

MEDAVITA

MAGAZINE



FASHION

The coolest trends
for spring summer 2023

BY THE EXPERT

SCALP CARE:
taking care of your roots
to regenerate your hair


TAKE CARE OF YOURSELF

Counting only springtime

2023

SPRING SUMMER

#13
2023

A close-up portrait of a woman with her eyes blindfolded by a braid of her hair. She has a serene expression and is looking slightly upwards. The lighting is soft and directional, highlighting her features.

60 YEARS
FOR TAKING
CARE
OF YOU
THROUGH
AN EXPERIENCE
OF THE SENSES
UNIQUE
AND
CAPTIVATING.

60
YEARS OF BEAUTY
MEDAVITA

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We take care of you for life

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THE EDITORS

Beta refibre. More strength
for your hair



Stefano Barfo
Presidente Medavita SPA

Editorial

Scalpcare is the new Skincare.

Medavita's passion for hair and our dedication to its care and protection has guided us for 60 years.

Inspired by developments in skincare, haircare professionals and consumers are increasingly interested in daily scalp and hair care that offers the same level of attention as is given to the face. This means respecting the needs of the skin of the entire body, including the scalp, with tailored products that meet the needs of every scalp type.

In fact, that aspect is key, because beautiful, healthy hair starts with a healthy scalp.

Imagine a garden: water and care for the soil and all that grows from it will bloom!

Once again, Medavita leads the charge in our response to this new awareness in the market, thanks over 60 years of scientific research in the development of products that are exclusively dedicated to protecting the scalp and hair.

We are pleased to announce the launch of 7 new products, 4 of which are reserved for Salon services, allowing haircare professionals to offer wellness programmes that target specific scalp conditions. These products harness the professionals' knowledge of haircare, which is key for identifying clients' issues as well as the most suitable beauty routine for solving them.

These targeted treatments continue at home, with 3 new products that are specifically designed for safe, easy daily use to ensure a healthy scalp and beautiful hair.

Happy reading.



MEDAVITA



MEDAVITA
LOTION
CONCENTRÉE

60%**

HAIR IS STRONG

75%**

HAIR IS FULL OF BODY

90%**

HAIR IS SHINER AND MORE BEAUTIFUL

70%**

HAIR HAS MORE VOLUME



The *vital power* of a concentrate of nature
THAT GIVES VOLUME, RESISTANCE
AND STRENGTH TO THE HAIR.

RESULTS FROM CLINICAL TRIALS

* Adjuvant in the prevention of hair loss ** % of satisfied subjects after using Lotion Concentrée Shampoo + Intensive Treatment for 60 days, self-assessment of 20 subjects.

ASK FOR IT IN ALL MEDAVITA SALONS

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**LOTION
CONCENTRÉE**
We take care of you for life.

Women today know:
chasing impossible,
unrealistic beauty
standards, fearing the
years that go by, following
strict beauty routines...

**IT'S ALL
A BIG WASTE
OF TIME!**



This awareness leads to an increasing desire to truly be yourself, at any age and in any phase of life. Once we set aside stereotypes, both old and new, every woman is free to express her own, authentic **BEAUTY, WITHOUT FILTERS**, and be fully present in the moment.

A present that is more and more demanding, but also more fascinating and full of stories than ever. When you divide your time between family, work, and other passions, there isn't much time left for self-care: which makes taking a moment to relax and re-connect with your body all the more important.

**BEAUTY SECRETS,
ESPECIALLY WITH REGARD TO
SKINCARE, HAVE ALWAYS BEEN
PASSED DOWN THROUGH
THE GENERATIONS.**



One example of this is rose water. Renowned as the “essence of beauty”, by the late 1800s it was a worldwide phenomenon thanks to the

properties derived from the rose extract at the core of its “magic formula”. A **MULTITASKING PRODUCT** before “multitasking” even became a buzzword, rose water was more than a toner women used after removing their make-up. It could also be used to refresh the face throughout the day, to reduce puffy eyes, or even as a delicate, discreet touch of perfume.

Back then, it was the key to a simple, essential beauty routine. Today, it remains a favourite among those who prefer time-honoured habits, enjoying memories of ancient traditions as well as its years and years of proven efficacy. Both ancient and timeless, these traditions are perfect for modern women who continue to follow their **PASSIONS** and their **PERSONAL** and **PROFESSIONAL GOALS** at any phase of life. Women who understand that femininity has nothing to do with age. Could this be (one of) the secrets behind their fresh, radiant beauty?

In the world of haircare, and here at Medavita,

WE FIND SIMILARITIES WITH THESE HISTORIC, DEFINITIVE CARE PRODUCTS.



For over 60 years, Medavita's laboratories have combined botanical ingredients from the world over, delivering a wellness ritual with a unique,

REVITALISING, REFRESHING, AND LUMINOUS SENSORY EXPERIENCE.



Lotion Concentrée expresses Medavita's very essence better than any other product: combining research and pharmaceutical knowledge to bring out the best from natural ingredients and transform them into **POWERFUL CURES** and **TREATMENTS**. Just like the most important people in your life, Lotion Concentrée offers **CONSTANT SUPPORT**. It delivers the essential care and attention you need every day, not just when times are tough.

Lotion Concentrée represents an unconditional, enduring form of love and support. It's the type of beauty secret that is passed on from mother to daughter, from generation to generation.

A symphony of active ingredients dedicated to preventing and **treating hair loss**. This exceptional concentration of extracts (arnica, rosemary, aloe, calamus, myrrh, cinnamon, ginger, galbanum, nutmeg, camphor) acts as an **elixir** that **restores vitality** and **energy** to both the hair and scalp, with powerful anti-aging effects.



What evidence is there for these effects?
They are demonstrated through
instrumental, clinical, and sensory testing.



INSTRUMENTAL TESTS



Immediate increase in
microcirculation in the scalp
Doppler Laser¹



Luminous, healthy-
looking hair
Microscope analysis³



Density and Thickness
Digital 3D microscope²



Balanced scalp
Sebum analysis²

Thanks to its stimulating effects,
Lotion Concentrée restores *vitality, energy,*
and tone after just one treatment.

CLINICAL STUDIES

↑60% VOLUME⁴

↑53% BODY^{5**}

↓70% HAIR LOSS⁵

↓73% SEBUM⁵

↑26% RESILIENCE^{4***}

Enjoy a *powerful boost* from
a natural concentrate that delivers
volume, resilience, and strength
to your hair.

BENEFITS FOR YOUR HAIR

75% Fuller body⁶

70% More voluminous
hair⁶

60% Stronger hair⁶

60% Longer hold
when styling⁶

90% Shinier and more
beautiful hair⁶

Why it's so popular



77% of users noticed **LESS
HAIR LOSS**⁷

70% of users noticed their
hair had **MORE BODY**⁷

70% of users **FELT
LIGHTER** and felt they
could control excess
scalp sebum⁷

Lotion Concentrée Shampoo
and Intensive Treatment vials
deliver lasting **softness**,
for **lightweight** hair that's
easy to style⁷

ENJOY LOTION
CONCENTRÉE'S
refreshing feel, for a sense
of wellness accompanied
by an enchanting fragrance
of soothing, medicinal
plants.



Lotion Concentrée's
most beloved benefits
include stronger, thicker
hair and faster hair
growth.⁷

¹⁻³ Benefits confirmed with instrumental tests on 130 subjects following a single application of Lotion Concentrée Intensive Treatment and on 20 and 30 subjects after the use of Lotion Concentrée Shampoo + Intensive Treatment for 60 and 42 days. Statistically significant results.

⁴⁻⁵ Benefits confirmed with clinical tests on 20 and 30 subjects following the use of Lotion Concentrée Shampoo + Intensive Treatment for 60 and 42 days. Clinical scores, % of subjects who experienced benefits.

⁶ Percent of subjects who were satisfied with the use of Lotion Concentrée Shampoo + Intensive Treatment, self-assessments of 20 subjects for 60 days and 30 subjects for 42 days. ⁷ Helps treat hair loss. ^{**} Reduced hair thinning, objective assessment. ^{***} Fewer hairs extracted during pull tests.

Elie
Saab

SPRING & SUMMER 2023 RUNWAYS

Freedom: the post-pandemic buzzword dominated the spring 2023 runways, giving free reign to an unprecedented medley of trends and styles.

One thing's for certain: in this free for all, colours are key. Bright, decisive, and acid colours represent *joie de vivre* in its purest form. Among them, red is the clear winner.

That said, the boldest colours surprisingly coexist with their very opposite: 90s-style minimalism returns, with all-white ensembles and simple lines. The desire for transparency is universal: it takes over lace, fabric, knits, and embroidery, revealing flashes of bare skin. An explicit call for authenticity?



by Monica Mistretta
Site Manager of Colorami

...

JOIE de VIVRE



Alawa



Decenio



ACID COLOURS

Don't look away: highlighter-inspired, neon colours take centre stage. From bikinis to evening dresses, fabrics flaunt punchy, acid shades. We see them everywhere. Giambattista Valli presents a beautiful yellow dress with a circle skirt, while Vivetta's pantsuit with two embroidered hearts on the jacket is unforgettable.



Vivetta

RED WIN



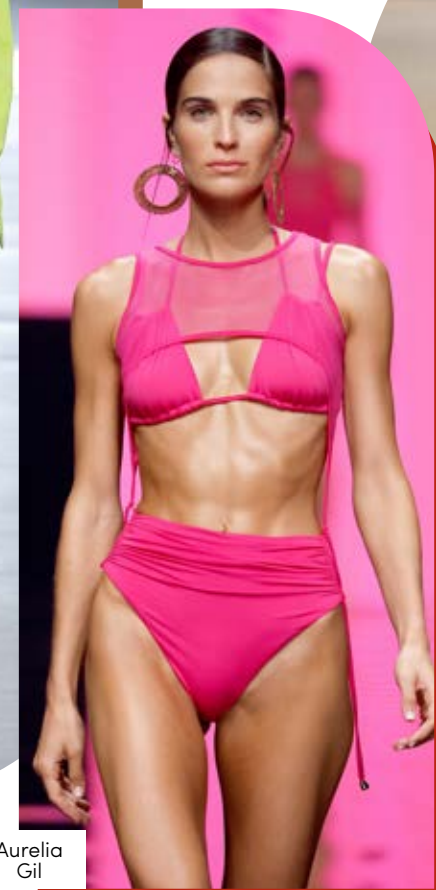
Alexander McQueen

FLUO FLUO FLUO



Isabel Sanchis

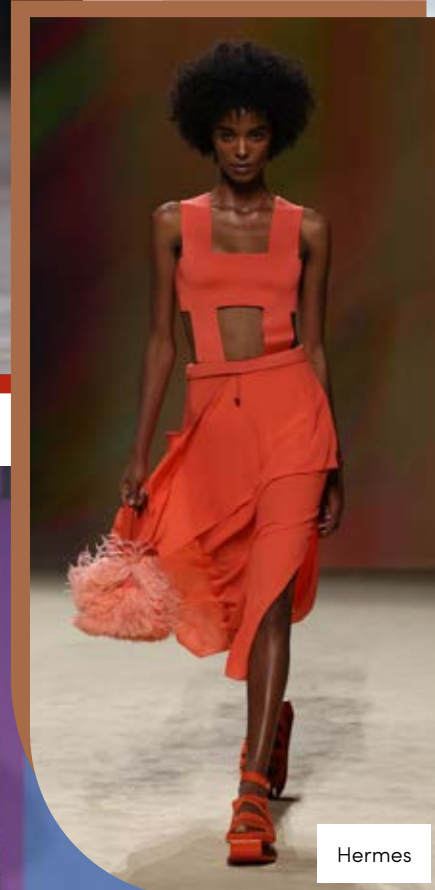
Nuno Miguel Ramos



Aurelia Gil



Giambattista Valli



Hermes

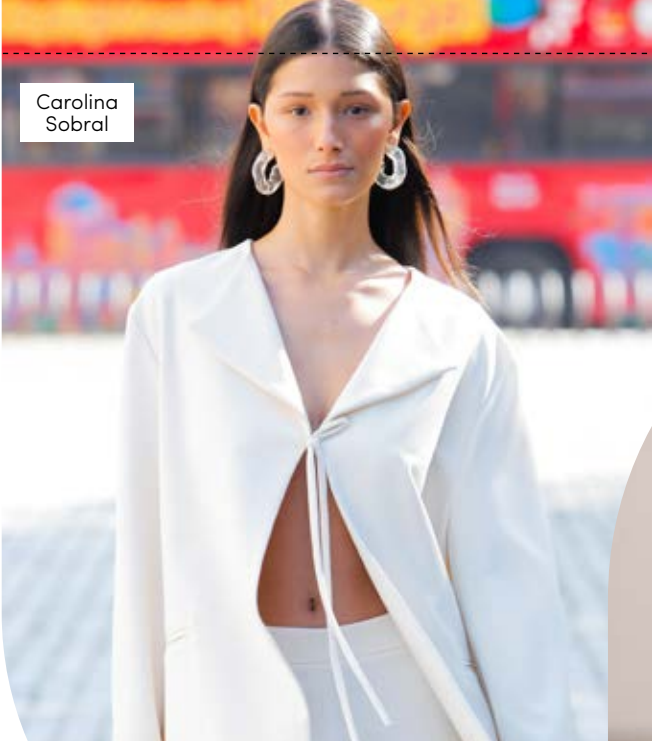


Escorpion

RED

Red is the ultimate colour of energy, a very hot topic these days: and the star of the runway. Two designer dresses stand out: Alexander McQueen's banded dress and the dress with the fluttery skirt and feathers by Hermes.

Carolina Sobral



NUDES



Giambattista Valli



Ann Demeulemeester

90S-STYLE MINIMALISM

Linear, ascetic, essential: the minimalism of 90s pantsuits and dresses offered a moment of reflection, a pause between all the colours, provocations, and sparkles. Ann Demeulemeester's dress perfectly interpreted this minimal, pared-down mood.



Ann Demeulemeester

NUDE

A desire for authenticity finds itself mixed up with daring nudes that leave nothing to the imagination. Giambattista Valli defuses the situation with flowers.



Dior

PAJAMAS

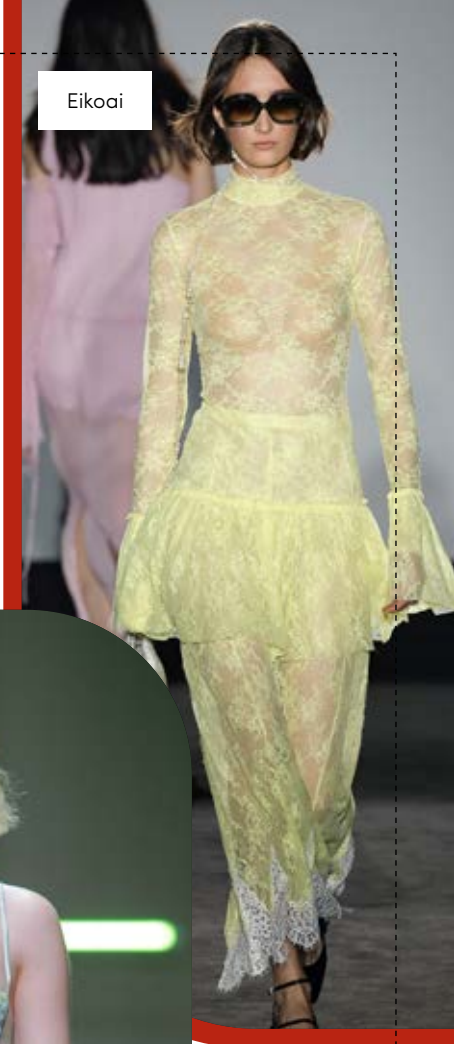


Elie Saab

LACE

Baroque and luxurious, lace exorcises crises and uncertainties. An outfit you won't want to miss: the black lace dress by Dior, with a bodice and stiff swing skirt.

Eikoi



Gonçalo Peixoto



LIGHT

Glitter, iridescent fabrics, light-reflecting surfaces: classic gold and silver are complemented by the occasional pastel.

MEDAVITA MAG RECOMMENDS

MEDAVITA

Elite

CHOICE COLOR



AMMONIA-FREE COLOUR

With **Choice Color Elite** we respond to the growing demand for **ammonia-free hair colours, PPD, SLS and SLES** without giving up to the excellent coverage of our colours and the performance in terms of efficacy, safety and quality.

WRAP SKIRTS

Long or short, the wrap skirt immediately recalls the 70s and women's liberation. It's a favourite among alternative voices. Vivetta's white skirt, which fastens with jewel accessory, is most beautiful.

SEVENTIES



Vivetta

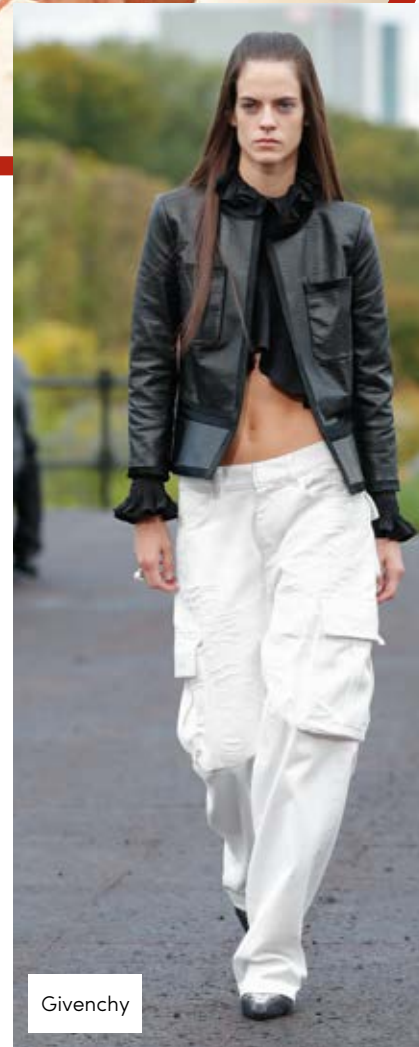
Isabel Marant



Ahcor



Givenchy



CARGO TROUSERS AND JUMPSUITS

Cargo trousers and jumpsuits are a must-have this season. From *military*-inspired to sporty-chic, they boast a multitude of pockets and practical details. Isabel Marant and Stella McCartney also offer shorter, summer versions of the look.

MILITARY



Stella McCartney



HAIRCUTS & STYLES

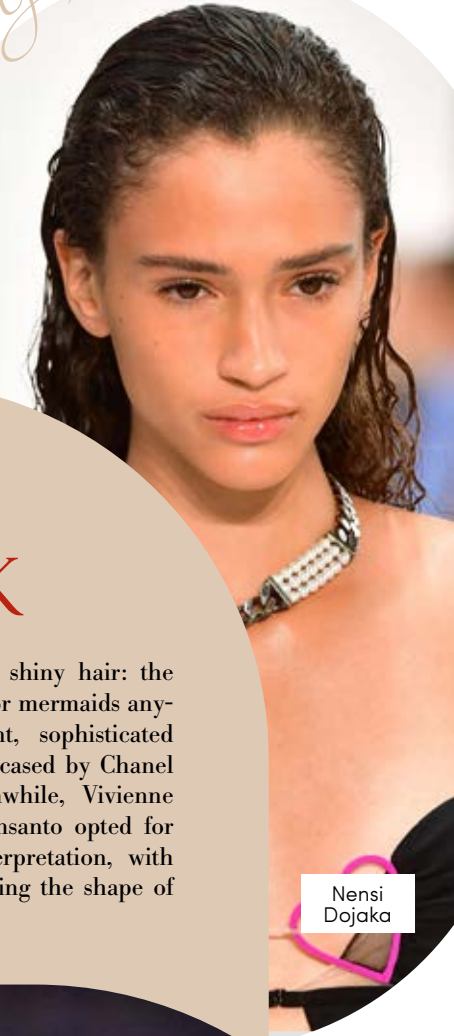
A SEASON OF SHINE!

Which is cooler: super cropped hair or long, soft waves? Or the must-have bob, which we now see with a centre part and no fringe? The Spring/Summer 2023 runways offer no clear answers: contemporary femininity is more fluid than ever, with no compromises on hair length and styles. The only consensus seems to be about the hair's finish, which is nearly always glossy and ultra-shiny. No wonder, then, that the season's most defining style is the *wet look*: by far the *shiniest* of them all.

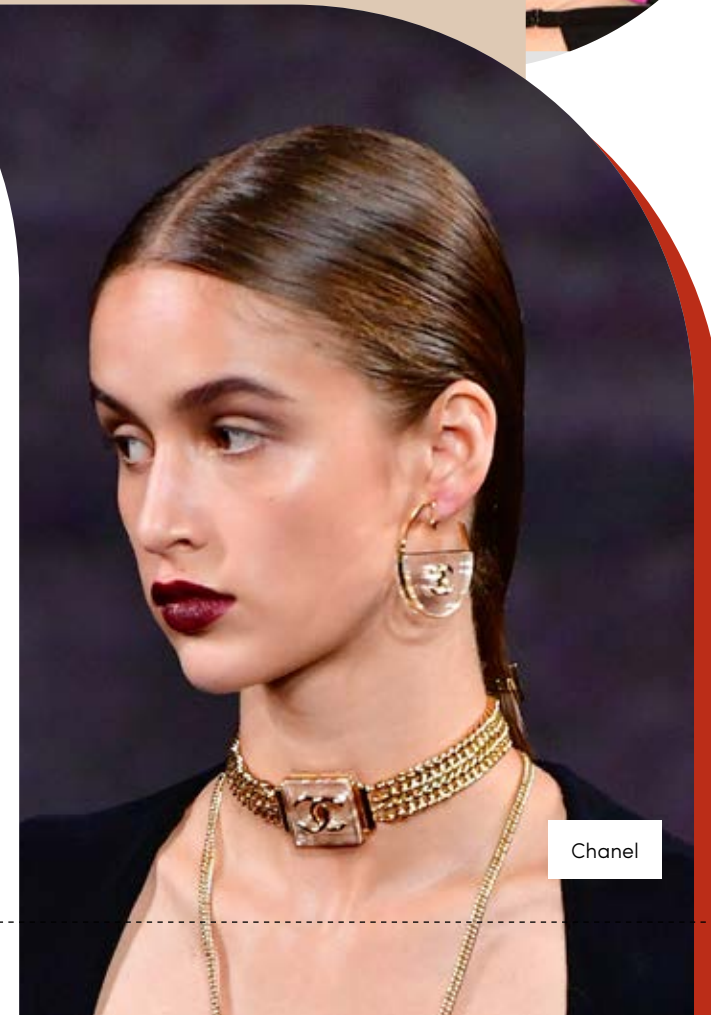
WET LOOK

Super straight and shiny hair: the *wet look* isn't just for mermaids anymore. This elegant, sophisticated look was best showcased by Chanel and Lanvin. Meanwhile, Vivienne Westwood and Weinsanto opted for more baroque interpretation, with *glossy waves* following the shape of the models' heads.

Glossy



Nensi Dojaka



Chanel

MEDAVITA MAG RECOMMENDS

MEDAVITA GLOSSYNATION

Everything you need to know for irresistible hair.



EXTREME MAKEOVER LIQUID LIGHT

The instant laminating fluid that gives instant radiance to the hair fibre.



Alberta Ferretti

PIXIE

Tiny fringes and short cuts: *pixie* cuts conquered the warm weather runways, accompanied by a relaxed attitude, even on models with more unusual features. Two trendy looks: Albert Ferretti's models wore long fringes, while Patbo styled this cut with a short, side-parted fringe.

Germanier



Elie Saab



Goncalo

TEXTURE



Zimmermann



Patbo



Hermes

WAVES

Long hair is styled with soft waves: straight hair is out. Textures range from *matte* to *glossy*. On opposite sides of the spectrum, we saw a brilliant finish on Elie Saab's Asian model, with a long fringe, and matte, tactile texture on Zimmermann's blond model.

EXTRA SHINY



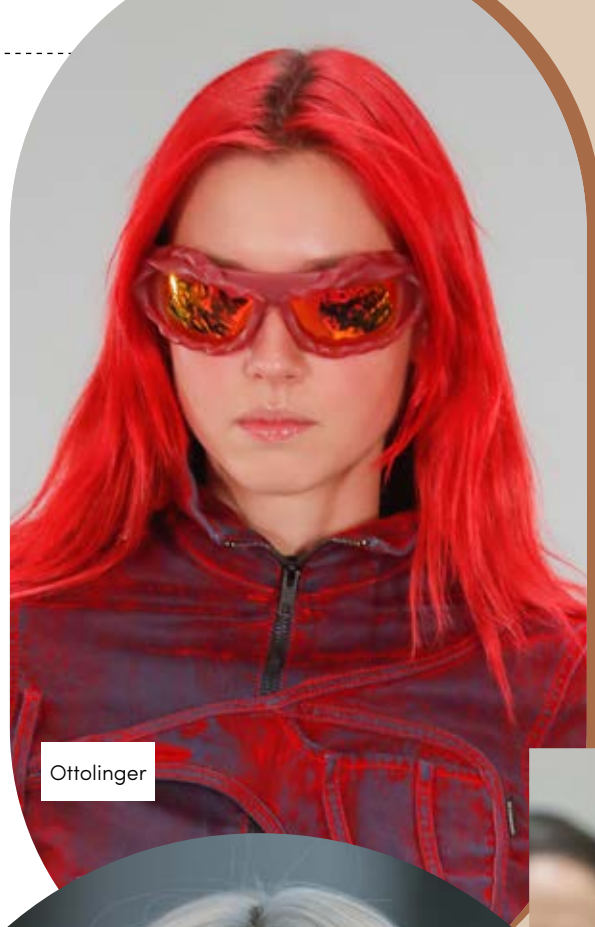
Victoria Tomas



Chanel

BOBS FOREVER

This new classic never goes out of style. It's the bob, the most versatile of all cuts, which suits everyone and withstands all the change and uncertainties of these difficult years. It's a guaranteed way to look contemporary: perfectly interpreted by the well-defined centre part and extra shiny *finish* of Victoria Tomas's model.



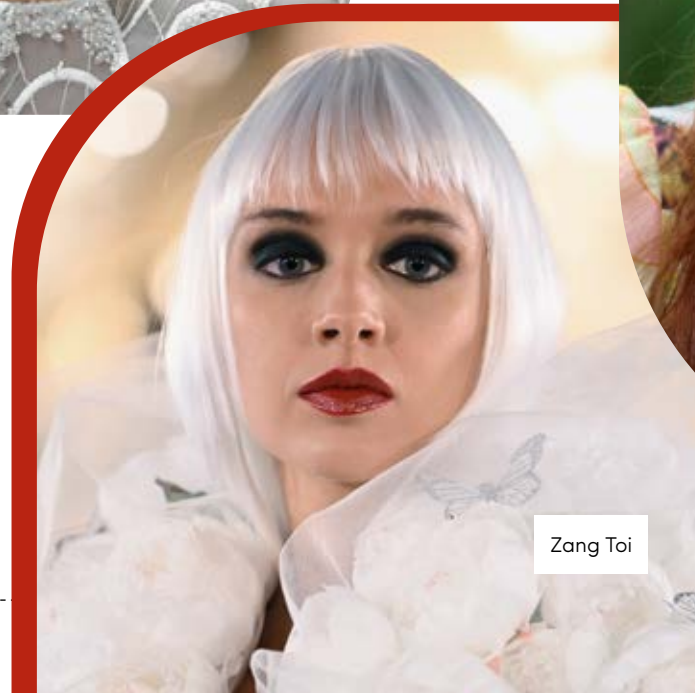
Ottolinger



Akris



Dennis Basso

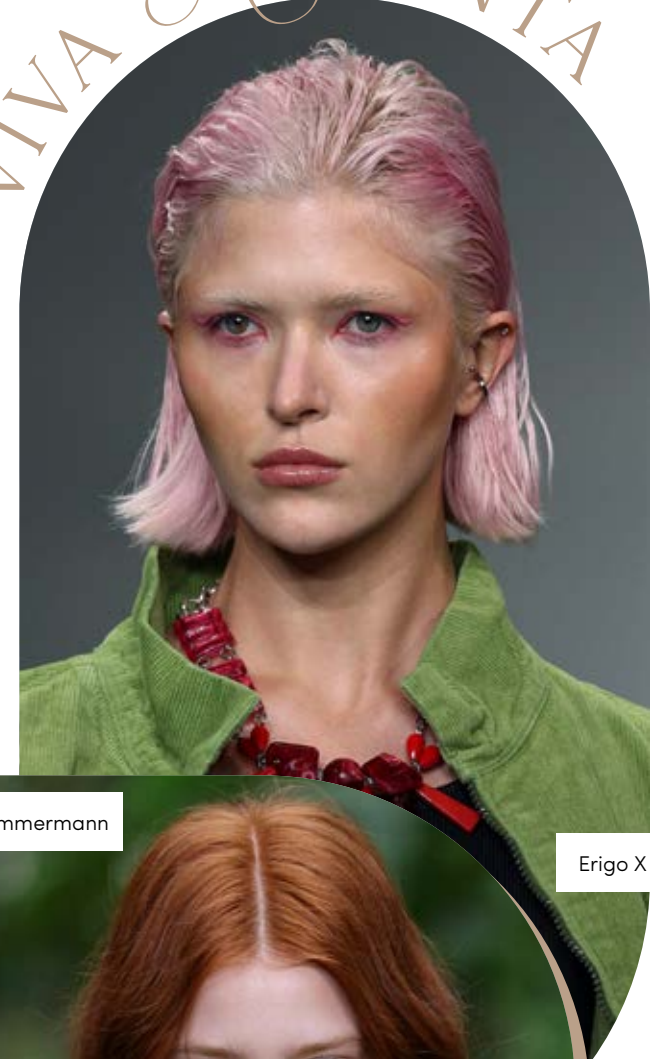


Zang Toi

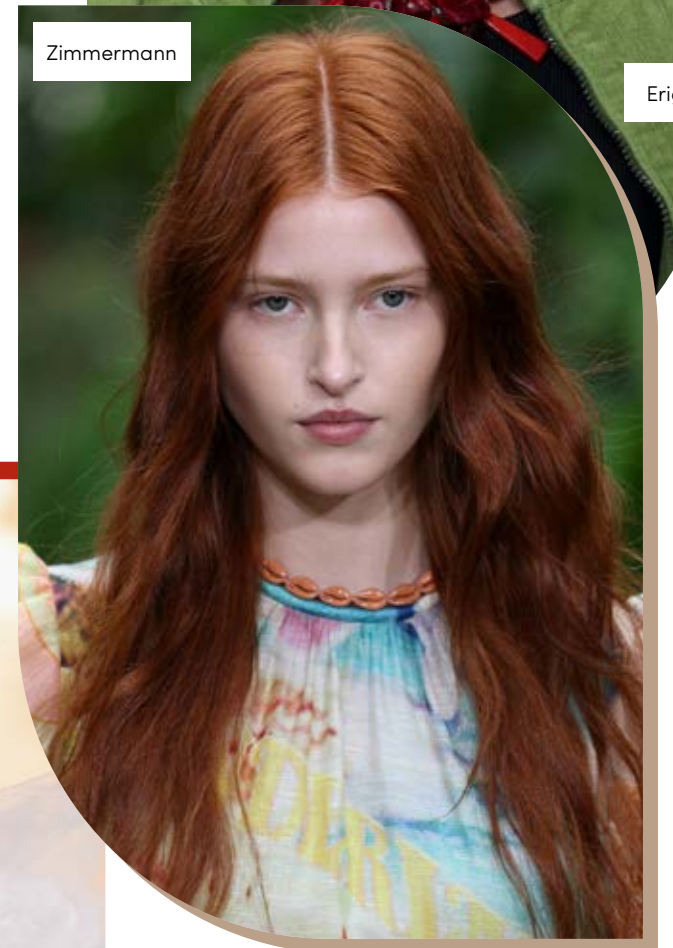
COLOURS

As an homage to Viva Magenta, the Pantone Colour of the Year for 2023, reds ruled the runway. They ranged from natural copper to neon red on Ottolinger's model. We also saw several instances of *silvery blonds* on the Dennis Basso, Weinsanto, and Zang Toi runways.

VIVA MAGENTA



Erigo X



Zimmermann

MEDAVITA MAG RECOMMENDS



MEDAVITA

KERATIN MIRACLE



GO SMOOTH HAIR FOUNDATION SERUM

A **leave-in cream** formulated to protect lengths and ends during and after drying.

It smoothes the keratin scales and seals the cuticles, **leaving hair light and silky**. Contains precious: Macadamia oil, Cottonseed oil, Sweet almond oil, Olive oil, Avocado oil, Soybean oil, Mango butter and Cocoa butter. Ideal for medium/thick hair.

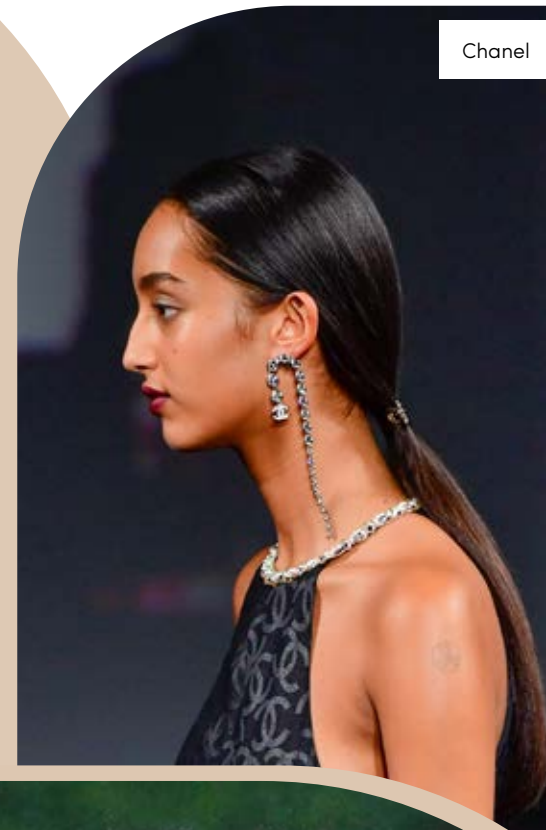
VO LUME



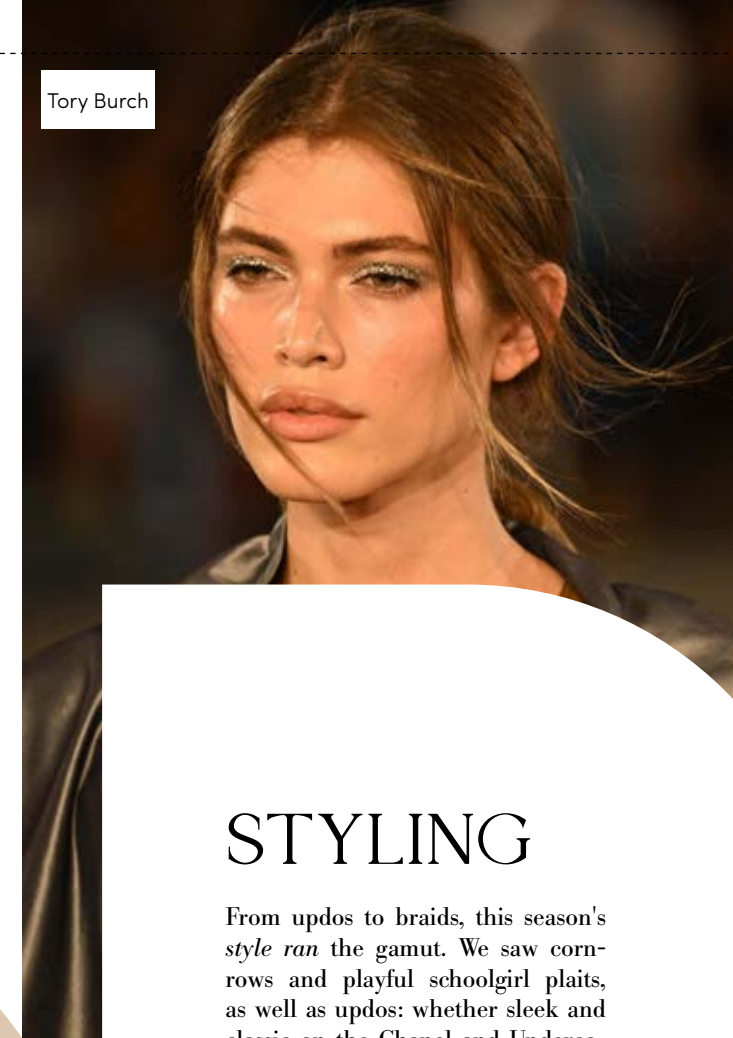
Alette

CURLS

Pack up your straighteners: whether wavy or curly, Spring/Summer 2023 was all about volume. But don't be fooled: the runways don't rely solely on natural textures alone. Behind every model's look, there's always a styling product to provide hold.



Chanel



Tory Burch

STYLING

From updos to braids, this season's *style ran* the gamut. We saw cornrows and playful schoolgirl plaits, as well as updos: whether sleek and classic on the Chanel and Undercover runways, or decidedly more messy at Tory Burch and Weinsanto.



Undercover

MESSY



Weinsanto

MAKE-UP

DREAMY LASHES OR MINIMAL LOOKS?

Oversized lashes took over the catwalks: with fake lashes on many models, and even lashes applied outside the lash line for a playful twist. *Make-up artists* didn't skimp on the *blush*, either. It was generously applied all over the cheeks, for a healthy glow and *shades* that sometimes verged on the theatrical.

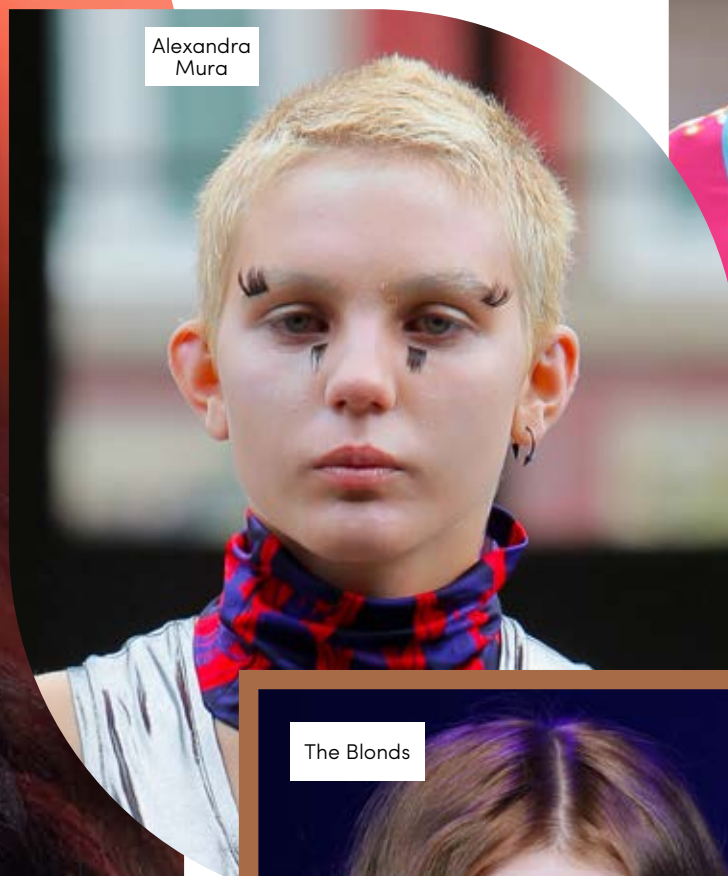
Contradiction was still a fixture on the Spring/Summer 2023 runways, however: these looks were contrasted with rigorous but authentically minimal faces, featuring healthy complexions without added colours.



The Blonds

LASHES

For *The Blonds*, models wore long, diva-inspired fake lashes. Prada and Alexandra Moura played with unexpected lash placements. Either way, falsies are now a *must-have* detail.



Alexandra Moura



Leonard Paris



Aliette

HEALTHY GLOW

Look alive: *blush* is generously applied to the cheeks, sometimes all the way up to the eyes, as seen with Aliette's model. There are so many *shades* to choose from: from the pinkish tones of Leonard Paris to the bold, pantomime red of Dino Alves.



The Blonds



Dino Alves

BLUSH

MEDAVITA MAG RECOMMENDS

Choice Color non Color

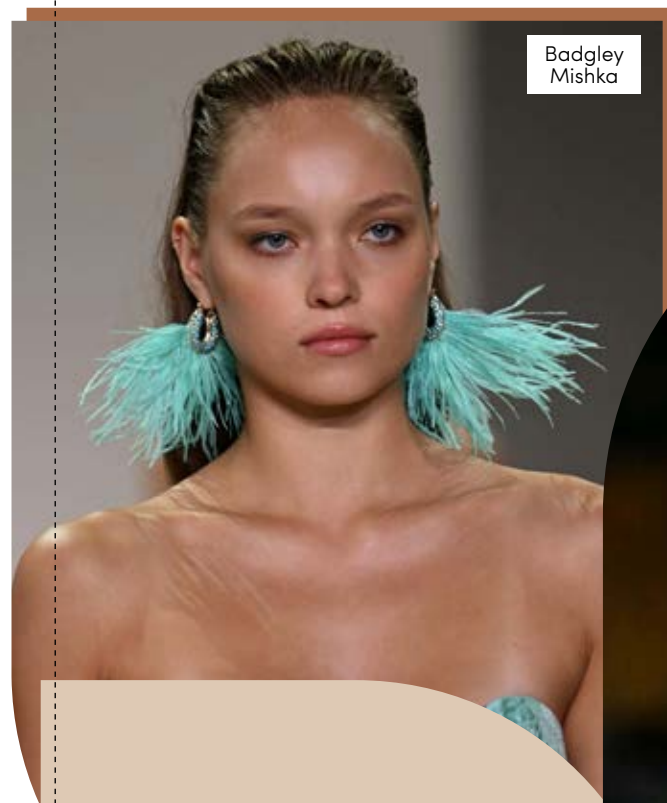
NATURAL ROOT MOCHA



A SEMIPERMANENT AMMONIAFREE TONE-ON-TONE OILGEL COLOUR WITH ACID PH FOR THE COVERAGE OF GREY HAIR.

Inspired by espresso coffee, Mocha brown is a deep, full-bodied perfect coffee colour.

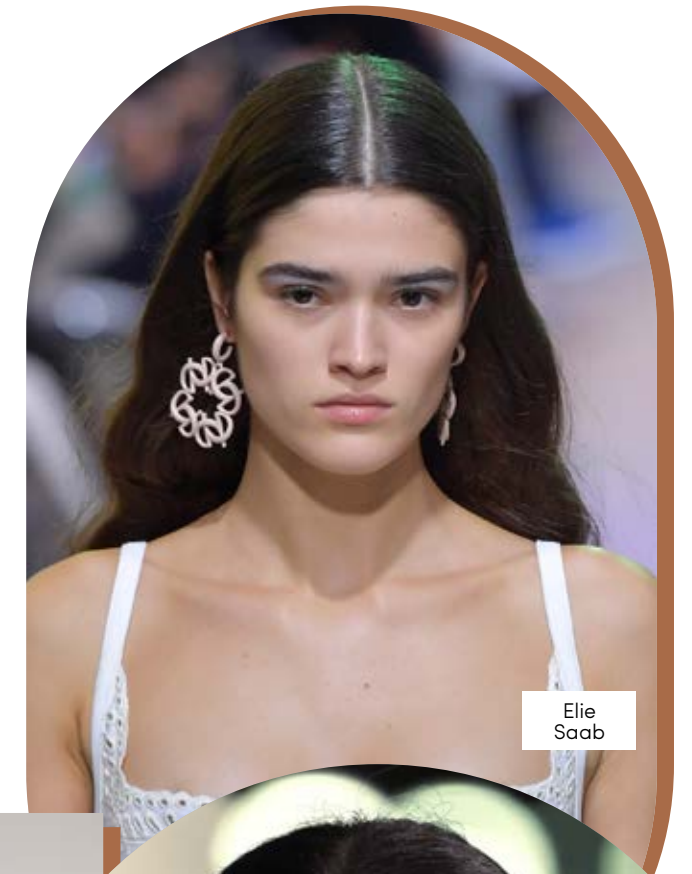
DISCOVER ALL THE NUANCES



Badgley
Mishka



Laquan
Smith



Elie
Saab

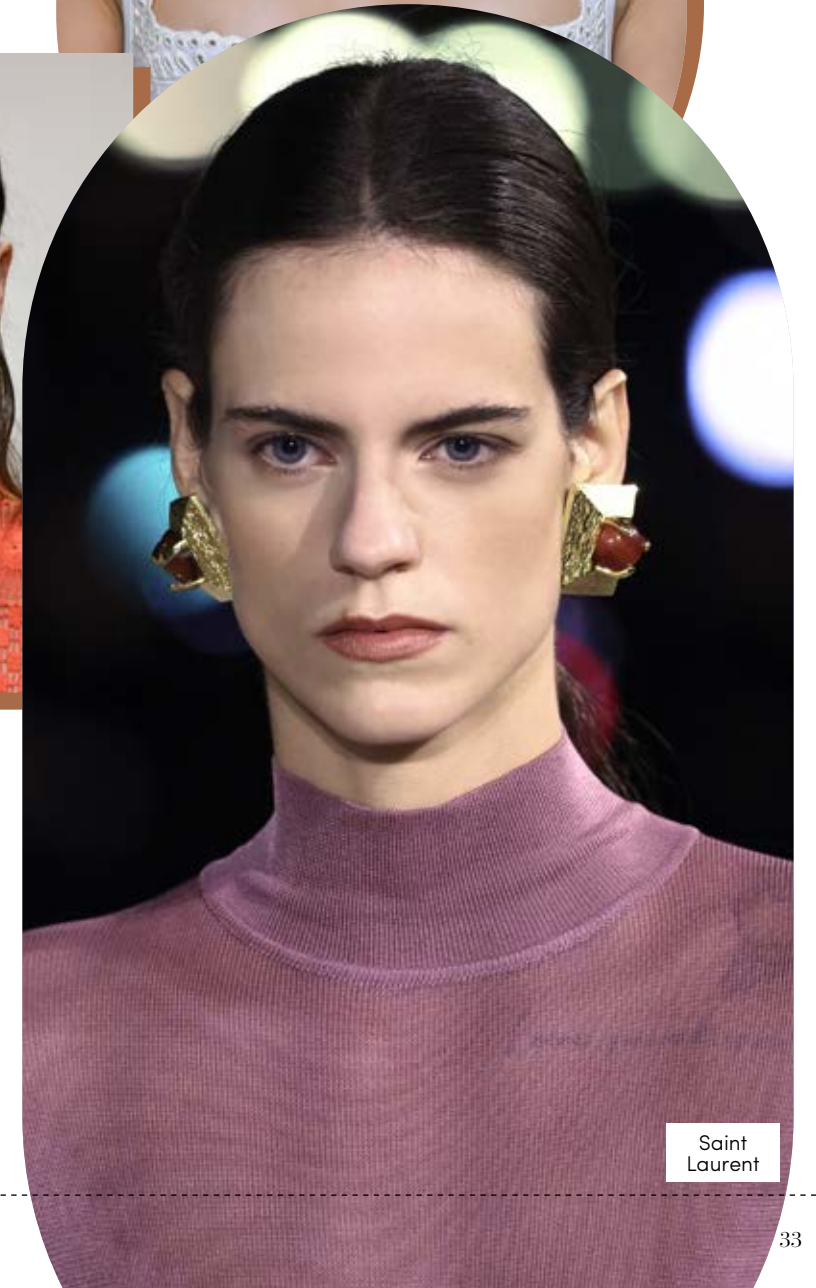
CONTOURING

BRONZE

Bronze shades create a tanned, holiday-inspired look, naturally highlighting the features. Subtle *contouring* techniques enhance the look. Try Roberto Cavalli's delicate, girlish look for yourself.



Vivienne
Tam



Saint
Laurent



Roberto
Cavalli

MINIMAL

Neutral, barely-there colours: *minimal* trends also apply to make-up. The no-make-up make-up look was paired with straight hair that revealed the face.

SPRING SUMMER 2023 RUNWAYS, MEN

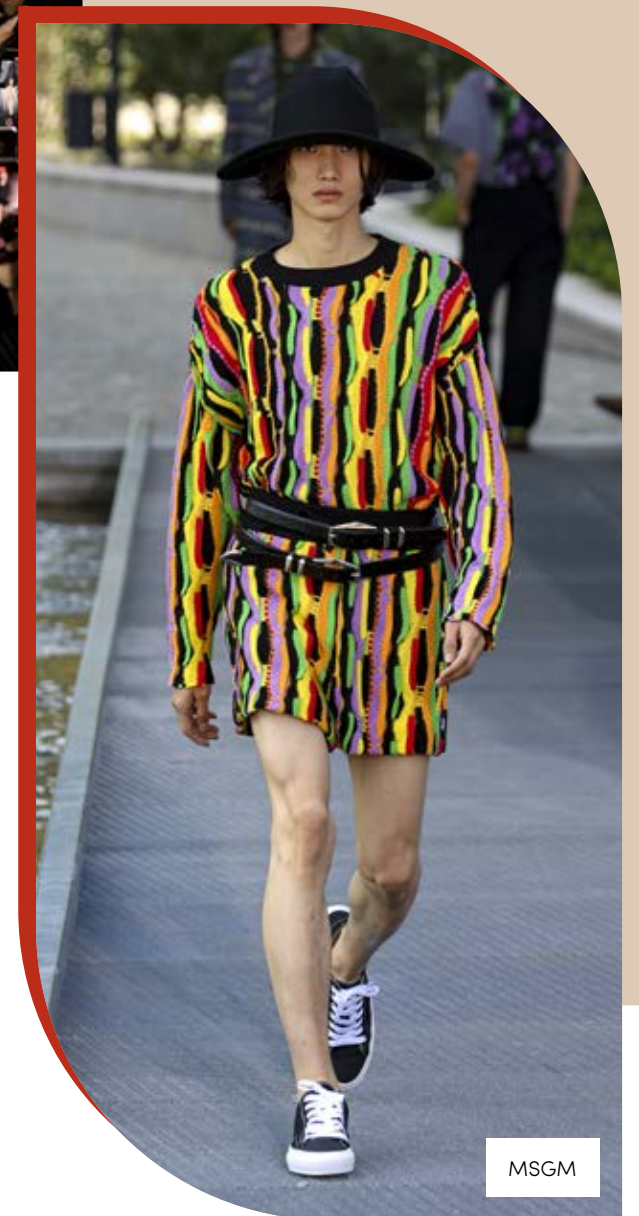
The attitude threading through the Spring/Summer 2023 menswear runway is less severe than in the past. The men wear short shorts, denim, tank tops, or lace suits and play with sheer materials, as if they were forever out on school field trips or in luxury lounge bars. They exercise the uncertainties of these insidious times, keeping far away from traditional roles of strength imposed by jackets and ties. *All-black* looks are the only tenuous exception to this rule.

Dior Homme

Raf Simmons



Egonlab



MSGM

SHORTS

Men casually choose shorts for any occasion. They end well above the knees, revealing the legs. There are plenty of variations on this look: from Egonlab's leather shorts to the classic short trousers by Raf Simmons and Dior Homme, who layers these shorts over *bike* shorts. MSGM's all-white, wholly Texan-style white ensemble stands out.

LACE & SHEER FABRICS

As the shorts get shorter, suits and shirts are embellished with lace and new, sheer designs. The male body is boldly revealed, abolishing our last taboos. From David Tlale's feather-sleeved shirt to the more rigorous button-up by Dolce & Gabbana, *genderfluid* forms and fabrics are everywhere.

David Tlale



Diazar



Fendi



Dolce and Gabbana



NO GENDER



Dolce and Gabbana

DENIM

For men who never need to ask for the 'non-fluid' option, there's denim. Styles range from MSGM's jumpsuit to Fendi's overcoat and the ripped jeans by Givenchy, Dolce & Gabbana, and Egonlab. Diazar turns down the drama and adds "fluidity".

MEDAVITA MAG RECOMMENDS

MEDAVITA
II
IDOL



TOUCH

Tonifying shampoo & shower gel

← Tonifying shampoo and shower gel designed to meet the specific needs of men's scalp and hair. →



Dior Homme



David Catalan



Rick Owens

MINIMAL



MSGM

TANK TOPS

The tank top has become a versatile alternative to the shirt. It can be worn anywhere: with trousers, shorts, or jeans. MSGM combines it with an ultra-colourful floral suit. Rick Owens and Y Project offer more *minimal* takes.



Enaut



Givenchy

ALL BLACK

For men who seek refuge in mystery, there's the *all-black* outfit. In addition to classic black leather trousers and trench coats, or Givenchy's surprising pairing of a meticulous overcoat and ripped trousers, the *fetish-inspired allure* heralded by Dominnico makes a bold statement.



Rick Owens

ALLURE FETISH



Dominnico

MEN'S HAIRSTYLES

FLUID & BLOND

“I have to stop by the hairdresser's before I come over”, isn't a phrase reserved for women these days.

Men have discovered the power of hair dye, blond, and make-up. And it's not just about being *genderfluid*: although that plays into it, it's a wider story.

Men open up to new approaches to taking care of their hair and appearances, both for their own enjoyment and to be more attractive. The choices are endless: from temporary to permanent colours to daily use of gel to create a sophisticated, *wet-look* effect.



Acne Studios



Diesel



Antonio Marras

COLOURS

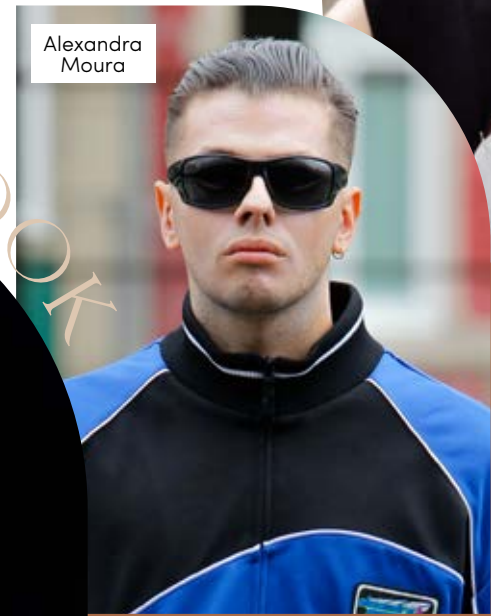
There's no doubt about it: gentlemen prefer blond. Bleaching is a big trend in men's hairstyles. Some brands, like Diesel, took a playful approach, sending out models with the product still in their hair. Jawara Alley's model wore a blond bob with a perfect centre part, while Acne Studios experimented with angelic looks.

BLOND



Jawara Alley

WET LOOK



Alexandra Moura

STRAIGHT & WET

The warm season will be dripping with wet-look styling products. The wet look works for all kinds of occasions: from the suit jacket and tie by Antonio Marras to Alexandra Moura's tracksuit.



Erigo X

CURLS

Men's perms and curling irons are here to stay: this year is all about curls. From messy looks by Duarte to more dandy-inspired takes at Erigo X and Enfants Riches Deprimes.



Duarte



Miguel Vieira



Larucci



Enfants Riches Deprimes

FLUID

Enhanced by make-up and long hair, *genderfluid* style has no rules, and doesn't want any. There's room for all kinds of styles: from the wet look to cropped bowl cuts and even the *boldest* buzz cuts.

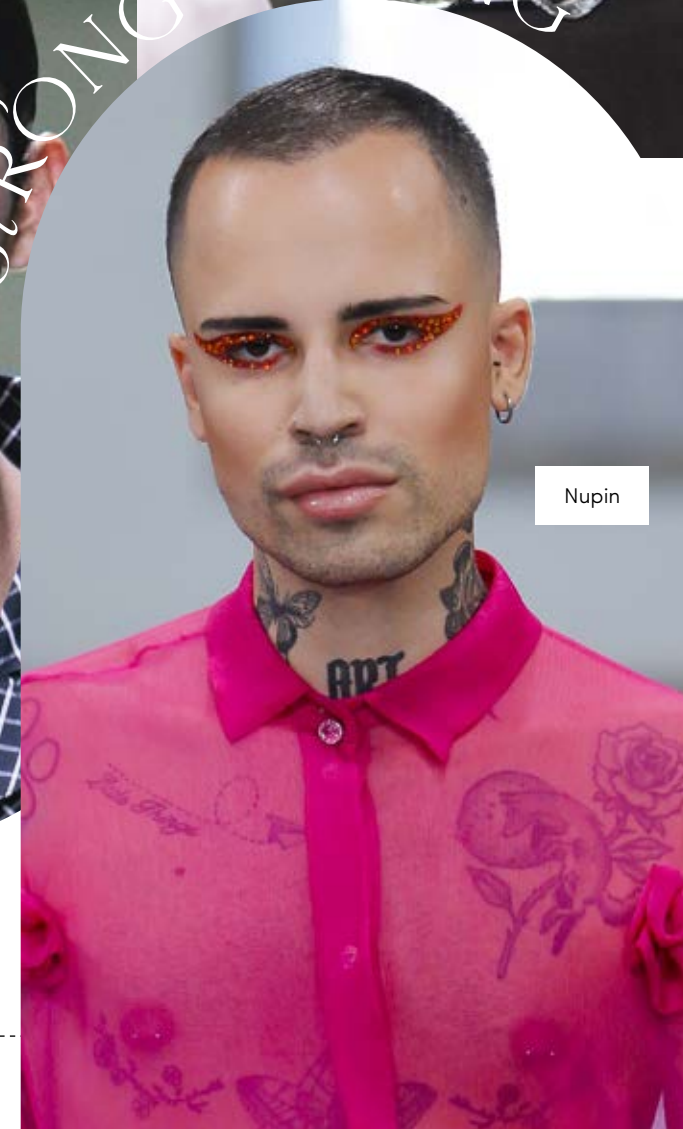
GENDER FLUID



Fora de Jogo



Dino Alves



Nupin

PERMANENT




MEDAVITA
 Elisièr



Discover the *strengthening* and *regenerating* hair serum.

+53%
Strong and robust hair*

+60%
Shinier and more beautiful hair*

6hrs

Just 6 hours after application, it **boosts energy**, improving follicle activity, **visibly revitalizing the hair****

* Percent of satisfied subjects after using Elisièr: self-assessment by 60 individuals for 8 weeks ** In-vitro assessment of ATPase expression, which indicates increased cellular energy potential.

Style

by the Editors

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When we talk about beauty routines and skincare, we usually focus on products for the face and overlook the scalp. Hidden underneath the hair, it's easy to forget to take care of this part of the skin until there's a problem, like itching, dandruff, or hair loss. But why should our skincare regimes stop at the hairline? The scalp is also part of our skin, and yet it's the part of the body we overlook most often. The scalp and skin are very similar in both the composition and function of their cells. The same factors (stress, fatigue, pollution, genetic ageing) also compromise their appearance. The skin of the scalp ages at the same rate as the skin of the face, but it is also bombarded with shampoo (which is often not suited to the scalp type, and therefore too harsh) and other substances (styling products, dye residue, etc.) which can accumulate over time. Add stress, sun damage, and atmospheric pollution and you may see hair loss and thinning, as well as itching, dryness, and other issues like eczema, excess sebum, and dandruff.



MEDAVITA

Elisière

The first *fortifying*
and *regenerating* hair serum.

But things are *changing...*

Over the past few years, self-care has exploded, in terms of macroeconomics as well as on a more personal, emotional level. This global trend towards spending more time and energy on self-care has been nicknamed "healthification". In fact, many psychologists have noted that over recent years, people have started taking care of themselves a lot more, and as gyms and spas closed, they began transforming their own homes into wellness centres.

In other words, cosmetics have become a way of feeling better, a powerful remedy against the psychological stress that has characterised the past few years. It's also a way of counteracting the boredom of days spent at home, boosting our mood, getting (back) into shape, hiding anxiety-induced lack of sleep, and 'turning off' our over-active, device-obsessed minds. This trend endured throughout 2020, 2021, and 2022, and was seen in both men and women.

Spending more time at home helped us learn to love ourselves and to spend more time taking care of our bodies rather than focusing on superficial appearance. This renewed interest in the importance of taking care of ourselves also became a widespread phenomenon in the beauty sector. Caring for the health of our skin helped us realise that our hair – also known as women's 'second face', according to Chinese wisdom – deserved the same level of attention.

Just like our skin, our hair is subjected to natural forces that slow down as time goes on, causing mostly irreversible, sometimes undesirable changes.

All the more reason to focus on technologies and combinations of active ingredient that can trigger the mechanisms that restore and regenerate the scalp and hair follicles.



People's expectations for their hair began to resemble what they expect from other categories (like skincare), which have always been more innovative than haircare. The boundaries between wellness for the skin and hair began to blur. We learned more about the importance of taking care of our hair, and especially our scalp, with the same dedication that used to be reserved for our skin. This meant choosing tailored products that treat different types of scalps and giving our skin what it needs (and not just the skin on our face). Comprehensive skin health is key.

In practice, this means building a more complete, multi-tasking beauty routine that is based on targeted and cross-sector products. Equal emphasis is placed on the face, body, and hair.

Weakened, diminished hair, which can lead to premature hair loss, is no longer a 'problem' reserved for men and older individuals. Instead, this topic is also now discussed by women and younger generations, for whom weak, thinning hair is often caused by stress and accelerated by external or internal factors. These consumers seek an approach that is more about prevention and maintaining balance rather than finding a 'cure'. Unlike the traditional approach, which focuses on counteracting, reducing, and masking the visible signs of a sluggish scalp and weak hair, this approach prioritises strategies that enhance natural beauty by emphasising wellness. This means adopting a lifestyle in which taking care of your hair, including your scalp, is a dedicated step in your beauty ritual. It starts while you're young, and is not tied to age.

What is Medavita's solution?



Elisièr is a fortifying and regenerating serum that increases the hair's strength, resilience, shine, and volume, protecting its beauty and vitality over time. It stimulates and preserves the energy potential required by the scalp's skin cells in order to function fully and correctly at any age.

The name Elisièr is inspired by mythical **elixirs**, which promised everlasting beauty and captured our imaginations, as well as **serums**, with all of the exclusive performance and innovation that sets this kind of skincare product apart.

Thanks to *highly concentrated active ingredients*, Elisièr boosts energy, improving follicle activity just 6 hours after application², and leaves the hair *strong, thick, and brilliant*.

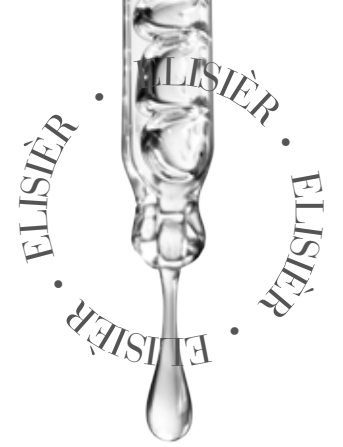
Thanks to its powerful active ingredients, it boosts energy, improving follicle activity just 6 hours from application*.

(*In-vitro assessment of ATPase expression, which indicates increased cellular energy potential).

The hair looks stronger, thicker, and more brilliant.

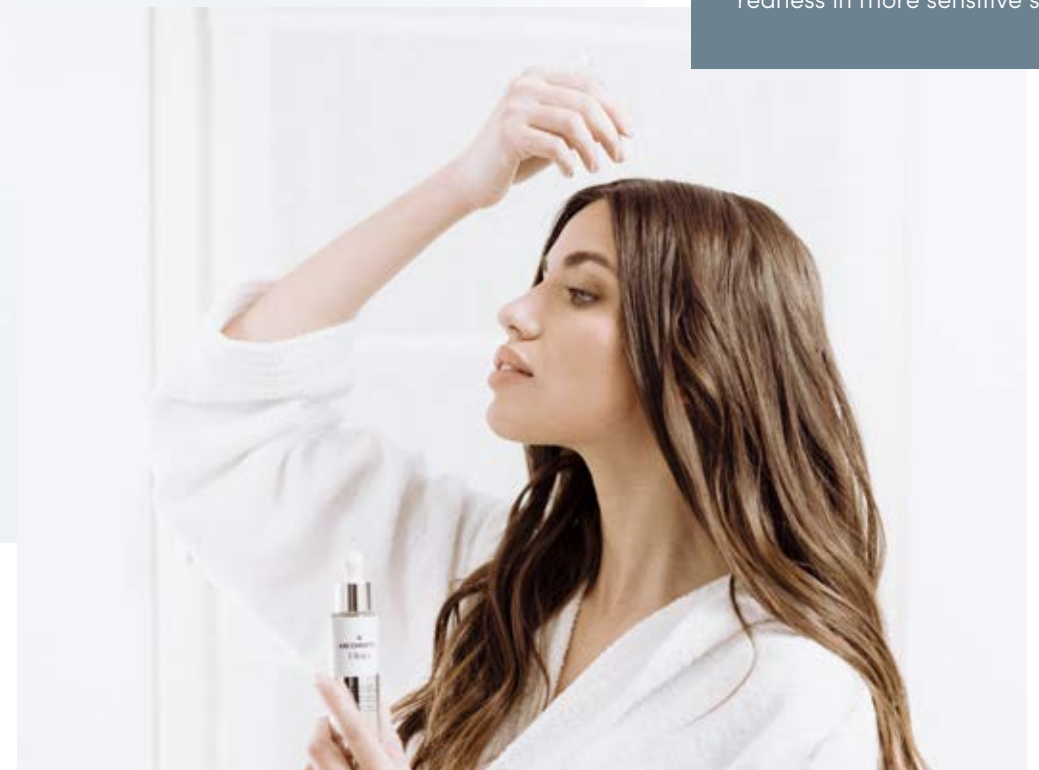
Elisièr's approach differs from medical interventions that focus on anomalies. Instead, the serum offers solutions for preserving your beauty/scalp at any age.

Day after day, the hair fibre recovers its shine, resilience, and volume.



- **Saccharomyces cerevisiae** extract, a natural ingredient obtained through biotechnology, revitalises the scalp and restores its energy.
- **Special pumpkin** seed extract, cultivated in the Styria region of Austria, supports the elimination of waste to deeply regenerate the scalp.
- **Hyaluronic acid** hydrates, restores elasticity, and tones the scalp, preventing premature ageing and keeping the hair full of vigour.
- A blend of **5 ultra-pure amino acids** and **5 carefully dosed vitamins** protects and nourishes follicle cells.
- **Caffeine** boosts microcirculation, with positive effects on follicle nourishment and oxygenation.
- **Bisabolol**, a powerful skin-soothing agent, protects from environmental stress and reduces redness in more sensitive skin.

¹ Percent of satisfied subjects after using Elisièr: self-assessment by 60 individuals for 8 weeks / ²Resilience measured as a reduction of hairs extracted during a pull test, demonstrated through clinical analyses on 30 women. / ³Benefits demonstrated via 3D digital microscope imaging on 30 women after using Elisièr for 8 weeks. / ⁴Percent of subjects (30 women) with improved skin microcirculation after using Elisièr for 8 weeks. / ⁵In-vitro assessment of ATPase expression, which indicates increased cellular energy potential. / ⁶In-vitro assessment of PCNA expression, which indicates increased cellular proliferation. / ⁷In-vitro assessment of the ability to stimulate protein production in human fibroblast cell cultures.

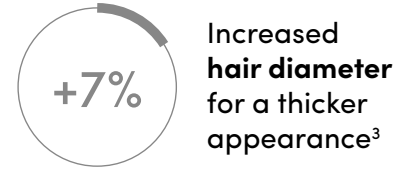
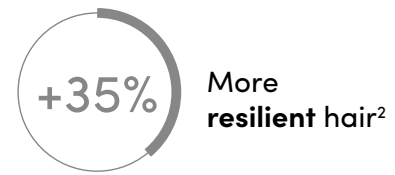


Elisièr marks the culmination of over 3 years of continuous research on the mechanisms behind hair's natural *beauty* and *strength*.

Numerous instrumental tests, clinical studies, and sensory assessments have confirmed its extraordinary performance.



HOW TO USE: Cleanse the scalp as usual, then towel-dry and apply the product. Gently massage it in with your fingertips until fully absorbed. Do not rinse. Dry the hair.



6 Hours

More energised scalp just 6 hours after application⁵

24 Hours

Revitalising effects in just 24 hours⁶

48 Hours

Cellular nourishment and regeneration in just 48 hours⁷

MEDAVITA

Velour
NIGHT RESET SERUM
Siero notturno rigenerante
Sérum de nuit régénérateur

Allantoina (Allantoin)
Acetina (Acetic acid)
Hyalobolo (Hyalobol)

CLINICALLY TESTED
CLINICAMENTE TESTATO

pH 6.5

50 ml e
1.69 fl.oz. (US)

**DAILY CARE,
BEAUTIFUL HAIR.**

The scalp also deserves a beauty routine.

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DAILY CARE, BEAUTIFUL HAIR.

Skinification: the new frontier in haircare is here.

SCALP CARE

IS THE NEW SKIN CARE

When you think about beauty routines and the ideal steps in your daily skincare, what is the first thing that comes to mind? No doubt you thought about the sequence of products to apply for radiant skin and your best look yet... but you forgot all about your scalp!

You're not alone: since our scalp is hidden underneath our hair, many of us forget to take care of it until there's a problem, like itching, dandruff, or even hair loss. And yet the scalp is part of our skin: its structure and the way its cells function are similar to that of the skin on the rest of our body. The factors that threaten its beauty (genetic ageing, lifestyle, atmospheric pollution and other environmental factors) are also the same.

The scalp ages at the same rate as the skin of the face, and it is also bombarded with shampoo (which is often not suited to the scalp type) and other substances (styling products, dye residue, etc.), which can accumulate over time. Add stress, sun damage, and dust particles, and the results could include weakening, thinning, and hair loss.

As you can see: a healthy scalp is crucial for healthy hair. Think of it as a garden: water the ground and everything that grows from it will bloom!

Are you sure you want your beauty routine to stop at your hairline? Now's the perfect time for an update! These days, lots of people expect the same level of care for their hair and scalp as they do for their face and body. There's growing awareness of the importance of taking daily care of your scalp and hair with the same dedication you give to your face. This includes meeting all of your skin's needs, including the scalp, with custom products for different skin types. Comprehensive skin wellness is key, and it reflects a new focus on creating a strong foundation for growing healthy hair.



Hair skinification is the name of this care trend. Inspired by skincare, it prioritises the wellness of the scalp for achieving beautiful hair.

This approach blurs the lines between skincare and haircare in terms of formulas and ingredients. It offers solutions for anyone looking for the most complete beauty routine possible, which is based on both targeted and cross-sector products. No part of the body is neglected: the scalp and hair are included as well as the face.

The most innovative companies and most trusted brands jumped on this trend early and have perfected their offerings: from serums to skin creams, from lotions to 'scalp care' tonics, today's formulas are powerful and pioneering, the results of advanced research and sophisticated ingredients formerly reserved for the face. These beauty treatments rival even the highest-end skincare products.

Scrubs aren't just for the body anymore; there are scalp scrubs, too. Serums, formerly reserved for the face, are now available for the scalp and hair. You can now find masks for any part of the body, including your head. Hyaluronic acid, caffeine, clays, vitamin, precious oils, and much more: key skincare ingredients have become haircare essentials.

CLEANSSES TREATS CARE

The numbers confirm this undeniable trend: in China, where some people spend 250 dollars a month on targeted formulas, niche products, and luxury devices, haircare product sales are projected to reach 9.16 billion dollars by 2025 (Source: Mintel).

In the United States, the demand for shampoo, conditioner, and premium hair treatments is growing rapidly compared to average market growth rates: +32% in the first trimester of 2022 compared to the same period in 2021, for a domestic market of over 744 million dollars (Source: NPD).

This trend can also be seen in Italy. Salons remain the preferred point of sale for premium products and tools, thanks to the decisive role of hairdressers. In the first semester of 2022, the professional hairstylist sales channel grew by +16% compared to the same semester in 2021, with revenue from cosmetics used in professional services exceeding pre-pandemic levels, at nearly 550 million euros (Source: Cosmetics Italia - Congiunturale September 2022).



This trend can also be seen in Italy. *Salons* remain the preferred point of sale for premium products and tools, thanks to the decisive role of hairdressers.



HAPPY SCALP EVERYDAY

Although the world may truly be headed in the same, clear and unanimous direction, there still remains a great deal of variety in day-to-day habits: each person's skin is unique and requires treatment that meets its individual needs. No two conditions are the same. This is also the case for the scalp and hair, of course. Everyone takes care of their scalp every day, paying attention to different aspects of it, without thinking of it as a problem.

1. Some beauty expectations, however, need professional expertise. These concerns require a deep treatment approach that focuses on restoring the scalp's health. When it comes to the face and body, we turn to dermatologists or aestheticians. In the world of haircare, that specialist is your hairstylist. Professional treatments and intensive salon services are the best approach for achieving these beauty desires.

2. If, upon listening to ourselves, we realise that what we need most of all is to take some time for ourselves, with some pampering for body and mind, we can also choose intensive treatments that can be performed at home. We can use this moment to apply product vials for a specific treatment cycle, or to purify our scalp with a scrub before washing our hair. The idea behind an intensive treatment is the same as in skincare, in which it encourages us to take the time to exfoliate our face and apply a mask once or twice a week.

We can recreate the spa experience in our own homes, transform-

ing a familiar space into a true wellness oasis.

3. Finally, there's the new frontier: the smart beauty routines that can be implemented like good daily habits. These are the small but crucial steps in everyday care that help us maintain our beautiful scalp and hair, day after day. It's the haircare equivalent of what we're already used to doing for our face, when after removing make-up and applying a toner, we apply a serum, a face cream (day cream in the morning and night cream in the evenings), eye cream, primer, blemish corrector, make-up... every day, we apply products we choose based on our skin type in order to hydrate, nourish, protect, and prevent the signs of ageing to keep our skin in the best possible condition.

What does the future hold? Hairstylists are the lifeblood of leading salons. These professionals are experts in all aspects of hair and scalp health and can recognise each individual's needs in order to offer targeted, personalised solutions on all three levels, using powerful treatments. They can offer a range of wellness programmes to address the scalp's condition, while also treating the hair. Their expertise in all things hair is not only key for the salon rituals themselves, but also for the daily beauty routines their clients will implement at home.



• **Hyaluronic acid**, a substance naturally produced by our bodies, is a key component for our skin and connective tissue. In the skin, it binds to large amounts of water and maintains the skin's tone, softness, plumpness, and natural hydration. The **hyaluronic acid** used in cosmetics is analogous to its natural form. It retains water molecules before gently releasing them onto the skin, creating a protective, hydrating film for immediate comfort and tone. This helps to balance hydration levels, restore elasticity, strengthen the skin's tone, and prevent premature ageing, making it a prized ingredient in anti-ageing face products. It is beginning to achieve the same status in haircare, where it is increasingly being used in scalp treatments in order to revitalise the hair. **Hyaluronic acid** can also be used in formulas that are applied directly to the hair shaft. It creates a protective film that prevents water loss and increases volume, giving the hair a full and brilliant appearance.



By the *Expert*

By *Dr. Anna Piacente*
Biologist, nutritionist, and hair consultant

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SCALP CARE

TAKING **CARE**
OF YOUR **ROOTS**
TO REGENERATE
YOUR HAIR

Although the hair's protective benefits for the scalp are obvious, the role of the scalp as an environment that influences the hair fibre has been overlooked for years. In fact, there are a number of dermatological conditions that demonstrate the role that the scalp's condition plays in sustaining healthy hair growth. Consider seborrheic dermatitis, psoriasis, etc., and how they impact the hair.

In the West, scalp care has long been thought of as a matter of treating problems when they arise.

We tend to only treat what we see, and to overlook the preventative aspect. However, SCALP CARE is a key part of any beauty routine; to achieve beautiful hair, you need the perfect scalp!

This much is clear in the world of skincare, and consumers are now used to implementing day and evening routines to maintain beautiful skin. Although this aspect of beauty has been undervalued for years in the West, it has long been understood and emphasised in the East.

Thousands of young people follow tutorials explaining the beauty secrets that Korean women use to

achieve porcelain skin. Although this trend is just starting in Italy, the Korean Hair Care Routine is also spreading here.

Unlike the West, the Asian approach emphasises the health of the body, with a crucial focus on preventing oxidative stress (which causes skin ageing and ageing in general).



BASED ON THESE PRINCIPALS, THE STEPS OF THE **KOREAN HAIR CARE ROUTINE** REFLECT THE BELIEF THAT THE **SCALP** AND **HAIR** NEED **DIFFERENT FORMULAS**. FURTHERMORE, THE ROUTINE INCLUDES VERY PRECISE **STEPS** THAT ARE ACCOMPANIED BY **GESTURES/ MASSAGES**.

THE KOREAN HAIR CARE IN 10 STEPS:

1

CLEANSING THE SCALP

The first phase is necessary for exfoliating and detoxifying the scalp. It can be performed by cleansing the scalp using mechanical (scrub) or enzymatic (emulsions or specific masks) methods. The recommended frequency is once a week.

2

SHAMPOO

This step in the Korean routine also places great emphasis on cleansing the scalp. It recommends that you use a scalp brush with your shampoo, in order to maximise foam and stimulate blood flow while ensuring that any dead cell residue or dirt is fully removed from the scalp.

3

CONDITIONER

This step is crucial for detangling and softening the hair. Don't rush this part: allow the product to set to ensure that it works deeply. Just apply the conditioner and leave it in for 2-3 minutes rather than rinsing it out immediately, perhaps rolling your hair up and securing it with a clip. It's also best to avoid applying the conditioner directly to the scalp, which has a different pH than the hair.

4

HAIR MASK

Recommended for use at least once a week, although some people like to apply this treat with every wash. Leave the hair mask in for 10-15 minutes and use this opportunity to fully relax. During this phase, think about lighting a scented candle and applying your mask with its soft light and relaxing background music. A ritual that is performed at the best salons, and which you can recreate at home. Hair masks, or 'packs', as they are called in Korea, have a range of functions: nourishing, illuminating, hydrating, or conditioning the hair fibres.

5

ACIDIC RINSE

The goal is to restore the hair and scalp's correct pH levels (the normal pH of the scalp is slightly acidic, between 4.5 and 5.5), and it is recommended for use once a week. Dandruff-prone scalps, for example, are dry and itchy, which may be the result of a pH that is too alkaline. Furthermore, lowering the hair's pH helps to seal the cuticles (preventing split ends), adding shine to the hair shaft and improving the scalp's health.

6

SCALP MASK

This is a post-shampoo mask that you apply to the scalp while the hair is still damp, and allow to set for 15-20 minutes. These masks can have different functions: there are soothing masks, sebum-regulating masks, keratolytic masks, etc.

7

SCALP TONER

Scalp toners help to prepare the scalp for the next steps in the routine. Spray this product onto the scalp after blotting your hair with a towel.

8

SCALP SERUM

Just like with skincare, serums can enrich your scalp care routine, enriching the scalp with the active ingredients required to keep it healthy and thriving.

9

HAIR SERUM AND MICELLAR WATER

Hair serums are formulated to deliver high levels of active ingredients to the hair (ex: overnight serums that work while you sleep), while micellar water is a hydrating product. Use both of these products depending on your specific needs.

10

STYLING PRODUCTS

The full range of products that help style the hair and achieve your desired look (lacquer, gel, wax, foam, etc.).



*Percent of satisfied subjects after using Elisière: self-assessment by 60 individuals for 8 weeks ** In-vitro assessment of ATPase expression, which indicates increased cellular energy potential.

+53% STRONGER AND MOST ROBUST HAIR*

+60% SHINIER AND MORE BEAUTIFUL HAIR*

Just 6 hours after application, it **boosts energy**, improving follicle activity, **visibly revitalizing the hair.****



Of course, each routine should be personalised to address your own needs, and you should pay special attention to your choice of active ingredients. For more on this topic, we can learn a lot from Ayurvedic medicine's long tradition of scalp care.

IN FACT, THE WORD 'SHAMPOO' IS DERIVED FROM THE HINDI WORD CHAMPI WHICH MEANS 'PRESSURE', OR MASSAGE.

The 'pastes' obtained from these powders were gently rubbed into the scalp, where they reactivated microcirculation, allowing the hair to benefit from all of the herbs' positive effects. In between washes, the scalp was also massaged in the same way with certain oils obtained from these plants.

Drawing from all of this knowledge, modern cosmetics now offer many new products relating to SCALP CARE. Thanks to its continuous research, MEDAVITA is celebrating its sixtieth anniversary with this year's newest innovation: ELISIÈRE. ELISIÈRE is a fortifying and regenerating serum that uses pumpkin, yeast, and bisabolol extracts, a blend of vitamins and amino acids, caffeine, and hyaluronic acid to enhance your hair's shine, volume, and resilience.


MEDAVITA

NUTRISUBSTANCE



8-HOUR RESCUE TREATMENT
**TREATMENT
NOURISHED
AND PROTECTED
IN 8 HOURS.**

Think of the night as a new opportunity
to self-care your hair.

Discover the Nutrisubstance line

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Style

by the Editors

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MEDAVITA

NUTRISUBSTANCE

Nourish your hair, nourish your beauty

There's one thing all women can agree on: taking care of your hair is one of the most important parts of our everyday *beauty routines*.

WHO DOESN'T WANT HEALTHY, SHINY, AND BEAUTIFUL HAIR?

Dry, dull, and damaged hair is a problem for both men and women. The causes can vary widely: from increasingly hectic lifestyles, especially for those with stressful work schedules, to pollution and smog in big cities, the humidity of changing seasons, or excessive heat caused by misuse of hair dryers. Hair spray and gel can also weaken the hair, not to mention damage caused by sun exposure following summer holidays at the beach. Knowing how to nourish your locks is key for achieving shiny, voluminous hair.

“My hair is dry,” “I have split ends,” “my hair is damaged.” How many times have we heard these phrases, or said them ourselves? We’ve lost count. After all, dry hair isn’t just a common complaint, it’s also a condition shared by men and women of all ages. For some people, it may only be an aesthetic problem. For others, this annoyance can become a long-term issue that reflects poor hair health.



WHAT ARE THE CAUSES OF DRY HAIR?

Nourishment and hydration are more than just shortcuts to beauty: they’re crucial for preserving the hair’s very structure, preventing the risk of breakage. Our hair is constantly subjected to external aggressors, whether physical or chemical. These include UV rays, pollution, technical treatments, heat, stress, inadequate diet, and slack of minerals or other nutrients, all of which damage the hair shaft. This leads to **dehydrated hair, which loses softness** and shine, becoming dull, brittle, and dry. As a result, dehydrated hair is extremely fragile. Difficult to comb, it is plagued by static and tends to break easily. Specific treatments are required to restore dry, parched, and sensitised hair to a healthy and beautiful state.

WHAT ARE THE SIGNS OF DRY HAIR?

Before choosing a treatment for dry hair, start by analysing its current condition. Dry hair generally looks dull. This is because the cuticles have lifted away from the hair fibres and therefore no longer reflect light correctly. For the same reason, it also feels coarse to the touch. Finally, this effect also creates frizz, making it difficult to style the hair and achieve a "neat" look.

Dehydrated hair is characterised by:

- lifted scales
- static
- loss of oligo-elements
- loosened keratin fibres
- formation of gaps
- split ends

Specific treatments are required to restore dry, parched, and sensitised hair to a healthy and beautiful state.

Medavita's laboratories created **Nutrisubstance**, a hydrating and nourishing treatment that deeply penetrates the hair fibres and restores healthy shine and strength to dull, dry hair.



NUTRITIVE SHAMPOO

Nourishing shampoo that strengthens the hair fibres, with a high concentration of active ingredients to deliver hydration and nutrients as it cleanses.

NUTRITIVE HAIR MASK

Nourishing hair mask that strengthens the hair fibres.

NUTRITIVE REPAIRING HAIR MICROEMULSION

Micro-emulsion spray that nourishes and repairs the hair fibres.



SHINING HAIR SERUM

Illuminating and nourishing drops that restore extraordinary shine and softness to dry, damaged hair.



The active ingredients of the line

- **SHEA BUTTER**
Moisturizing, nourishing, emollient, antioxidant and anti-aging action and Guar gum, with film-forming properties.
- **GUAR GUM**
It acts as a true beauty nutrient for dry hair, parched or sensitized by chemical treatments.
- **JOJOBA OIL**
Regenerates, strengthens and moisturizes intensely dry hair and dried or sensitized by chemical treatments.
- **AMINO CONCENTRÉ**
Formula enriched with Amino Concentré complex based on Serine and Threonine amino acids.
- **8H RESCUE TREATMENT**
- **FERMENTED RICE WATER**
Fermented rice water has the ability to prevent dryness of the hair fiber, retaining the water inside and thus keeping the hair more hydrated longer.
- **8H RESCUE TREATMENT**
- **VITAMIN COMPLEX**
Mixture of vitamins B5, B6, C, E and PP that help to moisturize, to protect against external factors that can damage the hair and to keep them strong and beautiful.

BENEFITS FOR YOUR HAIR

↑26%¹ More shine 8 hours after application

↑95%² Protection from friction against your pillow

↑80%² Pleasant, beautiful hair texture

¹ Among the most popular benefits, enjoy more nourishment, hydration, full and lightweight body, softness, and manageability upon waking up after just one use of 8-HOUR RESCUE TREATMENT²

² Benefits demonstrated by instrumental tests after a single application of Nutrisubstance 8-HOUR RESCUE TREATMENT. Statistically significant results.

³ Soggetti soddisfatti dopo l'utilizzo di Nutrisubstance 8-HOUR RESCUE TREATMENT: autovalutazione di 20 soggetti a distanza di 8h dopo singola applicazione.

8-HOUR RESCUE TREATMENT

Rich and lightweight nourishing cream. Regenerates the hair in 8 hours by locking in hydration overnight. Hair is soft, shiny, and silky in the morning. Formulated with shea butter, hyper-fermented rice water, Vitamin complex, and Amino Concentré complex.



MEDAVITA NUTRISUBSTANCE



DAILY NOURISHMENT FOR YOUR HAIR

Dry, parched or sensitised, it regains its daily nourishment. Hair that is on a good diet immediately stands out.

DISCOVER THE NUTRISUBSTANCE LINE

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CLAY

THE COLOURS OF THE EARTH FOR THE FACE, SCALP, AND HAIR!

The use of clay in skin-care dates back to ancient times, spanning beyond the confines of specific cultures or time periods.

Clay has been a key ingredient in traditional medicine for centuries. Ancient Egyptian, Indian, Chinese, Greek, and Roman civilisations all recognised its benefits for the skin, and their prized beauty secret remains with us today. Versatile, effective, and easy to source, clay has been the main ingredient of various remedies for centuries, whether in its natural powder form or mixed with herbs, flours, or specific ingredients that vary across traditions. Instead of being abandoned following the advent of modern cosmetic science, the use of clay has been integrated and elevated with the addition of innovative ingredients. These new uses only confirm its indisputable value, which persists throughout changing trends and eras.

BUT WHAT EXACTLY IS CLAY?

First of all, it is more accurate to speak of clays, plural. That's because the composition of clay can vary widely depending on where it is sourced. Different clays can contain a variety of minerals and other substances that are specific to different locations. As a result, there is a nearly infinite variety of clays, each with different chemical properties, consistencies, colours, and other properties.

Clays are natural, inorganic mineral materials that come from the ground. They are formed through sedimentation, erosion, and the effects of atmospheric agents like water, wind, heat, and storms, which, over the centuries, break rocks



down into fine particles.

Clays are found in natural deposits. After being extracted, the clay is dried, ground up, and finely sifted in order to create the ultra-fine powders used in cosmetics.

In general, these clay particles have a diameter below two thousandths of a millimetre. Their colours come from their mineral compositions, which in turn depends on the clay's origins and where it was extracted from.

White clay is the most common form of clay. It is also called kaolin, after Kaoling, the Chinese hill from which it was first extracted. Rich in calcium, magnesium, and zinc and low in colourful minerals, it is slightly less absorbent than other types of clays. As a result, it is considered particularly gentle and suitable for dry and sensitive skin.

Red clay gets its distinctive colour from its iron oxide content. Its purifying, soothing, and restorative properties are excellent for sensitive skin.

Green and grey clays contain minerals like iron, copper, and aluminium. They are very absorbent, which make them ideal for removing excess sebum from oily skin.

Yellow clay contains iron and copper and is mainly used on the body, in combination with red clay.





Although they differ in colour and appearance, all clays share a distinctive, orderly crystalline structure, which can be compared to a stack of wafer layers, each separated by thin layers of cream filling. The 'wafers' are hard, compact strata which are held on top of each other by weaker bonds, between which we find the 'cream'. In this analogy, the cream consists of various substances, like minerals, which are easily transferred to the skin. This 'wafer' structure allows oligoelements to be deposited onto the surface of the skin, where they have a remineralising effect. When the oligoelements are released, space opens up between the strata, which then absorbs water, sebum, impurities, and cellular residue. The 'wafer' structures hold these substances firmly in place until they are rinsed off.

ALTHOUGH THEY DIFFER IN COLOUR AND APPEARANCE, ALL CLAYS SHARE A DISTINCTIVE, ORDERLY CRYSTALLINE STRUCTURE

This is how clay performs its main function: cleansing, detoxifying, and purifying the skin deeply but gently, without compromising its equilibrium.

Clay absorbs water and any substances emulsified within water upon contact, swelling up and changing consistency. Wet clay looks a lot like mud, but clay and mud are actually very distinct materials. Clay has a crystalline structure and is composed of minerals, while mud is an amorphous substance without an ordered structure, which is created by the transformation of organic residues, usually from plants. As a result, the substances they deposit on the skin and their absorbent properties are considerably different.

You're probably already familiar with clay's most common application: face masks! Clay masks are ideal for removing sebum and impurities from the pores, clearing away dead cells and other undesirable residues, and promoting cellular regeneration. By removing waste material from the surface of the epidermis, clay masks purify the skin while depositing valuable oligoelements, leaving the complexion radiant and even.

However, not many people know that clay is also a longevity elixir for the scalp and hair... It makes sense when you remember that the scalp is just a natural extension of the skin of your face. Among its many tasks, the scalp's most important job is to stay balanced and to function correctly in order to guarantee a healthy head of hair. Despite this important role, we generally pay less attention to the scalp than to our face. We shampoo it when we need to wash our hair, treat ourselves to a mask at the hair salon, or use targeted lotions when we need to address specific problems or concerns.



HOW DO I INCORPORATE CLAY INTO MY ROUTINE TO GIVE MY SCALP THE ATTENTION IT DESERVES?

Expert hairdressers can provide the best, most personalised advice depending on each client's scalp type, habits, and individual needs. To prepare the scalp to receive the benefits of the active ingredients found in further salon treatments, the hairdresser begins by laying the proper foundation. This means detoxifying and awakening the scalp with the right treatments:

- The Cutis Pura Exfoliating Clay-Scrub for Scalp & Face is a detoxifying treatment that removes unwanted substances, improving oxygenation and preparing the scalp for further treatments. Formulated with red clay, it is a gentle and powerful chemical and physical exfoliant that purifies and balances the scalp.
- Medavita's 4 new hair&scalp cream formulas can be combined to create a wide range of skincare programmes depending on the scalp's condition, while also treating the hair. Each of the four targeted formulas (revitalising and toning, purifying and sanitising, balancing and normalising, soothing and calming) is formulated with gently absorbent kaolin, or white clay, which awakens the scalp while releasing valuable oligoelements and remineralising the surface of the epidermis. Ask your hairdresser about professional hair&scalp cream treatments, exclusively available in salons!

MEDAVITA MAG CONSIGLIA



MEDAVITA

CUTIS PURA



IT REDUCES ITCHING IN 100% OF CASES

IT REDUCES FLAKINESS

IT SOOTHES THE SCALP

IT CAN ALSO BE USED AS A FACE MASK



Medavita recommends Cutis Pura Exfoliating Clay-Scrub for the scalp and face, formulated with red clay, star anise, and quartz microspheres to remove sebum build-up, free radicals, and other waste from the scalp, all of which can exacerbate flakiness, dandruff, redness, itching, fragile keratin, and hair loss. For use once a week, gently massaged onto the scalp and face. The combined effects of red clay and quartz crystals make this mask a powerful chemical and physical exfoliant. It purifies the scalp and boosts oxygenation, protecting it from physiological damage and preparing it to better receive further treatments.

(results from a clinical dermatological study and self-evaluation by 20 volunteers at an independent laboratory).



MEDAVITA

GLOSSYNATION

THE FIRST LAMINATING
HAIR TREATMENT
SIGNED BY MEDAVITA

Extra shiny hair thanks to the hyper-shiny effect,
INTENSIFIER OF SHINE.

Based on: Sweet Almond Proteins
and Mullein Flower Extract

ASK FOR IT IN ALL MEDAVITA SALONS

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Style

by the Editors

...




MEDAVITA
GLOSSYNATION

THE FIRST LAMINATING
HAIR TREATMENT

Extra shiny hair thanks to the hyper-shiny
beauty enhancer.

Lamination is the revolutionary professional treatment that smooths, perfects and glosses the hair fibre, for hair that is instantly full of body, silky-smooth and luminous.



In just a few steps, dull, dry, frizzy hair is transformed into


HEALTHIER-LOOKING, FULL-BODIED HAIR THAT IS PROTECTED AGAINST DEHYDRATION, WITH A MIRROR-LIKE SHEEN AND REVITALISED COLOUR.

Not only is Glossynation a beauty treatment, it is also an

EFFECTIVE REMEDY FOR FINE, DULL AND FRIZZ-PRONE HAIR.



IT PROVIDES ADDED PROTECTION:

 against moisture loss caused by sunlight

 against pollution and frequent and aggressive washing

which are the main causes of dry and dehydrated hair.

THE SALON GLOSSYNATION SERVICE FEATURES 5 PRODUCTS

to cleanse, prepare, treat and illuminate all hair types.

①

POLISH PRIMER SHAMPOO

Pre-shampoo. The special formula gently cleanses and prepares the hair structure for subsequent treatments.

③

SHINE BOOSTER CREAM

A nourishing and hydrating cream, suitable for particularly coarse or sensitised hair.

②

GLASSY GLOSSY OIL

A precious conditioning oil that seals the cuticle, illuminating the hair shaft for an immediate cosmetic effect. Suitable for slightly sensitised hair.

④

HIGHGLOSS FILLING GEL

A film-forming gel that coats the hair shaft, leaving it shiny and full of body.

⑤

STARLIGHT RADIANT FLUID

A shine fluid that seals the cuticles for visibly healthy hair with a mirror-like sheen.



MEDAVITA MAG RECOMMENDS

MEDAVITA

GLOSSYNATION

Everything you need to know for irresistible hair.



EXTREME MAKEOVER LIQUID LIGHT

The instant laminating fluid that gives instant radiance to the hair fibre.



Take care of yourself

a cura di Mariachiara Dondi
Business writer



Counting only *springtime*

To live is to keep on blooming

The first thing I noticed about Licia was her hair: her beautiful white hair, which she often wears in two soft pigtails. At that age, my

grandmother Gina always wore her hair in an updo: I never saw her wear it down.

She said that older women shouldn't show their hair, for the same reason that she covered her arms

even in summer.

Long sleeves, hair up, dark clothing: it was as though the signs that time had left on her body were something to hide. As though she would do better to disappear.



Photo courtesy of Licia Fertz, Emanuele Usai

«**GRAYING HAIR, EVER MORE FRAGILE SKIN, AND KNOTTED HANDS WERE INEVITABLE SIGNS OF THE PASSAGE OF TIME**».

My grandmother was born in the very early 20th century, and she came from a rural way of life that had remained unchanged for centuries. She survived two world wars, personal tragedies, and the trials of aging with the same

dignity and resignation. For my grandmother, graying hair, Ever more fragile skin, and knotted hands were inevitable signs of the passage of time. There was nothing to do but surrender as life wilted away, just as her mother and her mother's mother had done before her. They also always wore dark colours, and covered their hair with kerchiefs on feast days. **Licia, who was born a generation after my grandmother**, also faced her share of personal and global tragedies, as she recounts in her book *Non c'è tempo per essere tristi* (There's no time to be sad). But when she introduces herself, she says she has reached her 93rd spring. She has lived through many frigid winters, in her heart and in her life, but she only counts the springs.



Now that she has reached what she herself refers to as her 'fourth life', she still looks forward to the coming spring. **I found Licia Fertz on Instagram:** One day, a picture of a beautiful woman in a field of sunflowers appeared on my feed. She was wearing a checked dress that left her shoulders bare. Curious, I looked her up and discovered the extraordinary power of this woman, who became an influencer at age 90. With the help of her grandson Emanuele, she was able to turn social media into a way of meeting people, developing relationships, and expressing herself and her own rebirth. After taking care of her ailing husband for over 10 years, she found herself completely bereft after his death. 'I felt useless, to my family and to society,' she

«SHE HAS LIVED THROUGH MANY **FRIGID WINTERS**, IN HER **HEART** AND IN HER **LIFE**, BUT SHE ONLY COUNTS THE **SPRINGS**»

told me during my interview with her. 'And I let myself go. I didn't want to do anything anymore, or learn anything new. Emanuele, my grandson, told me that he needed me, that I couldn't give up. And he didn't just say it, he acted on it. That made all the difference.' Licia continues: 'He started taking me with him when he went shopping, asking for my opinion and involving

me in so many things. He asked me for my help, my advice, my company.' One day, he suggested that she try social media, especially Instagram, just for fun. They posted photos in which Licia shared her day-to-day life, and gradually began expressing her personality: including through colours, clothing, and make-up. **Soon, her fourth life began:** 'I knew nothing about the Internet when we started! Now I'm so curious about everything, I find it all so interesting!'

I asked her what beauty means to her now: 'Enjoying everything, taking care of yourself, never giving anything up just because you've reached a certain age.' Of course, it's not always easy: age and physical conditions can have an impact, but Licia doesn't focus on limits. **'These are my golden years!'**

Her energy and zest for life even led her to pose nude at age 89. Some people might be bothered by the photos of Licia in bikinis, Carnival costumes, Marilyn Monroe get-ups, or even her two pigtails and colourful outfits, to put it lightly. After all, like all forward-thinking people, Licia is divisive: she upends current views about how we should age. Licia disrupts those views, to use a very trendy term.

'Disruptive innovation', according to Harvard professor Clayton Christensen, who coined the term, refers to ways of thinking or acting that challenge existing norms, introducing new behaviours and interactions to revolutionise and replace them.

Licia represents a new approach to life, one which can be adopted by everyone, regardless of their age. **Licia's attitude isn't about youthfulness at all costs. It's not about chasing after what's gone, but about creating something with what you have, because the ability to create and live your life doesn't end at a certain age.**

Whether you're thirty, forty, fifty,

or ninety: don't look back at what you've left behind. Look beyond that, look forward at what you can do next, if you let curiosity and passion guide you.

Licia doesn't deny her age; she simply sees it as a fact rather than a limit. It may require some extra care, but that's not what she focuses on. This is revolutionary, especially for women. She knows this, and she knows that she can use social media to share her experience. She tells me: 'One day, a woman wrote to me asking for advice. Her mother, who was a bit younger than me, had been prescribed sun therapy. She needed to be in the sunshine, at the beach, in a bathing suit, but she was too self-conscious about her body and others' critical opinions about it. I decided to support her by posting photos of myself at the beach, at the pool, in my bathing suit. After a while, the daughter wrote back to Licia and told her that her mother was now convinced. Thanks to Licia's example, she was no longer afraid to enjoy the beach and the sunshine. 'That's the whole point,' says Licia. 'Enjoying everything you can, to the fullest. I want to enjoy everything that I have. I don't want to pass anything up, especially not just because some people may not like it.'

To Preserve the Passions



LICIA DOESN'T DENY HER **AGE**; SHE SIMPLY SEES IT AS A **FACT** RATHER THAN A **LIMIT**.

Simone de Beauvoir, the French philosopher and writer, explains that opening up to others is essential as time goes on. **Relationships and a sense of purpose give meaning to our lives.** These purposes may be centred around other people, groups, and causes, or concern social, political, intellectual, or creative work. **The secret is to maintain strong**

passions in order to avoid, as much as possible, the tendency to fold in on yourself. In this view, living means envisioning your life as a series of flowers in bloom, not as a performance or a contest that ends when you've achieved quantifiable objectives or a certain number of points.

Plants don't all blossom in the same season, or in the same way: **everyone blooms and opens up to their fullest at their own rhythm.** Take care of yourself and love the path that you're on, without comparing yourself to other people's timing. Above all, know that this path may include winters, but that only spring matters. Just like Licia says.

Disruptive Innovation





MEDAVITA

Choice Color non Color

NATURAL ROOT MOCHA



A SEMIPERMANENT AMMONIAFREE TONE-ON-TONE OILGEL COLOUR WITH ACID PH FOR THE COVERAGE OF GREY HAIR.

Give your hair intensity by allowing yourself to be seduced by the intoxicating, aromatic shades of the new colour trend suitable for everyone: Coffee Hair.

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MEDAVITA

KERATIN MIRACLE

THE DISCIPLINE YOUR HAIR NEEDS, THE SHINE IT DESERVES.

The 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



PROTEIN DEFICIENCIES

caused by diets lacking in protein and essential amino acids



HEAT DAMAGE

from styling tools like hair dryers, straighteners, and curlers



CHEMICAL TREATMENTS

like frequent and aggressive colouring or permanent processes



DAILY-USE

cosmetic products like lacquers, waxes, and gels



MECHANICAL FACTORS

like frequent and aggressive brushing

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 and proteins
- Conditioning and detangling with silicones and innovative products that envelop and protect the hair
- 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 phyto-keratin booster that gives your hair the integrity, strength, and resilience it needs to fight frizz.

THE RESULTS?

- 1 Perfectly smooth, tamed hair
- 2 Brilliant, silky, and vibrant hair
- 3 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

SLEEK HAIR SHAMPOO

Super-smoothing silky shampoo

Formulated with an acidic pH, this super-smoothing shampoo gently cleanses and relaxes the hair fibres with long-lasting anti-frizz results.

SLEEK HAIR MASK

Super-smoothing silky mask

Super-smoothing and hair fibre relaxing mask. Its formula helps maintain moisture inside the hair, leaving the length of the hair extremely silky. It coats the hair with a film barrier that simultaneously protects it from both external dryness and humidity. Deeply conditioned and moisturised, the hair is left extremely smooth, brilliant, and easy to style.

BOTH FORMULAS ARE ENRICHED WITH:

- **NUTRIENT-RICH OILS.** Contains 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.
- It does not contain any added salts or sulphates.



IDEAL FOR MEDIUM-FINE HAIR

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.



IDEAL FOR MEDIUM-THICK HAIR

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.



THERMO PROTECTION 230°C

Happy Hour

by the Editors

...

OUTDOOR HAPPY HOURS,
LUNCHES, AND MORE: DISCOVER
**FIVE UNFORGETTABLE
LOCATIONS** FOR YOUR

Happy HOUR

Warm weather is here, summer is around the corner, temperatures are starting to rise, and days are getting longer. Winter is a distant memory, and we find ourselves wanting to spend time outdoors, with planned outings and relaxing walks in nature. It's time for long, pre-dinner drinks surrounded by beautiful summer sunsets and good company, lunches in special places and dinners that taste like summer and happiness.

When lockdown ended, we saw an increase in the number of bars and restaurants that started offering al fresco seating, in ever more beautiful and striking locations. Happy hour started to take on new and

different dimensions, with the search for the most unique and unusual locations. Relaxing with good food and wine in memorable settings is a wonderful way to create memories. The 'pic-chic' trend, which emerged over the past few years, is all about enjoying the outdoors with wicker baskets full of gourmet delicacies and good wine. With these essentials, you're ready to relax in wonderful vineyards, historic villas, or flower-filled gardens. The setting doesn't have to be green, either: happy hours or lunches with a view of the sea, in enchanting locations, also offer experiences you'll want to share with loved ones.



We made a list of 5 destinations throughout Italy where you can relax and enjoy a unique and unforgettable happy hour, lunch, or dinner.

1

Lombardia
AZIENDA AGRICOLA FRATELLO SCOTTI
 CASCINA PIZZO (MI)




Azienda Agricola Fratelli Scotti
 Cascina Pizzo,
 20076, Mediglia (MI).

What better way to escape from your hectic, daily work life than with a picnic in the countryside? Less than half an hour from Milan, Cascina Pizzo is a fascinating little oasis surrounded by greenery. The country-chic aesthetic is rustic but totally Instagram-worthy. Cascina Pizzo is a historic family farm where you can enjoy drinks in a fruit orchard, surrounded by green scenery and cherry and peach trees in bloom. The beautiful scenery and the incredible colours and scents make this experience a real treat for the senses. For pre-dinner drinks, enjoy a good glass of wine served alongside a wicker basket full of products like cheeses, fruits, freshly-picked vegetables, as well as focaccia and the farm's home-made cakes. Relaxing music accompanies the experience. In addition to the happy hour basket, you can also enjoy Cascina Pizzo's green spaces for brunch or a picnic. You won't want to miss it.




Nessun Dorma
 Località Punta Bonfiglio,
 19017 Manarola (SP)

2

Liguria
NESSUN DORMA
 MANAROLA (SP)

Beautiful colours, crystal-clear sea, and breath-taking views. The Cinque Terre villages are full of unforgettable sights, with enthralling vistas and views of the sea. In Manarola, the fourth of the five villages when traveling west, offers a unique experience. For an enchanting view of Manarola, step out onto the terrace of Nessun Dorma and you'll find yourself surrounded by a beautiful atmosphere and the scent of pesto. Nessun Dorma's happy hour and lunch are truly one of



a kind. The 'Pesto Experience' starts with an introduction to the ingredients that make up the original pesto recipe. Then, the basil is picked and ground up in a Carrara marble mortar. This freshly-made pesto is the star of the pre-dinner snacks, and is accompanied by a wine tasting and other typical foods from the region of Liguria. The 'pesto experience' was made world famous thanks to a number of international influencers who promoted it, including Chiara Ferragni and Fedez, who launched the #pestochallenge on social media.

3

Tuscany
CANTINA DAINELLI
 CERRETO GUIDI (FI)

Enchanting views over the hilly Chianti region and traditional Tuscan food: the perfect recipe for falling in love with Cantina Dainelli, a winery that offers a picnic in the heart of its vineyard. In addition to cheese and charcuterie boards, tomato stew, and other Tuscan specialties, you can organise a different kind of happy hour experience by choosing from a sushi and wine or street food menu. Between the rows of grapes and sips of good Chianti, you're bound to fall in love with the panorama. It's a magical place!

4

Lazio
AGRITURISMO TENUTA SANTI APOSTOLI
 FRASCATI (RM)

For a bucolic escape in the heart of the Castelli Romani countryside, head to Agriturismo Tenuta Santi Apostoli. Their calling card is the picnic in the vineyard. Rustic pallet tables, blankets, cushions, and checked tablecloths immerse you in the natural environment. Located just a few km from Rome, the stars of this unforgettable happy hour are the boards full of local products and the famous Castelli Romani wine. This farmstead is the perfect place to savour a quiet moment in a corner of paradise just outside the capital.




Agriturismo Tenuta Santi Apostoli
 Via SS. Apostoli, 20,
 00044 Frascati (RM)

5

Sesiventi Lounge Bar
 Parco dei Sesi e Muro Alto,
 91017 Mursia, (TP)



Sicily
SESIVENTI
 PANTELLERIA (TP)

Pantelleria: a wild island that boasts the clearest blue sea, incredible horizons, and magical panoramas between Sicily and Africa. In this quiet island, you can unwind between the green countryside and the sea's infinite shades of blue. There's no better way to end a day of relaxation, diving, or hiking than by admiring a magical sunset. What's the ideal spot for taking in the sunset over a good drink in Pantelleria? Sesiventi. Sesiventi is a panoramic lounge in the midst of the Sesi archaeological park, where you can

enjoy unique pre-dinner drinks 'in the clouds' while admiring the Tunisian coast. This location is famous for its happy hour in the unforgettable light of the setting sun, which only summer evenings can offer. White domes, breathtaking panoramas of Africa, and magnificent colours create a magical, dreamlike atmosphere. Sesiventi is one of the most famous destinations for relaxing and fascinating open-air drinks. You can also stop by for dinner, or for the DJ sets in the evenings!

Nature Lab.

by the Editors

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RECONSTRUCT *or* REGENERATE

That is the question!

Hair care has always been a key part of beauty for both men and women. However, although seeing and feeling our healthy, beautiful hair always leaves us feeling confident and good about ourselves, we don't always give it the attention it needs. In our current moment in time, we can clearly see how self-care is becoming a positive aspect of our daily lives: we've learned to listen to and care for our bodies and our skin. But are we sure we're paying enough attention to our hair? That's right, hair also needs comprehensive, regenerative care. Many people don't know that they need to start taking care of their hair while they are still young, because the aging process is gradual. It begins to accelerate at different

rates, depending on the amount of stress they've experienced over the years. Let's start with the basics: in order to give our hair everything it needs, we need to know how to listen to it and better understand it.

WE'VE LEARNED TO **LISTEN TO AND CARE FOR OUR BODIES AND OUR SKIN**. BUT ARE WE SURE WE'RE PAYING ENOUGH ATTENTION TO OUR **HAIR**?





HAIR STRUCTURE IS NORMALLY DIVIDED INTO THREE PARTS: THE HAIR SHAFT IS THE PART THAT WE CAN SEE, WHICH GROWS OUT OF THE FOLLICLE. THE ROOT IS THE INTERNAL PART OF THE FOLLICLE, AT THE BASE OF WHICH LIES THE BULB, WHICH CONTAINS ALL OF THE CELLS RESPONSIBLE FOR HAIR GROWTH.

Hair growth is made up of three phases of activity, which repeat to form a cycle. Within this period, each hair undergoes a different phase of the cycle, which is why we experience periods of intense growth alternating with periods of stasis or regression. The first phase is the anagen phase. This is the period of growth, which lasts from 2 to 6 years, during which new cells constantly form within the bulb, and the hair grows an average of 0.4mm per day. The anagen phase is strongly influenced by hereditary factors as well as the individual's sex: on average, women experience longer anagen phases than men. This phase is followed by the catagen phase, in which the hair enters a period of regression which lasts around two weeks. During this period, the bulb stops producing new cells, signalling the end of the hair's growth cycle. Before making room for a new hair to grow, the bulb undergoes

its third and final phase, which is the telogen phase, in which the follicle is inactive for around 2 to 4 months. At the end of this phase, the hair is shed and replaced by the emergence of a new hair shaft. A new anagen phase begins. However, each hair inevitably undergoes a number of other events throughout its life cycle, which can compromise its growth or integrity. These changes in the hair's life cycle can have thermal, environmental, or hormonal causes. In fact, pollution, UV rays, hair dryers or straighteners, and even stress can have major impacts on the anagen phase. These factors can significantly impede the growth phase, resulting in thinner, shorter hair. It's also important to note that hair loss can be physiological or patholog-



ical. In order to understand the underlying cause, there are specific tests that can determine the presence of any skin conditions, such as dandruff or seborrhoea, which may negatively impact hair growth. That is why women of all ages should take targeted action to support their hair's regeneration - or, in case of damaged hair, to take a reconstructive approach. Regeneration and reconstruction are two terms that are often used interchangeably in everyday speech, but in reality, they are very different and respond to different needs. To "regenerate", from Latin, means to "grow anew". It does not mean to start from scratch, but rather to restore vigour and fullness. Hair regeneration involves reviving the hair's natural characteristics, restoring strength and vigour, and leaving it looking



REGENERATION AND RECONSTRUCTION ARE TWO TERMS THAT ARE OFTEN USED INTERCHANGEABLY IN EVERYDAY SPEECH

healthy and rejuvenated from root to tip. It is a sort of "armour" that protects the hair while also strengthening it, for extremely soft, luxuriously thick hair. Medavita offers the perfect tool for achieving these results: the Prodiges line. Prodiges is a comprehensive and intensive regeneration treatment that immediately revitalises and restores the hair's natural resiliency. Suitable for all levels of structural damage, it delivers targeted healing to the hair shaft.

MEDAVITA MAG RECOMMENDS

BETA REFIBRE



A BEAUTY NECTAR WHICH TAMES HAIR AND LEAVES IT LOOKING GLOSSY FROM THE VERY FIRST APPLICATION.

How to use: Apply a small amount of cream to washed, towel-dried hair and then dry. On dry hair, apply a small amount of cream to lengths and ends. Do not rinse out.

DISCOVER IT IN ALL MEDAVITA SALONS



PRODIGE

Shampoo that regenerates and makes the hair fibre **ultra-silky**.

How to use: apply evenly to hair, massaging in gently. Rinse thoroughly.



A PERSONALISED, INTENSIVE, AND LOW-FREQUENCY CARE ROUTINE THAT IS CREATED AT THE SALON AND IS ACTIVATED AT HOME.

The results: regenerated, soft, brilliant, and resilient hair in only four weeks.

The word “reconstruct” also comes from Latin, more specifically from the word “reconstruere” meaning “to build again”. Although this word has several uses, the underlying meaning remains the same: to put something back together after it has been destroyed. In archaeology, the term “reconstruct” means “to visually complete the architecture of an ancient building or monument, ma-

king conjectures about the missing parts based on the remaining ruins or available sources”.

With its B-Refibre line, in a distinctive shade of bright orange due to the presence of B-carotene, a precursor of vitamin A and an excellent antioxidant with anti-free radical and anti-ageing properties, Medavita presents a solution for reconstructing damaged hair and restoring its structure.

We know that the structure of our hair is mainly composed of keratin, and that this protein itself is composed of 19 amino acids. The eight amino acids that our body can make are its own are called essential amino acids. These include serine, threonine, and carbocisteine. Amino Concentré is a complex that contains these three essential amino acids and delivers them deep into the hair. In the Beta Refibre

line, Amino Concentré is actually accompanied by 3 other amino acids: glutamic acid produces glutamine, the most common amino acid in our body. Glutamine production decreases in adulthood, which is why supplementing it is key for stimulating hair growth. Arginine is a vasodilator, whose effects stimulate hair growth. Glycine supports keratin production.

Just as a large portion of our self-confidence depends on our hair, our hair's resilience, strength, and beauty mostly depends on us. So, make sure to take care of it!

★ The **Prodige** line is formulated around an exclusive blend of active ingredients, namely:

- **LIFESAVER LIPOSOME:**

liposomes are microscopic spheres which contain the valuable active ingredients developed for the Prodigé line by Medavita labs, preserving their quality, concentration, and effectiveness until they are delivered to the hair. Lifesaver Liposome consists of 3 branch-chain amino acids (leucine, isoleucine, and valine) which nourish the hair's protein structure.

- **TAURINE:**

an anti-fibrotic amino acid which restores the hair's strength and vitality, strengthening the hair follicle and stimulating growth while reinforcing the structure of the hair shaft.

- **CERAMIDE:**

one of the main components of the stratum corneum, it fills in the gaps between the cells, cementing them to one another and supporting the integrity of the skin barrier.





MEDAVITA

KERATIN MIRACLE

SMOOTHING THERMO DEFENCE SPRAY
SMOOTHING HEAT PROTECTION SPRAY

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

THERMO
PROTECTION
230°C

ASK FOR IT IN ALL MEDAVITA SALONS

www.medavita.it • Follow us on Medavita SPA • @medavitaofficial

* ex-vivo instrumental evaluation of the Keratin Miracle Smoothing thermo defense spray formula

WHAT'S *in* MY BAG?

5 (+1) MUST HAVE FOR THE PERFECT SUMMER HOLIDAY

Summer's arrival means the longest days of the year, sunshine, unforgettable sunsets, and the urge to spend quality time with friends, as well as to fully experience all the emotions that come with long summer nights. But most of all... it's finally time to go on holiday! Whether you're escaping to the sea, spending a weekend hiking the mountains, staying at a lake or visi-

ting a city full of art, there's one final obstacle to overcome before you can enjoy some well-deserved relaxation:

HOW DO YOU PACK FOR THE PERFECT SUMMER GETAWAY?

WHAT ARE THE THINGS YOU ABSOLUTELY CAN'T FORGET TO BRING?

choosing what to pack in your suitcase. How do you pack for the perfect summer getaway? What are the things you absolutely can't forget to bring? There's a perfect suitcase for every destination, but there are also versatile must-haves that are essential on any trip.

Don't worry, we've prepared a guide for you: read on to learn about the 5 (+1) things to pack for any summer holiday!



1

SUNGLASSES: PROTECTIVE AND CHIC!

It may seem obvious, but how many times have you realised too late that you left your sunglasses at home? Sunglasses are an essential accessory on hot summer days, so don't forget to pack them in your bag. Sunglasses are crucial for protecting your eyes, by blocking the sun's ultraviolet radiation (UVA and UVB). Excessive exposure to ultraviolet light without any kind of protection can be seriously dangerous.

SO IT'S IMPORTANT TO MAKE SURE THAT YOUR SUNGLASSES ARE EQUIPPED WITH **QUALITY LENSES WITH CERTIFIED PROTECTION FROM UVA AND UVB RAYS.**

In addition to the important purpose of protecting us from the sun's damaging effects, sunglasses are also a reliable way to add personality to summer outfits! From simple designs to more eccentric shapes and colours, sunglasses are definitely one of the most important summer accessories. Fashion addicts can't do without them.

2

REUSABLE INSULATED WATER BOTTLE: STAY HYDRATED!

In the summer, it's very important to stay hydrated in order for your body to maintain the right levels of energy during hot days. With an insulated water bottle, you can keep cool beverages handy all day long. It's a great way to save money and most importantly, it's more sustainable than relying on single-use plastic bottles. Don't forget to stash one in your beach bag or hiking backpack!



3

SUNSCREEN: YOUR DAILY ESSENTIAL!

At the sea, in the mountains, by the lake or pool, or in the city: wherever you're headed, don't forget to pack your sunscreen.

On sunny days or in overcast summer weather, applying sunscreen is crucial for protecting yourself from the harmful effects of the sun.





IN FACT, THE **SUN'S RAYS** ARE ONE OF THE MAIN CAUSES OF **PREMATURE SKIN AGEING**.

Using sunscreen with the appropriate SPF (Sun Protection Factor) is your best defence, though it is often underestimated. Sunscreen is so crucial for preventing skin ageing and keeping the skin toned and healthy that you should also apply it during the winter, or on days in which your exposure to the sun is limited. In addition to causing premature skin ageing, sun damage also leads to the formation of free radicals and the development of oxidative stress and melanomas. Your face is the part of the body that is most exposed to the sun's rays, which is why it is important to apply the proper protection. It's a good idea to pay particular attention to the most sensitive areas of your face and body, such as your lips, any tattoos, birthmarks, scars, etc.

YOUR **HAIR AND SCALP** ALSO DESERVE THE **SAME ATTENTION** AND PROTECTION AS YOUR FACE AND BODY.

The sun's negative effects on the skin of the scalp have repercussions for the health of the hair follicles and keratin, which compromises hair growth on the follicular level. These effects also alter the hair shaft, which may lead to split ends, increased breakage, and a dry or frayed appearance, among other issues.

For all these reasons, make sure to pack sunscreen products to protect your body, skin, and hair from UVA/UVB rays this summer.

4 **HATS: SUMMER MUST-HAVES**

Caps, bandannas, straw hats... It's important to protect your head during the hottest part of the day. Shielding your head from UV rays and the sun is key for avoiding the risk of sunstroke. Just like a pair of sunglasses, a hat is a travel bag essential that offers protection and also serves as a stylish accessory! The perfect choice of hat depends on your holiday destination. A straw hat or a bandanna never go out of style, especially at the beach. If you're walking in the mountains or cycling around a lake, opt for a cap with a brim.



5 **SHEET OR TOWEL: ESSENTIAL IN ANY SETTING!!**

What's another thing you absolutely can't forget to pack in your summer suitcase? A sheet or a towel. At the beach or by the pool, lay this essential on the sand or on a sunbed to soak in the sun. You can also use it to take a break in the mountains and admire the panorama, or for a picnic in a city park.



5+1 **AN INSTANT CAMERA: FOR ALL YOUR BEST MOMENTS!**

This little gem will immortalise all your unforgettable summer moments... don't forget to keep a disposable or polaroid camera handy! There's no greater pleasure than leafing through an album of your travel memories, whether alone or with friends. These photos capture the carefree, happy moments that only summer can offer. Instant cameras are a unique way to turn your feelings into keepsakes, so that you can relive your holidays whenever you like.

OUR **CHECKLIST** IS COMPLETE: ALL THAT'S LEFT FOR YOU TO DO IS TO FINISH PACKING AND ENJOY YOUR WELL-DESERVED **VACATION!**

MEDAVITA MAG RECOMMENDS

SOLARICH

Beach holidays and hair exposed to the sun? No panic! In addition to your favourite book and sunglasses, don't forget our products from the Solarich line.



DISCOVER THE UNMISSABLE SUMMER TOWELS IN EACH MEDAVITA SALONS





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RADIANCE REVEALING HUILE D'ÉTOILE

DROPS OF SPLENDOUR.

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

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LOOKING FOR SUMMER MENU IDEAS?

Fresh recipes, Light Dishes to Serve Cold, Quick and Easy Recipes.

First Courses

Calamarata with Clams



Calamarata with clams is a quick and tasty Italian first course, perfect for lunch or a light dinner. Enjoy it with your family or serve it when guests are over!

One of our tried-and-true Quick Fish First Courses, this super simple and fast recipe is also perfect for beginners who want to serve up sophisticated flavours without the stress of countless complicated steps. Now let's head to the kitchen and put on our aprons.

INGREDIENTS FOR 4 PEOPLE:

320 g di Calamarata Pasta

600 g Clams

200 g di Plum Tomatoes

1 Garlic clove

1 Chili Pepper

Parsley to taste

Extra virgin olive oil to taste

Salt to taste

Black Pepper to taste

PROCEDURE:

1. To prepare the Calamarata with Clams, start by soaking the clams in a saltwater bath for at least an hour to purge them. Next, heat them in a pan with a sprig of parsley, covered, until they open.

2. Once they're open, strain and reserve the resulting liquid and set the clams aside. Bring the water for the pasta to a boil. In the meantime, fry the chili pepper and the garlic clove in a large pan. Once they are golden, add the quartered tomatoes. Adjust the salt and pepper and cook for around ten minutes.

3. After ten minutes, remove the garlic and add the clam liquid and the clams. Drain the al dente pasta directly into the pan and toss. Add a few ladles of cooking water to keep the dish from drying out. Your Calamarata with Clams is now ready to serve: decorate the platter with some freshly minced parsley.

Fusilli with Courgettes and Tomatoes



Fusilli with Courgettes and Tomatoes is a tasty vegetarian first course. It is quick, easy, and perfect for a family lunch.

This delicious vegetarian pasta dish comes together with just a few simple ingredients.

Quick and easy to prepare, this pasta with courgettes and tomatoes is a light and inexpensive dish you'll love!

To prepare this recipe, all you need is your favourite type of pasta, tomatoes, courgettes, and chili pepper. Your tasty and healthy dish will be on the table in no time! Courgette, tomato, and chili pasta is also delicious, low-calorie choice that's perfect for anyone looking to eat more vegetables.

INGREDIENTS FOR 4 PEOPLE:

320 g Fusilli Pasta

10 Cherry Tomatoes

2 Medium Courgettes

1 small Onion

4 tablespoons of extra-virgin Olive Oil

Chili Powder to taste

Fine Salt to taste

Black Pepper to taste

PROCEDURE:

1. To prepare the fusilli with courgettes and tomatoes, start by washing and peeling the onion, tomatoes, and courgettes. Finely chop the onion and brown it in the extra-virgin olive oil.

2. Cut the courgettes in half, then into somewhat thick slices. Once the onion has darkened, add the courgettes to the pan and cook them for around 15 minutes.

3. In the meantime, cook the pasta in lightly salted water. Drain it while it is still al dente. Cut the tomatoes into quarters and add them to the pan.

4. When the pasta is ready, add it to the pan. Season the pan with chili to taste, add a pinch of pepper, and finish cooking the ingredients. Serve the Fusilli with Courgettes and Tomatoes hot!

Variations and alternatives:

For a richer option, add cubed ham or tuna in extra-virgin olive oil to the Fusilli with Courgettes and Tomatoes.

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For a richer option, add cubed ham or tuna in extra-virgin olive oil to the Fusilli with Courgettes and Tomatoes.

Main Courses

Creamy Tuna and Avocado Salad

Creamy tuna and avocado salad is a fresh summer recipe that comes together in minutes – no need to turn on the oven.

This rich and irresistible summer main course is made with a timeless combination of flavours: savoury and protein-rich tuna meets subtle, buttery avocado pulp.

We decided to make our tuna and avocado salad even more interesting by adding a creamy touch with a mayonnaise-based dressing. It pairs perfectly with the flavours of the ingredients, for an even tastier dish that still maintains its fresh and balanced flavours.

Ideal as a simple, cold meal you can serve with slices of toasted, home-made bread, this creamy tuna salad is also perfect as a fresh summer appetizer for an evening with friends, or as a delicious spread on canapés to accompany pre-dinner drinks.

INGREDIENTS FOR 2 PEOPLE:

1 Avocado

180 g natural Tuna

8 Cherry Tomatoes

100 g Mayonnaise

Extra-virgin Olive Oil to taste

Salt to taste

Black Pepper to taste

Chives to taste

PROCEDURE:

1. To prepare the creamy tuna and avocado salad, peel the avocado, cut it into small chunks, and place it into a bowl. Add the natural tuna and the washed and chopped cherry tomatoes.

2. In a separate bowl, prepare the dressing by combining the mayonnaise, a drizzle of olive oil, salt, pepper, and freshly minced chives. Mix well and pour the dressing over the salad. Mix gently to avoid breaking down the avocado. Your creamy tuna and avocado salad is ready to serve!



Main Courses



Chicken Strips with Vegetables



Chicken strips with vegetables are one of the quickest and most versatile main dishes ever.

Bites of chicken, peppers, and string beans come together to create a truly tasty dish.

Everyone knows how to cook a chicken breast. This versatile, quick-cooking choice of meat is perfect for creating quick and delicious main courses like our chicken strips with vegetables. The question of what to make for dinner is resolved in no time at all thanks to this combination of chicken and vegetables. With this recipe, you can serve a complete, flavourful dish that the whole family will enjoy.

This recipe is also much tastier than a simple dish of chicken strips with courgettes: the main ingredients are peppers and string beans, two typical summer vegetables.

Crisp green onions or chives, two often underestimated but very aromatic ingredients, add a final touch of freshness. These bites of chicken and vegetables will become one of your favourite recipes, especially because you can customise it with your favourite produce.

INGREDIENTS PER 4 PERSONE:

500 g Chicken

1 Pepper

200 g String Beans

1 Garlic clove

2 tablespoons of Extra-virgin Olive Oil

Chill Powder to taste

Salt to taste

Sesame Seeds to taste

1 bunch of chives

Main Courses

PREPARATION:

1. To prepare the chicken strips with vegetables, start by slicing the chicken breast into one-centimetre thick slices, then cut those into strips.

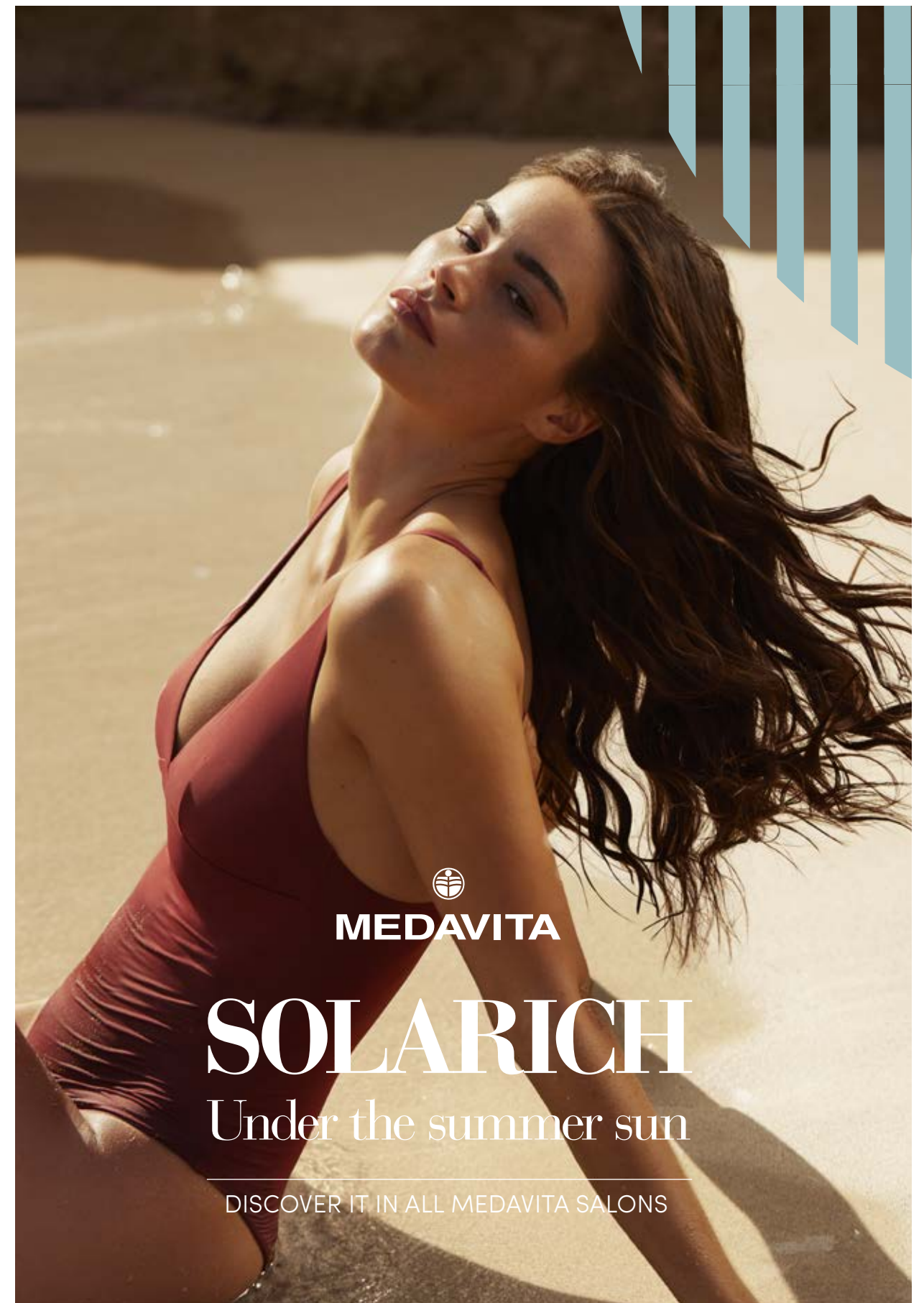
2. In a pan, heat up the olive oil with the garlic and a pinch of chili pepper, then add the chicken and brown it on all sides.

3. In the meantime, wash the pepper, remove the stem, seeds, and fibrous interior, then cut it into strips around the same size as the chicken.

4. Add the pepper to the pan and clean the string beans. Remove the ends and chop them into small pieces (if using frozen string beans, they'll be ready to cook, so you can skip this step).

5. Add the beans to the pan, adjust the salt, and cook on medium heat for around 20 minutes, adding a few spoonfuls of water or broth if necessary to cook through.

6. Serve the chicken strips and vegetables hot and finish off the dish with minced chives and a sprinkle of sesame seeds.




MEDAVITA

SOLARICH
Under the summer sun

DISCOVER IT IN ALL MEDAVITA SALONS

THE JOY OF
Travelling
AGAIN

FROM **GUATEMALA** TO THE YUKON,
FROM **CHILE'S PATAGONIA** TO **JAPAN**,
STOPPING BY **MALAGA** AND **SINGAPORE**,
HERE ARE YOUR 2023 TRAVEL DESTINATIONS

The return of travel represents our return to normality. There's a strong desire to travel again, and now more than ever, it is synonymous with freedom and levity. We can see this in a study that Qatar Airways commissioned from Human Highway, an online research agency, which investigates the emotions, expectations, and desires connected to the thought of resuming long-distance travel.

It begins with a reflection: if you were asked, right now, to picture yourself aboard an airplane taking off for a faraway destination, how would you feel? Overwhelmingly, the results showed that the idea of travel represented more than a renewed desire to buy a ticket and travel the world with the carefree ease of the past. 45% of respondents declared that the thought of boarding an airplane to a dream destination made them happy; 40%

were excited. Among frequent travelers, however, another dimension was also noted. It was a feeling of relief, which came from the possibility of once again being able to devote themselves to one of their passions: the joy of learning and discovery. So it wasn't just a desire to escape, but a brand new kind of realisation. After months of limits, travel feels like a new start, a tangible symbol of returning to normality and reclaiming freedom.

WHAT ARE
THE MOST
SOUGHT-AFTER
DESTINATIONS
OF 2023?

Tramundi, the digital tour operator, surveyed its community and asked people where they wanted to travel to this year. The survey's results clearly showed that the United States was the most desirable travel destination, among both men and women. Women chose Mexico and Japan next, while men dreamed of Jordan and Iceland. It's also interesting to note that young people in Generation Z aspire to travel to Jordan, while Millennials (who are between the ages of 26 and

40) would prefer the United States. Generation X would like to travel to Japan, while Boomers would rather visit the USA and Mexico. As for the top ten most desirable countries to visit, Italy places seventh, followed by Spain and Portugal. Although 2022 was a year of traveling for post-pandemic fun, relaxation, and reunions, global trends tell us that in 2023, travel will be mostly driven by a desire for personal improvement. The most desirable destinations will be places where you can share experiences with friends in addition to moments of individual wellness; travellers will also be more mindful of environmental sustainability and more

concerned with the biodiversity of the places they visit. This isn't to say that all Italians' dreams will come true, but many travel operators share the view that long-distance travel is returning, after years in which shorter or medium-distance trips prevailed. Budget questions remain an issue: increased prices, especially for flights, will mean that Italians will need to plan their finances carefully before leaving.



That said, let's take a look at the 12 destinations that are already trending in 2023.

1

GUATEMALA

Guatemala has long been overlooked in favour of other destinations in Latin America, but don't let that detail influence you. It offers all of the hits without the inconveniences of mass tourism, and it is one of the most culturally rich countries in Central America. When visiting this country, don't limit yourself to admiring its incredible natural sights: try to engage with its people and culture as well.

2

YUKON TERRITORY, CANADA

If you're looking for a travel destination that's off the beaten path, head to Canada's Northwest Territories. Mass tourism is a distant concept here: this part of the world is still full of new discoveries. The Yukon in particular boasts breath-taking, sweeping landscapes, rich wildlife, and many historically interesting locations, as well as accommodations managed by First Nations hosts, for those looking to immerse themselves in the local culture.

3

ARCTIC

While the Antarctic was the most popular destination for adventure travel in 2022, the Arctic is quickly catching up in 2023. Iceland and Greenland are two ideal locations for 'voluntary isolation' in destinations where you can escape the crowds and explore your own, inner world. In the meantime, you can also renew your connection with Mother Nature by taking in some of her most untouched sights. Not to mention the chance to admire the Aurora Borealis between October and March.

4

MALAGA, SPAIN

In the last decade, this city has undergone a renaissance and become one of the most culturally lively centres of the beautiful Costa del Sol. A number of new museums have opened, including a branch of the Centre Pompidou which showcases modern art in a multi-coloured class cube. The street art scene is also incredible, with colourful murals covering entire neighbourhoods.

5

BENGUERRA ISLAND, MOZAMBIQUE

Mozambique's Bazaruto archipelago includes five islands, which are famous for their white sand beaches and varied marine life. Benguerra, the second largest island, has quietly affirmed itself as a remote destination for untouched nature and subdued luxury.

6

BASILICATA, ITALY

If you've already visited Matera and its famous Rocks – which the last James Bond film with Daniel Craig, *No Time To Die*, spotlighted with a spectacular panorama during an adrenaline-filled car chase – it's worth remembering that this region also boasts unspoiled beaches, a number of interesting historical sites, and... wonderfully fresh seafood.

7

JAPAN

Japan is a destination on every traveller's list. Already an ultra-trendy location before the pandemic, it will be even more popular in 2023.

8

EDINBURGH, SCOTLAND

Founded between the 11th and 12th centuries, Edinburgh still has a number of surprises in store nearly a millennium later.

9

VALLE DEL DOURO, PORTUGAL

If the combination of beautiful landscapes and excellent wine makes your travel antenna twitch, then in 2023 set course for Valle del Douro, in northern Portugal. Located just a few hours by car from Porto, the drive itself is already one of the attractions of this destination. As you travel along the narrow roads that wind down the mountains, you'll feel like you're entering another world, where idyllic vineyards alternate with enchanting little villages.

10

SINGAPORE

Because it was so difficult to access during the past two years, Singapore will rank high on travellers' wish lists in 2023. Its cuisine, culture, and its combination of nature and spectacular urban architecture make it one of the most attractive destinations.

11

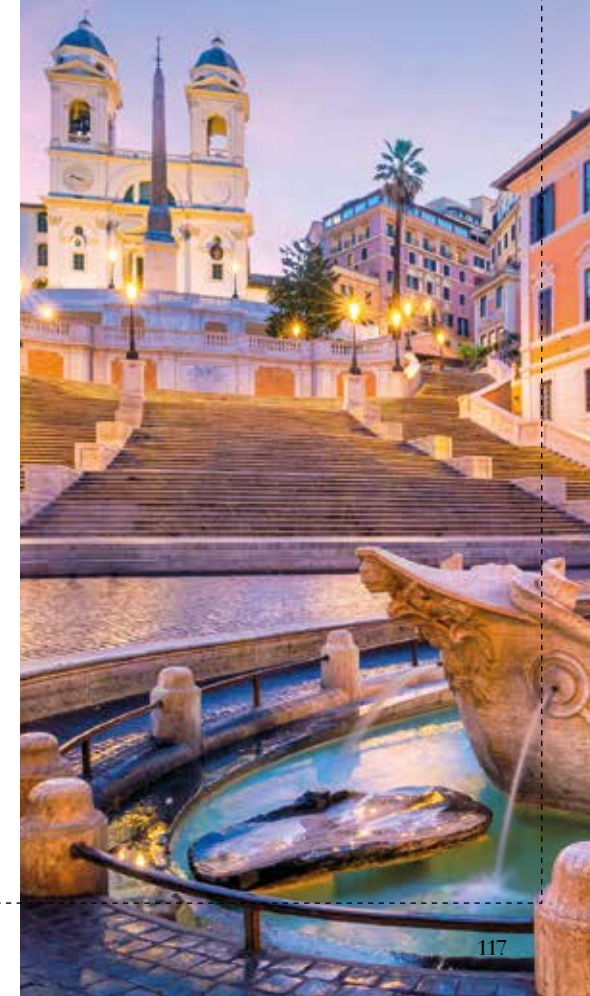
PATAGONIA NATIONAL PARK, CHILE

Spanning over 750,000 acres in the southern region of Aysén, Patagonia National Park is currently one of the world's largest natural reserves and boasts the greatest biodiversity in the region, which stretches from Chile to Argentina. This side of the park has the advantage of being harder to access, as it is located many kilometres from the more tourist-friendly parts of Patagonia in Argentina.

12

ROME, ITALY

The Eternal City remains a classic destination, but the presence of new, state-of-the-art offerings in the hotel sector is sure to further stoke interest in the Italian capital. Rome is experiencing a boom in luxury hotel openings: in 2023, these will include the Edition, the Bulgari, and the Six Senses, among others. ■



Style
by the Editors

MEDAVITA
ETOILAGE
WHAT WOMEN WANT

What is every woman's dream?

TO LOVE HOW SHE LOOKS.



Sometimes all it takes is intuition, sometimes it takes a little longer: but every woman can get there, especially with the right help. The secret is to identify and enhance your natural qualities, emphasise your strengths, and let your personality shine through.

THIS IS WHAT MAKES EVERY WOMAN DIFFERENT BUT EQUALLY FABULOUS.

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turning them into unique and surprisingly enjoyable experiences because they:

DELIVER
unique new shades

RESPECT
and protect the roots, mid-lengths, and ends

FREE UP TIME
without unreasonably long services

REVIVE
your hair's radiance

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never seen before

2

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for healthier hair

3

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**3 STEPS
FOR
3 LEVELS**

of colour intensity

+ The base colour can highlight, lighten, darken and cover white hair.

+ The creation of highlights

enables the hairstylist to identify light areas, enhancing the hair's natural shine.

+ The high impact shades

shape and accentuate the colour. Giving hair unbeatable shine.



A colour service that turns

INTO A COMPLETE COLOUR PROJECT



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- Blondie Powerful Paste
- Blondie Advanced Powder
- Blondie Creative Powder
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- Blondie Shimmer Oil

Hair colour

- Luxiva Color
- Choice Color
- Choice Color Non Color
- Natural Root
- Choice Color Non Color

- Choice Mask
- Blondie



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Treatments for all needs of scalp and lengths



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WHAT WOMEN WANT

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PENETRATES
DEEP INTO THE
INNERMOST
LAYER OF THE
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⦿ MORE STRENGTH*

✦ VITALITY AND BRILLIANCE*

🌸 SOFTNESS AND ELASTICITY* of the fibre

🌀 LONGER-LASTING HOLD AND GREATER MANAGEABILITY*

HAIR IS VISIBLY RESTRUCTURED AND HEALTHIER IN 100% OF CASES*.



RECONSTRUCTIVE SHAMPOO

- PROTECTS HAIR AGAINST DAMAGE CAUSED BY NATURAL PROCESSES dehydration, ageing, chemical agents and environmental factors
- REVITALISES AND HYDRATES DEEP DOWN



RECONSTRUCTIVE HAIR MICROEMULSION

- PROTECTS HAIR AGAINST DAMAGE CAUSED BY NATURAL PROCESSES, CHEMICAL AGENTS AND ENVIRONMENTAL FACTORS
- REVITALISES AND REPAIRS DEEP DOWN thanks to its powerful cosmetic effect

RECONSTRUCTIVE HAIR MASK

- REVITALISES AND REPAIRS DEEP DOWN thanks to its powerful cosmetic effect

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NEW

- INTENSELY NOURISHES AND BRIGHTENS BRITTLE, STRESSED, TIRED, DULL-LOOKING AND IMPOVERISHED HAIR





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YEARS OF BEAUTY

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