filter and antioxidant to prolong the beauty of color. Even after 9 washes, the tone is intense and shiny.

1. Free from ingredients of animal origin or derivation, except for the Semi di Lino Scalp products.

Care  
Semi di Lino



# Our range

## Treatments for the fiber.

Four sub-ranges for a long-lasting treatment to protect the balance of the hair fiber in all conditions.

### Sublime

The Semi di Lino line to maintain hair beauty and vitality. For all hair types. Purifies, perfects, and enhances.

#### Cellula Madre Beauty Genesis

A renewing elixir containing Argan plant stem cells with a special ability to continuously renew themselves, for sublime hair with a radiant and healthy appearance. Product to be rinsed off.

Size: 12 x 13 ml Vials  
COD. PF017776

#### Cellula Madre Glow Multiplier

An illuminating concentrate to be combined exclusively with Semi Di Lino Cellula Madre Beauty Genesis, for an ultra-performing gel emulsion that multiplies the shine of the hair without weighing it down.

Size: 150 ml Bottle  
COD. PF025714

#### Cellula Madre Nourishment Multiplier

An illuminating concentrate to be combined exclusively with Semi Di Lino Cellula Madre Beauty Genesis, for an ultra-performing gel emulsion that amplifies the nutrition of the hair without weighing it down.

Size: 150 ml Bottle  
COD. PF025712

#### Cellula Madre Restructuring Multiplier

A restructuring concentrate to be combined exclusively with Semi Di Lino Cellula Madre Beauty Genesis, for an ultra-performing gel emulsion that repairs the hair, increasing its elasticity and strength, without weighing it down.

Size: 150 ml Bottle  
COD. PF025713

#### Cellula Madre Define Multiplier

Definition concentrate to mix exclusively with Semi di Lino Cellula Madre Beauty Genesis for an ultra-performance gel emulsion which delivers definition and control without weighing the hair down.

Size: Tube 150 ml  
COD. PF022635

#### Cellula Madre Smooth Multiplier

A discipline concentrate to mix exclusively with Semi di Lino Cellula Madre Beauty Genesis for an ultra-performance gel emulsion which delivers control and smooth effect to untamed hair, without weighing it down.

Size: Tube 150 ml  
COD. PF022636

#### Cellula Madre Thickening Multiplier

A thickening concentrate to mix exclusively with Semi di Lino Cellula Madre Beauty Genesis, for an ultra-performance gel emulsion which delivers body, thickness and volume to fine hair, without weighing it down.

Size: Tube 150 ml  
COD. PF022634



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**BLUE LIGHT SHIELD**  
Protection of cosmetic color from the damage caused by blue light.

#### Detoxifying Mud

Detoxifying mud for all hair types: gently removes impurities from hair and scalp stressed by pollutants, making your hair radiant and revitalized. Its clay texture gives a pleasant sensation of freshness and wellbeing.

Size: 500 ml Jar  
COD. PF016896

#### Detoxifying Low Shampoo

Gentle detoxifying shampoo, cleanses for intensive removal of impurities, residue and pollutants, for purifies, light and revitalised hair.

Size: 250 ml - 1000 ml Bottle  
COD. PF025946 - COD. PF026315

#### Essential Oil

Intensive light-effect treatment that reduces surface roughness of the hair fiber, giving the hair unprecedented radiance. Visible results from the first application. Product to be rinsed off.

Size: 12 x 13 ml Vials  
COD. PF025945

#### Shine Lotion

An intensive brightening and perfecting treatment that gives support, flexibility and shine. Visible results from the first application. No need to rinse.

Size: 12 x 13 ml Vials  
COD. PF025944

#### Cristalli Spray

Instant illuminating finish for all hair types. Encloses the hair fiber in a light protective film, helping to protect it from humidity. Gives shine to your hair without weighing it down.

Size: 125 ml Bottle  
COD. PF016457

#### Cristalli Liquidi

Universal beauty fluid, for radiance never seen before. With flaxseed oil and vitamin E, which protect the hair from external aggressions, it creates a film to fight humidity and dryness. No need to rinse.

Size: 15 ml - 30 ml - 50 ml Bottle  
COD. PF025387 - COD. PF025388 - COD. PF025389

#### Cristalli di Seta

Two-phase smoothing serum for all hair types: the final touch for an extremely soft and lightweight hair fiber, just like silk.

Size: 45 ml Bottle  
COD. PF016894

#### Sublime Water

Scented water for your body and hair: a delicate and feminine note for a pleasant daily routine.

Size: 50 ml Bottle  
COD. PF016895

#### Ultra Concentrated Pigment

Ultra concentrated pigment ideal for giving new light to cool blonde tones and reviving both natural and bleached hair, neutralizing unwanted yellow (Violet Ash) or orange (Ash) tones.

Size: 10 ml Pod  
Violet Ash: COD. PF022717  
Ash: COD. PF022718



# Diamond

The Semi di Lino line to maintain the shine of hair in any condition.  
For normal hair. Revitalizes, protects, illuminates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**MULTIVITAMIN COMPLEX**  
Recharge of antioxidant energy for the hair fiber.

## Illuminating Low Shampoo

Illuminating shampoo, which gives softness and vitality to the hair fiber, making it shine instantly and over time. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF016445 - COD. PF016446



## Illuminating Mask

Intensely revitalizes the hair fiber, giving softness, fluidity and extreme shine.

Size: 200 ml - 500 ml Jar  
COD. PF016449 - COD. PF016450



## Illuminating Conditioner

Detangles the hair, making it ultra-lightweight and soft, revealing its extraordinary shine.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF016447 - COD. PF016448



## Extraordinary All-In-1 Fluid

10 valuable benefits in a single product:

- 1) extreme, instant radiance
- 2) protects the cosmetic color, prolonging its brightness and intensity
- 3) detangles the hair
- 4) helps to protect against UV rays
- 5) prevents the formation of split ends
- 6) controls frizz
- 7) counteracts the effect of humidity
- 8) seals the cuticles
- 9) gives a soft and silky feel
- 10) reduces drying time, making brushing easier.

Size: 125 ml Bottle  
COD. PF025627



**+ 37%**

increase in shine<sup>1</sup>

1. Laboratory tests conducted on bleached hair, subjected to cycles of exposure to environmental pollutants and then treated with Semi di Lino Diamond Treatment.

# Moisture

The Semi di Lino line to make dry hair soft and silky.  
For dry hair. Moisturizes, nourishes, softens.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**NUTRI-SUGARS**  
Micro-molecules with moisturizing and nourishing action.

## Nutritive Low Shampoo

Complete cleansing and nourishment without weighing down, for softness and silkiness typical of healthy hair. Gentle, Sulfate Free.

Size: 250 - 1000 ml Bottle  
COD. PF016415 - COD. PF016416



## Nutritive Mask

Anti-dryness effect from roots to ends. Instantly improves the quality of hair, making it soft and easy to detangle.

Size: 200 - 500 ml Jar  
COD. PF016417 - COD. PF016418



## Nutritive Essential Oil

Intensive nutritive treatment which fights dehydration in the hair fiber for surprisingly soft hair. Product to be rinsed off.

Size: 6 x 13 ml Vials  
COD. PF016421



## Nutritive Leave-In Conditioner

Leave-in conditioner for dry hair: softens the hair fiber and makes it easier to control without weighing it down, giving extreme radiance.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF016419 - COD. PF016420



## Nutritive Detangling Fluid

Detangling leave-in fluid for dry hair: detangles perfectly and gives maximum combability without weighing down the hair, making it extremely soft.

Size: 125 ml Bottle  
COD. PF025135



**+ 114%**

increase in combability<sup>1</sup>

1. Laboratory tests conducted on bleached hair, subjected to cycles of exposure to environmental pollutants and then treated with Semi di Lino Moisture Treatment.

# Reconstruction

The Semi di Lino line to regain wellbeing, strength and structure of the hair fiber. For damaged hair. Reconstructs, strengthens, restores.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**A-Z BOND COMPLEX**  
Bonding technology that helps rebuild the hair from within while shielding it on the outside.

## Reparative Low Shampoo

Cleanses and promotes the reconstruction process of the hair fiber<sup>1</sup>, helping to restore strength and elasticity to the hair. Gentle, Sulfate Free.

Size: 250 ml - 500 ml Bottle  
COD. PF027564 - COD. PF027565



## Reparative Mask

Intensive conditioning treatment for damaged hair from medium to thick. It reconstructs the hair fiber deep down and it increases hair resistance to breakage<sup>4</sup>.

Size: 200 ml - 500 ml Jar  
COD. PF027566 - COD. PF027567



## Reparative Light Mask

Intensive conditioning treatment for fine damaged hair. It reconstructs the hair fiber deep down and it increases hair resistance to breakage<sup>4</sup>.

Size: 200 ml - 500 ml Jar  
COD. PF027568 - COD. PF027569



## Sos Emergency Oil

Professional reconstruction treatment for damaged hair. It restores the density of hair fiber bonds from the very first application. With anti-breakage action, it brings new strength to damaged hair<sup>2</sup>. Product to be rinsed off.

Size: 6 x 13 ml Vials  
COD. PF027570



## Reparative Lotion

Reconstructing treatment that helps hair regain its natural strength and resistance<sup>5</sup>. It protects the hair fiber from heat of styling tools up to 230°C. No need to rinse.

Size: 6 x 13 ml Vials  
COD. PF027571



## Anti-Breakage Daily Fluid

Daily restructuring anti-breakage<sup>4</sup> fluid for fine damaged hair. It finalizes the reconstruction process by sealing the cuticles and creating an effective protective barrier around the hair fiber, protecting it from heat of styling tools up to 230°C. No need to rinse.

Size: 125 ml Bottle  
COD. PF027572



## Anti-Damage Shield Cream

Restructuring<sup>4</sup> cream for medium to thick damaged hair. It finalizes the reconstruction process by improving the resistance and elasticity of the hair fiber and creating an effective protective shield around the hair, protecting it from heat of styling tools up to 230°C. No need to rinse.

Size: 125 ml Bottle  
COD. PF027573



Hair is repaired from the first application<sup>2</sup>

**+66%**  
increase in strength of the hair fiber<sup>2</sup>

Extraordinary combability<sup>3</sup>

Extreme shine<sup>4</sup>

1. Instrumental test conducted on the treatment with Reparative Low Shampoo, Reparative Mask (or Reparative Light Mask), SOS Emergency Oil, and Anti-Damage Shield Cream (or Anti-Breakage Daily Fluid). 2. Instrumental test conducted on bleached hair treated with Reparative Low Shampoo, Reparative Mask, SOS Emergency Oil, and Anti-Damage Shield Cream, compared to untreated bleached hair. 3. Instrumental test conducted on damp bleached hair treated with Reparative Low Shampoo, Reparative Mask (or Reparative Light Mask), SOS Emergency Oil, and Anti-Damage Shield Cream (or Anti-Breakage Daily Fluid), compared to untreated damp bleached hair. 4. Instrumental test conducted on bleached hair treated with Reparative Low Shampoo, Reparative Light Mask (or Reparative Mask), SOS Emergency Oil, and Anti-Breakage Daily Fluid (or Anti-Damage Shield Cream), compared to untreated bleached hair. 5. Instrumental test conducted on the treatment with Reparative Low Shampoo, Reparative Mask (or Reparative Light Mask), and Reparative Lotion.

# Treatments dedicated to the texture of the hair.

Three lines for four different types of hair: fine, curly, rebel and thin. Climate-proof.

## Exclusive technology



### Climate-Proof

A protective barrier that keeps the hair hydrated as humidity and temperature change.

**7day**

non-stop hydration<sup>1</sup>

**72hour**

frizz control even at 98% humidity<sup>1</sup>

1. Instrumental tests performed on hair treated with the Semi di Lino Volume service line.



# Volume

The Semi di Lino line to give the hair body and thickness.  
For fine hair. Add thickness, boosts volume, hydrates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**CLIMATE-PROOF**  
Protective barrier, it keeps your hair hydrated as humidity and temperature change.



**VOLUME BOOST COMPLEX**  
It boosts volume and adds thickness to the fiber from the roots to the ends.

## Volumizing Low Shampoo

Cleanses and gives thickness to the hair fiber of fine hair, for natural volume. Gentle, Sulfate Free.

Size: 250 - 1000 ml Bottle  
COD. PF020066 - COD. PF020067



## Volumizing Mousse Conditioner

Detangles without weighing the hair down giving body and volume to hair that tends to flatten.

Size: 200 ml Spray Can  
COD. PF020068



## Volumizing Spray

Gives thickness to the hair fiber and support with flexible hold, for a long-lasting volume effect.

Size: 125 ml Bottle  
COD. PF020069



**x2**

more voluminous hair<sup>1</sup>

**72hour**

effect to give body and add volume to your hair<sup>1</sup>

1. Instrumental tests performed on hair treated with the Semi di Lino Volume service line.

# Curls

The Semi di Lino line to enhance the texture of waves and curls, hydrates the hair, and preserves its natural beauty.  
For curly and wavy hair. Defines, hydrates, tames.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**CLIMATE-PROOF**  
Protective barrier, it keeps your hair hydrated as humidity and temperature change.



**MANKETTI OIL**  
Provides hydration and nourishment to the hair fiber.

## Enhancing Low Shampoo

Cleanses, hydrates, and makes the hair soft, detangled and frizz-free. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF020610 - COD. PF020611



## Hydrating Co-Wash

A foam-free washing cream that cleanses, hydrates, and controls frizz, leaving curls defined and soft.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF020614 - COD. PF020615



## Enhancing Conditioner

A conditioner that defines waves and curls, rinse-off and/or leave-in. Hydrating and extra-light, detangles curls, getting rid of frizz.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF020612 - COD. PF020613



## Enhancing Mask

An intensive defining treatment that hydrates, detangles and strengthens, getting rid of frizz and makes the hair soft and light.

Size: 200 ml - 500 ml Jar  
COD. PF020616 - COD. PF020617



## Defining Cream

A leave-in defining cream that controls and protects from heat and humidity, for defined and frizz-free curls.

Size: 125 ml Bottle  
COD. PF020619



## Multi-Benefit Oil

A multi-action oil that hydrates, detangles, defines, brightens, and protects from heat and humidity, leaving the hair light and frizz-free.

Size: 100 ml Bottle  
COD. PF020618



## Reactivating Spray

Revives and protects from heat and humidity for long-lasting curl definition.

Size: 125 ml Bottle  
COD. PF020620



up to  
**70%**  
curls less puffy<sup>1</sup>

**+64%**  
curls more combable<sup>2</sup>

up to  
**76%**  
more hydration<sup>3</sup>

**-91%**  
in frizz effect<sup>4</sup>

1. Volume difference between treated and untreated hair. Hair type tested: wavy.  
2. Use of Hydrating Co-wash + Enhancing Mask tested on dry hair.  
3. Test performed on curly hair after a 16-day SDL Curls treatment cycle.  
4. Average value of the volume differences measured on treated hair vs. untreated hair. Hair type tested: curly.

# Smooth

The Semi di Lino line created to control rebel and difficult to manage hair. Hydrates the hair, aligns the fibers and counteracts frizz, restoring natural beauty. For rebel hair. Controls, hydrates, smoothes.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**CLIMATE-PROOF**  
Protective barrier, it keeps your hair hydrated as humidity and temperature change.



**FRIZZ DEFEAT PROTEIN**  
Anti-frizz protection for soft and tamed hair.

## Smoothing Low Shampoo

Gently cleanses by smoothing the hair fiber, for straight hair without the frizz. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF020602 - COD. PF020603



## Smoothing Conditioner

Straightening conditioner for unruly hair: detangles and controls frizz for soft and lightweight hair.

Size: 200 ml Tube - 1000 ml Bottle  
COD. PF020604 - COD. PF020605



## Smoothing Mask

Intensive detangling treatment that gives control and protects against frizz, for soft and hydrated hair.

Size: 200 ml - 500 ml Jar  
COD. PF020606 - COD. PF020607



## Smoothing Cream

Straightening cream for unruly hair: makes brushing easier, protecting hair from heat and humidity, for long-lasting frizz-free smoothness.

Size: 125 ml Bottle  
COD. PF020608



## Smoothing Oil

Smoothing oil for unruly hair: brightens the hair, protecting it from heat and humidity, for long-lasting frizz-free straightness.

Size: 100 ml Bottle  
COD. PF020609



**-98%**

frizz effect after first application<sup>1</sup>.

**72h**

of smooth, tamed hair<sup>2</sup>.

1. Instrumental tests conducted on hair treated with Smoothing Low Shampoo + Smoothing Mask + Smoothing Cream + Smoothing Oil, in comparison with hair treated with base Shampoo alone.  
2. Instrumental tests conducted on hair treated with the Semi di Lino Smooth service, in comparison with hair treated with basic Shampoo alone.

# Density

The Semi di Lino line for thin and aging hair, that gives thickness and revitalizes the hair fiber, for healthier, younger and fuller looking hair. Thickens, replumps, revitalizes.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**CLIMATE-PROOF**  
Protective barrier, it keeps your hair hydrated as humidity and temperature change.



**FILLER COMPLEX**  
Replumps and gives thickness to thin hair that has lost its natural body.

## Thickening Low Shampoo

Gently cleanses replenishing and adding body<sup>1</sup>, for thicker, revitalized hair. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF025910 - COD. PF025911



## Thickening Conditioner

Nourishing and detangling conditioner for hair that gains body and softness while maintaining its natural lightness.

Size: 200 ml tube - 1000 ml Bottle  
COD. PF025912 - COD. PF025913



## Thickening Lotion

Professional thickening treatment: replenishing and nourishing action to give body to the hair. With protection from the heat of hot tools, up to 450°F/230°C. No rinsing.

Size: 6 x 13 ml Vials  
COD. PF025914



## Thickening Cream

Thickening cream, gives body and texture to thin hair while protecting it from the heat of hot tools, up to 450°F/230°C.

Size: 125 ml Bottle  
COD. PF025915



**+19%**

increase in thickness<sup>2</sup>

1. Instrumental test on hair subjected to Semi di Lino Density treatment.  
2. Instrumental test conducted on hair treated with Thickening Low Shampoo, Thickening Conditioner and Thickening Cream.

# Dedicated treatments for enhancing hair color.

Two lines, one for blonde hair and one for brown, which neutralize unwanted tones and protect against the effects of blue light.

Exclusive technology

Intense and shiny cosmetic color

x3  
hair is easier to comb<sup>1</sup>

**Blue Light Shield**  
Protection of cosmetic color from the damage caused by blue light.

1. Instrumental test conducted on hair exposed to blue light for a week and treated with Semi di Lino Blonde Anti-Yellow Conditioner and Semi di Lino Brunette Anti-Orange Conditioner.



## Blonde

The Semi di Lino line for neutralizing unwanted yellow tones, invigorating the hair fiber and providing hydration. For blonde and silver hair, both natural and bleached. Neutralizes, reinvigorates, hydrates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**BLUE LIGHT SHIELD**  
Protection of cosmetic color from the damage caused by blue light.



**BLONDE RECOVERY**  
Recharges with vigor and hydration for bright color hair.

### Anti-Yellow Low Shampoo

Gently cleanses, neutralizes unwanted yellow tones and gives the hair vigor and hydration. Enriched with violet ash pigment. Gentle, Sulfate Free.  
Size: 250 ml Bottle  
COD. PF022625



### Intense Anti-Yellow Low Shampoo

Gently cleanses, neutralizes unwanted yellow tones and gives the hair vigor and hydration. Enriched with concentrated violet ash pigment. Gentle, Sulfate Free.  
Size: 1000 ml Bottle  
COD. PF022626



### Anti-Yellow Conditioner

Detangles, neutralizes unwanted yellow tones and gives the hair vigor and hydration, without weighing it down. Enriched with violet ash pigment.  
Size: 200 ml Tube  
COD. PF022627



### Anti-Yellow Spray

Leave-in spray specifically for partial lightening: neutralizes unwanted yellow tones and detangles the hair without weighing it down. Enriched with violet ash pigment.  
Size: 125 ml Bottle  
COD. PF022629



+21%  
brighter color<sup>1</sup>

Neutralizes  
yellow tones from the first application<sup>2</sup>

x3  
Hair is easier to comb<sup>3</sup>

1. Instrumental test conducted on hair treated with Semi di Lino Blonde Anti-Yellow Conditioner.  
2. Instrumental tests conducted on Semi di Lino Blonde treatment (Anti-Yellow Low Shampoo and Conditioner).  
3. Instrumental test conducted on hair exposed to blue light for a week and treated with Semi di Lino Blonde Anti-Yellow Conditioner.

# Brunette

The Semi di Lino line for neutralizing unwanted orange tones, providing deep nourishment and revitalizing the hair fiber. For brown and dark hair, both natural and treated. Neutralizes, nourishes, revitalizes.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**BLUE LIGHT SHIELD**  
Protection of cosmetic color from the damage caused by blue light.



**BRUNETTE RECOVERY**  
Recharges with nutrition and vitality for bright color hair.

## Anti-Orange Low Shampoo

Gently cleanses, neutralizes unwanted orange tones, provides deep nourishment and revitalizes the hair fiber. Enriched with blue pigment. Gentle, Sulfate Free.

Size: 250 ml Bottle  
COD. PF022630



## Intense Anti-Orange Low Shampoo

Gently cleanses, neutralizes unwanted orange tones, provides deep nourishment and revitalizes the hair fiber. Enriched with blue concentrated pigment. Gentle, Sulfate Free.

Size: 1000 ml Bottle  
COD. PF022631



## Anti-Orange Conditioner

Detangles, neutralizes unwanted orange tones, provides deep nourishment without weighing down the hair and restores vitality to the hair fiber. Enriched with blue pigments.

Size: 200 ml Tube  
COD. PF022632



**+21%**

brighter color<sup>1</sup>

**Neutralizes**

orange tones from the first application<sup>2</sup>

**x3**

hair is easier to comb<sup>3</sup>

1. Instrumental test conducted on hair treated with Semi di Lino Brunette Anti-Orange Conditioner.  
2. Instrumental tests conducted on Semi di Lino Brunette treatment (Anti-Orange Low Shampoo and Conditioner).  
3. Instrumental test conducted on hair exposed to blue light for a week and treated with Semi di Lino Brunette Anti-Orange Conditioner.

# Scalp treatments.

Semi di Lino Scalp, a wide range to renew, rebalance and relieve the scalp and make the hair shiny and healthy-looking.

## Exclusive technology



### Microbiotic System

A mix of pre and probiotics for scalp balance and extra protection.



# Scalp Renew

For thinning hair. Strengthens, redensifies, stimulates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**BIORENEW COMPLEX**  
Blend of natural ingredients that prolong the life of the follicle and increase its vitality.

## Energizing Low Shampoo

It cleanses and gives vitality to the hair fiber of weakened hair that is prone to hair loss. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF019466 - COD. PF019467



## Energizing Lotion

An intensive energizing treatment for weakened hair that is prone to hair loss, with a refreshing effect. Does not weigh down the hair.

Size: 12 x 10 ml Vials  
COD. PF019468



## Energizing Tonic

Energizing and rebalancing tonic to maintain the optimal state of the scalp. With a refreshing effect.

Size: 125 ml Bottle  
COD. PF019469



**x8**

increase in hair density<sup>1</sup>

**95%**

of women notice the increase in hair thickness<sup>2</sup>

1. Instrumental test conducted on the SDL Scalp Renew Energizing Low Shampoo+Renew Energizing Lotion vs placebo.  
2. Self-evaluation test conducted on the SDL Scalp Renew Energizing Low Shampoo+Renew Energizing Lotion.

# Scalp Rebalance

Oily skin. Rebalances, normalizes, prevents.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**SEBONORM COMPLEX**  
Rebalancing active ingredients to reduce oil on the scalp by targeting the pores.

## Balancing Low Shampoo

Cleanses and normalizes the scalp in skin with excess sebum. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF019474 - COD. PF019475



**-13%**

reduction in scalp oiliness<sup>1</sup>

Long-lasting action<sup>2</sup>

1. Instrumental test conducted on the SDL Scalp Rebalance Balancing treatment.  
2. Self-evaluation test on the SDL Scalp Rebalance Balancing treatment.

# Scalp Rebalance

For hair with dry and oily dandruff. Rebalances, purifies, prevents.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**PURE-SET COMPLEX**  
Restorative active ingredients to fight scalp peeling.

## Gentle Exfoliating Scrub

An exfoliating scrub that gently purifies the scalp suffering from dandruff.

Size: 150 ml Tube  
COD. PF019471



## Purifying Low Shampoo

Cleanses and normalizes the scalp, delaying the reappearance of dandruff from dry or oily scalp. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF019472 - COD. PF019473



**100%**

Anti-reappearance action<sup>1</sup>

of women notice a substantial reduction in dandruff<sup>2</sup>

1. Clinical test conducted on the SDL Scalp Rebalance Purifying treatment.  
2. Self-evaluation test conducted on women with oily dandruff that used the SDL Scalp Rebalance Purifying treatment.

# Scalp Relief

Sensitive skin. Soothes, comforts, hydrates.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of color.



**MICROBIOTIC SYSTEM**  
Mix of probiotics and prebiotics for scalp balance.



**DERMA COMFORT COMPLEX**  
Italian caper extract to regain comfort of the scalp.

## Calming Micellar Low Shampoo

Cleanses, counteracting sensations of discomfort in sensitive skin. Gentle, Sulfate Free.

Size: 250 ml - 1000 ml Bottle  
COD. PF019477 - COD. PF019514



## Calming Tonic

Soothing fluid for sensitive scalp, provides relief from itching.

Size: 125 ml Bottle  
COD. PF019478



**95%**

of women notice a reduction in tingling and redness<sup>1</sup>

Instant calming effect<sup>2</sup>

1. Self-evaluation test on the SDL Scalp Relief treatment  
2. Instrumental test conducted on Calming Tonic.

# Treatment for hair exposed to the sun.

## Exclusive technology



### Sun Shield

It protects the hair fiber from oxidative damage caused by solar radiation and promotes scalp wellbeing, for shiny and silky hair.



## Sunshine

The Semi di Lino range for sun exposed hair which protects the hair fiber and cosmetic color from UV rays, counteracting dryness and frizz.



**URBAN DEFENCE PRO**  
Anti-pollution shield for total protection.



**SHINE FIX COMPLEX**  
24 hours of brightening power from the roots to the ends.



**COLOR FIX COMPLEX**  
UV filter and antioxidant to prolong the beauty of the color.



**CLIMATE-PROOF**  
Protective barrier, it keeps your hair hydrated as humidity and temperature change.



**SUN SHIELD**  
It protects the hair fiber from oxidative damage caused by solar radiation and promotes scalp wellbeing.

### After-Sun Low Shampoo

Gently cleanses scalp and lengths after sun exposure, removing residues of chlorine, salt, sand and cosmetic products. Gentle, sulfate-free.

Size: 250 ml Bottle  
COD. PF026607



### After-Sun Treatment

Restorative treatment for hair stressed by sun, chlorine and salt. nourishes and detangles, counteracting the damage caused by prolonged exposure to the sun and making your hair soft and shiny, without weighing it down.

Size: 200 ml Tube  
COD. PF026608



### Hair Protective Oil

Two-phase spray oil with UV filters, creates a barrier around the hair, protecting it from the sun and external factors and preserving its moisture and cosmetic color.

Size: 125 ml Bottle  
COD. PF026609



### Hair Protective Milk

Leave-in milk with a moisturizing action, with UV filter to protect the hair from the sun and external factors. Fights dryness and controls frizz.

Size: 125 ml Bottle  
COD. PF026610



**+118%**  
Gorgeous shine<sup>1</sup>

**+34%**  
Natural hydration protection<sup>2</sup>

**-66%**  
Frizz effect<sup>3</sup>

**+55%**  
Combability<sup>4</sup>

**+15%**  
Cosmetic color protection<sup>5</sup>

1. Cosmetic shine. Laboratory test conducted on hair treated with After-Sun Low Shampoo, After-Sun Treatment and Hair Protective Oil.  
2. Laboratory test conducted on hair treated with After-Sun Low Shampoo, After-Sun Treatment and Hair Protective Milk.  
3. Long-lasting anti-frizz effect. Laboratory test conducted on hair treated with After-Sun Low Shampoo, After-Sun Treatment and Hair Protective Oil or Hair Protective Milk.  
4. On wet hair, when exposed in the lab to UV radiation of an intensity comparable to that of an entire summer day in the Mediterranean area. The test was conducted on hair treated with After-Sun Low Shampoo, After-Sun Treatment and Hair Protective Milk.  
5. Laboratory test conducted on dyed hair treated with After-Sun Low Shampoo, After-Sun Treatment and Hair Protective Oil or Hair Protective Milk.

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**Styling**

## Styling

All the solutions to meet the new challenges that women's and men's hair face every day.

Style&Care  
Style Stories



Be different,  
be unique

# Style&Care

The styling line that focuses on the wellbeing of the hair.



## The Line

### Beauty blossoms where style meets care.

Semi di Lino Style&Care is the Semi di Lino styling line, suitable for all hair types, which facilitates, finishes looks, gives control and protection to the hair fiber and makes hairstyling a unique and pleasant chance for some me-time.

## Technology



**Urban Defence Pro**  
Anti-pollution shield for total protection.



**Shine Fix Complex**  
24hours of brightening power from the roots to the ends.



**Color Fix Complex**  
UV filter and antioxidant to prolong the beauty of the color.



**Climate-proof**  
Protective barrier, it keeps your hair hydrated as humidity and temperature change.



**Style Guard**  
Protects the hair fiber from damage caused by the use of hot styling tools and controls frizz, making styling easier.



**Scent of Joy**  
The fragrance with floral and fruity notes, developed to positively influence your mood.

1. Free from ingredients of animal origin or derivation.



# Our range

## Pre-styling

Products to prepare the hair for styling.

### Thermal Protector

Thermo-active shield, protects the hair fiber from hot tools. Its formulation does not excessively wet the hair before the use of hair dryers, flat or curling irons. No hold.

Size: 300 ml Tank  
COD. PF023359

### Detangling Primer

Detangling primer, detangles and conditions the hair, reducing frizz and making blow-drying easier and faster, without weighing the hair down. No hold.

Size: 125 ml Bottle  
COD. PF023367

### Blow Dry Cream

Styling cream, makes blow-drying easier and faster. Counteracts frizz and does not weigh the hair down, leaving it soft and light. Light hold

Size: 200 ml Tube  
COD. PF023362

### Amplifying Mousse

Mousse for fine and/or thin hair. Amplifies volume and gives body to the hair fiber, leaving hair light and shiny.

Light hold.

Size: 250 ml Tank  
COD. PF023365

### Flexible Mousse

Moldable mousse for all hair types, creates elastic support, providing flexibility to curls. Hair looks defined, silky and shiny.

Medium hold.

Size: 250 ml Tank  
COD. PF023361



## Texturizers

Products to give texture and volume to the hair.

### Texturizing Dry Shampoo

Texturizing dry shampoo, provides instant support and absorbs excess oil for light, scented hair. Light hold.

Size: 300 ml Tank  
COD. PF023360

### Texturizing Balm

Texturizing balm, provides a natural finish while adding slight volume. Hydrates and controls hair for a "lived-in" look.

Light hold.

Size: 150 ml Tube  
COD. PF023366



## Paste & Gels

The range for shaping hair and creating personalized looks.

### Glossy Pomade

Wax pomade, for extra-shiny looks. Doesn't weigh the hair down, rinses out easily, leaving no residue. Extra glossy finish. Strong hold.

Size: 90 ml Jar  
COD. PF023364



## Hairsprays

The range to fix looks, making the hair beautifully shiny.

### Cristalli Hairspray

Extra-brightening hairspray, gives a light, shiny finish to hair, reducing frizz.

Light hold.

Size: 300 ml Tank  
COD. PF023363



### Original Hairspray

Hairspray that allows the hair to move, controls and creates shine, without weighing it down. Strong hold.

Size: 300 ml – 500 ml Tank  
COD. PF023357 - COD. PF023356



# Style Stories

The styling line to create any look.

Styling  
Style Stories

## The line

### Every story is a style story.

Style is the protagonist of our days: Style Stories is the complete line of products that, along with the valuable advice of the hair stylists, become the perfect tools for tackling any occasion with the right style. Pre-styling, texturizers, pastes, gels and hairsprays: ten products and five levels of hold, to tell all kinds of stories.

## Technology



### Moringa Oleifera

At the base of all the Style Stories formulas, this special ingredient, also known as the "miracle tree" used in treatments for skin and hair, contains photo-protective properties and neutralizes unpleasant odors.



### Thermal Protection

All the pre-styling products contain ingredients that, when activated by heat, protect against free radicals and preserve the keratin naturally contained in the hair fiber.



### Volume

The texturizing products are capable of visibly increasing the body and volume of the hair fiber, by up to +119%!<sup>1</sup>.



### All-day Long-lasting

The pastes and gels contain a complex of fixing agents that enable the product to hold all day long: after 8 hours, the initial style is almost completely maintained.<sup>2</sup>



### Shine

The Style Stories hairsprays give maximum radiance, increased by up to +43%.<sup>3</sup>

1. Instrumental test conducted on hair treated with Vintage Powder, in comparison with untreated hair.  
2. Instrumental test conducted at 23°C - 73°F, in conditions of controlled humidity (50%), for a total duration of 8 hours.  
3. Instrumental test conducted on hair treated with Sculpting HairSpray, in comparison with untreated hair.



# Our range

## Pre Styling

Before drying, these products make it easier to create the look you want.

### Firming Mousse

Fixing mousse, ideal for curly hair and as a base for more structured hair styles. Defines the shape perfectly, without drying out the hair.

Size: 250 ml Spray Can  
COD. PF020280



## Texturizing products

They revive the look in a few moments, amplifying the texture of the hair for more defined styles.

### Texturizing Gel

Texturizing gel which brings structure to the hair fiber, for defined and malleable results with a natural effect. Suitable for all hair types, even to enhance natural drying.

Size: 150 ml Bottle  
COD. PF017563



### Sea Spray

Salt spray, boosts the texture to instantly create defined and tousled looks with a "sea effect". Gentle matte finish.

Size: 150 ml Bottle  
COD. PF017564



### Twisted Curls

A curl cream which amplifies, controls and separates the strands, for results with maximum definition and softness, without leaving any residue.

Size: 100 ml Bottle  
COD. PF017562



### Vintage Powder

Texturizing powder, perfect for giving extreme volume even to fine hair, for a vintage effect and an "artfully tousled" look. Create the right structure with transformable curls and moldable strands simply by using your hands. Matte finish.

Size: 8 g Bottle  
COD. PF018533



## Paste

To control every style detail and maintain even the most extreme looks for a long time.

### Defining Wax

Soft wax, for defined results. Ideal for maximizing the details of any look. Glossy finish.

Size: 75 ml Jar  
COD. PF017570



### Funk Clay

Clay-based styling paste, for a tousled effect. Styles, separates and defines, without feeling sticky. Matte finish.

Size: 100 ml Jar  
COD. PF017571



## Gel

They unleash creativity for precise, flexible, or extreme looks.

### Frozen Gel

Gel for extreme ice-effect looks. Crystallizes and sets the hair style.

Size: 150 ml Tube  
COD. PF017567



## Hairspray

For shiny hair, a sculpted look and a structured style that is never weighed down.

### Sculpting Hairspray

Gas-free hairspray, sculpts any look, a final touch to fix and give shine.

Size: 250 ml Bottle  
COD. PF017575



### Extreme Hairspray

Hairspray for structured results, it fixes the hair style without weighing it down.

Size: 500 ml Spray Can  
COD. PF017574



Men  
Men  
Men  
Men  
Men  
Men

# Men

Real solution for the  
actual beauty needs  
of today's men.

# Blends of Many\_.

The multi-benefit product line created specifically for unisex salons.



## The line

### True stories, true solutions:

every man has his unique and original story, and every man has his needs. Blends of Many\_ line satisfies them all with 7 essential and effective multi-benefit products for the wellbeing of the hair, beard and face.

## Technology

### Urban Defence Pro

Protects from pollution damage, and stops dust and heavy metals from penetrating the hair and causing the production of free radicals.

### Black Tea

Natural active ingredient with 3 fundamental actions: Antioxidant to soothe irritation.

Stimulant to promote skin microcirculation.

Revitalizing to give new energy to the hair fiber.

### Specific in Energizing products: Biopower System

Concentrated mix of marine microalgae that extends the hair's growth phase and slows down thinning.

### Specific in Rebalancing product: Double Reset System

Specific pool of ingredients that works to normalize hyperactivity of sebaceous glands, that causes oily skin and dandruff.

# Our range

## Strenght

A shot of energy to strengthen weakened hair.

### Hair

5 times stronger<sup>1</sup>

### +11%

thicker hair for cm<sup>2</sup><sup>(1)</sup>

1. Instrumental test using Energizing Blends of Many\_ treatment vs. placebo.

### Energizing Low Shampoo

Gentle energizing shampoo.

Cleanses the scalp deep-down and revitalises the hair. Sulfate Free.

Size: 250 ml Bottle

COD. PF018566



### Energizing Lotion

An intensive treatment for weakened hair.

Encourages hair growth, boosting thickness and volume.

Size: 12 x 10 ml Vials

COD. PF018568



## Balance

An antibacterial and sebum-regulating treatment.

### Dandruff

87% of participants report a reduction in dandruff from the first application<sup>2</sup>

### Sebum

93% of participants report a reduction in sebum from the first application<sup>2</sup>

2. Self-evaluation results of volunteers undergoing the full Rebalancing Blends of Many\_ treatment.

### Rebalancing Low Shampoo

Gentle rebalancing shampoo.

Cleanses the scalp deep down, treating dandruff and excess sebum. Sulfate Free.

Size: 250 ml Bottle

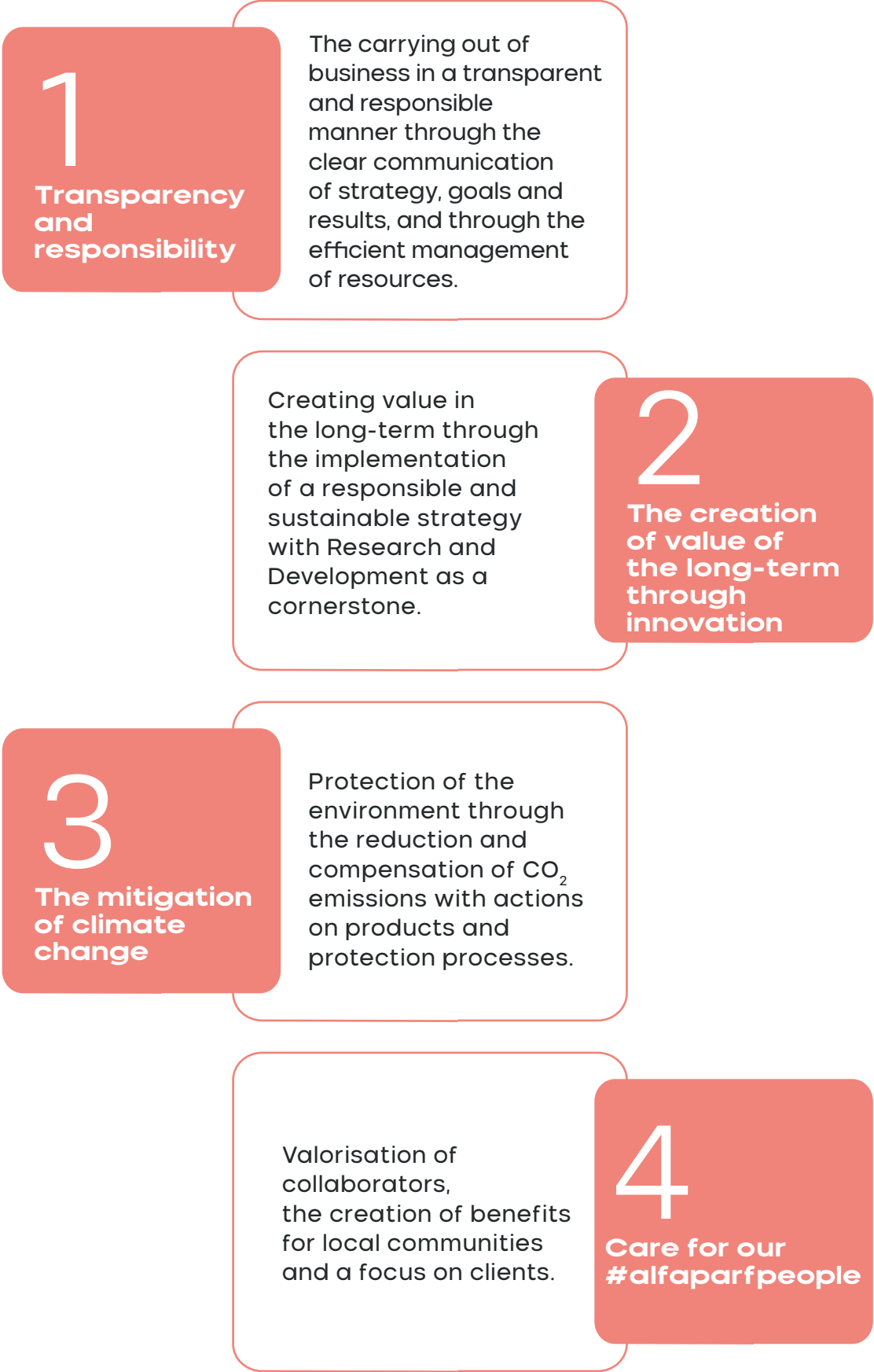
COD. PF018567



1. free from ingredients of animal origin or derivation.

# Sustainability

In 2021, Alfaparf Milano redefined its sustainability strategy, identifying the areas to prioritise for intervention and setting out a Sustainability Programme based on four fundamental pillars:



These are some examples of the commitment that has allowed us to also become a leader in sustainability:

- **2 production plants** out of 7 use exclusively **100% renewable electricity**, 1 plant uses more than **80% renewable electricity**;
- **31%** of the **ingredients** used in our formulas are **of natural origin** and **11%** are certified;
- All the tubes of dye under the Alfaparf Milano brand produced in Italy are **100% recycled aluminium**;
- **CO<sub>2</sub> emissions** from the packaging on the new sustainable hair and skin lines are **compensated**;
- **Almost all collaborators** have been employed **with open-ended contracts** and **women make up more than half the workforce**;
- **100%** of new suppliers are selected on the basis of **ethical and social criteria**, and almost **63%** of expenses from 2023 was in favour of local suppliers;
- The company has adopted the 231 Model and a **Code of Ethics**, undertaking to defend and promote respect for human rights, non-discrimination, health and safety in the workplace, zero tolerance for child labour, the right to fair and favourable working conditions and environmental protection, as well as to **achieve the Sustainable Development Goals (SDG) defined by the United Nations**.

Since 2021, **Alfaparf Milano** is among the **Leaders of Sustainability** in the report drawn up by **Il Sole 24 Ore** newspaper in collaboration with **Statista**, which identified the most sustainable Italian companies through an analysis of their Sustainability Reports and non-financial declarations.



# Product codes

# Evolution of the color

## The Coverage series

### Cool Naturals

pg.14

|    | OLD      | NEW      |       |
|----|----------|----------|-------|
| 1  | PF005765 | PF025570 | 60 ml |
| 2  | PF005766 | PF025571 | 60 ml |
| 3  | PF005767 | PF025572 | 60 ml |
| 4  | PF005768 | PF025573 | 60 ml |
| 5  | PF005769 | PF025574 | 60 ml |
| 6  | PF005770 | PF025575 | 60 ml |
| 7  | PF005771 | PF025576 | 60 ml |
| 8  | PF005772 | PF025577 | 60 ml |
| 9  | PF005773 | PF025578 | 60 ml |
| 10 | PF005774 | PF025579 | 60 ml |

### Warm Naturals

pg.14

|       |          |          |       |
|-------|----------|----------|-------|
| 4 NB  | PF005775 | PF026416 | 60 ml |
| 5 NB  | PF005776 | PF026417 | 60 ml |
| 6 NB  | PF005777 | PF026418 | 60 ml |
| 7 NB  | PF005778 | PF026419 | 60 ml |
| 8 NB  | PF005779 | PF026420 | 60 ml |
| 9 NB  | PF005780 | PF026421 | 60 ml |
| 10 NB | PF005781 | PF026422 | 60 ml |

### Intense Naturals

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 4 NI | PF005783 | PF026463 | 60 ml |
| 5 NI | PF005784 | PF026464 | 60 ml |
| 6 NI | PF005785 | PF026465 | 60 ml |
| 7 NI | PF005786 | PF026466 | 60 ml |
| 8 NI | PF005787 | PF026467 | 60 ml |
| 9 NI | PF005788 | PF026468 | 60 ml |

### Cover Reds

pg.14

|     |          |          |       |
|-----|----------|----------|-------|
| 5.6 | PF005974 | PF026448 | 60 ml |
| 6.6 | PF005975 | PF026447 | 60 ml |
| 7.6 | PF012971 | PF026446 | 60 ml |

# The Fantasy series

## Cool Browns

Evolution of the color

### Natural Ash

pg.14

|      | OLD      | NEW      |       |
|------|----------|----------|-------|
| 6.01 | PF005945 | PF026480 | 60 ml |
| 7.01 | PF005944 | PF026479 | 60 ml |
| 8.01 | PF005943 | PF026478 | 60 ml |

### Ash

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 5.1  | PF005797 | PF025585 | 60 ml |
| 6.1  | PF005796 | PF025584 | 60 ml |
| 7.1  | PF005795 | PF025583 | 60 ml |
| 8.1  | PF005794 | PF025582 | 60 ml |
| 9.1  | PF005793 | PF025581 | 60 ml |
| 10.1 | PF005792 | PF025580 | 60 ml |

### Blue Black

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 1.11 | PF005950 | PF026485 | 60 ml |
|------|----------|----------|-------|

### Violet

pg.14

|       |          |          |       |
|-------|----------|----------|-------|
| 7.21  | PF005949 | PF025589 | 60 ml |
| 8.21  | PF005948 | PF025588 | 60 ml |
| 9.2   | PF012969 | PF025592 | 60 ml |
| 9.21  | PF005947 | PF025587 | 60 ml |
| 10.21 | PF005946 | PF025586 | 60 ml |

### Pure Violets

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 5.22 | PF008010 | PF026459 | 60 ml |
|------|----------|----------|-------|

### Iced Coffee

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 6.23 | PF012964 | PF025590 | 60 ml |
| 8.23 | PF012965 | PF025591 | 60 ml |

### Matte

pg.14

|     |          |          |       |
|-----|----------|----------|-------|
| 6.7 | PF005970 | PF026486 | 60 ml |
|-----|----------|----------|-------|

### Pearl

pg.14

|     |  |          |       |
|-----|--|----------|-------|
| 7.8 |  | PF027603 | 60 ml |
| 9.8 |  | PF027602 | 60 ml |

The Fantasy series

Evolution of the color

Crystal Rose

pg.14

|                    |          |          |       |
|--------------------|----------|----------|-------|
| 8.221 Crystal Rose | PF022442 | PF026489 | 60 ml |
|--------------------|----------|----------|-------|

Warm Browns

Chestnut

pg.14

|      | OLD      | NEW      |       |
|------|----------|----------|-------|
| 4.32 | PF005963 | PF025604 | 60 ml |
| 5.32 | PF005962 | PF025603 | 60 ml |
| 6.32 | PF005961 | PF025602 | 60 ml |
| 7.32 | PF005960 | PF025601 | 60 ml |
| 8.32 | PF005959 | PF025600 | 60 ml |

Golden Mahogany

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 5.35 | PF005956 | PF026443 | 60 ml |
| 6.35 | PF005955 | PF026442 | 60 ml |
| 7.35 | PF005954 | PF026441 | 60 ml |

Chocolate

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 5.53 | PF005953 | PF026453 | 60 ml |
| 6.53 | PF005952 | PF026452 | 60 ml |
| 7.53 | PF005951 | PF026451 | 60 ml |

Mahogany

pg.14

|       |          |          |       |
|-------|----------|----------|-------|
| 4.52  | PF012970 | PF026458 | 60 ml |
| 5.5   | PF005958 | PF026457 | 60 ml |
| 6.5   | PF005957 | PF026456 | 60 ml |
| 6.562 | PF019272 | PF026462 | 60 ml |

Crystal Brown

pg.14

|                     | OLD      | NEW      |       |
|---------------------|----------|----------|-------|
| 5.542 Crystal Brown | PF022441 | PF026488 | 60 ml |
| 7.24 Crystal Brown  | PF022440 | PF026487 | 60 ml |

Suedes

pg.14

|              |          |          |       |
|--------------|----------|----------|-------|
| 5.75 Suedes  | PF024990 | PF026490 | 60 ml |
| 6.15 Suedes  | PF024991 | PF026491 | 60 ml |
| 7.51 Suedes  | PF024992 | PF026492 | 60 ml |
| 8.05 Suedes  | PF024993 | PF026493 | 60 ml |
| 9.45 Suedes  | PF024994 | PF026494 | 60 ml |
| 10.05 Suedes | PF024995 | PF026495 | 60 ml |

Reds

Copper

pg.14

|       |          |          |       |
|-------|----------|----------|-------|
| 6.4   | PF005984 | PF026425 | 60 ml |
| 7.43  | PF009688 | PF026426 | 60 ml |
| 7.4   | PF005983 | PF026424 | 60 ml |
| 8.4   | PF005982 | PF026423 | 60 ml |
| 8.34  | PF009689 | PF026427 | 60 ml |
| 9.04  | PF012968 | PF026428 | 60 ml |
| 9.423 | PF019268 | PF026460 | 60 ml |

Bronze

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 6.45 | PF005965 | PF026455 | 60 ml |
| 7.45 | PF005964 | PF026454 | 60 ml |

Reds

pg.14

|      |          |          |       |
|------|----------|----------|-------|
| 5.62 | PF012972 | PF026449 | 60 ml |
| 7.62 | PF012973 | PF026450 | 60 ml |
| 4.65 | PF005972 | PF026445 | 60 ml |
| 5.65 | PF005971 | PF026444 | 60 ml |

| Pure Reds |  | pg.14    |          |       |
|-----------|--|----------|----------|-------|
|           |  | OLD      | NEW      |       |
| 4.66l     |  | PF005980 | PF026433 | 60 ml |
| 5.66l     |  | PF005979 | PF026432 | 60 ml |
| 6.66l     |  | PF005978 | PF026431 | 60 ml |
| 7.66l     |  | PF005977 | PF026430 | 60 ml |
| 8.66l     |  | PF005976 | PF026429 | 60 ml |

Blondes

| Sand |  | pg.14    |          |       |
|------|--|----------|----------|-------|
| 7.13 |  | PF005994 | PF025595 | 60 ml |
| 8.13 |  | PF005993 | PF025594 | 60 ml |
| 9.13 |  | PF005992 | PF025593 | 60 ml |

| Gold   |  | pg.14    |          |       |
|--------|--|----------|----------|-------|
| 5.3    |  | PF005991 | PF026440 | 60 ml |
| 6.3    |  | PF005990 | PF026439 | 60 ml |
| 7.3    |  | PF005989 | PF026438 | 60 ml |
| 8.3    |  | PF005988 | PF026437 | 60 ml |
| 9.3    |  | PF005987 | PF026436 | 60 ml |
| 10.3   |  | PF005986 | PF026435 | 60 ml |
| 10.342 |  | PF019269 | PF026461 | 60 ml |

The Fantasy series

Blondes

| Beige |  | pg.14    |          |       |
|-------|--|----------|----------|-------|
| 7.31  |  | PF005998 | PF025599 | 60 ml |
| 8.31  |  | PF005997 | PF025598 | 60 ml |
| 9.31  |  | PF005996 | PF025597 | 60 ml |
| 10.31 |  | PF005995 | PF025596 | 60 ml |

The Special series

Evolution of the color

| Color Booster  |  | pg.15    |          |       |
|----------------|--|----------|----------|-------|
|                |  | OLD      | NEW      |       |
| 000SSS         |  | PF005789 | PF026481 | 60 ml |
| RB Red Booster |  | PF005981 | PF026434 | 60 ml |

| Platinum |  | pg.15    |          |       |
|----------|--|----------|----------|-------|
| 11.00    |  | PF011229 | PF026469 | 60 ml |
| 11.02    |  | PF011235 | PF026475 | 60 ml |
| 11.10    |  | PF011230 | PF026470 | 60 ml |
| 11.11    |  | PF011231 | PF026471 | 60 ml |
| 11.13    |  | PF011232 | PF026472 | 60 ml |
| 11.20    |  | PF011233 | PF026473 | 60 ml |
| 11.21    |  | PF011234 | PF026474 | 60 ml |
| 11.32    |  | PF012966 | PF026477 | 60 ml |
| 11.80    |  |          | PF027601 | 60 ml |

| OSP |  | pg.15    |          |       |
|-----|--|----------|----------|-------|
| OSP |  | PF011236 | PF026476 | 60 ml |

| Correctors  |  | pg.15    |          |       |
|-------------|--|----------|----------|-------|
| 7000 Blue   |  | PF005791 | PF026483 | 60 ml |
| 410 Ash     |  | PF005790 | PF026482 | 60 ml |
| 2000 Violet |  | PF008007 | PF026484 | 60 ml |

| Harmonizers |  | pg.15    |  |       |
|-------------|--|----------|--|-------|
| .01         |  | PF014564 |  | 60 ml |
| .013        |  | PF014565 |  | 60 ml |
| .03         |  | PF014566 |  | 60 ml |
| .02         |  | PF014567 |  | 60 ml |

# Precious Nature

Color families

## Naturals and Cool Naturals pg.18

|      |          |       |
|------|----------|-------|
| 1    | PF015505 | 60 ml |
| 3    | PF015507 | 60 ml |
| 4    | PF015508 | 60 ml |
| 5    | PF015509 | 60 ml |
| 6    | PF015510 | 60 ml |
| 7    | PF015511 | 60 ml |
| 8    | PF015512 | 60 ml |
| 9    | PF015513 | 60 ml |
| 10   | PF015514 | 60 ml |
| 6 NI | PF015515 | 60 ml |
| 7 NI | PF015516 | 60 ml |
| 8 NI | PF015517 | 60 ml |
| 5 NF | PF019122 | 60 ml |
| 6 NF | PF019123 | 60 ml |
| 7 NF | PF019124 | 60 ml |
| 8 NF | PF019125 | 60 ml |

## Cool Browns pg.18

|       |          |       |
|-------|----------|-------|
| 5.1   | PF015537 | 60 ml |
| 6.1   | PF015538 | 60 ml |
| 7.1   | PF015539 | 60 ml |
| 8.1   | PF015540 | 60 ml |
| 10.1  | PF015542 | 60 ml |
| 7.21  | PF015544 | 60 ml |
| 9.21  | PF015546 | 60 ml |
| 10.21 | PF015547 | 60 ml |

## Warm Browns pg.18

Precious Nature

|      |          |       |
|------|----------|-------|
| 5.32 | PF015525 | 60 ml |
| 7.32 | PF015527 | 60 ml |
| 8.32 | PF015528 | 60 ml |
| 5.35 | PF015529 | 60 ml |
| 7.35 | PF015531 | 60 ml |

## Reds pg.18

|      |          |       |
|------|----------|-------|
| 7.4  | PF015548 | 60 ml |
| 8.4  | PF015549 | 60 ml |
| 4.66 | PF015550 | 60 ml |
| 5.66 | PF015551 | 60 ml |
| 6.66 | PF015552 | 60 ml |

## Blondes pg.18

|      |          |       |
|------|----------|-------|
| 7.13 | PF015518 | 60 ml |
| 9.13 | PF015520 | 60 ml |
| 6.3  | PF015521 | 60 ml |

## Activators pg.19

|                   |          |        |
|-------------------|----------|--------|
| Activator 10 Vol. | PF019126 | 850 ml |
| Activator 20 Vol. | PF019127 | 850 ml |
| Activator 30 Vol. | PF019128 | 850 ml |
| Activator 40 Vol. | PF019129 | 850 ml |

# Color Wear Cream

## The Natural series

Color Wear Cream

### Naturals pg.22

|   |          |       |
|---|----------|-------|
| 1 | PF019781 | 60 ml |
| 3 | PF019782 | 60 ml |
| 4 | PF019783 | 60 ml |
| 5 | PF019784 | 60 ml |
| 6 | PF019785 | 60 ml |
| 7 | PF019786 | 60 ml |
| 8 | PF019787 | 60 ml |
| 9 | PF019788 | 60 ml |

## The Technical series

### Ash pg.22

|        |          |       |
|--------|----------|-------|
| 5.1    | PF019793 | 60 ml |
| 7.1    | PF019794 | 60 ml |
| 8.1    | PF019795 | 60 ml |
| 10.1   | PF019796 | 60 ml |
| 10.111 | PF027930 | 60 ml |
| 7.12   | PF019797 | 60 ml |
| 8.12   | PF019798 | 60 ml |

### Blue Black pg.22

|      |          |       |
|------|----------|-------|
| 1.11 | PF019799 | 60 ml |
|------|----------|-------|

### Violet pg.22

|       |          |       |
|-------|----------|-------|
| 9.2   | PF019804 | 60 ml |
| 7.21  | PF019800 | 60 ml |
| 9.21  | PF019801 | 60 ml |
| 10.21 | PF019802 | 60 ml |
| 9.02  | PF020362 | 60 ml |
| 10.02 | PF019803 | 60 ml |

### Pearl pg.22

|      |          |       |
|------|----------|-------|
| 10.8 | PF027604 | 60 ml |
|------|----------|-------|

## The Fantasy series

### Chestnut pg.22

|      |          |       |
|------|----------|-------|
| 5.32 | PF019805 | 60 ml |
| 6.32 | PF019806 | 60 ml |
| 7.32 | PF019807 | 60 ml |

### Golden Mahogany pg.22

|      |          |       |
|------|----------|-------|
| 6.35 | PF019808 | 60 ml |
| 7.35 | PF019809 | 60 ml |

### Chocolate pg.22

|      |          |       |
|------|----------|-------|
| 5.53 | PF019810 | 60 ml |
| 6.53 | PF019811 | 60 ml |

### Mahogany pg.22

|      |          |       |
|------|----------|-------|
| 4.52 | PF019812 | 60 ml |
| 5.5  | PF019813 | 60 ml |

### Beige Glacé pg.22

|                    |          |       |
|--------------------|----------|-------|
| 10.321 Beige Glacé | PF020680 | 60 ml |
|--------------------|----------|-------|

### Crystal Brown pg.22

|                      |          |       |
|----------------------|----------|-------|
| 10.324 Crystal Brown | PF022446 | 60 ml |
|----------------------|----------|-------|

### Crystal Rose pg.22

|                     |          |       |
|---------------------|----------|-------|
| 10.223 Crystal Rose | PF022447 | 60 ml |
|---------------------|----------|-------|

# The Fantasy series

| Copper | pg.22    |       |
|--------|----------|-------|
| 6.4    | PF019814 | 60 ml |
| 8.44   | PF019815 | 60 ml |
| 7.34   | PF019816 | 60 ml |
| 10.42  | PF020365 | 60 ml |

| Pure Reds | pg.22    |       |
|-----------|----------|-------|
| 4.66      | PF019819 | 60 ml |
| 5.66      | PF019818 | 60 ml |
| 6.66      | PF019817 | 60 ml |

| Gold | pg.22    |       |
|------|----------|-------|
| 6.3  | PF019820 | 60 ml |
| 7.3  | PF019821 | 60 ml |
| 9.3  | PF019822 | 60 ml |
| 8.03 | PF019823 | 60 ml |

| Beige | pg.22    |       |
|-------|----------|-------|
| 8.31  | PF019824 | 60 ml |
| 10.31 | PF019825 | 60 ml |

| Sand  | pg.22    |       |
|-------|----------|-------|
| 9.13  | PF019826 | 60 ml |
| 10.13 | PF019827 | 60 ml |

| Ultra Violet    | pg.22    |       |
|-----------------|----------|-------|
| Ultra Violet 7  | PF020364 | 60 ml |
| Ultra Violet 9  | PF021319 | 60 ml |
| Ultra Violet 10 | PF021320 | 60 ml |

# Metallics

Color Wear Cream  
Color Wear Gloss Toner

| Metallics     | pg.22    |       |
|---------------|----------|-------|
| Grey Black 7  | PF020683 | 60 ml |
| Grey Black 9  | PF020681 | 60 ml |
| Rose Copper 9 | PF020682 | 60 ml |

# Special Clear & Gloss

| Naturals      | pg.22    |       |
|---------------|----------|-------|
| Clear & Gloss | PF019828 | 60 ml |

# Color Wear Gloss Toner

| Naturals | pg.24    |       |
|----------|----------|-------|
| 05N      | PF023724 | 60 ml |
| 06N      | PF023725 | 60 ml |
| 07N      | PF023726 | 60 ml |
| 08N      | PP022450 | 60 ml |
| 09N      | PF022449 | 60 ml |
| 010N     | PF022448 | 60 ml |
| 07.35    | PF023742 | 60 ml |

| Ash    | pg.24    |       |
|--------|----------|-------|
| 06.1   | PF023727 | 60 ml |
| 07.1   | PF023728 | 60 ml |
| 09.1   | PF022452 | 60 ml |
| 010.1  | PF022451 | 60 ml |
| 010.12 | PF022455 | 60 ml |
| 05.17  | PF023743 | 60 ml |
| 08.17  | PF022454 | 60 ml |
| 010.17 | PF022453 | 60 ml |
| 01.11  | PF023729 | 60 ml |

| Violet |          |       | pg.24 |
|--------|----------|-------|-------|
| 010.02 | PF023733 | 60 ml |       |
| 08.2   | PF022458 | 60 ml |       |
| 09.2   | PF022456 | 60 ml |       |
| 08.21  | PF022460 | 60 ml |       |
| 010.21 | PF022459 | 60 ml |       |
| 08.22  | PF023731 | 60 ml |       |
| 010.22 | PF022461 | 60 ml |       |
| 08.23  | PF022466 | 60 ml |       |
| 09.23  | PF023732 | 60 ml |       |

| Matte |          |       | pg.24 |
|-------|----------|-------|-------|
| 05.7  | PF023730 | 60 ml |       |

| Gold   |          |       | pg.24 |
|--------|----------|-------|-------|
| 09.03  | PF023736 | 60 ml |       |
| 09.3   | PF022463 | 60 ml |       |
| 09.32  | PF023738 | 60 ml |       |
| 010.32 | PF022465 | 60 ml |       |
| 08.31  | PF022464 | 60 ml |       |
| 08.13  | PF023737 | 60 ml |       |
| 09.132 | PF023735 | 60 ml |       |

| Copper |          |       | pg.24 |
|--------|----------|-------|-------|
| 06.04  | PF023740 | 60 ml |       |
| 010.04 | PF022467 | 60 ml |       |
| 08.34  | PF022468 | 60 ml |       |
| 08.42  | PF023741 | 60 ml |       |
| 05.45  | PF023739 | 60 ml |       |

| Reds   |          |       | pg.24 |
|--------|----------|-------|-------|
| 09.26  | PF023734 | 90 ml |       |
| 010.26 | PF022462 | 90 ml |       |
| 08.6   | PF022469 | 90 ml |       |

| Activators         |          |         | pg.24 |
|--------------------|----------|---------|-------|
| ACTIVATOR 9.5 Vol. | PF022471 | 1000 ml |       |
| ACTIVATOR 9.5 Vol. | PF022615 | 120 ml  |       |

## Special Clear

| Naturals |          |       | pg.24 |
|----------|----------|-------|-------|
| Clear    | PF022470 | 60 ml |       |

## Pigments

### Color

| Color               |          |       | pg.27 |
|---------------------|----------|-------|-------|
| Ash .1              | PF015915 | 90 ml |       |
| Gold .3             | PF014106 | 90 ml |       |
| Copper .4           | PF014102 | 90 ml |       |
| Red .6              | PF014101 | 90 ml |       |
| Ash Gold .13        | PF014105 | 90 ml |       |
| Golden Violet .32   | PF015916 | 90 ml |       |
| Golden Mahogany .35 | PF014104 | 90 ml |       |
| Violet Ash .21      | PF014103 | 90 ml |       |
| Ultra Violet        | PF018550 | 90 ml |       |

## Metallic shades

| Metallics            |          |       | pg.28 |
|----------------------|----------|-------|-------|
| Metallic Bronze      | PF016830 | 90 ml |       |
| Metallic Rose Copper | PF016831 | 90 ml |       |
| Metallic Grey Black  | PF016829 | 90 ml |       |

## Revolution<sub>JC</sub>

| Originals   |          |       | pg.29 |
|-------------|----------|-------|-------|
| True Blue   | PF012292 | 90 ml |       |
| Pink        | PF012183 | 90 ml |       |
| Rich Purple | PF012182 | 90 ml |       |
| Deep Red    | PF012185 | 90 ml |       |
| Magenta     | PF012181 | 90 ml |       |
| Yellow      | PF012184 | 90 ml |       |
| Pastel Mix  | PF012294 | 90 ml |       |

Color Wear Gloss Toner  
Pigments  
Revolution<sub>JC</sub>

# BB Bleach

BB Bleach

pg.31

|                   |          |           |
|-------------------|----------|-----------|
| Easy Lift         | PF023697 | 400 g     |
| Easy Lift Sachets | PF023701 | 12 x 50 g |
| High Lift         | PF023700 | 400 g     |
| High Lift Sachets | PF023698 | 12 x 50 g |
| Free Style Lift   | PF023699 | 400 g     |

# The Hair Supporters

The Hair Supporters

pg.33

|                        |          |            |
|------------------------|----------|------------|
| Scalp Protector        | PF014568 | 12 x 13 ml |
| Bond Rebuilder         | PF014569 | 300 ml     |
| Scalp & Fiber Restorer | PF014570 | 250 ml     |

# Equipment

Equipment

pg.34

|               |          |        |
|---------------|----------|--------|
| Stain Remover | PF004159 | 125 ml |
|---------------|----------|--------|

# Oxid'O

Oxid'O

pg.35

|                        | OLD      | NEW      |         |
|------------------------|----------|----------|---------|
| H2O2 Free From 5 Vol.  | PF021607 | PF025923 | 120 ml  |
| H2O2 Free From 5 Vol.  | PF021602 | PF025930 | 1000 ml |
| H2O2 Free From 10 Vol. | PF021610 | PF025919 | 90 ml   |
| H2O2 Free From 10 Vol. | PF021608 | PF025924 | 120 ml  |
| H2O2 Free From 10 Vol. | PF021603 | PF025926 | 1000 ml |
| H2O2 Free From 20 Vol. | PF021611 | PF025920 | 90 ml   |
| H2O2 Free From 20 Vol. | PF021609 | PF025925 | 120 ml  |
| H2O2 Free From 20 Vol. | PF021604 | PF025927 | 1000 ml |
| H2O2 Free From 30 Vol. | PF021612 | PF025921 | 90 ml   |
| H2O2 Free From 30 Vol. | PF021605 | PF025928 | 1000 ml |
| H2O2 Free From 40 Vol. | PF021613 | PF025922 | 90 ml   |
| H2O2 Free From 40 Vol. | PF021606 | PF025929 | 1000 ml |

# Keratin Therapy

## Lisse Design

BB Bleach  
The Hair Supporters  
Equipment  
Oxid'O  
Keratin Therapy

Salon Products

pg.42

|                                 |          |        |
|---------------------------------|----------|--------|
| Deep Cleansing Shampoo          | PF023343 | 500 ml |
| Smoothing Fluid                 | PF023342 | 500 ml |
| Detangling Cream                | PF023345 | 150 ml |
| Rehydrating Finishing Mask      | PF023344 | 500 ml |
| Easy Lisse Discipline Treatment | PF023346 | 500 ml |
| Smoothing Treatment Kit Express | PF023352 |        |

Home Products

pg.43

|                         |          |        |
|-------------------------|----------|--------|
| Maintenance Shampoo     | PF023347 | 250 ml |
| Rehydrating Mask        | PF023351 | 200 ml |
| Maintenance Conditioner | PF023348 | 250 ml |
| Keratin Serum           | PF023350 | 100 ml |
| The Oil                 | PF023349 | 50 ml  |

## Curl Design

Curl Design

pg.44

|                       |          |         |
|-----------------------|----------|---------|
| Move Designer         | PF019292 | 500 ml  |
| Move Fixer            | PF019293 | 1000 ml |
| Move Creamy Protector | PF019977 | 300 ml  |

# Semi di Lino

## Treatments for the fiber

Semi di Lino

| Sublime                                | pg.52-53 |            |
|----------------------------------------|----------|------------|
| Detoxifying Mud                        | PF016896 | 500 ml     |
| Cellula Madre Beauty Genesis           | PF017776 | 12 x 13 ml |
| Cellula Madre Glow Multiplier          | PF025714 | 150 ml     |
| Cellula Madre Nourishment Multiplier   | PF025712 | 150 ml     |
| Cellula Madre Restructuring Multiplier | PF025713 | 150 ml     |
| Cellula Madre Define Multiplier        | PF022635 | 150 ml     |
| Cellula Madre Smooth Multiplier        | PF022636 | 150 ml     |
| Cellula Madre Thickening Multiplier    | PF022634 | 150 ml     |
| Essential Oil                          | PF025945 | 12 x 13 ml |
| Detoxifying Low Shampoo                | PF025946 | 250 ml     |
| Detoxifying Low Shampoo                | PF026315 | 1000 ml    |
| Shine Lotion                           | PF025944 | 12 x 13 ml |
| Cristalli Spray                        | PF016457 | 125 ml     |
| Cristalli Liquidi                      | PF025387 | 15 ml      |
| Cristalli Liquidi                      | PF025388 | 30 ml      |
| Cristalli Liquidi                      | PF025389 | 50 ml      |
| Cristalli di Seta                      | PF016894 | 45 ml      |
| Sublime Water                          | PF016895 | 50 ml      |
| Violet Ash Ultra Concentrated Pigment  | PF022717 | 10 ml      |
| Ash Ultra Concentrated Pigment         | PF022718 | 10 ml      |

| Diamond                      | pg.54    |         |
|------------------------------|----------|---------|
| Illuminating Low Shampoo     | PF016445 | 250 ml  |
| Illuminating Low Shampoo     | PF016446 | 1000 ml |
| Illuminating Mask            | PF016449 | 200 ml  |
| Illuminating Mask            | PF016450 | 500 ml  |
| Illuminating Conditioner     | PF016447 | 200 ml  |
| Illuminating Conditioner     | PF016448 | 1000 ml |
| Extraordinary All-In-1 Fluid | PF025627 | 125 ml  |

| Moisture                       | pg.55    |           |
|--------------------------------|----------|-----------|
| Nutritive Low Shampoo          | PF016415 | 250 ml    |
| Nutritive Low Shampoo          | PF016416 | 1000 ml   |
| Nutritive Mask                 | PF016417 | 200 ml    |
| Nutritive Mask                 | PF016418 | 500 ml    |
| Nutritive Leave-In Conditioner | PF016419 | 200 ml    |
| Nutritive Leave-In Conditioner | PF016420 | 1000 ml   |
| Nutritive Essential Oil        | PF016421 | 6 x 13 ml |
| Nutritive Detangling Fluid     | PF025135 | 125 ml    |

| Reconstruction            | pg.56    |           |
|---------------------------|----------|-----------|
| Reparative Low Shampoo    | PF027564 | 250 ml    |
| Reparative Low Shampoo    | PF027565 | 1000 ml   |
| Reparative Mask           | PF027566 | 200 ml    |
| Reparative Mask           | PF027567 | 500 ml    |
| Reparative Light Mask     | PF027568 | 200 ml    |
| Reparative Light Mask     | PF027569 | 500 ml    |
| Sos Emergency Oil         | PF027570 | 6 x 13 ml |
| Reparative Lotion         | PF027571 | 6 x 13 ml |
| Anti-Breakage Daily Fluid | PF027572 | 125 ml    |
| Anti-Damage Shield Cream  | PF027573 | 125 ml    |

## Treatments dedicated to the texture of the hair

| Volume                        | pg.58    |         |
|-------------------------------|----------|---------|
| Volumizing Low Shampoo        | PF020066 | 250 ml  |
| Volumizing Low Shampoo        | PF020067 | 1000 ml |
| Volumizing Mousse Conditioner | PF020068 | 200 ml  |
| Volumizing Spray              | PF020069 | 125 ml  |

Treatments dedicated  
to the texture of the hair

Curls pg.59

|                       |          |         |
|-----------------------|----------|---------|
| Enhancing Low Shampoo | PF020610 | 250 ml  |
| Enhancing Low Shampoo | PF020611 | 1000 ml |
| Enhancing Conditioner | PF020612 | 200 ml  |
| Enhancing Conditioner | PF020613 | 1000 ml |
| Hydrating Co-Wash     | PF020614 | 200 ml  |
| Enhancing Mask        | PF020616 | 200 ml  |
| Enhancing Mask        | PF020617 | 500 ml  |
| Defining Cream        | PF020619 | 125 ml  |
| Multi-Benefit Oil     | PF020618 | 100 ml  |
| Reactivating Spray    | PF020620 | 125 ml  |

Smooth pg.60

|                       |          |         |
|-----------------------|----------|---------|
| Smoothing Low Shampoo | PF020602 | 250 ml  |
| Smoothing Low Shampoo | PF020603 | 1000 ml |
| Smoothing Conditioner | PF020604 | 200 ml  |
| Smoothing Conditioner | PF020605 | 1000 ml |
| Smoothing Mask        | PF020606 | 200 ml  |
| Smoothing Mask        | PF020607 | 500 ml  |
| Smoothing Cream       | PF020608 | 125 ml  |
| Smoothing Oil         | PF020609 | 100 ml  |

Density pg.61

|                        |          |           |
|------------------------|----------|-----------|
| Thickening Low Shampoo | PF025910 | 250 ml    |
| Thickening Low Shampoo | PF025911 | 1000 ml   |
| Thickening Conditioner | PF025912 | 200 ml    |
| Thickening Conditioner | PF025913 | 1000 ml   |
| Thickening Lotion      | PF025914 | 6 x 13 ml |
| Thickening Cream       | PF025915 | 125 ml    |

Dedicated treatments  
for enhancing hair color

Semi di Lino

Blonde pg.63

|                                 |          |         |
|---------------------------------|----------|---------|
| Anti-Yellow Low Shampoo         | PF022625 | 250 ml  |
| Intense Anti-Yellow Low Shampoo | PF022626 | 1000 ml |
| Anti-Yellow Conditioner         | PF022627 | 200 ml  |
| Anti-Yellow Spray               | PF022629 | 125 ml  |

Brunette pg.64

|                                 |          |         |
|---------------------------------|----------|---------|
| Anti-Orange Low Shampoo         | PF022630 | 250 ml  |
| Intense Anti-Orange Low Shampoo | PF022631 | 1000 ml |
| Anti-Orange Conditioner         | PF022632 | 200 ml  |

Scalp treatments

Scalp Renew pg.66

|                        |          |            |
|------------------------|----------|------------|
| Energizing Low Shampoo | PF019466 | 250 ml     |
| Energizing Low Shampoo | PF019467 | 1000 ml    |
| Energizing Lotion      | PF019468 | 12 x 10 ml |
| Energizing Tonic       | PF019469 | 125 ml     |

Scalp Rebalance pg.66-67

|                           |          |         |
|---------------------------|----------|---------|
| Gentle Exfolitating Scrub | PF019471 | 150 ml  |
| Purifying Low Shampoo     | PF019472 | 250 ml  |
| Purifying Low Shampoo     | PF019473 | 1000 ml |
| Balancing Low Shampoo     | PF019474 | 250 ml  |
| Balancing Low Shampoo     | PF019475 | 1000 ml |

Scalp Relief pg.67

|                              |          |         |
|------------------------------|----------|---------|
| Calming Micellar Low Shampoo | PF019477 | 250 ml  |
| Calming Micellar Low Shampoo | PF019514 | 1000 ml |
| Calming Tonic                | PF019478 | 125 ml  |

Treatment for hair exposed to the sun

Sunshine pg.68-69

|                       |          |        |
|-----------------------|----------|--------|
| After-Sun Low Shampoo | PF026607 | 250 ml |
| After-Sun Treatment   | PF026608 | 200 ml |
| Hair Protective Oil   | PF026609 | 125 ml |
| Hair Protective Milk  | PF026610 | 125 ml |

Pre-Styling

pg.76

|                   |          |        |
|-------------------|----------|--------|
| Thermal Protector | PF023359 | 300 ml |
| Detangling Primer | PF023367 | 125 ml |
| Blow Dry Cream    | PF023362 | 200 ml |
| Amplifying Mousse | PF023365 | 250 ml |
| Flexible Mousse   | PF023361 | 250 ml |

Texturizing Products

pg.77

|                         |          |        |
|-------------------------|----------|--------|
| Texturizing Dry Shampoo | PF023360 | 300 ml |
| Texturizing Balm        | PF023366 | 150 ml |

Paste

pg.77

|               |          |       |
|---------------|----------|-------|
| Glossy Pomade | PF023364 | 90 ml |
|---------------|----------|-------|

Hairspray

pg.77

|                     |          |        |
|---------------------|----------|--------|
| Cristalli Hairspray | PF023363 | 300 ml |
| Original Hairspray  | PF023357 | 300 ml |
| Original Hairspray  | PF023356 | 500 ml |

Style Stories

Pre-Styling

pg.80

|                |          |        |
|----------------|----------|--------|
| Firming Mousse | PF020280 | 250 ml |
|----------------|----------|--------|

Texturizing Products

pg.80

|                 |          |        |
|-----------------|----------|--------|
| Texturizing Gel | PF017563 | 150 ml |
| Sea Spray       | PF017564 | 150 ml |
| Twisted Curls   | PF017562 | 100 ml |
| Vintage Powder  | PF018533 | 8 g    |

Paste

pg.81

|              |          |        |
|--------------|----------|--------|
| Defining Wax | PF017570 | 75 ml  |
| Funk Clay    | PF017571 | 100 ml |

Gel

pg.81

|            |          |        |
|------------|----------|--------|
| Frozen Gel | PF017567 | 150 ml |
|------------|----------|--------|

Hairspray

pg.81

|                     |          |        |
|---------------------|----------|--------|
| Sculpting Hairspray | PF017575 | 250 ml |
| Extreme Hairspray   | PF017574 | 500 ml |

Men  
Blends of Many\_.

Strength

pg.85

|                        |          |            |
|------------------------|----------|------------|
| Energizing Low Shampoo | PF018566 | 250 ml     |
| Energizing Lotion      | PF018568 | 12 x 10 ml |

Balance

pg.85

|                         |          |        |
|-------------------------|----------|--------|
| Rebalancing Low Shampoo | PF018567 | 250 ml |
|-------------------------|----------|--------|

## Notes

## Notes

# ALFAPARF MILANO PROFESSIONAL

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