



A LOVE STORY HAIR. ALOVE STORY FOR NATURE. ATRUE STORY.





STYLE
Keratin Miracle:
The discipline your hair need the shine it deserves.

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THE HAIR
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America's favourite treatment

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Luisa Zavala





Alfonso Emanuele de León CEO Medavita SPA

Editorial

Recently, you may have noticed that Medavita's new website features a new way of telling the brand's story.

It's a very rich history. In 1963, Medavita was he first company in Italy to launch an anti-hair loss product. Today, recent market studies show it remains the most renowned Italian brand of professional products within its home country.

But Medavita's storied history is more than an incredible advantage: it also demands that we not only keep up with changing times, but that we continue to innovate and remain at the forefront.

A few months ago, while observing certain American celebrities and influencers, we noticed a new trend. It is called hair lamination, and it is championed not only by these personalities, but also by major Hollywood stylists with hundreds of thousands of followers.

This salon service consists of coating the hair with a mix of products and letting it set.

The results are spectacular. The hair is left luminous, full of brilliant shine, and looks noticeably more beautiful. And this effect lasts for weeks.

Now, Medavita is proud to be among the first brands to offer his service, and we are also proud to announce that your salon is so avant-garde that it will be among the very first to offer it in Italy.

We invite you to try it with your trusted Medavita stylist, and to share your hair's beautiful results with us on social media.

#medavita #glossynation

Happy lamination!











AMMONIA-FREE COLOUR: NOW WITHOUT LIMITS

Discover the new Medavita professional coloring: full color, luminous reflections and extreme covering capacity.

OF COURSE, WITHOUT AMMONIA.



PERMANENT COLOUR NO AMMONIA



100% GREY HAIR COVERAGE



LIFTS UP TO 3 LEVELS







LINGERIE AND
CORSETS
From whalebone and wicker to more sustainable, synthetic materials, there's no doubt about it: stiff, laced

sustainable, synthetic materials, there's no doubt about it: stiff, laced corsets are back, and not only as sexy undergarments. They're a Victorian-inspired counterpoint to the comfort trend. Sportmax updates the bustier with a transparent version that reveals the boning and more.

Sportmax

Christian



Giambattista

No need to spend time mixing and coordinating colours, the matching set is here! The monochrome look is one of the biggest trends of spring/summer 2022. From double-breasted suits to sports sets. Christian Dior masters both.





THE HEALTHY LOOK

Makeup is subtle, applied in neutral, gentle tones. The few eyeshadow colours applied are used to give the face a brighter, healthier appearance. Our favourite look: Emporio Armani's sun-kissed skin.

HEALTHY-LOOKING MAKEUP

Makeup returns to its original purpose: enhancing our natural beauty. The nude look, with barely-there eyeshadow and subtle blush, dominated the catwalk like never before. In general, the trends are all about health and vitamins: as seen in the sunny, bright yellow eyeshadow chosen by several stylists.

Meanwhile, lips play a more discreet role now that we've been wearing masks for so long: with very few red lipsticks or noticeable colours. Pink tones or subtle orange shades were popular for the lips, allowing the eyes to take centre stage.



Max Mara

MEDAVITA MAG RECOMMENDS

REQUILIBRE

THE SEBUM-BALANCING SOLUTION.



FOR A SCALP DEEPLY PURIFIED

RESULTS PROVEN BY CLINICAL TESTS

With Ginger, Soy, Lotion Concentrée Naturalis Essentiae.

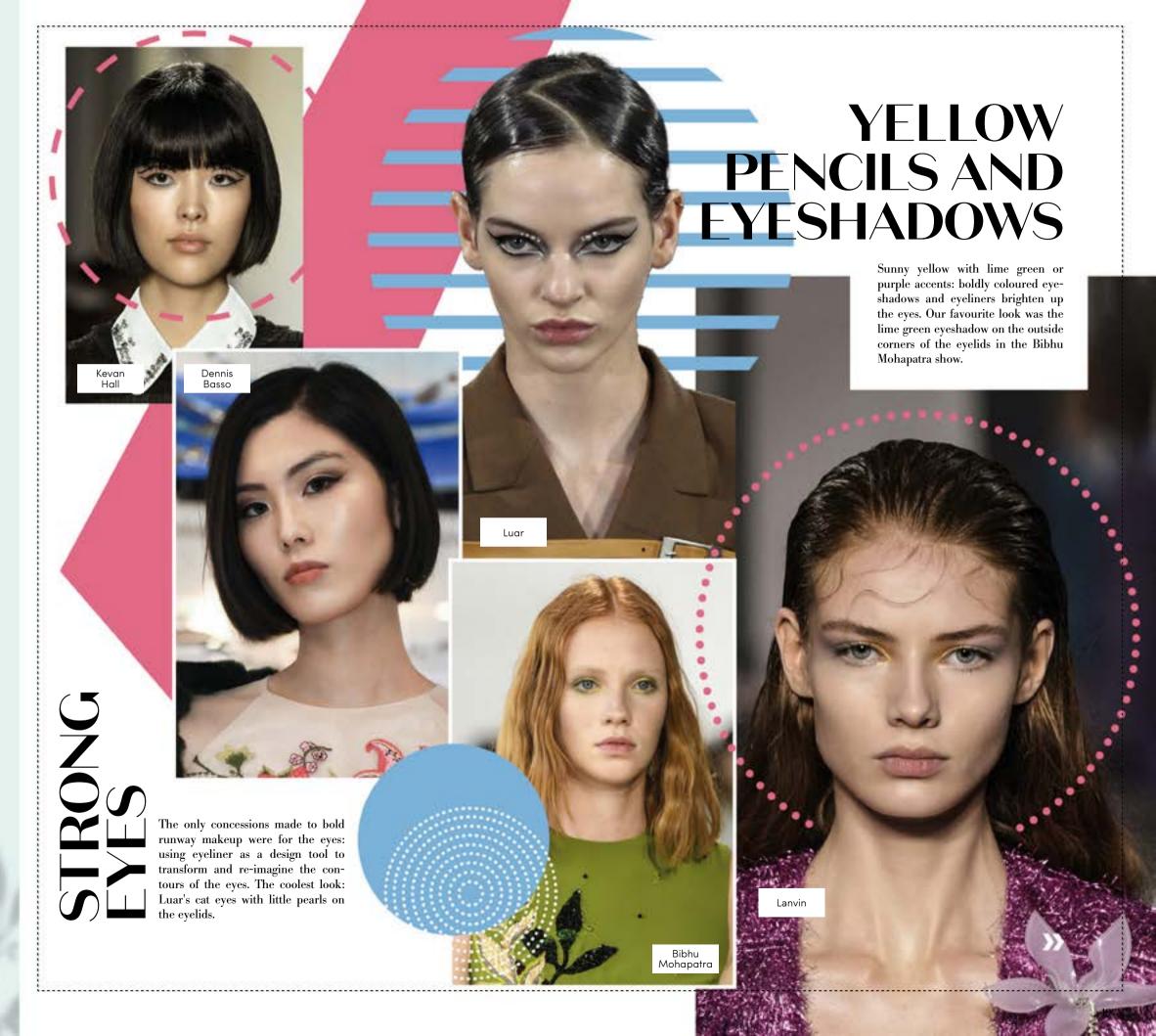
Choice Mask

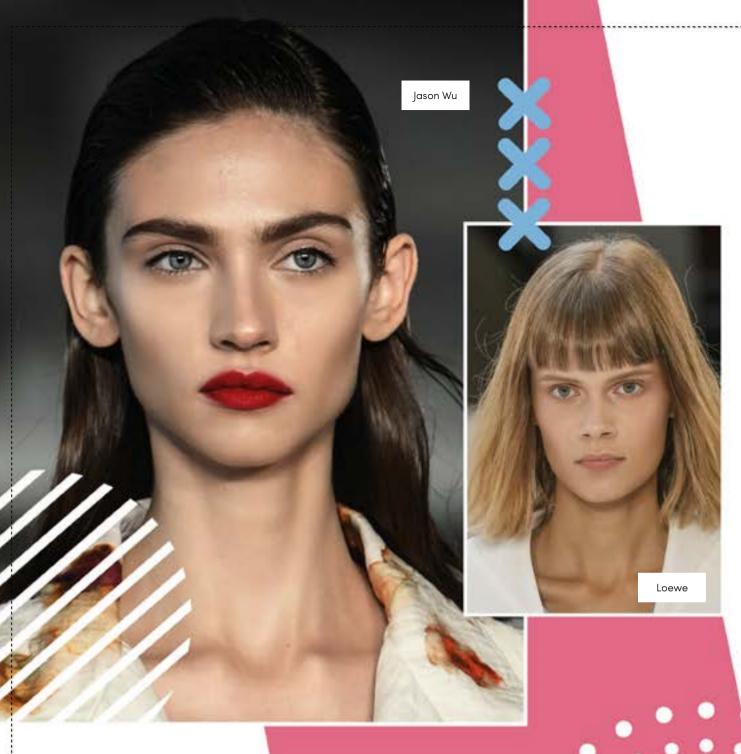
HAVE YOU ALREADY CHOSEN YOUR FAVORITE SHADE?



Moisturising shine mask that revives colour, intensifying natural reflections and nourishing hair in a single treatment.

With Amino Concentré, Blueberry seed oil and Coconut oil.





SMOOTH OUT!

After several seasons of waves and curls, straight hair is back. The spring/summer 2022 runways featured models with straight, shiny, and radiantly healthy hair.

This is a minimalist hair mood: with controlled, subdued textures and less volume.

Clearly, runway hairstyles have adapted to the current state of the world.

The bob dominates this trend, with or without a fringe: it's the true protagonist of the season.

This simple and effective style naturally frames the face. As for longer cuts, the wet look takes over, with no volume whatsoever.

Updos are also minimal: apart from a few 60s-inspired vintage looks with teased hair, we mostly saw low ponytails and plaits, with the hair pulled tight over the head.



KERATIN MIRACLE

THREE NEEDS, THREE PRODUCTS, THREE FINISHES

The Keratin Miracle line has a solution for the needs of all hair types, to conclude your hair care routine with the right product for you.



Try the **Frizz Over Hair Mousse**, to slide the comb and brush easily through the hair.

MEDIUM TO THICK HAIR?

Go Smooth Hair Foundation

Serum is for you to seal cuticles.



ARE YOU LOOKING FOR THERMAL PROTECTION?

The **Smoothing Thermo Defence Spray** protects the fiber from heat damage from straighteners and hairdryers!



Choice Color

WHAT IS IT?

It is a formulated Ammonia Free COLOR to fill and reinvigorate the hair structure, demi-permanent oxidation without ammonia.

It fills, revives and invigorates the hair structure one color after another, one **treatment** after another.

grey hair • HIGHLIGHTS natural hair • LIGHTENS natural hair by 1 or 2 tones

• COVERS

- ENLIVENS colour with intense reflections
- TONES

Choice is the solution for all **women** who wish to **color** their hair in a delicate way, respecting the base color without upsetting it, covering white hair in a natural fashion, camouflaging them and turning them into the core strength of their color.









CREATIVE

DARLING

MODELING SPARKLING CREAM

Ultra-light hold shiny wax. Gives hair unsurpassable shine and a subtle glitter effect, while modelling hair to perfection. Ideal for all hair types, but looks extraordinary on blonde hair. Leaves no residue. Contains **Vitamin E**, **Acai** and **Jojoba** oils.

GUM ······

STRONG HOLD GEL

Strong hold structuring gel that sculpts the hair for a long-lasting, structured look. Separates, models and boldly holds even the most extreme styles. Adds extra shine and volume to hair. Leaves no residue. Contains **Vitamin E**.



SATIN

EXTRA STRONG SHAPER DRY HAIR SPRAY

Extra-strong hold gas hair spray with an ultra-dry finish, that maintains shape and volume for a defined, flexible style. Dries quickly without leaving any residue and gives hair structure and unsurpassable sheen. Ideal for enhancing the voluminous shapes of extreme creative styles.









MEDAVITA

IDOL



TOUCH

Tonifying Shampoo&Shower Gel

Tonifying shampoo and shower gel designed to meet the specific needs of men's scalp and hair. Cleanses thoroughly but gently, without drying out the skin and hair.

- Soothes, decongests the skin and helps prevent dry-
- Promotes cell turnover in the epidermis thanks to the presence of Lactic acid and Allantoin.
- For all skin and hair types.





FOAM

Moisturizing Shaving Cream

Ultra-moisturizing shaving cream which softens your beard and protects your skin during shaving, leaving it feeling soft and smooth.

- Coconut oil and Cocoa butter in this special formula have soothing, nourishing and moisturizing properties.
- Creates a rich, creamy lather.
- Specially recommended for sensitive skin.







For men's hair, the wet look can come with a vintage twist, as seen on the Cravo Studios and Bluemarble models, whose hair was neatly combed back or to the side. It can also take on a rebellious, alternative flavour, as seen in the Raf Simons show. Either way, it immediately adds a crisp, groomed touch to any look, and can easily be achieved at home by keeping the right products on hand.

WET LOOK

Kevan Hall



We saw curls and casual waves on the Lanvin runway, as well as loose, genderless styles on Kevan Hall's models. The latter is easy to achieve (just let the hair grow out), but there's a catch: it means men will have to start taking care of their hair too. After all, only healthy and well cared-for hair can hold these loose waves.

wet look will be the leading trend for men's hair in spring/summer 2022. Just take a look at the runways. Stylists paired elegant and sporty looks alike with high-shine hairstyles straight from the 1950s, complete with brillantine and gel.

The Alternative? Long, soft, and uncombed hair.

Medavita Magazine

ONHAND









ABSOLUTE ICE BLONDE BLACK BLEACHING CREAM

THE NEW BLACK BLEACHING CREAM, FOR **ABSOLUTE COLD BLONDES**



he SMOOTH HAIR trend has been growing steadily since 2015. In fact, over 16% of haircare products launched since 2021 include a promise of smooth hair. Of course, any mention of smooth hair immediately brings to mind keratin treatments. Since 2004, global interest in keratin has continued to grow. A straightening treatment is an intense, long-lasting service that does away with unsightly frizz, the enemy of any fine head of hair. In fact, for women, straight hair represents order, elegance, and sensuality. And every woman with straight hair strives to protect her beloved style from the most infamous causes of frizz.

WHAT ARE THEY?



DEHYDRATION

caused by a lack of keratin



HEAT DAMAGE



DAILY-USE



MECHANICAL FACTORS

TREATMENTS

like frequent and ag-aressive colouring on permanent processes

MEANWHILE, THE FOLLOWING PROMOTE SMOOTH HAIR:

- Oil-based nourishing products Balanced cleansing with shampoos formulated around ultra-gentle surfactants
- Combining keratin with the right amino acids
- Conditioning and detangling with silicones and innovative products that envelop and protect the
- Heat protection using specific products and prudent use of heat styling tools

WHAT'S THE SOLUTION? THE **NEW KERATIN** MIRACLE LINE:



Medavita's amazing professional smoothing treatment, with safe, incredible results guaranteed thanks to years of research and innovation in our laboratories.

Keratin Miracle is the phytokeratin booster that gives your hair the integrity, strength, and resilience it needs to fight frizz.

THE RESULTS?

- Perfectly smooth, tamed hair
- Brilliant, silky, and vibrant hair
- Strong, sleek hair for up to 3 months

Keratin Miracle is a smoothing treatment whose exclusive formulas are enriched with:

- AMINO CONCENTRÉ
- WHEAT AND SOY PHYTOKERATIN
- MACADAMIA, COTTON, AND SWEET ALMOND CARING OILS





FRIZZ OVER HAIR MOUSSE

Frizz-preventing mousse

Pre-styling, leave-in mousse seals the cuticles, allowing combs and brushes to glide through the hair, leaving it silky soft and full-bodied. Helps maintain shiny styles for longer. Ideal for medium-fine hair.

THE FORMULA IS ENRICHED WITH:

 NUTRIENT-RICH OILS including: Macadamia, Cotton, Sweet Almond, Olive, Avocado, Soy, Mango Butter, and Cocoa Butter.



GO SMOOTH HAIR FOUNDATION SERUM

Melt-in primer serum for hair lengths and ends

Leave-in cream formulated to protect the hair lengths and ends before and after drying. Evens out keratin scales and seals the cuticles, leaving hair feeling silky and lightweight. Ideal for medium-thick hair.

THE FORMULA IS ENRICHED WITH:

- NUTRIENT-RICH OILS including: Macadamia, Cotton, Sweet Almond, Olive, Avocado, Soy, Mango Butter, and Cocoa Butter.
- AMINO CONCENTRÉ.
 The formula is enriched with the Amino Concentré complex of serine and threonine amino acids.

SMOOTHING THERMO DEFENCE SPRAY

Smoothing heat-protectant spray

Heat-protectant spray to protect the hair from heat styling tools up to 230°C.

Seals the cuticles, preserving hair's shine and blocking out humidity and frizz. For all hair types.

THE FORMULA IS ENRICHED WITH:

 NUTRIENT-RICH OILS including: Macadamia, Cotton, Sweet Almond, Olive, Avocado, Soy, Mango Butter, and Cocoa Butter.



Medavita Magazine



MEDAVITA

KERATIN MIRACLE

A SMOOTHING TREATMENT COMPRISING EXCLUSIVE FORMULAS ENRICHED WITH:



- Amino Concentré
- Wheat and soy phytokeratin
- Caring macadamia, cottonseed and sweet almond oils

Love is in the Hair

by the Editors

AMERICA'S
FAVOURITE TREATMENT

amination, once reserved for eyelashes and eyebrows, is the next big thing for strengthening and restoring shine to stressed-out hair.

After its great success for brow treatments, the lamination trend has now come to dominate haircare. And it's more popular than ever.

But what exactly is it? Lengthening? Thickening? Extensions? Not quite. Thanks to its very reliable, incredibly natural results, this treatment is already all the rage in the USA. It is based on the same techniques as lash lamination: strengthening and coating the hair's outermost layer for an ultra-shiny, healthy appearance.

Once reserved for celebrities, hair lamination is now cropping up in

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THAN EVER



salons all over the world. It owes its huge popularity in the USA to hairstylist Chris Appleton, who styles Jennifer Lopez and Kim Kardashian.

You're probably already familiar with the "glass skin" Korean beauty trend, for super smooth and shiny skin. Glass hair is the next step in that trend.

Chris Appleton is the hairstylist who started the glass hair trend, which consists of ultra-straight hair with a flawlessly smooth finish. It is one of the most popular trends among social media influencers, who proudly showcase their brilliantly shiny hairstyles. Kim Kardashian hopped on the trend early, showing off a perfectly symmetrical, glass hair bob at Christie's What goes Around Comes Around auction. Not a flaw was to be seen in her ultra-smooth helmet of hair. Chris, Kim's hairstylist, came to Hollywood from England and soon became one of the most in-demand stylists on the scene.

A cult icon when it comes to hair,

BEFORE

IT IS BASED
ON THE SAME
TECHNIQUES
AS LASH
LAMINATION:
STRENGTHENING
AND COATING
THE HAIR'S
OUTERMOST
LAYER FOR
AN ULTRASHINY, HEALTHY

he's such a natural trendsetter that it almost takes the fun out of admiring his creations.

APPEARANCE

AFTER

Rumour has it that he's the originator of the long, sleek hairstyles celebrities have been flaunting. The record speaks for itself, even if that record is Instagram: his account (with a humble follower count of 2.5 million) features more Hollywood celebrities than the credits for Ocean's 8. Kim Kardashian, J.LO, Ariana Grande, Rita Ora, and Katy Perry are only some of the stars Chris has styled.

Glass hair has become a viral sensation. One of the hottest trends of the moment, its popularity is especially due to celebrity Instagram profiles of all sizes. Their ultra-smooth bobs or long cuts reflect the light as flawlessly as a pane of glass. Glass hair continues the Korean glass skin trend as wavy styles give way to ultra-smooth, shiny hair with sharp cuts.

Who wouldn't want luminous, super healthy hair with brilliant shine?

In Italy, and Europe in general, this type of treatment has yet to go mainstream, so you may not have heard of it yet.

How does the treatment work? By reconstructing the hair fibres, for long-lasting protection against environmental aggressors, leaving the hair smooth, healthy, and shiny. All

of this takes place in the salon, of course, where experts apply a sequence of professional products. The result: visibly more beautiful, brilliant, and shiny hair with lots of lustre. This treatment is steadily gaining popularity around the world.

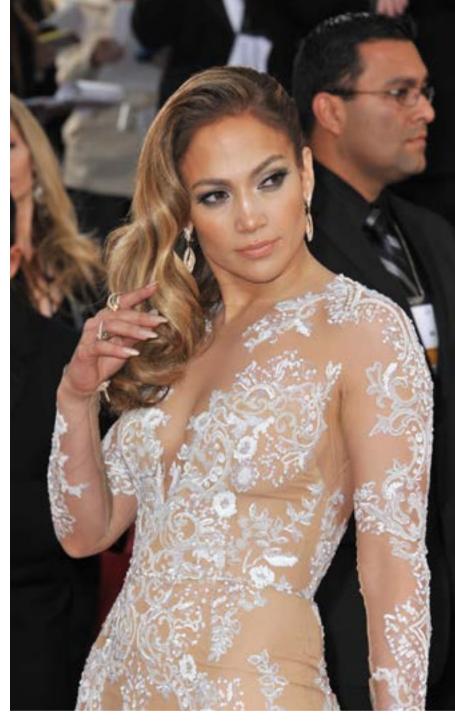
Social media is full of before and after posts by women who have chosen to laminate their "locks". In the hands of expert hairdressers, they can improve the appearance of frayed or damaged hair.

Hair lamination is similar to lash lamination (and other related treatments, like lash fillers) in that it increases the hair's shine and brilliance, for a stronger, healthier appearance.

Basically, the hairstylist coats the hair with a mix of products and lets it set. As with keratin treatments, the next step is to dry the hair: the heat of the hairdryer locks the scales of the hair fibre perfectly into place, preserving the proteins that help to repair the roots and shafts. This results in immediately healthier, more luminous, beautiful hair. The glass hair texture can also be achieved using ad hoc straightening products that add shine to the hair. Spray, mousse, gels, oils, waxes and lacquers, the choices are endless! After choosing a cut and the products, the hair is styled via brush and hairdryer, with optional use of straighteners or curling irons to finish.

In terms of hair health, the main goal

THE TREATMENT
WORKS BY
RECONSTRUCTING
THE HAIR FIBRES,
FOR LONG-LASTING
PROTECTION
AGAINST
ENVIRONMENTAL
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LEAVING
THE HAIR
SMOOTH,
HEALTHY,
AND SHINY

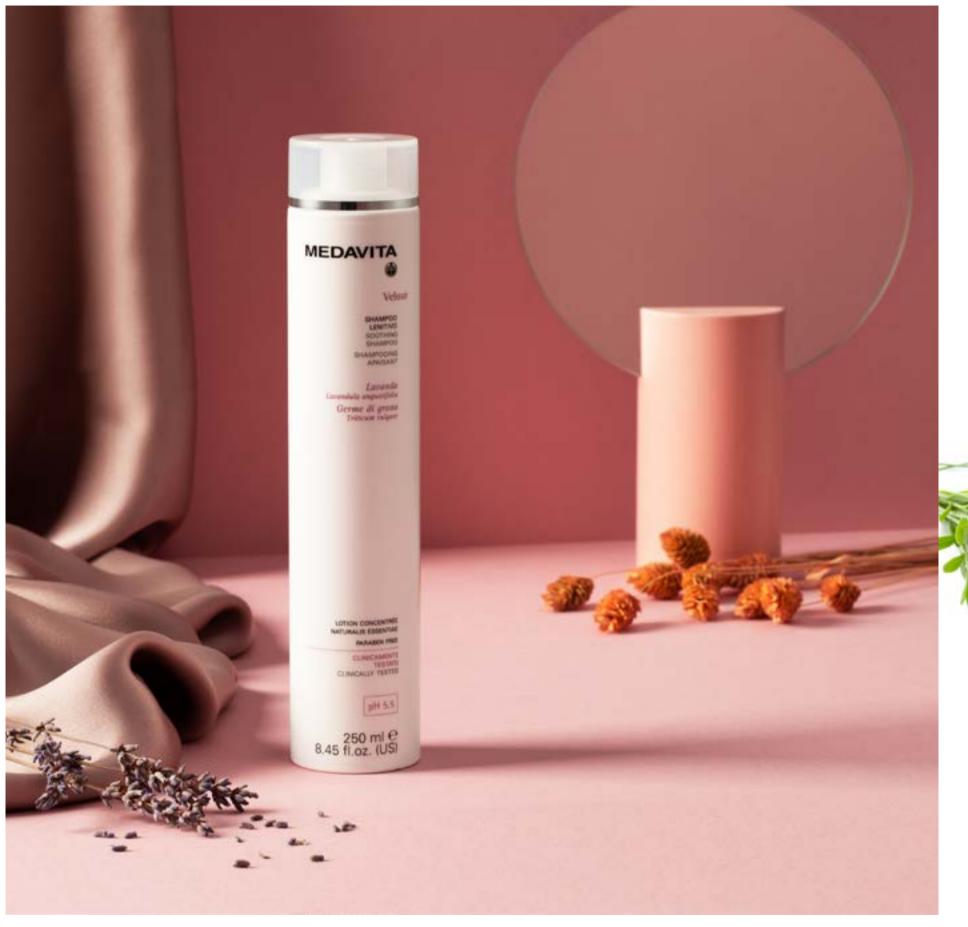


of hair lamination is to protect the hair from damaging environmental factors such as sun exposure, toxins and excessive washing, that inevitably lead to loss of moisture and hair's healthy, shiny appearance. So, in addition to aesthetic appeal, this means that lamination is a great treatment for dull, damaged, and frizz-prone hair as it enables the

strands to retain hydration, keeping it moisturised and super shiny. The length of hair doesn't matter: short or long, the common denominator is pin-straight with brilliant colour and shine.

As for frizz? It's nowhere in sight.





MEDAVITA VELOUR

Thanks to the soothing, protective and rebalancing properties of this formulation's blend of **botanical** active ingredients, Velour significantly reduces: Skin Redness, Desquamation, Itching, Irritation.





KERATIN MIRACLE



SERUM

This leave-in serum melts into washed and towel-dried hair. Comb it through the hair before drying to smooth

the lengths and ends, flatten keratin scales, and seal the

cuticle for lightweight, silky-soft hair.

HAIR FOUNDATION

It is ideal for **medium-thick hair** and contains strengthening phytokeratin as well as rich macadamia, sweet almond and cotton oils, which envelop and smooth the surface of the hair for added shine, manageability, and volume control.

smooth hair or for long-term maintenance of salon keratin treatments. Follow up your cleansing routine with a detangling and conditioning hair mask, which will nourish the hair shaft and deliver protection to the hair while it absorbs.



AVOID GENERIC SHAMPOOS AND CONDITIONERS

Although they will cleanse and soften the hair, they may compromise the definition and manageability needed for perfectly smooth styles.

2



ACTIVELY COMBAT FRIZZ

Frizz affects every hair type. It occurs when there is high humidity in the air, and the hair fibres absorb water from the environment. This creates the dreaded "puffy" hair effect. When smooth hair becomes frizzy, the result is messy, wavy hair that won't hold your desired style. Just like you would wear a raincoat to protect yourself from getting wet in the rain, your hair also needs protection from humidity: here, the specific ingredients you apply will make all the difference. Vegetable oils' natural, hydrophobic lipid structure repels water, making them natural anti-frizz agents. They envelop and protect the surface of the hair, preventing it from absorbing external humidity.

FRIZZ
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ABSORB WATER
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THIS CREATES
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"PUFFY" HAIR
EFFECT

The result: brilliantly silky hair. Another tip is to add a specific, anti-frizz product to your routine. After washing and before styling, apply this product to the length of your hair to protect it from frizz during and after drying.



DON'T BE AFRAID OF OILS "WEIGHING DOWN" YOUR HAIR

There are all kinds of different oils: although it is true that some oils are greasy and sticky, there are others with unique lipid compositions that make them lightweight and ideal for smoothing the surface of the hair without weighing it down. This includes rich natural oils like macadamia, sweet almond and cotton, as well as silicone oils that coat the hair, protecting and conditioning.





PROTECT YOUR HAIR FROM HEAT

By now, we all know that hair straighteners and curlers can cause damage.



Prolonged, repeated use of these heat tools at high temperatures is the main cause of split ends and dry, dull hair that looks weakened and "hollow". If this is already your case, it's time to intervene. If not, prevention is key. How? First of all, by controlling temperatures: when using hair dryers, straighteners, and curlers, a good rule of thumb is to never use extreme temperatures. It's also crucial to adapt it to your hair type: the more your hair is damaged, treated, or sensitised, the more important it is to use low temperatures. Another important tip is to use a heat protectant. This product is applied to washed, towel-dried hair before styling, to protect the fibres from heat.



USE HEAT AND AGGRESSIVE TREATMENTS SPARINGLY

Although a heat protectant can help prevent heat damage, it's always better to be wary of using heat tools, especially in conjunction with other factors that can stress the hair. These include perms, colouring, and bleaching. It is better to spread these treatments out over an adequate period of time rather than applying them close together. It's also best to avoid over-brushing or excessive use of hair sprays, waxes, and gels.





CHOOSE THE RIGHT LEAVE-IN FOR YOUR HAIR

Many women proceed from shampoo and hair masks straight to drying without using the appropriate leave-in. This is a mistake. As the word implies,





PROLONGED. **REPEATED USE** OF THESE **HEAT TOOLS AT HIGH TEMPERATURES** IS THE MAIN **CAUSE OF SPLIT** ENDS AND DRY, **DULL HAIR** THAT LOOKS **WEAKENED** AND "HOLLOW".

these products are meant to be applied and not rinsed out, meaning they stay on the hair and deliver benefits over a longer period of time, for extended improvement.

They are usually very lightweight and come in evanescent formats like sprays, mousses, or weightless serums to avoid weighing down the hair. They can be suitable for all hair types or specifically formulated for fine or thick hair.

The pre-styling, anti-frizz, and heat protectant products we mentioned are all leave-ins. Another essential leave-in product for smooth hair is the kind that prevents split ends from forming.



DON'T BUILD UP

Don't layer on too many products, as this will cause flat, heavy hair with no volume or definition. Just as shampooing and hair masks are essential for all hair types, smooth styles also require the right leaveins. But don't overdo it: your best bet is to work with a hairstylist who knows your hair and can recommend products for a fool proof, tailor-made hair routine.



NOURISH YOUR HAIR

In addition to emollient oils with anti-frizz properties, smooth hair benefits from added keratin or phytokeratin (keratin derived from plants).

The structure of phytokeratin mimics that of the keratin that is naturally present in your hair, which is why it can be applied to add strength and elasticity, protecting the hair shaft and making it more resilient to styling. It also makes the hair easier to comb and style by preventing static electricity from building and reducing frizz.



IN ADDITION TO **EMOLLIENT OILS WITH ANTI-FRIZZ** PROPERTIES. **SMOOTH** HAIR BENEFITS FROM ADDED **KERATIN** OR **PHYTOKERATIN**



KERATIN TREATMENTS ARE NOT ONLY FOR STRAIGHTENING CURLY HAIR

If your hair is naturally straight and you don't want to worry about how long your style will last, you can achieve smooth, frizz-free hair that stays "fresh" for longer by choosing a smoothing treatment at the salon. The combined effects of keratin and luxurious caring oils tame hair, leaving it lightweight, brilliant, and sleek for up to 3 months.









by Silvia Cecchinato Medavita hair care consultan

RAIN OR SHINE, YEAR-ROUND

- all about - SWA SWA SWA

nyone interested in taking care of their facial skin will have noticed that cosmetologists around the world emphasise the importance of sun protection.

In particular, and especially in America, this increasingly includes recommending the use of moisturisers with SPF all year long, applied before makeup. That is because, as we now know, the skin is very susceptible to damage caused by the sun's rays, which includes the formation of free radicals, oxidative stress, skin aging, and most importantly, melanoma.

There are three types of sun rays:

WHEN SUN RAYS
DAMAGE THE
SCALP, THIS
IMPACTS THE
HEALTH OF YOUR
HAIR FOLLICLES,
AND THEREFORE
YOUR HAIR

UVA rays penetrate the skin, passing through the epidermis to reach the dermis; UVB rays are blocked by the surface of the skin and do not penetrate further; UVC rays do not affect the skin because they are blocked by the Earth's ozone layer.

also shine during winter, even if the sky is cloudy or if it is raining. At a 2007 conference, a well-known meteorologist explained that during a clear, sunny day, the atmosphere's ozone layer actually offers a lot more protection than during a cloudy, dreary day. The next thing you need to know is that the unit for measuring the rate at which solar energy falls onto a surface is called irradiance. This unit of measurement is often accompanied by the radiation's wavelength. The total irradiance measured over a period of time is called radiant energy.



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Depending on the number of hours of exposure, the geographical area, and the occurrence of sun rays, we can determine the amount of solar energy an individual absorbs.

The face is definitely one of the areas of the body that is most exposed to environmental and external factors year-round. But why not give your hair and scalp the same amount of care and attention?

After all, this is the part of the body that is actually most exposed to the sun's rays, and if you think about it, the scalp is simply an extension of our facial skin. That means it needs the same care and protection.

Furthermore, when sun rays damage the scalp, this impacts the health of your hair follicles, and therefore your hair. In fact, UVA and UVB rays mainly and most directly target cells that undergo rapid differentiation, such as those in our hair follicles. When the rays strike these cells, the damage alters the cellular differenti-

ation process involved in the formation and growth of the hair and can even kill these cells outright.

Hair bulbs in the growth phase are the first to be affected, followed by the hair shaft itself, which is heavily exposed to environmental factors, including direct sun rays. Several studies have shown that the sun's rays are the main culprit behind the damage and deterioration of the hair's keratin. These rays can alter the chemical and structural make-up of the hair shaft; regardless of whether the hair is healthy or already damaged, and at any age.

In general, blond hair is less pho-

to-stable than brown or dark hair, because it lacks the partial protection granted by melanin. Hair that undergoes physical and chemical treatments tend to lighten and turn yellow, and grey hair suffers the most damage.

UV rays damage the hair as follows: they cause significant changes to the hair's chemical composition, triggering photo-oxidation. UVA rays in particular cause the most photo-oxidation and aging. Humidity can also significantly increase the damage.

Intense, direct heat alters the structure of the hair because it damages the external cuticle, causing cracks and fissures which, in the long term, lead to split ends, breakage, and dry, dull hair.

The cuticle actually does not contain any melanin, which is why it has no natural protection from the sun's rays.

Not to mention that UVA rays in particular, which penetrate the epidermis and reach the dermis, also reach the hair follicles, triggering hair loss and thinning.

Often times, solar radiation leads to acute telogen effluvium. The biological damage caused in the bulb, including radiation damage to DNA, leads to apoptosis and dead cells in various areas of the bulb.

In fact, the scalp easily becomes sunburned. The painful or itchy feelings mean that the sun's rays have damaged the scalp, followed by the hair. Knowing all this, it is important to understand that in order to protect your hair, your skincare routine should also include the hair and scalp.

Although your face is the first thing you see in the mirror, your hair is just as important because it frames it. The sight of damaged, disappointing hair often spurs us to seek hasty repair treatments, but as we've always said, and will never tire of repeating,

"PREVENTION IS BETTER THAN CURE".

So, we know that the sun's rays cause significant cellular damage. We know that these rays are present all year long, regardless of the weather. Now it's time to take conscious action to combat this damage.

Just as there are face serums and moisturisers on the market with built-in sun protection, there are also sun protection products for the hair and scalp.

They may be less well-known, it's true, but they are just as important to have at your side all year long, no matter how sunny it is.

In skincare, sun protection products are formulated to protect from UV rays as well as deliver moisture, restore the hydrolipidic film, and support the skin's pH balance.

When it comes to haircare, sun protection products contain functional ingredients that work to protect and repair the hair shaft, as well as moisturize, sooth and re-balance the scalp.

Choosing the right formula is key, because an adequate amount of sun protection must be applied to scalp and hair, and remain on for a suitable amount of time.

If you want to slow down the aging process and maintain a healthy appearance, it is more important than ever to take care of your scalp and hair with the right haircare routine, including sun protection.

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(NE'

MEDAVITA

MEDAVITA MAG RECOMMENDS

SOLARICH

MIRACLE HAIR

CREAM OIL 10 IN 1

Beach holidays and sun-exposed hair?

No danger! In addition to your favorite book and

the sunglasses, don't forget our MIRACLE HAIR

CREAM OIL 10 IN 1 from the Solarich line.



Hair cream oil
that detangles
and protects hair
before and after sun
exposure, providing 10
actions in 1. Thanks to
the presence of UVA /
B filters, the structure
and color of the hair
fiber is protected
from the sun's rays. Its
rich yet light texture

provides intense nourishment to hair without weighing it down by hydrating, brightening, and taming hair exposed to chlorine and atmospheric agents. Contains Manuka honey, Avocado oil and our Amino Concentré complex.



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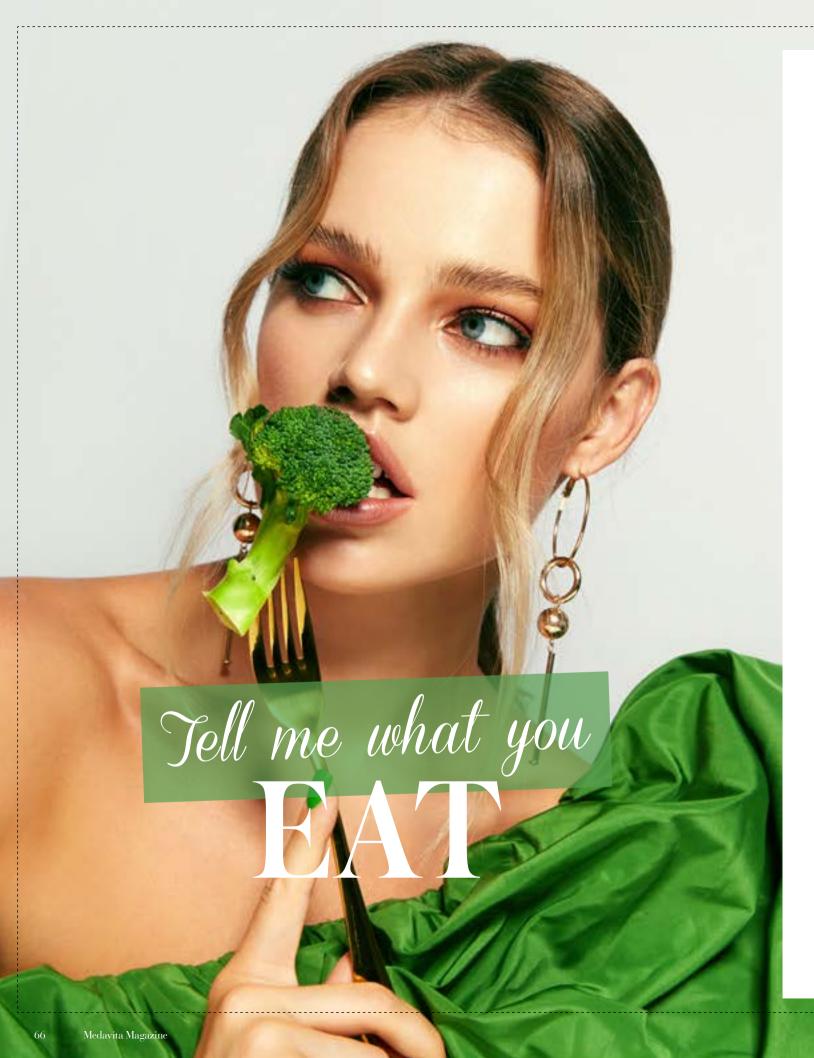
LOTION CONCENTRÉE

13 VITAL AND POWERFUL ACTIVE INGREDIENTS.
A CONCENTRATE OF NATURE TO GIVE HAIR NEW LIFE.

70%*
Slows
hair loss¹

70%* Stronger hair²

79%*
Reduces
dandruff³





Take Care of Yourself

by Dr. Anna Piacente Biologist, nutritionist, and hair health consultant

AND I'LL TELL YOU WHAT YOUR J-OUN LOOKS URE

ean Anthelme Brillat-Savarin, a famous politician and epicurean, once said, "Tell me what you eat, and I'll tell you who you are."

This saying definitely also applies to our hair. After all, healthy hair depends on our general well-being, just like other things that relate to our skin. For example, most of us have seen qualitative or quantitative changes in our hair following periods of mental stress, surgery, or unbalanced diets.

In this article, we'll discuss the link between nutrition and hair, and we will analyse the data that emerges from various studies examining the correlation between hair loss and diets that lack certain macro- and micro-nutrients.

To understand how our eating habits can impact our hair health, it is important to keep in mind that the metabolism of the hair follicles, and the resulting hair growth, require proteins, essential amino acids, vitamins A and E, B-group vitamins, and minerals such as iron, zinc, magnesium, copper, and selenium.

Dr Bradfield's studies showed that in volunteers who ate an aproteic diet (with no protein), the diameter of the hair bulb shrank significantly in only 11 days; after 14 days, the hair turned white and fell out.

POLYPHENOLS,
INCLUDING
FLAVONOIDS,
WHICH ARE
POWERFUL
ANTIOXIDANTS,
ALSO HELP WOMEN
MAINTAIN
HEALTHY HAIR

Meanwhile, essential fatty acids are structural components of the cell membranes. In certain situations, such as parenteral feeding (for example, the "tube", which contains no fats), the following have been

observed: flaky scalp and eyebrows, as well as hair loss, in which the remaining hair becomes dry, white, and weakened.

A 2018 review explored the role of vitamins and minerals in non-scarring alopecia (Telogen Effluvium-TE, Androgenetic Alopecia-AGA, and Alopecia Areata-AA) and in premature greying. Specifically, it analysed levels of vitamin A, vitamin B, vitamin C, vitamin D, vitamin E, iron, selenium, and zinc.

With regard to vitamin D, results differed between TE and AGA. The authors agree on the importance of vitamin D supplements for patients suffering from hair loss and vitamin D deficiency. As for AA, different studies have shown a link between AA and low vitamin D levels. However, there is no data concerning hair greying.

Vitamin C plays a crucial role in TE and in AGA. No data is available regarding vitamin E.

Iron deficiency (especially ferritin) plays an important role in hair loss in AGA, TE, and AA, especially among women. There is not enough data to report on hair greying.





Another very interesting study analysed the diets of women who experienced hair loss during menopause. Physiologically, the pre-menopause phase is characterised by lower oestrogen levels in the blood, accompanied by a natural increase in the concentration of androgens. This might be what causes hair loss. Further studies on this subject reflect its heavy psychological toll. Considering that nutrients are the precursors to steroid hormone synthesis, and that they play a direct role on the formation, growth, and maintenance of hair fibres, keeping a close eye on nutrition during this stage of women's lives is key.

DIETS THAT ARE HIGH IN SIMPLE **SUGARS STIMULATE THE SECRETION OF SEBUM FROM THE OIL GLANDS**

The proteins they consume must include sulphur-containing amino acids, which are fundamental for building keratin. As sources of amino acids, women's diets should include eggs, ricotta, vogurt, fish, meat (veal, beef), poultry (turkey, chicken), legumes (soy, lentils, beans, peas, fava beans), seeds (pumpkin and sunflower seeds, sesame), nuts (pistachios, peanuts), and grains (buckwheat, barley semolina and hulled barley, brown rice, rye bread).

Dietary fats also play a role in the synthesis of steroid hormones, meaning they impact hair health and the oils in our skin. Women who lack these nutrients may experience dry hair and hair loss. Diets that are low in linoleic and linolenic acids and long-



chain polyunsaturated fatty acids, a key component of the skin's stratum corneum, can also trigger hair loss. Omega-3 fatty acids (EPA and DHA) are mainly found in fish, flax seeds, nuts, and wheat germ. Omega-6 polyunsaturated fatty acids, which can be found in vegetable oils, are also necessary for maintaining the hair's integrity; in excess, however, they can disrupt the body's immunological balance and increase the risk of inflammatory conditions, which can cause

Carbohydrates also influence the hair's appearance. Consuming highly processed foods, which are rich in simple sugars, has been shown to be one of the indirect factors behind hair loss.

Diets that are high in simple sugars stimulate the secretion of sebum from the oil glands. In normal physiological conditions, sebum is beneficial for healthy hair; however, too much sebum production can have a cytolytic (damaging) effect on the membranes that keep the hair anchored in the scalp.

Furthermore, diets that are high in simple sugars also increase blood sugar levels, which can lead to hyperinsulinemia. Insulin directly impacts hair growth and increases the concentration of DHT, which can



AMINO CONCENTRÉ

After extensive study of the amino acids in keratin, **MEDAVITA** created AMINO CONCENTRÉ.

It is a complex of three pure amino acids with low molecular weight - serine, threonine and carbocisteine - which penetrate deep into the innermost layer of the hair fibre.



As a result, AMINO CONCENTRÉ:

CONDITIONS seals the scales

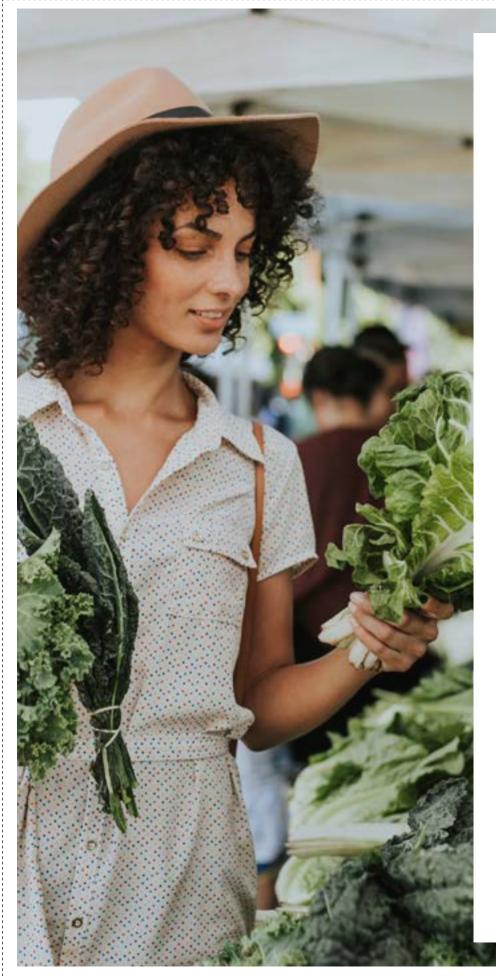
RESTRUCTURES

fills the gaps in damaged hair

REPAIRS

rebuilds the structure of the keratin fibres





shrink the hair follicles. In addition, this condition can disrupt circulation in the scalp's blood vessels. This can lead to local hypoxia (lack of oxygen), which also triggers hair loss.

The data described above also applies to vitamins and minerals.

Polyphenols, including flavonoids, which are powerful antioxidants, also help women maintain healthy hair. Although dark chocolate contains the highest levels of flavonoids, the main sources of flavonoids in women's diets should be vegetables (onions, tomatoes, peppers, broccoli) and fruits (apples, berries, blackcurrants, citrus, and grapes).

THE BEST
CHOICE IS THE
MEDITERRANEAN
DIET, WHICH
INCLUDES WEEKLY
SOURCES OF
PROTEIN (EGGS,
MEAT, FISH,
AND LEGUMES),
VEGETABLES,
EXTRA-VIRGIN
OLIVE OIL, SEEDS,
AND GRAINS

Flavonoids can also be found in certain seeds, lentils, spices, red wine, green tea, and coffee.

In conclusion, after accounting for individual variations, there are two main factors to consider for healthy and beautiful hair: the quality of hair hygiene and styling products as well as a healthy diet.

The best choice is the Mediterranean diet, which includes weekly sources of protein (eggs, meat, fish, and legumes), vegetables, extra-virgin olive oil, seeds, and grains.

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Social *Maniac*

by the Editors

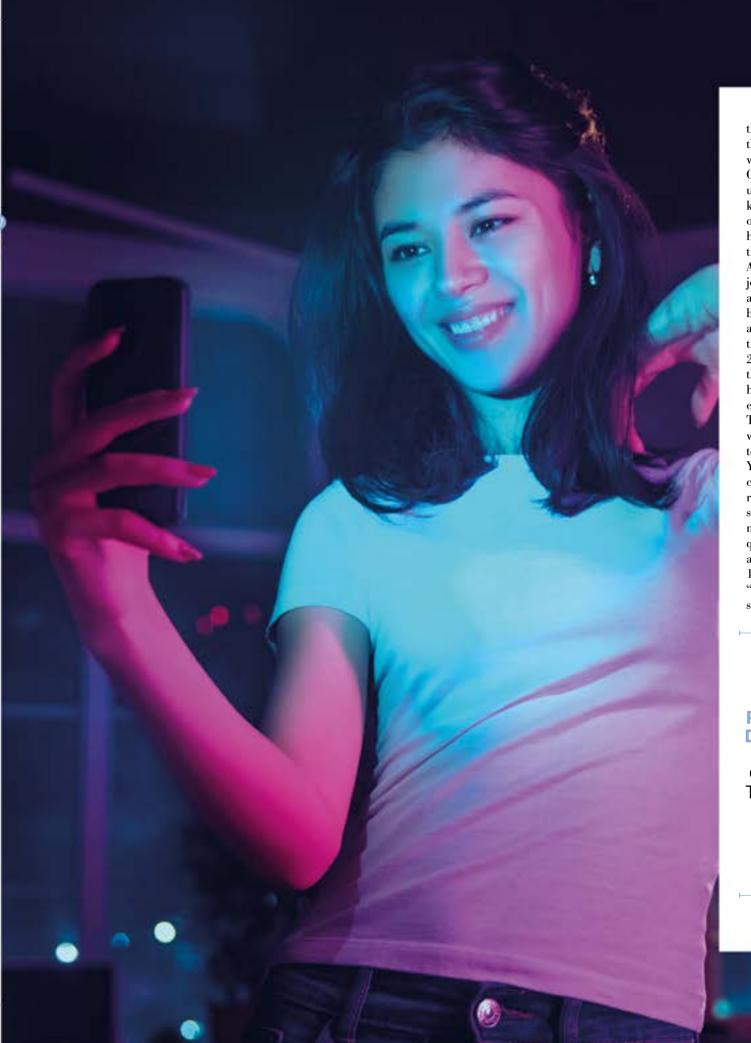
TEENS VS SOCIAL MEDIA

yberbullying is on the rise among teenagers, as are sleep disturbances or even outright insomnia. These are the findings of the "Adolescents and lifestyles" inquiry by the IARD

SOCIAL NETWORK
AND TEENS: THE
BOND BETWEEN
YOUNG PEOPLE
AND SOCIAL MEDIA
SEEMS NEARLY
UNBREAKABLE

Research Institute and the Laboratorio Adolescenza in Milan, two research centres focusing on young people. The use of smartphones at ever younger ages has significant consequences. "Being constantly on display and psychologically dependent on the judgment of others," says Maurizio Tucci, president of the Laboratorio Adolescenza, "makes them so insecure that it changes the way they communicate with each other."

Earlier than ever and more than ever: this seems to be the axiom that best describes children's relationships with smartphones. Around 60% of the study's participants received their first mobile phone between the ages of 10 and 11, but more than 28% received



theirs before age 10. We confirmed this through a number of interviews with children in this age group. Giorgia, age 11, explains that she uses hers, "Every day. My parents know what I'm doing. I mostly have one because I'm always out of the house, so it's to communicate with them."

And social media? 54% of children join social media networks between ages 11 and 12, while 12% begin before they even turn 10. Things are changing rapidly: comparing this data with the results of the 2017 edition of this study, we see that access to social media now happens earlier, with little knowledge of the tools available.

The percentage of very young users who do not use any privacy tools to protect their profiles is growing. You might be wondering: don't social networks have a minimum age requirement? Yes, but that doesn't solve the problem: 47% percent of networks list the minimum age requirement, 20% list a random age, and 23% require users to be over 18.

"Early use is a dangerous trend," says Tucci.

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WITH EACH OTHER





YOUNG ITALIANS. DESPITE THEIR **AWARENESS OF** THE POTENTIAL **DANGERS** OF **SOCIAL MEDIA. FIND IT VERY DIFFICULT** TO STOP USING IT

"Children are not mentally mature enough to be able to use these communication tools, which have powerful and insidious effects even for more mature users. But beyond the more visible dangers, this 24-hour virtual presence in the public sphere is also making this generation of adolescents more fragile. They are in a constant state of performance anxiety."

Teenagers are aware that they are lacking connection with others. "It's easier to make friends online than in real life, but then I realize that I don't know how to truly relate to people," says Michele, age 14. "I like being able to contact my friends instantly.

When we're together in real life, sometimes I feel as though there's a glass wall between us, and everyone is in their own world, on their phones," adds Martina, age 15.

Although young people are aware of the potential risks of their social media presence, they have difficulty realizing how much they would struggle to give it up, even if only for a week. Young Italians, despite their awareness of the potential dangers of social media, find it very difficult to stop using

Today, the bond between young people and social media seems nearly unbreakable.

INFLUENCERS

Every day on social media, we see and participate in the apparently perfect life of influencers. These days, no matter who you are, where you live, or how old you are, you've most likely heard of Chiara Ferragni or the Kardashian sisters. But have you ever wondered how they earned their fame, and what impact this has on young people?

What is an influencer? An influencer is a person whose reputation and popularity allows them to influence the opinions and attitudes of others through virtual platforms like social media.



How do they connect with the public? They grow their target audiences using their charisma, their persuasive ability, and direct interactions with their followers. Considering the large numbers of followers these influencers have amassed, let's take a closer look at the messages they share, and what impact this has on the young people who make up the majority of their audiences.

One of the main characteristics all influencers have in common is displaying perfection. In fact, their feeds often depict imag-

THE MYTHICAL

MAGMA OF THE

ONLINE WORLD

NEVER STOPS

SURROUNDED BY

THOUSANDS OF

STORIES AT ANY

GIVEN MOMENT.

THIS CAN BE

HAVE BECOME

THE GUIDES AND

COMPASSES FOR

es of ideal lives or sometimes unattainable standards of beauty. Even if it is communicated indirectly, the message is BUBBLING: WE ARE very clear: if you are thin, wealthy, and follow trends, vou will achieve success in your personal and professional life and **DISORIENTING. IT'S** become happy WHY INFLUENCERS and popular. Since the average age of their followers is often under 18, the messages THIS NEW WORLD these influencers broadcast can

negatively im-

pact young people's self-esteem or trigger mental health problems such as anxiety or a skewed body image. The inability to see oneself objectively may encourage them to seek out drastic solutions to these concerns, which are often unfounded. In fact, the word "beauty" is now synonymous with being thin, and there is an increased emphasis on appearances that are often far from realistic. Some influencers, however, do have a positive impact on young people by inspiring them or using their platforms to share encouraging messages.

Young people between the ages of 15 and 24 regularly follow influencers. These young social media users see influencers as friends whose recommendations and opinions they can trust. Young people have a very strong, interactive relationship with these influencers. They trust them! Middle-aged users, on the other hand, are less familiar with influencers and therefore less likely to trust the content they share. In this way,

influencers have impact broad everything on from everyday life to a society's decisions, with particular power over young people. Nearly half of young people state that influencer content shapes their behaviour and everyday decisions, as well their attitudes towards climate change, education, career choices, and politics. Meanwhile,

older generations do not believe that influencers have this much impact on social issues. Several studies have shown that above all, the main appeal of influencers is what they have in common with their audiences. They are often seen as the "boy or girl next door," with whom their audiences can identify easily. In other words, it's a democratic approach to stardom. Individuals who are just like us are raised to a status that is both similar as well as superior to our own. If influ-

encers' lives become too different from our own, they risk losing their appeal as well as a lot of followers. Instead, they are the kind of people we might be able to become someday. Children experience a mix of admiration and envy towards these individuals. And they allow themselves to be influenced.

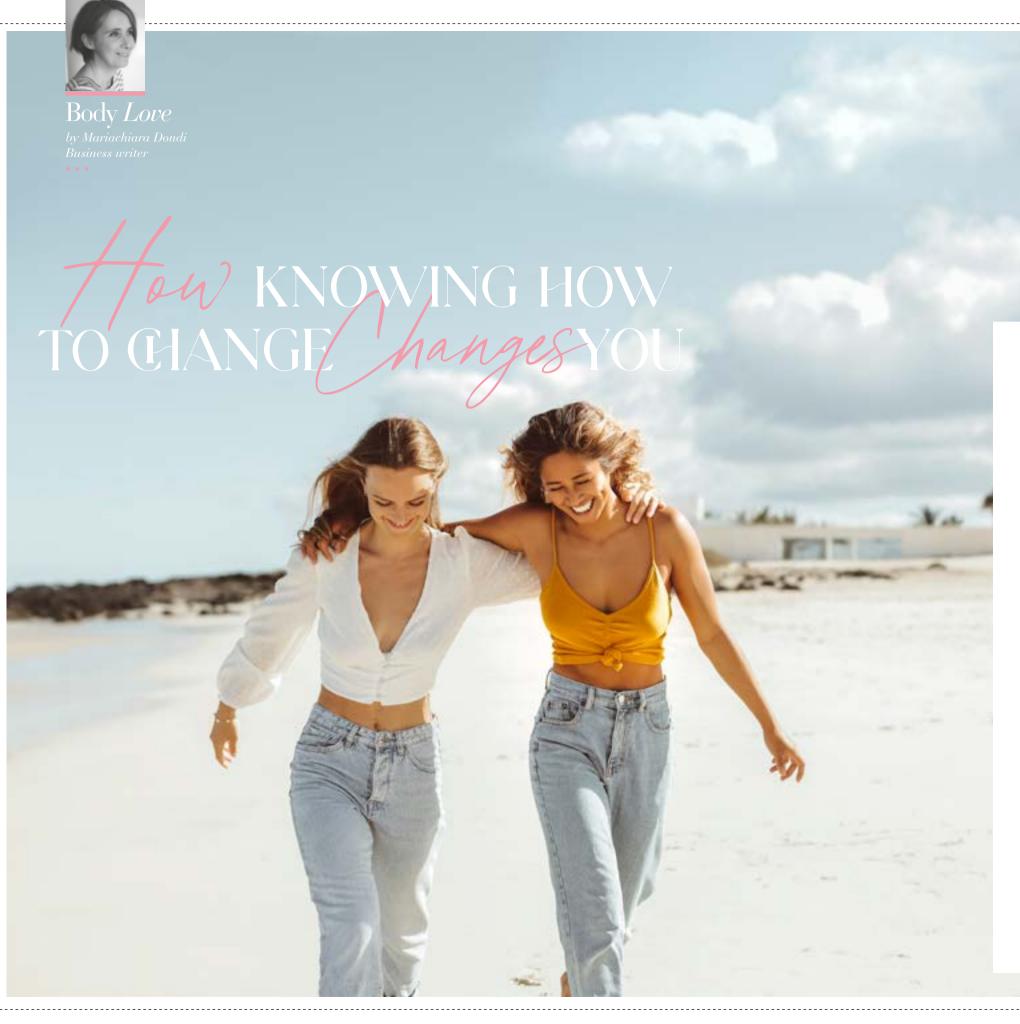
It doesn't matter how quickly their fame burns out: a new star will immediately take their place and guide Internet users. The Internet is a cultural soup in which celebrities are formed, reformed, circulate, and fall. The mythical magma of the online world never stops bubbling: we are surrounded by thousands of stories at any given moment. This can be disorienting. It's why influencers have become the guides and compasses for this new world.





MEDAVITA KERATIN MIRACLE

DISCIPLINE TO TAME HAIR AND CARE TO MAKE IT SHINE.



WE CHANGE EVERY DAY:
EACH MOMENT BRINGS US
SOMETHING NEW, MAKES
US SOMETHING NEW.

hen I was around twenty years old, I walked around wearing a shirt with a quote by Lao Tsu: What the caterpillar calls the end, the rest of the world calls a butterfly. It wasn't until I was 40, however, that I fully understood this quote, which celebrates the beauty of change. That was when I reached the age that, when I was 20, seemed like the end of the world to me.

I've never been good with change. Even sleeping in a different bed when I go on holiday disrupts my sleep cycle. I've never been excited by New Year's Eve. We've celebrated the end of the year, but what happens now? While others happily partied on, I scanned the

horizon with a mix of anxiety and apprehension. The day before my wedding, a huge change that involved a new house, region, and job, I had a 38C fever. When I learned I was pregnant for the first time, I was agitated for weeks, even though I was happy about the planned, welcome pregnancy.

We change every day: each moment brings us something new, makes us something new. So, if change is a constant in our lives, why are we so often scared of it? Why do we especially fear small changes to our inner selves as well as our bodies, like those relating to aging?

"Life is flux," said the Greek philosopher Heraclitus, around 500 AD. Like a river, life flows forward, and the water in which we stand never

WHAT THE

CATERPILLAR

CALLS THE END

THE REST OF

THE WORLD

CALLS A

BUTTERFLY

remains the same: it is an ever-changing current. And since the nature of life is change, Heraclitus concludes, resisting this natural flow means resisting the very essence of our existence. "Nothing is permanent, except change," he often said.

So, if everything changes, the question is: do we change with it? For years,

I've found myself remembering a quote I saw written on a wall, maybe in Milan: "A rolling stone gathers no moss," And although moss is soft and pretty, it smells like mildew after a while. The writer Virginia Woolf puts it much more profoundly: "A self that goes on changing is a self that goes on living."

>>

LOTION CONCENTRÉE



13 vital and powerful active ingredients.

A CONCENTRATE OF NATURE TO GIVE HAIR NEW LIFE.

70%*

SLOWS HAIR LOSS¹

70%* **STRONGER** HAIR²

79%* **REDUCES DANDRUFF**³

instrumental evaluation on 30 women and by ³ dermatological clinical study on 14 women, after using shampoo + lotion for 6 weeks

part of a life in motion, a journey that is uniquely yours.

The most important thing is learning to ask yourself: where will today's little change take me? Like Carrie says in an episode of Sex and the City: "Maybe the past is like an anchor holding us back. Maybe you have to let go of who you were to become who you will be."

Awareness of this

constant flow of

change can be dizzy-

ing, especially because

we normally only notice

change on a large scale: but

one day, looking in the mirror in

the morning, you'll notice that your

new lamp reveals a wrinkle, right

there, in the middle of your fore-

This wrinkle makes it clear: you

aren't who you were yesterday. Nor

the day before. And if a new one

pops up tomorrow, it will remind

you that you aren't who you will be

That's when we get scared: scared

of the unknown, of anything that

is different than your present mo-

ment. You realize that you are a

stranger to yourself, in the beautiful

words of philosopher Julia Kristeva. You do have a choice though: you can let these changes intimidate you or see them as a new world opening up before you, a space yet to be explored, full of great possibilities.

When you turn (ahem, let's choose

a random number here) 47, you re-

alise that this could be the time to

meet who you might be, who you

can become. And everything that

entails. Knowing who you are going

to be also means knowing who you no longer are, and calmly saying

goodbye. Accepting change doesn't

necessarily mean doing so without

concealer, anti-wrinkle cream, or

hair dve, but it does mean under-

standing that said concealer, an-

ti-wrinkle cream, and hair dye are

the next day, either.

head.

MAYBE THE PAST IS LIKE **AN ANCHOR** HOLDING **US BACK.** TO LET GO OF WHO YOU **WERE TO BECOME WHO YOU WILL BE**

A good way to collect all the little pieces that make up your life's puzzle, to avoid the feeling that these moments are slipping through your fingers, is to keep a diary. Today, despite all the advanced technological equipment available, ships' captains still keep a logbook, in which they record their positions, the distance they've travelled, and any events that take place. This log is crucial for staying on course. In fact, if the GPS and other tools malfunction, the ship's log can be used to determine its position. Your diary

can do the same for you, by helping you understand where you are and how far you've travelled. Recording how you perceive and feel about the events in your life allows you to face these small internal and external changes - the little scars, the secret stretch marks in your heart, your private joys - with greater awareness. Nicoletta Cinotti, a psychotherapist, writes: "We all need to express ourselves, and writing can be a way to do so." (Nicoletta Cinotti, Scrivere la mente). Don't be afraid of a blank page. You don't need a Nobel Prize to let the words flow. Find a quiet moment, take out your notebook and a pen, and listen to yourself: try writing about three things that happened to you today, for example, or give your day a title. List out the words that you said or thought most often today or describe the conversations you had with people. You can make a list

MAYBE YOU HAVE



of the things that made today a good day, or the

emotions you experienced. If you don't know where to start, try this: open your diary or notebook, and write out the days of the week on each page, with the date in the centre of the

On each page, write the following

prompts, leaving a few lines in be-

Today I am...; Today I am not...; Today

I hope...; Today I'm afraid...; Today I

love...; All that's left to do is to complete

every prompt with each day's experienc-

es. Remember: you don't have to write

pages upon pages of profound thinking.

A few lines or a few notes will do. Writing

every day is like leaving a stone behind

for each step you take. When you look

back, you'll see the road you've travelled,

with all its curves, detours, and progress.

It will help you become more aware of

your journey, face small and big chang-

es head on, and embrace them, because

you'll recognise that they are part of your

"Name it to tame it," wrote Dan Siegel,

a psychiatry professor at the University of

California: name your experiences and

express them with words to feel more in

control of your life and to tame the flow

tween each one:

life's path.

moving within you.





RADIANCE REVEALING OIL HUILE D'ÉTOILE

DROPS OF SPLENDOUR.



A rich blend of rare and precious ingredients that gives hair the shine and brilliance of the stars.

ASK FOR IT IN ALL MEDAVITA SALONS.



Sport Expert

by Elaine Barbosa Mental Coach & Fitness Trainer

SIMPLE, EFFECTIVE STEPS TO PREPARE FOR SWIMSUIT SEASON

f you're the type of woman to leave things until the last minute, you might not have started thinking about summer yet.

We're here to help! To make sure you feel confident and happy when you try on your bathing suit, it's time to get moving.

Below, you'll find five self-esteem and energy boosting steps to help you get in the best shape possible this summer.

Your starting point will determine your results, of course, but combining physical training with the right attitude will allow you to reach your body goals, as long as you watch out for self-sabotage that can prevent you from achieving the results you want.

Ready?



Imagine

Close your eyes for a moment and set your imagination free, without judgment. Imagine that it's July or August, and you're in great shape. Create a clear, well-lit mental image of your desired physique, think about how good it feels, hear the compliments you'll receive from the people in your life, and feel the heat of the sun on your body. Notice the bright summer day and zoom in on the feeling of well-being that comes from feeling svelte and toned as you slip into your favourite bathing suit. Stay in that moment and focus on strengthening the emotions you feel. This will help anchor the image in your mind and solidify these positive feelings in every cell of your body.

Remember that all great achievements start in their creator's imagination. The same goes for getting in shape. When you are totally satisfied with what you pictured, open your eyes, and take out some paper and a pen.



Write down your goal

Every journey needs a clear, well-defined goal. Successful people and companies set themselves precise goals.

GOALS HELP TO ORIENT THE MIND

Goals help to orient the mind. Saying, "I want a better body," isn't enough. That would be like telling your boss, "I want to earn more," and receiving an extra £10 per week. You'll be earning more, but you still won't be satisfied! Be specific.

Now that you have a clear image of how you want to look this summer and you've felt all the positive feelings that await you, follow the neuro-linguistic programming method to define your goal.

If you haven't completed step 1, go back and do it now to make sure you can do step 2 correctly.

- Write down your goal in a positive way.
- Ask yourself if there might be any negatives involved in meeting this goal and find alternative solutions if necessary.
 For example: if you'll have to wake up early in the morning to work out, and you know that this will be difficult for you to stick with, the alternative might be to work out during your lunch break or in the evening.



Here's another scenario: you know that reaching your goal weight will mean giving up going out for dinner with your partner, and this would disappoint both of you. The alternative might be to start cooking healthy meals together and scale back how often you eat out. Don't underestimate how much these aspects can impact your chances of success. There will be days when you'll feel tired and end up skipping your work out, for instance, or if you don't communicate clearly with your partner, he might go ahead and make plans for you both anyway, making it harder for you to resist on days when your motivation starts to slip.

is too easy, that same voice will say, "That's too easy, there's no need to put in any effort." And you know how that goes.

A realistic goal might be: "I want to drop one dress size by 30 July



Create a precise programme

In his book Atomic Habits, James

Clear describes a 2001 study of 248 volunteers in Great Britain that aimed to instil better exercise habits over a period of two weeks. The participants were divided into three groups. Group 1 was asked to write down how often they worked out. Group 2 was asked to do the same, as well as learn about the benefits of physical activity. Group 3 did all the same things as Group 2, as well as scheduling when and where they

The results: while 35-38% of group 1 and group 2 exercised at least once a week, that number jumped to 91% for group 3.

Plan your workouts on paper, including the day, time, and place. By mentally committing to this plan, you increase your chances of following it to fruition. For example: Every Monday, Thursday, and Saturday, I will exercise in the living room at 8:30 AM for 20 minutes.



Focus on nutrition rather than on eating

Make sure each meal includes the nutrients you need for a healthy, functioning body. In addition to its low nutritional value, junk food is high in calories. Your body stores these excess calories as fat, exactly where you don't want it, like on your abdomen and hips.

It is also important to stay hydrated by drinking enough water every day.



Make it easy

Asking too much of yourself often means setting yourself up for failure, because you're more likely to lose motivation. There's no point in half-heartedly following a diet or a strenuous exercise routine, only to stop halfway and gain the weight back, plus interest.

If you're pressed for time, or if you simply don't like working out, try a home fitness plan. Choose an intense, 20-minute workout routine that you can do at home, without equipment, like the Ela Workout. That way, whenever you feel like skipping your exercise session, you can remind yourself, "Come on, it's only 20 minutes!"

TO SUM UP **CREATE** A BIG, **BRIGHT MENTAL IMAGE** OF THE **WOMAN YOU WANT** TO BE AND SET YOUR HEART ON IT. **WRITE DOWN** YOUR GOAL. **PLAN OUT** A PRECISE **PROGRAMME** AND WRITE IT ALL DOWN. **NOURISH AND HYDRATE** YOUR BODY. **MAKE YOUR EXERCISE ROUTINE PRACTICAL** AND EASY TO FOLLOW.

HERE'S AN EXTRA TIP.

Join a community of women who are also already looking to get into shape for the summer.

Having fun and laughing together is a great way to create mutual support, which will help when things get challenging. After each workout, you'll notice your body constantly improving. You will feel more beautiful, and your energy and mood will also improve.

All of a sudden, you'll look around and find that you have become the woman you imagined a few months ago. You'll feel truly proud of yourself and of the woman you see in the mirror every day.









BLONDIE ALL BLONDES CUTICLE SEALER CREAM

HYDRATING AND SEALING CUTICLE CREAM

Makes hair easier to brush when styling and helps shape it when dry.

Contains Collagen, Hyaluronic Acid, Amaranth proteins, Sesame oil, Vitamin E, a precious complex of Ceramides and the amino acid complex Amino Concentré.



Travel Diary

by Tina Ruggeri Senior Editor

DISCOVERING ITALY'S HIDDEN CHARMS **CUSTOVIC **CUSTO

rom the Middle Ages to the Renaissance. Italy is full of borghi: villages that often date back to Roman times, or the Etruscan and Ancient Greek eras in central-southern Italy. These villages make up the fabric of contemporary Italy.

In most cases, time seems to stand still in these little towns. Quiet alleys, lanes, and staircases suddenly reveal churches and buildings that seem suspended in another era: the time of medieval fortresses encircled by imposing, ancient walls.

These villages are Italy's best-kept secrets. They make up the country's secular heritage of artisanship and unique traditions from food to textiles, ceramics, wood, and jewellery-making. Special, small-scale artistry, created by guilds according to thousand-year-old traditions, have been passed down through oral and written histories. A heritage that is also tied to the tourism industry draws visitors to these

small villages, whose human-sized urban centres are a treasure trove of Italian culture.

But what are Italy's most beautiful borghi? Ranking them is a difficult, arduous task, especially since each region of Italy has its own jewels, fortresses, and castles brimming with traditions and legends. Most of all, Northern and Southern Italy can seem like completely different worlds.

But aren't women known for their curiosity? If you're eager to discover fascinating, mysterious new places that are off the beaten path and unknown to mass tourism, get ready for some incredible surprises. Instead of visiting crowded tourist centres, take the time to research smaller towns, where you can enjoy delicious wine, unique food, and discover rare fabrics or hand-crafted sculptures by expert local artisans. If you're curious to discover fascinating hidden gems, far removed from the usual tourist spots, take a map of Italy, and





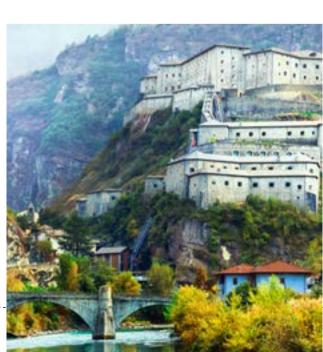
THE SCENT PYRAMID OF HUILE D'ÉTOILE



TO FIND SOME OF THE MOST BEAUTIFUL VILLAGES IN THE WORLD, JUST VISIT ITALY

follow it from north to south, traveling through the entire peninsula on a journey through history, culture, art, and traditions.

Explore each region by visiting the most beautiful borghi in the country. We've compiled a list of about sixty of the most beautiful villages in Italy, giving you plenty of material to start planning your next holiday. We'll start in Valle d'Aosta with Forte di Bard and Gressoney. In Piedmont, there's Vogogna, Orta San Giulio, Ricetto di Candelo. Traveling from Piedmont to Lombardy, there's Tremosine sul Garda, Sirmione and Castellaro Lagusello. As we continue on into Liguria, we recommend Apricale, Dolceacqua, Tellaro. Leaving warm Liguria, we travel back up into Trentino, home to Canale di Tenno, before hopping over to Venzone in Friuli Venezia Giulia. In nearby Veneto, don't miss Borghetto sul Mincio, Asolo, Arquà Petrarca, and Cison di Valmarino. Then head down to Bobbio in Emilia Romagna, followed by Castell'Arquato e Dozza and la Rocca di San Leo. In Tuscany, stop by Pitigliano and Anghiari, as well as San Gimignano and San Quirico d'Orcia. In Marche, don't miss Corinaldo, Gradara, and Grot-





tammare. As we make our way into the south, there's Spello, Bevagna, and Orvieto in Umbria. In Abruzzo. Santo Stefano di Sessanio, Pescocostanzo, and Tagliacozzo are well worth a visit. Civita di Bagnoregio, Calcata, and Castelgandolfo are the jewels of Lazio. Arriving in Campania, stop by Sant'Agata dei Goti and make your way down the sunny coast with Atrani, Albori, Vietri sul Mare, and Castellabate, as well as beautiful Cilento, Fornelli, Sepino in Molise. Basilicata is home to Bagnoli del Trigno, Pietrapertosa, Acerenza, and Venosa, while Puglia's best borghi are Cisternino. Locorotondo, Bovino, and Ostuni. As we approach the warm sea and decidedly Mediterranean scenery, we find Tropea in Calabria, together with Rocca Imperiale, Gerace, and Chianale di Scilla. Across the strait of Messina, dive into Sicily's vast history by visiting Erice, Petralia Soprana, Marzamemi, and Cefalù. Then sail up to Sardinia to visit Bosa, Carloforte, and Baunei.

In other words, there's no need to travel the globe to find some of the most beautiful villages in the world. Just visit Italy.

Each village also has its own, unique history. The rocks, castles, and alleyways are all imbued with

THERE ARE
ABOUT SIXTY
MOST BEAUTIFUL
VILLAGES IN ITALY

fascinating mysteries and legends. From north to south. Stories about families, treasures, disasters, prosperity, and vitality like the unforgettable legend of Bianca di Collalto. According to the "Unusual Guide of Veneto" by Maurizio Vittoria: "Of the powerful and unconquerable castle of Collalto, on the hill, a few kilometres from Susegana, all that remains is the keep, part of the walls, the gates and a few houses of the inner village, and one of the towers, now transformed into a bell tower. And within the highest walls, there still stands the base of one of the destroyed towers. Its underground level, called the "Prison of the Drop", is still accessible; here enemies were imprisoned and tortured by slowly but steadily allowing drops of water to fall on their heads."

Even today, the place is steeped in a dampness that makes you shiver. Like any self-respecting castle, the castle of Collalto also has a ghost: Walled-In Bianca. Legend has it LIKE ANY
SELF-RESPECTING
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that Count Tolberto Collalto married Chiara, a daughter of Lombardy's Da Camino family, in order to finally reconcile centuries of bitter strife between the two families. It was probably not a happy marriage, given Chiara's bad temper, extreme jealousy and irascibility. When war broke out, Tolberto gladly seized the opportunity to leave home. On the day of his departure, he went to say goodbye to his wife, who was combing her hair with the help of her servant, Bianca. Being fond of her master, Bianca was moved; the lady saw her tears and she also saw that Tolberto had greeted the servant with a wave. As soon as the knight was gone, the perfidious Chiara, full of jealousy, commanded her guards to take Bianca away, to be walled up alive in a tower of the castle. Obviously, upon his return, Tolberto drove out his evil wife. It is said, that Bianca's ghost appears periodically to members of the Collalto family, announcing good news or, if she appears veiled in black, announcing misfortunes.







SOLARICH

YOUR DAILY DOSE OF SUNLIGHT.



It's that time of year again!

THE UNMISSABLE NEWS OF THIS YEAR ARE THE TRAVEL SIZE FORMATS.

EVERYWHERE. EVERYDAY.

Shopping *Therapy*

by the Editors

Building a

sustainable wardrobe

the story of

lthough many brands concerns include both the practical

aspect of buying second-hand clothing, as well as increasing sensitivity to ecological issues and upcycling.

For a long time, buying used clothing was associated with counterculture. Today, however, it combines a desire to save money and get the most out of each purchase with growing awareness of the environment.

In the United States alone, second-hand fashion now represents a 24-billion-dollar industry. By 2023, it is expected to reach 51 billion dol-

What has changed? Rather than thrift stores or flea markets, most of this shopping is now done online.

"Vinted", a free and secure website and app for selling, exchanging, and purchasing second-hand clothes, is part of this success story.



In 2008, Milda Mitkute and Justas Janauskas were getting ready to move. Milda realized she had more clothes than she could bring with her. however. So, Justas created a website for her, through which she could pass on her excess clothes to her friends. It turned out to be such a hit that the media soon starting buzzing about this couple and their idea. That was when they decided to turn the site, originally only for family and friends, into something bigger Nobody could have predicted the website's success.

> THE TRUE **RISING STARS** OF **SUSTAINABLE FASHION** ARE **VINTAGE STORES**, WHICH ARE **GAINING POPULARITY** AMONG YOUNG **SHOPPERS**

A few days later, Milda and Justas were contacted by dozens of television networks, local newspapers, and radio programmes, which in turn earned them many new clients. A little over a decade later, the platform now has a presence in 13 different markets. In May 2021, the start-up announced that they had closed a 250-million-euro deal, for a total value of nearly 3.5 billion dollars.

Vinted's story is a sign of the changes that have begun to transform the fashion world. According to the Circular Fashion Report 2020, the potential value of the circular fashion economy could be up to 5 trillion dollars, or 63% more than traditional fashion.

During the pandemic, more and more people considered the option of putting unworn clothing back into circulation.

Thanks to its ease of use and intuitive slogan "Don't wear it? Sell it!". Vinted has helped introduce the concept of the circular economy to other countries, including Italy: beginning in March 2020, 7 out of 10 Italians turned to second-hand buying and selling platforms.

But what do typical second-hand shoppers look like? According to a recent study by Doxa for Subito magazine, which examined the second-hand market during the Covid-19 pandemic, young families - with parents 35-44 years old were the most likely to turn to second-hand buying and selling (75%), with a preference for online channels (47%).

The main motivations behind this segment's reliance on the second-hand economy is a desire to get rid of objects they no longer use (82%) followed by the potential of saving money (67%) or earning monev (46%), especially when faced with situations like growing families or changes to employment. Awareness of environmental issues is also an important factor: 56% of young families



have launched projects to reduce pollution and make the fashion industry more sustainable, it is still responsible for 10% of global pollution. In fact, the true rising stars of sustainable fashion are vintage stores, which are gaining popularity among young shoppers, whose





STATES ALONE. SECOND-HAND FASHION NOW REPRESENTS A 24-BILLION-**DOLLAR INDUSTRY** BY **2023**, IT IS **EXPECTED** TO **REACH 51 BILLION DOLLARS**

IN THE UNITED

believe in re-use and want to reduce waste. Another very active segment of in the second-hand market is Gen Z, especially the 18-24 age group (69%). For these digital natives, online channels are obviously the preferred platform for selling (83%) and buying (72%). Their main motivation when making these purchases is the potential to save money (77%), followed by the belief that second-hand shopping is a smarter economic system, which makes items more accessible (58%). Meanwhile, they mostly make second-hand sales in order to earn money (51%). Baby Boomers

aged 55 to 64 are also more likely to engage with this market (64%), although they prefer offline methods for both selling and buying ob-

jects (47%). In fact, this segment is the most sensitive to the environmental aspect of second-hand shopping: the desire to re-use items and reduce waste is their main motivation for both buying (57%) and selling (48%) second-hand items, along with the need to get rid of excess items (83%).

The polar opposite to this sector is, of course, fast fashion, which involves low-cost, low-quality clothing presented in a constant flow of shortlived new collections. The success of many big commercial chains rely on this fast fashion approach, generating 26.15 billion euros in revenue, while hiding the social and environmental costs of their wealth.

In order to make products available cheaply, these companies cut costs further down the production chain, which translates into low pay and poor labour conditions for those workers. This situation came to a head on April 24, 2013, in Bangladesh, with the dramatic collapse of a building in Rana Plaza, a complex of apartments, stores, and textile workshops. There were several fissures forming in the building, but the workshops' owners chose to keep their employees at work despite the dangerous conditions. As a result, many people were injured and killed when it finally collapsed. That date is now commemorated as Fashion Revolution Day.

Beyond the human impact, fast fashion is also harmful to the environment: it relies on a textile production chain with no regard for which textiles, techniques, or toxic chemicals are used.

The United Nations' Economic Commission for Europe has stated that this industry is currently responsible for 20% of water waste and 10% of carbon dioxide emissions. Waterways are also heavily impacted by fast fashion. In fact, this industry releases toxic waste, dangerous substances, dyes, and pesticides into natural water resources every day. Another signifconsequence icant is the production of waste: unsold or unwanted products are thrown away and end up in landfills.

In contrast, sustainable fashion is ethical, ecological, as well as the more responsible choice. The main differences between sustainable fashion and fast fashion concern quality and quantity.



BEYOND THE **HUMAN IMPACT FAST FASHION IS** ALSO HARMFUL TO THE **ENVIRONMENT**: IT RELIES ON A TEXTILE **PRODUCTION CHAIN WITH NO REGARD** FOR WHICH **TEXTILES**, **TECHNIQUES**, OR **TOXIC CHEMICALS** ARE **USED**

The former is based on short, transparent, and limited production chains, which respect the environment as well as workers' rights. The latter's production chains often go unmonitored when it comes to environmental concerns and working conditions, allowing them to produce massive volumes of low-cost products.

Second-hand fashion can even be seen as a positive for the environment: since it doesn't involve a production chain, it doesn't consume energy, and clothes that are re-used don't end up in landfills.

Today, Vinted is a key player in the green fashion market. Now known as "Netflix for clothes," it offers monthly subscription boxes. Users can decide whether to keep the clothes they receive or sell them on. Sustainable fashion's growing success heralds a new era in the fight against waste and pollution.

A TYPICAL Second-Hand SHOPPERS

GEN Z

18-24 years old

77% Save money **82%**

52% Items more accessible

FAMILIES

35-44 years old

objects they no longer use

Save money 57% Reduce waste

BABY BOOMERS

55-64 years old

Get rid of excess items





Hair Salon

by Carmen Lopez & Cristian Delgado



Interview with LUISA ZAVALA

s Sales Director for Beauty Color, which specialises in the distribution of professional beauty products, I took on the challenge of expanding our company's portfolio. In 2018, we began looking for a sales partner who could support us in revolutionising the world of haircare and colour, working with stylists, colourists, and hair health specialists to bring new looks and new inspiration to this sector. So, in early 2021, we embraced this exciting challenge in collaboration with the Medavita team.

With its exceptional philosophy, this brand is perfect for transforming salons through an unparalleled beauty and wellness experience.

To turn this big challenge into a success story, we are supported by an excellent team under the leadership of Cristian Delgado, Medavita Chile's Sales and Technical Director. This team includes María Cecilia Zúñiga and Paulina Flores, who handle the technical aspects, as well as Lola Lavialle in marketing. Together, they are working to turn Medavita into one of the key players in the Chilean market.

Starting in October 2021, despite all the challenges posed by the pandemic, we were able to launch the brand in the most important chain of hair salons in Chile and in all of South America: Palumbo y Sebastián Ferrer Hairvolution. To this end, we trained over 580 individuals, including stylists, technicians, and salon managers. Today, all of these professionals can count on the most revolutionary concept for hair products, straight from the mind of Giancarlo Verona. That is how ME-DAVITA entered the large supplier market for Chilean hairstylists.

In Chile, consumers were satisfied not only by the products' excellent results, but also by the unbeatable



quality in every category: colour, haircare, and styling.

The stylists who experienced Medavita's quality for themselves were fascinated by the products' features and results. The brand trainers approached their training courses as an opportunity to prove that at Medavita, "beauty never stops."

More and more stylists are becoming familiar with the brand's exceptional quality and technical characteristics.

2022 began with a number of training courses now offered at our training centre in the most exclusive neighbourhood of Santiago, the capital of Chile.

We infused new life into the hairstyling market by organising a contest based on "free inspiration", in which the country's most renowned colourists presented their own designs and ideas, mainly using Luxvivia, Choice Color Non Color and Root. They also achieved imaginative styles using Blondie lifting products and further enhanced their end results using Medavita's haircare and styling products.

The jury consisted of Medavita Italia's team and Luisa Zavala, ICD Chile's international creative director. The winner was rewarded with a trip to train at Medavita in Milan. The wide world of beauty still has many challenges in store for us: Medavita Chile is already organising training courses on colour and cut trends, as well as other activities regarding business management for Chilean salons.



There are more challenges than ever: in particular, the need for constant training; the ability to be dynamic and reinvent your team (mostly with young people) and having the skills to manage the company's liquidity/profits. Stylists need to have the right instincts for recognising risks and advantages, for getting the most out of the latter, and improving them day after day.

How can a stylists present trends to clients?

By staying up-to-date, participating in the best global organisations (like Intercoiffure Mondial – ICD, which I've belonged to for 22 years), not to men-



STUDIOFERRER



■ The most effective way to achieve excellent results and earn customer loyalty is definitely to use the best products and tools. Medavita offers professionals everything they need to be successful.

■ Do you think it is important for companies to develop and offer new trends each season?

Companies and stylists need to work hand in hand. That means the most important thing is for companies to support and train stylists and generate excitement. Creating trends each season is key for both the stylists and the companies to be able to grow.

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How do you promote communications with consumers to introduce new trends?

Beyond direct communications with customers, salons should also feature "silent sellers": video screens, banners, displays, or showcases that present fashion trends, especially from Europe, since the collections come out in the Northern hemisphere earlier than in the Southern hemisphere.

■ What kind of experience do you offer new generations of hairstylists?

The knowledge I pass on to new generations is based on my thirty-year career in the world of beauty, together with my passion, professionalism, and my travels throughout the world to refine my craft. I offer training and empathy, and I learn something new each day.

• What advice would you give to hair stylists around the world?

■ Despite the global crisis, we need to invest our time in perfecting our craft, reinventing ourselves, feeding our enthusiasm, and sharing our international experiences with our colleagues. Finally, we need to remember that our art is and always will be necessary, and keep in mind that "beauty never stops."







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