

# MEDAVITA

MAGAZINE



## FASHION

OUTFIT GUIDE  
SPRING / SUMMER 2024

## DAILY CARE

ENERGIZING DAILY TONIC

## IDENTITY

HEART NOTES: SEARCHING  
FOR OUR ESSENCE

2024


# SPRING SUMMER

15#  
2024



A close-up portrait of a woman with light brown hair styled in a messy bun. A thick braid of her hair is woven across her eyes, completely obscuring them. She has a soft, serene expression and is wearing a dark, strapless top. The lighting is soft and directional, coming from the side, highlighting the texture of her hair and the contours of her face. The background is a plain, light-colored wall.

A LOVE  
STORY  
FOR  
HAIR.  
A LOVE  
STORY  
FOR  
NATURE.  
A TRUE  
STORY.

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**MEDAVITA**



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ice and fire





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**LOTION  
CONCENTRÉE**

**DISCOVER THE  
STRENGTH OF BEAUTY.**

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by **Monica Mistretta**  
Site Manager of Colorami

# SPRING/SUMMER RUNWAYS 2024



Jil Sander



Ferragamo



Anteprima



Balmain



Louis Vuitton



Lola Casademunt

A whirlwind of contrasting styles and inspirations blows through the runways of Spring/Summer 2024. The dominating theme is the only constant of our time: uncertainty. There are no rules decreeing the colour of the season or the must-have piece: although several designers seem to have fallen in love with yellow, black-and-white looks steal the show. Some skirt-suits flaunt shorter hemlines in bold defiance of old-fashioned rules, while others revive the impeccable blazer of the past. Guidelines are scarce. Details rule, from voluminous art deco sleeves with surprising slits to ubiquitous fringes. It's an invitation to invent your own style, day by day. In the evenings, choose between daringly revealing sheer fabrics or iridescent, sparkling pieces.



# THE LADY IN YELLOW

Akris



Versace

Anteprima

Bottega Veneta

Marni

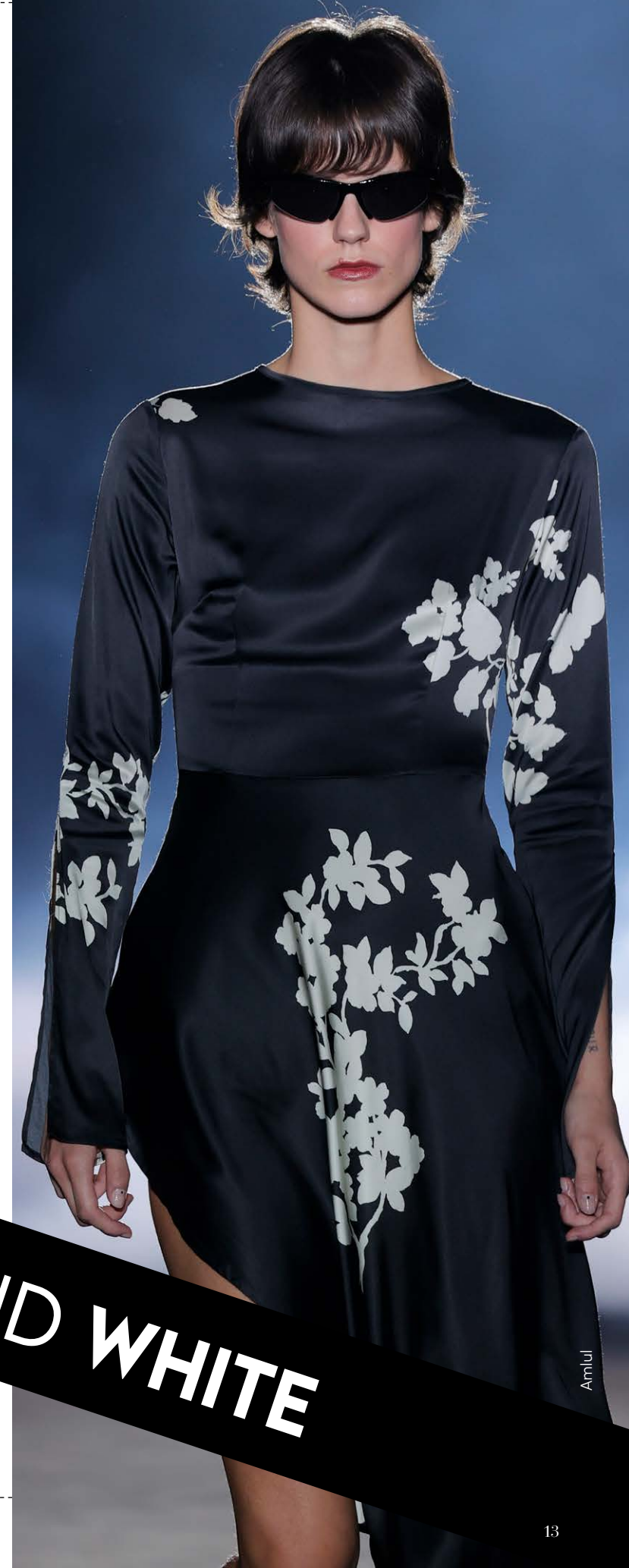
Philipp Plein

No Spring/Summer season is complete without a yellow dress. In 2024, the options are endless: from pastel to neon, from subtle tones to canary yellow. Philipp Plein's dress evokes the romantic intrigues of "A Midsummer Night's Dream."



Graphic, all-over looks in black and white offer the best of high-contrast minimal chic. Nina Ricci and Erdem take on the challenge, even reviving Audrey Hepburn's long black gloves. Our favourite is Balmain's black dress with a short circle skirt, flowers, and white buttons.

# BLACK AND WHITE



# SHORT SUITS



Versace



Akris



Nina Ricci



Gucci



Emporio Armani

Shorts and miniskirts breathe new life into the staid suit, reinventing it as a decidedly sexy business girl look. Versace has always been the trendsetter here.



Lola Casademunt



# BLAZERS

Formal jackets stop above the waist and add structure to any outfit, even a miniskirt. Peter Do and Akris coordinate theirs with trousers.



Akris



Nathalie Chandler



Peter Do



Philipp Plein



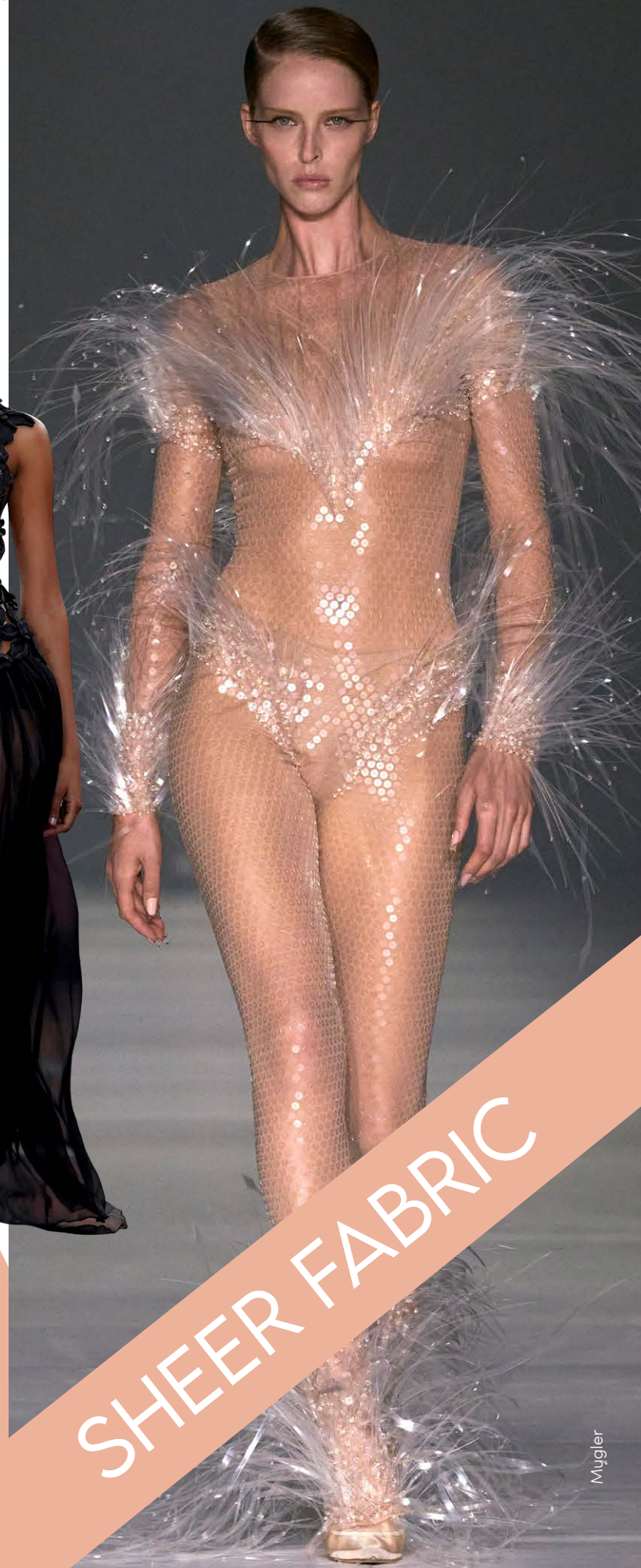
Lebor Gabala



Valentino

Transparent fabrics like organza, sheer veils, and ethereal tulle reveal the body one inch at a time. Apart from Mugler's outfit, no provocation is intended: it's simply an invitation to bare it all.

# SHEER FABRIC



Mugler



Ferragamo



Jil Sander

Flaunting slits, 19th-century volumes, and unique shapes, sleeves add a final accent. Note the similarity between designs by Ferragamo, Gil Sander, and Peter Do.



Valentino



Peter Do

# DÉCO SLEEVES

MEDAVITA MAG RECOMMENDS

# IDOL

Be yourself. BE YOUR IDOL.



NEW

**TITAN**  
EXTREME WAX SPRAY

ASK FOR IT IN ALL MEDAVITA SALONS

Ready to dance the Charleston? Choose one of the many fringe dresses of the season to do it in style: Philipp Plein's version is the winning number.



Bottega Veneta



Akris



Philipp Plein



Prada

FRINGES



Miu Miu



Emporio Armani



Diesel



Avellano



Ferragamo



Philosophy di  
Lorenzo Serafini

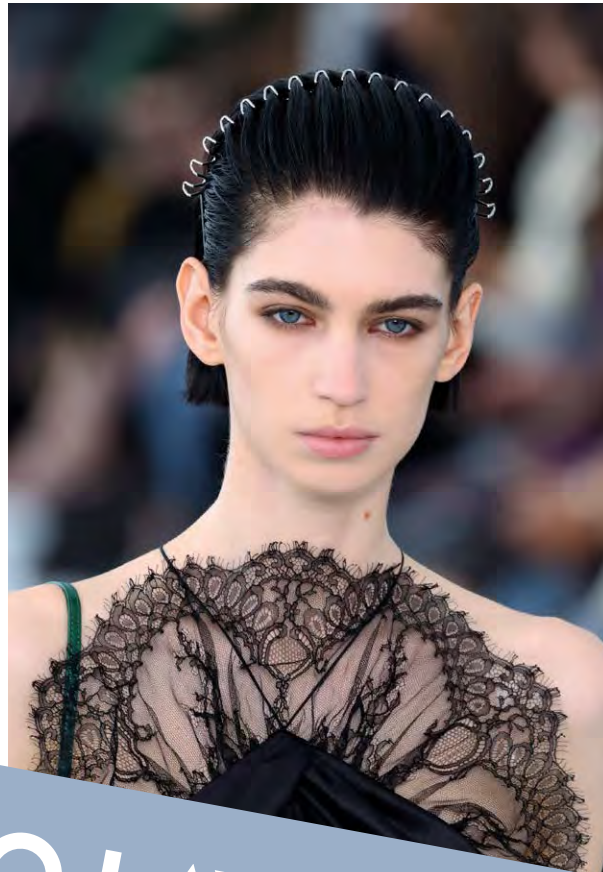
# LIGHTS

# AND SEQUINS

Everyday can be unique if you live like you're always on stage. Iridescent fabrics and sequined garments extend that invitation into daytime looks. Miu Miu's gold minidress is beautiful, discreet in its elegance, and suitable for all occasions.

## CUTS, COLOURS & HAIRSTYLES

As for colour, there's no room for debate: artificial, full-on Barbie blonde, inspired by Margot Robbie's iconic look, continues to dominate. Grab the bleach - it's time to go blonde (without neglecting scalp and hair health).



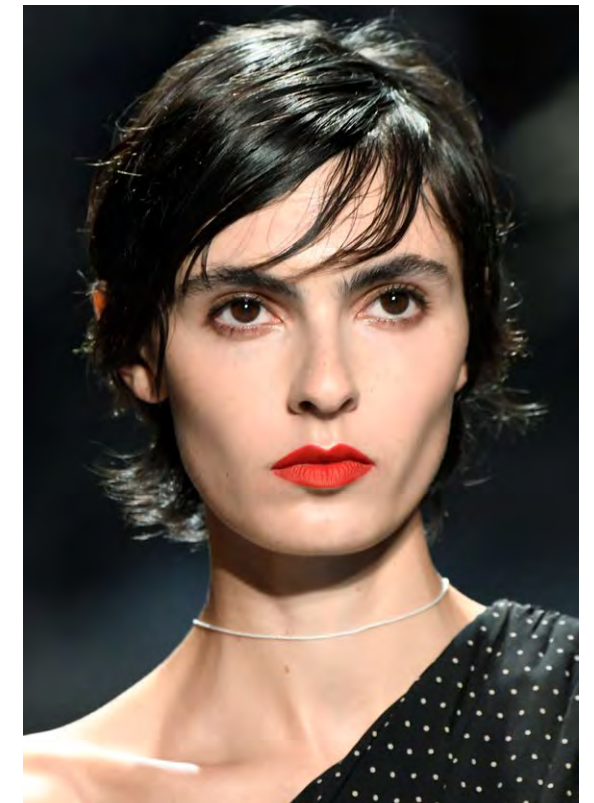
Givenchy



Christian Dior



Emporio Armani



N21



Stella McCartney

**TO LAYER OR NOT TO LAYER?**

**A**re layers a must for Spring/Summer cuts? It depends. The only certainty lies in textured styling: wavy, curly, and tousled looks are in. The lob (long bob) has replaced the bob, and layered cuts are equally popular among the runways' top models, but it's their voluminous and messy textures that are making headlines. Smooth, straightened hair is out.

Long, short, or shoulder-length, layers are soft and strategic: they lighten volumes and frame the face. The Emporio Armani model's layered cut with a fringe is the perfect example.

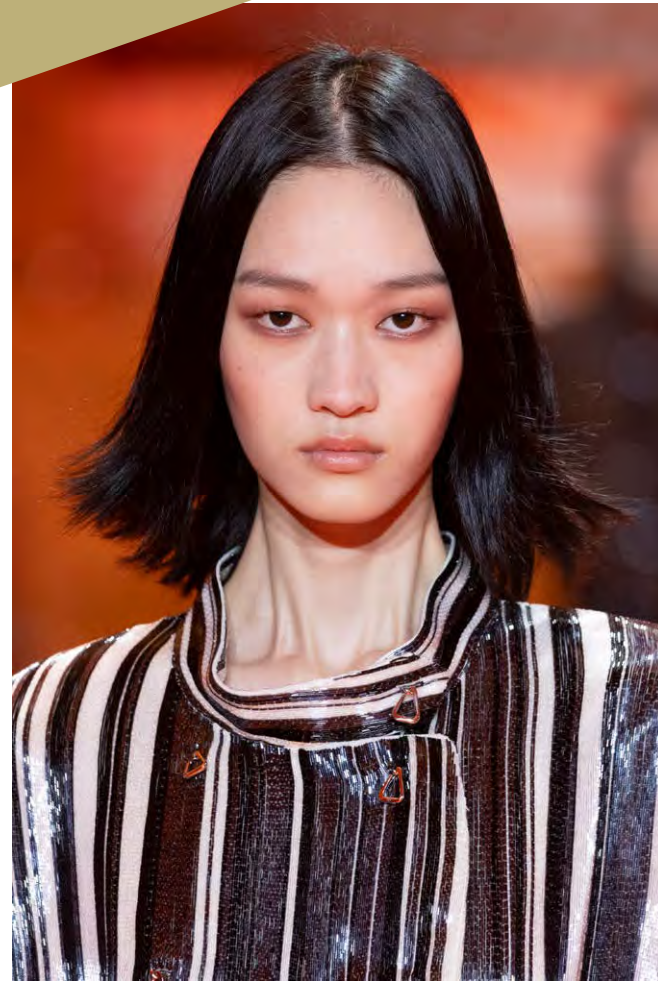
**LAYERS**

Parted in the middle and worn without a fringe, the long bob's clean, simple lines reflect Spring/Summer's minimal-chic trend. The season's must-have lob is wavy, like the one seen on Federico Cina's model.

# LOB



Federico Cina



Louis Vuitton



Christian Dior



Onitsuka Tiger

# IDOL

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**LISS DEFENCE**  
SMOOTHING THERMO  
PROTECTOR

ASK FOR IT IN ALL MEDAVITA SALONS



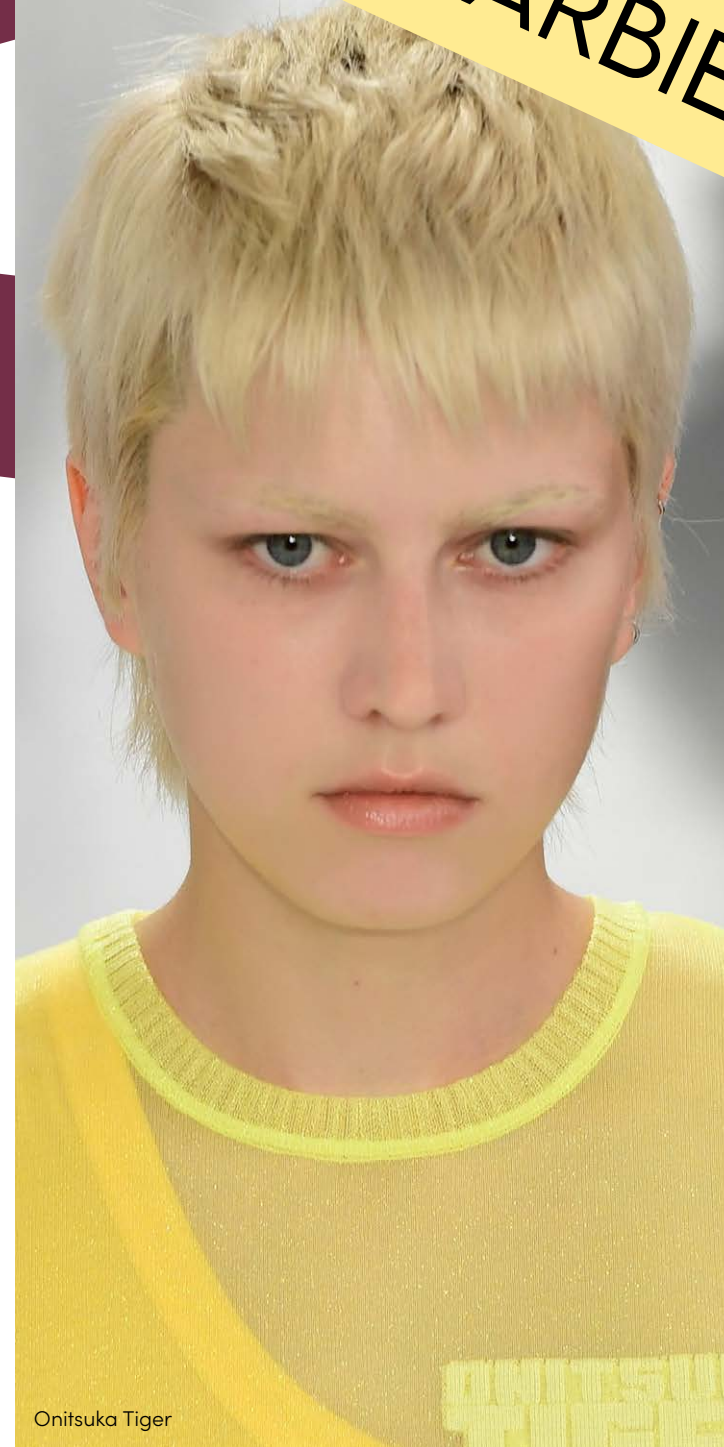
# ELASTIC HEADBANDS

The accessory of the summer is definitely the elastic headband. Givenchy presented an elegant version on the runway, while Maryling offered a street style option (Medavita hair look!).



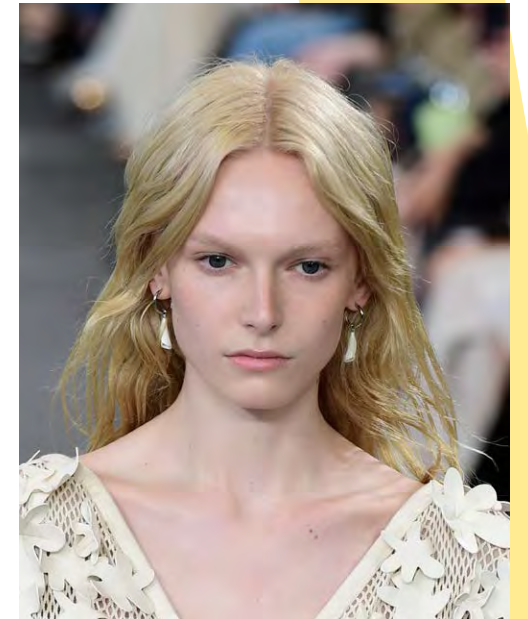
Merylin Medavita

# BARBIE BLONDE



Onitsuka Tiger

Inspired by the world's most famous doll, this season's blonde is artificial, all one tone, with no dark roots allowed. Looking like Margot Robbie requires maintenance and a good haircare routine. Onitsuka Tiger's models replicate the look perfectly.



Chloé

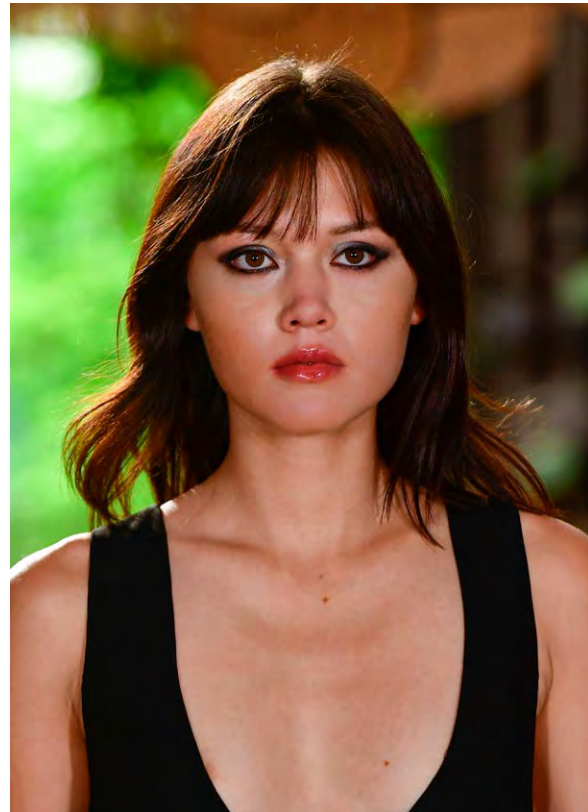


Acne Studios

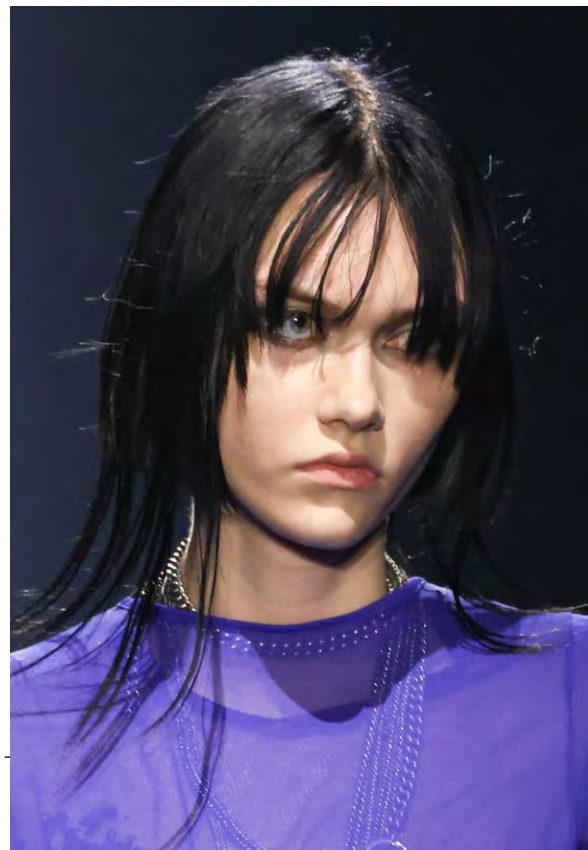


FRINGES

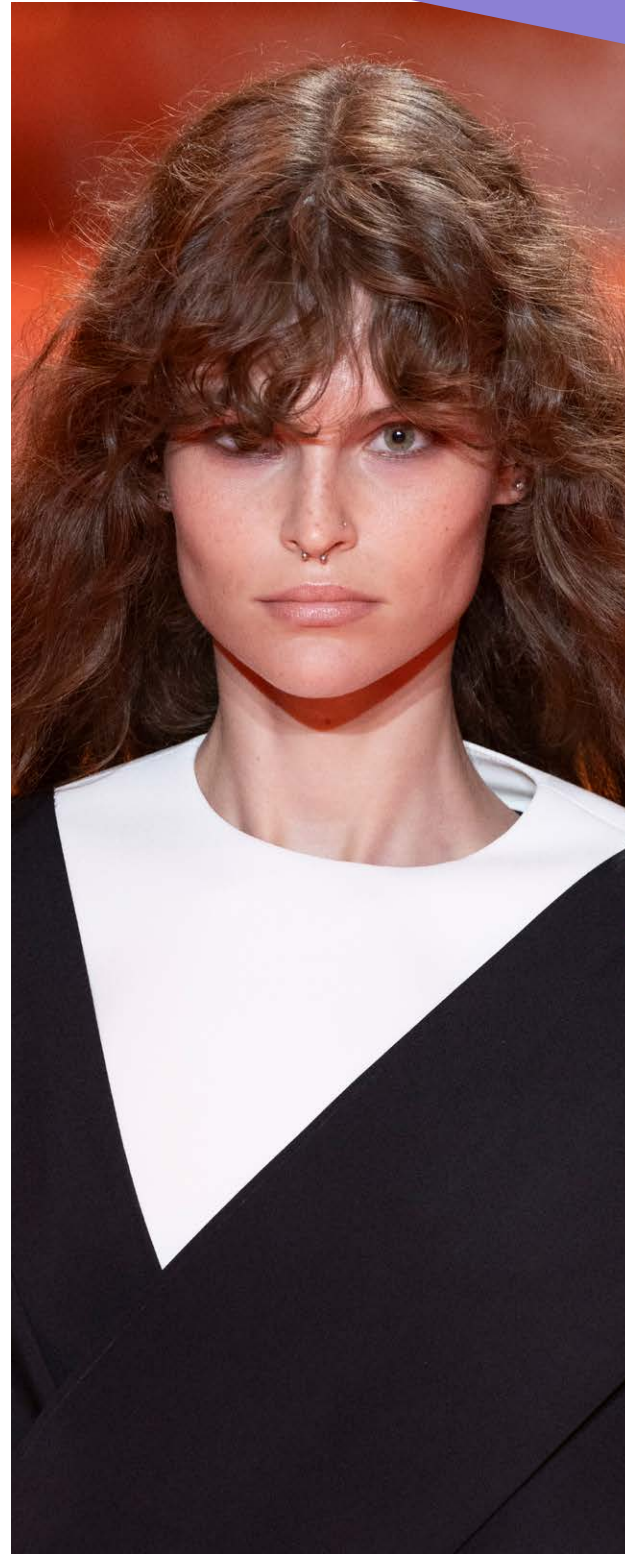
Long and tousled, the French-style fringe conquers the runways with casually bold Parisian allure. Louis Vuitton's models set the standard.



Julie de Libran



Ann Demeulemeester



Louis Vuitton

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NEW



FLASH GLAM  
IMPECCABLE LOOK  
DRY SHAMPOO

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# IDOL

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NEW

## CURLY GLOW

CURL CONTROL HAIR MOUSSE

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Curls are out, gentle waves and delicate volumes are in. The hair at the roots remains smooth, creating unique textures. Andersson Bell's model shows off the resulting contrast of smooth and wavy hair splendidly.

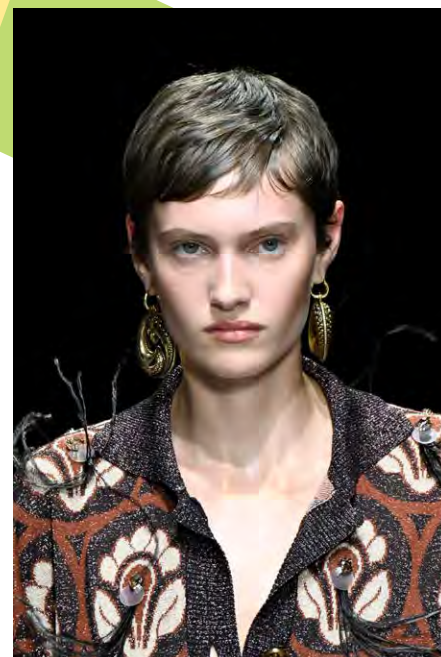


Andersson Bell

# WAVES



Emporio Armani



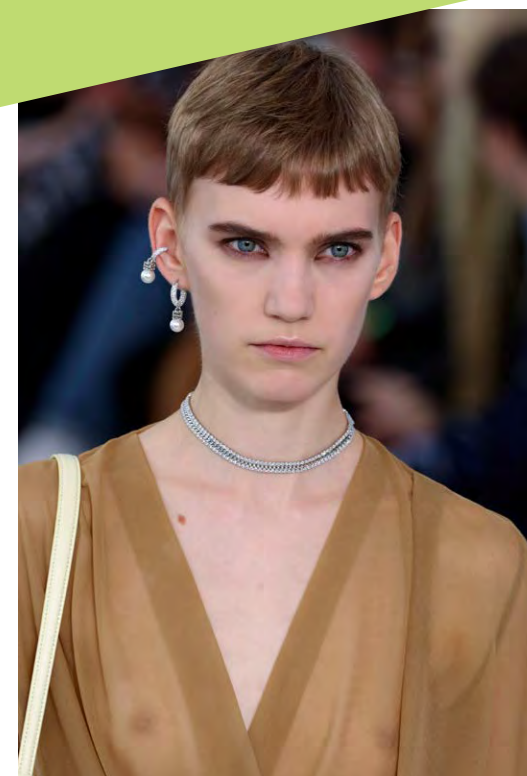
Etro

The pixie remains the most popular short cut amongst models and celebrities. Etro's model presents an extremely soft, hyper-feminine version with a long fringe.

# PIXIE

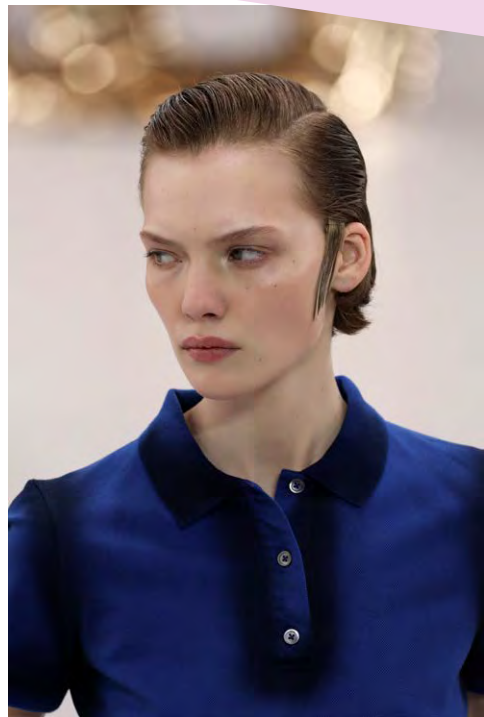


Zimmermann



Givenchy

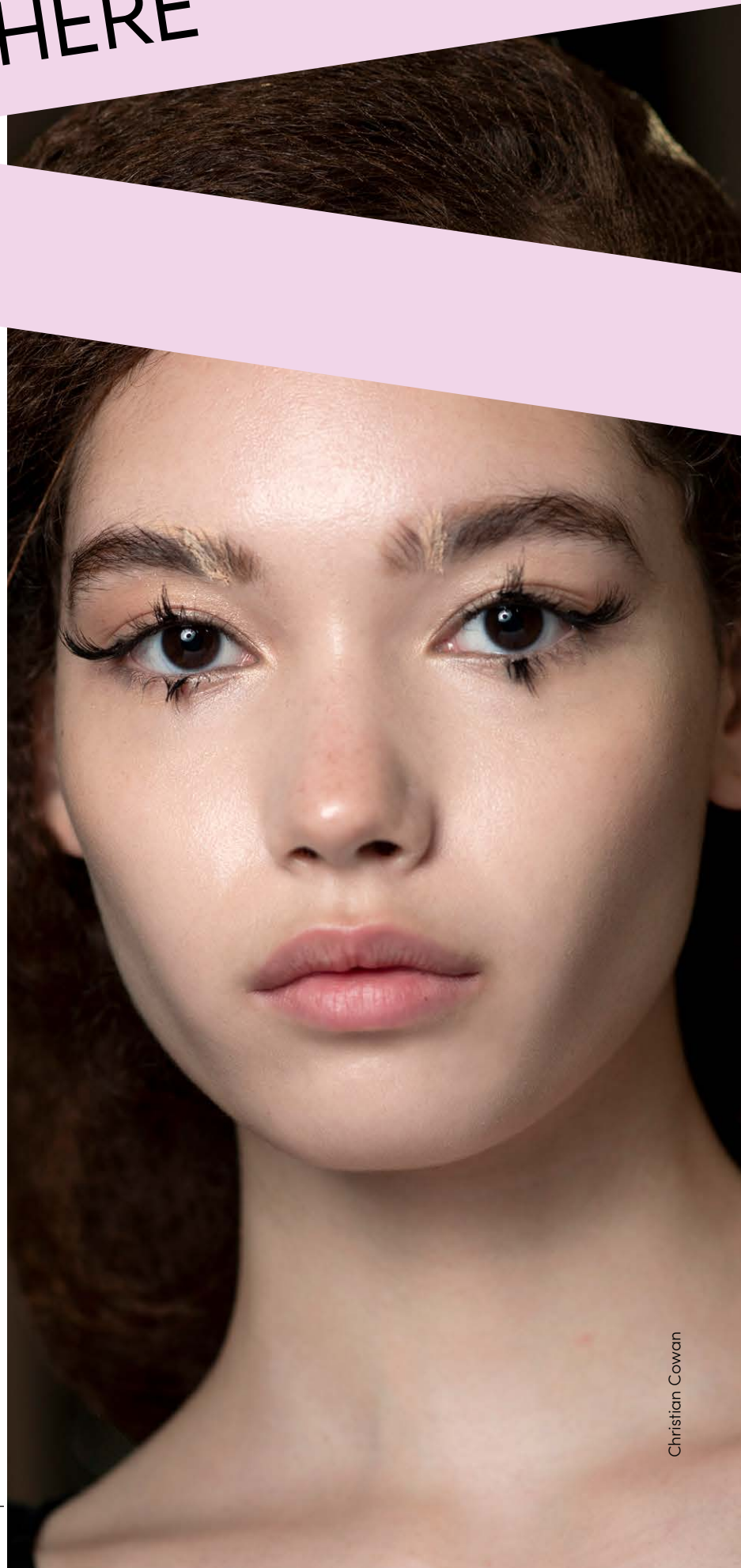
# BARELY-THERE MAKE-UP



Loewe

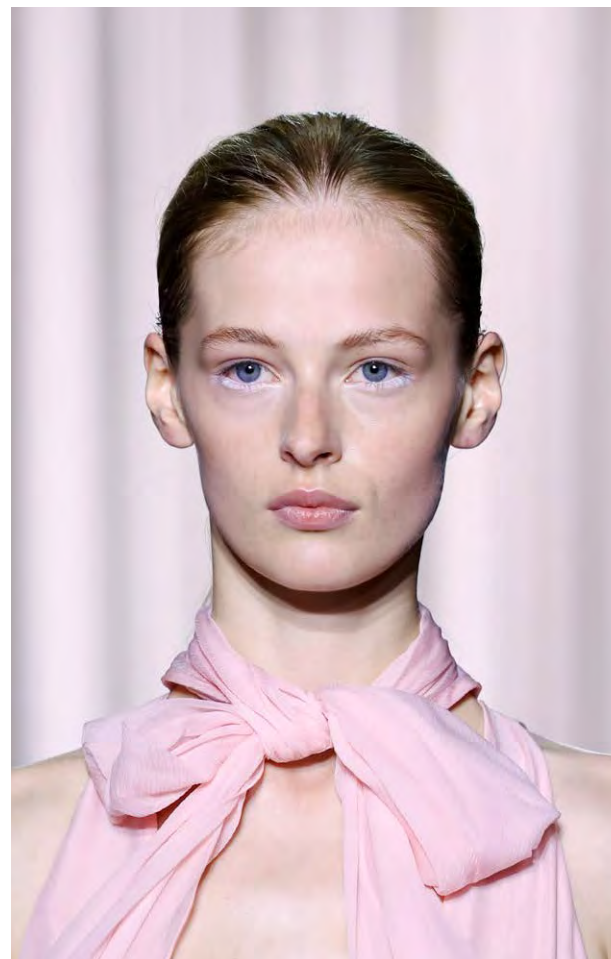


Etro



Christian Cowan

Minimal and almost invisible, Spring/Summer 2024's makeup plays with different shades of pencils, eyeshadows, and delicate strokes of eyeliner. It focuses on subtly enhancing the eyes. This goes beyond nude and natural tones; it's about achieving a healthy appearance using the classic rules of makeup and colour harmony. We saw very little lipstick and very few pastel eyeshadows; instead, flesh-toned shades and muted greys accentuate the eyes and bring out healthy skin's natural beauty. The star of the season is pink blush, applied generously to highlight joyously energetic faces.



Gianbattista Valli

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BEST  
SELLER

## NUTRISUBSTANCE

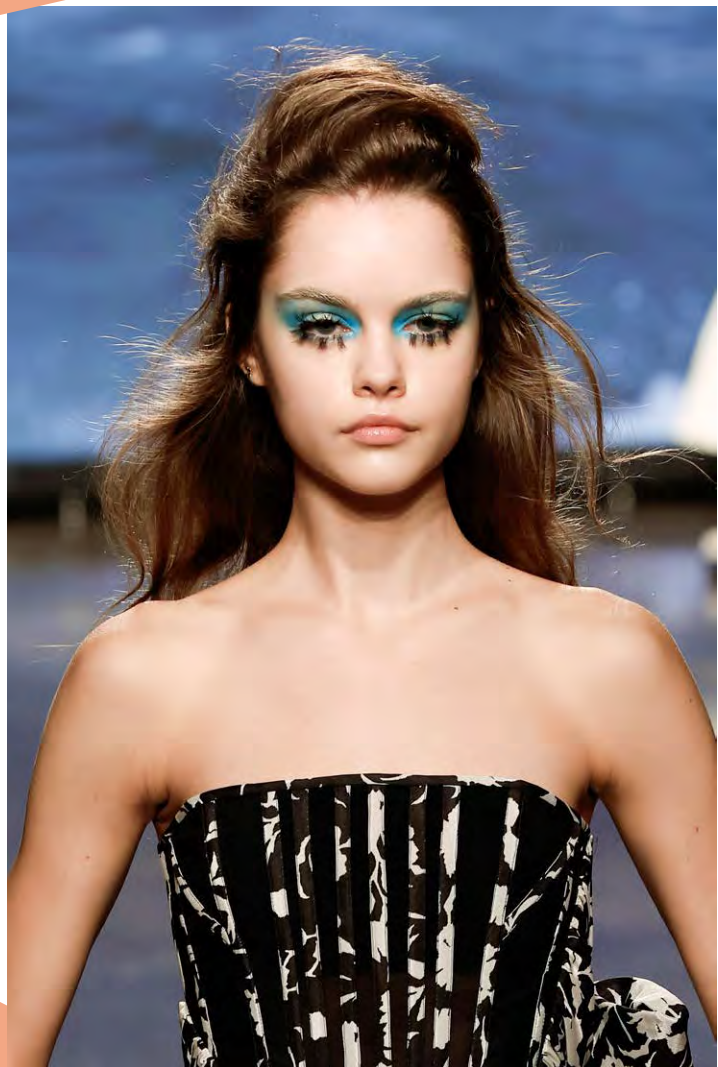


### 8-HOUR RESCUE TREATMENT

Rich and lightweight nourishing cream. Delivers overnight hydration, regenerating hair in 8 hours. Hair is soft, shiny, and silky in the morning.

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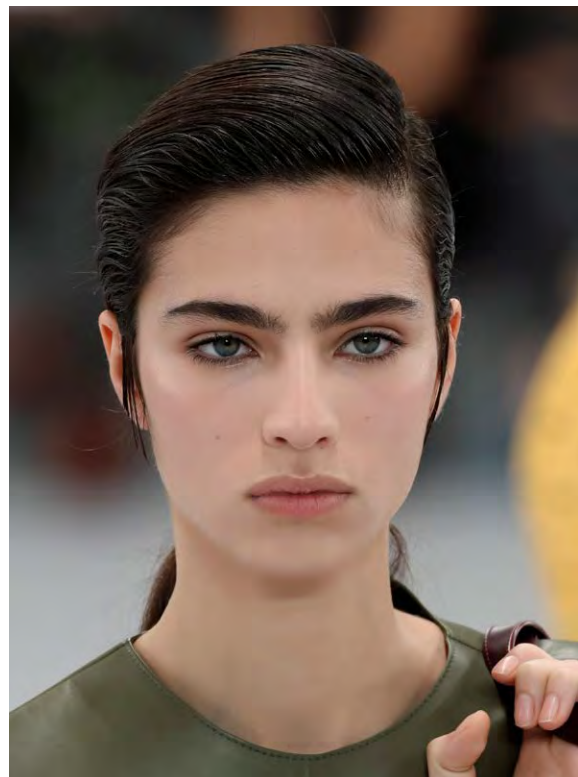
# PENCILS, EYELINER, AND, EYESHADOWS



Antonio Marras



Etro



Loewe



Apart from the blue eyeshadows seen on the Antonio Marras and Etro runways, the dominant colours are muted grey, achieved with pencils or soft eyeliners, and fleshy pink. The healthy and luminous eye look on Louis Vuitton's model is iconic.

Louis Vuitton

HEALTHY  
NUDE GLOW

Leonard Paris leads the makeup trends, conveying health with pink blush that nearly covers the models' entire cheeks. Christian Dior and Zimmermann offer more ethereal looks for a gentler take on the theme.



Zimmermann



Leonard Paris



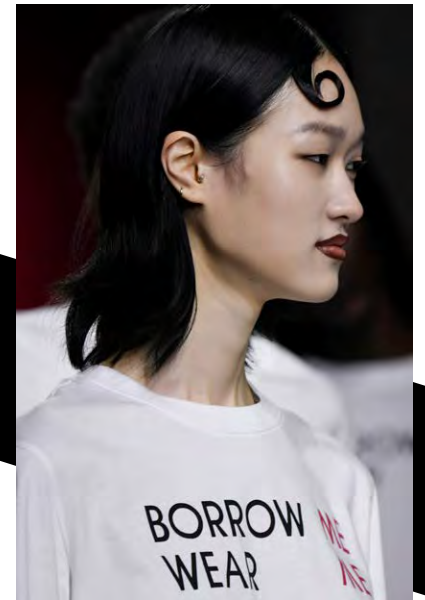
Christian Dior



Chloé



N21



Moschino

Lipstick is hardly there, with a turn towards plums and glossy flesh tones. The only exceptions are a few classic reds, Moschino's brick colour, and Junya Watanabe's exotic blue and black shades.



Junya Watanabe

LIPSTICK

# MEN'S FASHION SHOW



Fendi



Etro

**S**ensible, elegant, mindful of his wellbeing: the man of Spring/Summer 2024 chooses comfortable garments made of natural fabrics, with soft lines that caress the body. The time for ostentatious displays of wealth and large logo prints are over: quiet luxury is in, with lighter lines, workwear-inspired pieces with plenty of pockets and practical accessories, and comfortable aviator jumpsuits. Only one indulgence is allowed: sparkling, shiny fabric. Worn nonchalantly in everyday life, it's a nod to the gender-neutral world and the inclusion that has become a prominent aspect of quiet luxury itself.



# QUIET LUXURY

Hermès

Neil Barrett

Zegna

Officine Generale

Neutral colours, flowing shirts and trousers: welcome to the world of quiet luxury, the new, timelessly contemporary minimalism. Made of airy linen and cotton, these looks focus on comfort and wellbeing. Zegna does it best with a camel-coloured shirt-and-trousers look, with pleats on the trousers and 3/4 sleeves.

# QUIET LUXURY AND WELLBEING

# IDOL

Be yourself. BE YOUR IDOL.



**LOOK MATE**  
CLAY POMADE

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## SUITS



Dolce&Gabbana



Federico Cina



Dries Van Noten



Louis Vuitton



Loewe

Shiny, sparkling fabrics glitter like stars in the sky, livening up shirts and trousers. There are two options: mix-and-match looks with one shiny piece, or all-over styles as seen on the Loewe and Louis Vuitton runways.

**SHINE BRIGHT**



Prada

Cargo pants, multifunctional vests with pockets of all sizes, performance fabrics: workwear is ubiquitous, winning over unexpected designers like Louis Vuitton and Fendi.



Fendi



Dolce&Gabbana



Loewe



Zegna



Etro



Dolce&Gabbana

# WORKWEAR

# JUMPSUITS

In linen, in pink, or in classic utility beige: the jumpsuit fits right into the new world of workwear and clothing borrowed from construction sites and workshops. For true dandies, Dolce&Gabbana offers a tongue-in-cheek alternative: the lace jumpsuit.



Louis Vuitton



Stella Mc Cartney



Federico Cina

# CAESAR CUT



Dsquared2



Andersson Bell

Apart from the short Caesar cut, with its iconic fringe, men's hairstyles for Spring/Summer 2024 are shaping up to be longer and more fluid than ever. The models on this season's runways flaunted voluminous quiffs, versatile fringes, soft layers, and shoulder-grazing strands. The must-have cut is definitely the long bob, which may be softened with hidden layers and more ethereal textures than the classic, geometric look seen on women.

# MORE LENGTH AND MOVEMENT

As seen on portraits of Julius Caesar, this cut includes a short fringe that barely makes contact with the forehead. It's usually styled wavy, but variations with flat, pin-straight hair are also gaining ground: the blond model from Dsquared2 presents this version with masculine flair.

# IDOL

Be yourself. BE YOUR IDOL.



## BLACKJACK MATTE PASTE

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# WITH A QUIFF



Dolce&Gabbana

Worn to the side, on the forehead, or pushed back, the quiff stars in many men's hairstyles and has become an essential accessory for more casual looks. Note the golden blonde color of the Onitsuka Tiger model and the gender-neutral appeal.



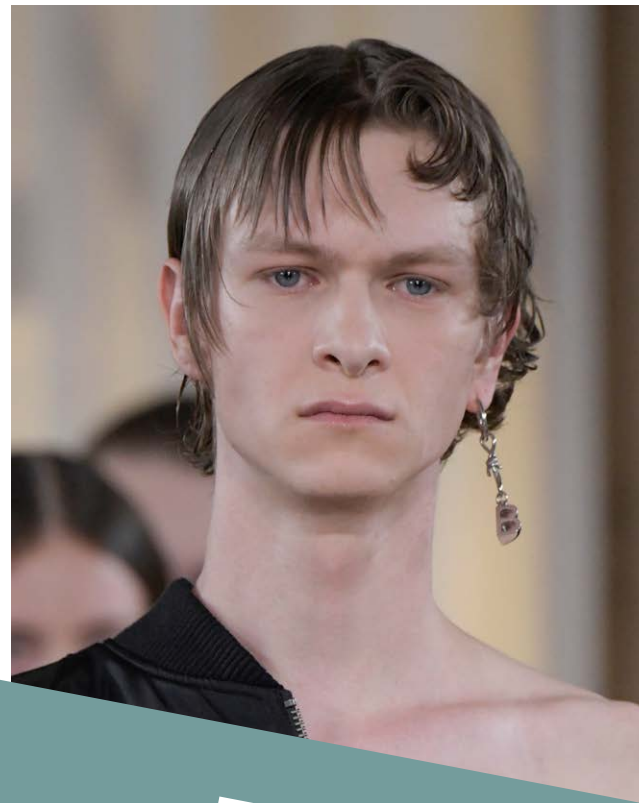
Onitsuka Tiger



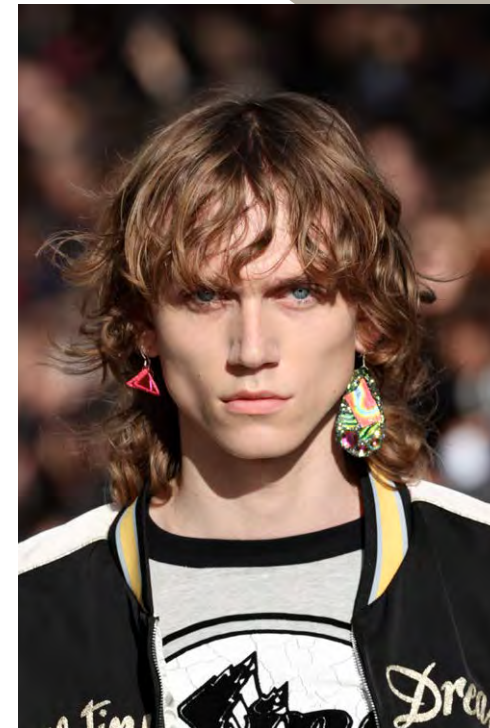
Ann Demeulemeester

A more versatile take on the long bob: men are discovering the joys of playing with their hair and hairstyles with a new interpretation of a classic women's cut. Models from Ann Demeulemeester and Onitsuka Tiger lead the way.

# MAN BOB



Andersson Bell



Stella Mc Cartney

Men's fringes are tousled and messy, resisting simple, geometric shapes. Andersson Bell's model sports an asymmetric look that is right on trend.

# FRINGE



Louis Gabriel Nouchi



Onitsuka Tiger

MEDAVITA MAG RECOMMENDS

# IDOL

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**CIRCLE**  
MODELING SPRAY

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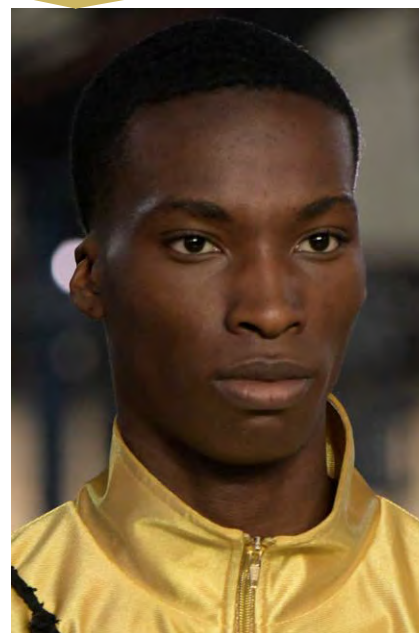
## SOFT

## SHAVED

Softly shaved cuts will return in the warmer months of 2024, favouring clean lines over contrasts and skin fades. An alternative to the Caesar cut, with which they share clean shapes and the absence of layers.



Louis Gabriel Nouchi



1017 Alyx 9SM



Dolce&Gabbana



Dsquared2



Onitsuka Tiger

Even curly hair is worn longer, with a soft fringe. The Dolce&Gabbana model's irregular bowl cut with soft curls set the standard.

## CURLS



Gianbattista Valli

**F**or brides, 2024 is all about contrasts. White dresses come in two moods: form-fitting gowns that boldly emphasise the body's curves, or, on the opposite end, princess styles with full, sumptuous skirts. Good news for brides who don't like lace: This year, designers present dresses made of tulle and satin with no lace in sight. As for this year's novelty: say hello to bridal gowns with dark belts.



Emiliano Bengasi



Chloé



Elisabetta Polignano

# BRIDAL SHOWS

# SHORT SKIRTS

Emiliano Bengasi



Fabulously full skirts bloom out from slender bodices that cinch the waist. Julia Kontograni, Emiliano Bengasi, and Amelia Casablanca use lush fabrics to present their versions of these dreamy, princess styles.



Julia Kontograni



Amelia Casablanca



Elisabetta Polignano

Bold and provocatively contemporary, the short white dress is perfect for stylish civil weddings. N21 nods to tradition by pairing this dress with a hair look featuring a headband and veil.

# GOWNS FIT FOR A PRINCESS

N21



MEDAVITA MAG RECOMMENDS

# IDOL

Be yourself. BE YOUR IDOL.

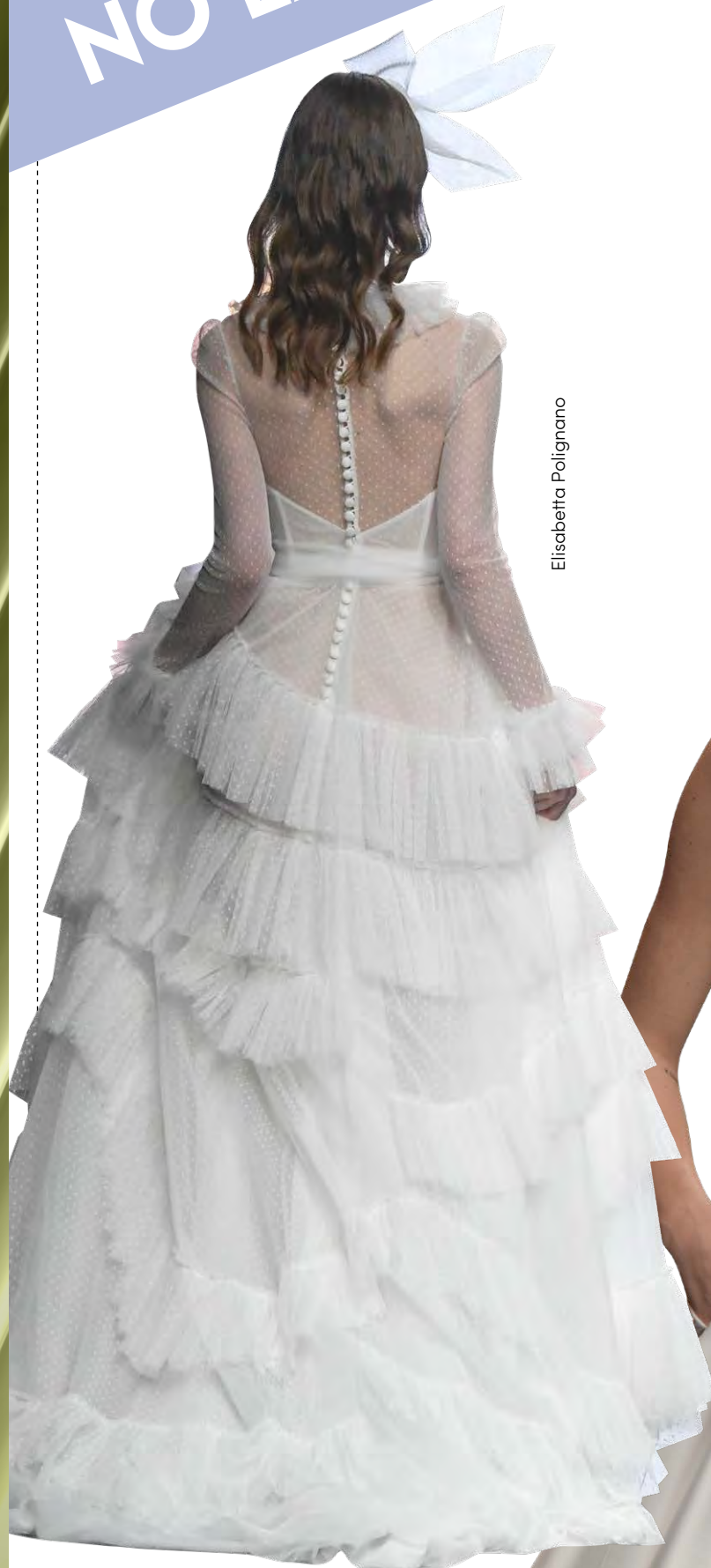


**SATIN 5**  
STRONG SHAPER  
DRY HAIR SPRAY

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NO LACE

Down with lace! Designers are finally presenting dresses made entirely of satin and tulle for a look that is both classic and essential. Elisabetta Polignano's slightly transparent dress with tulle ruffles is unforgettable.



Elisabetta Polignano



Emiliano Bengasi



Michela Ferriero

Dolce&Gabbana may have pushed the envelope, but their body-hugging gown is right on trend. Each designer put their own twist on the idea: from Blumarine's beautifully draped gown to Michela Ferriero's unmistakable sex appeal in all white.



FORM-FITTING

Blumarine

Chloé

Michela Ferriero

Dolce&Gabbana

# IDOL

Be yourself. BE YOUR IDOL.



**EGO 2**  
LIGHT NO GAS  
HAIR SPRAY

ASK FOR IT IN ALL MEDAVITA SALONS

2024's innovation is accessorizing bridal gowns with dark belts to accentuate the waist. Giambattista Valli's black jeweled belt can be repurposed and worn long after the wedding day.

# DARK BELTS

Emiliano Bengasi



Giambattista Valli



Michela Ferriero

Julia Kontograni

Emiliano Bengasi

Traditionally proportioned gowns, with a wide but not overly voluminous skirt, are timeless. Julia Kontograni presents an extra-long, trailing veil for those who don't want to break with tradition.

# TRADITION

# THE BRIDE'S HAIR



Brides opt for simple hairstyles and banish elaborate, traditional updos. The winning look involves loose hair adorned with all sorts of accessories. Brides showcase all manner of veils, hats, headbands, tiaras, jewelry, and, above all, prominent bows.



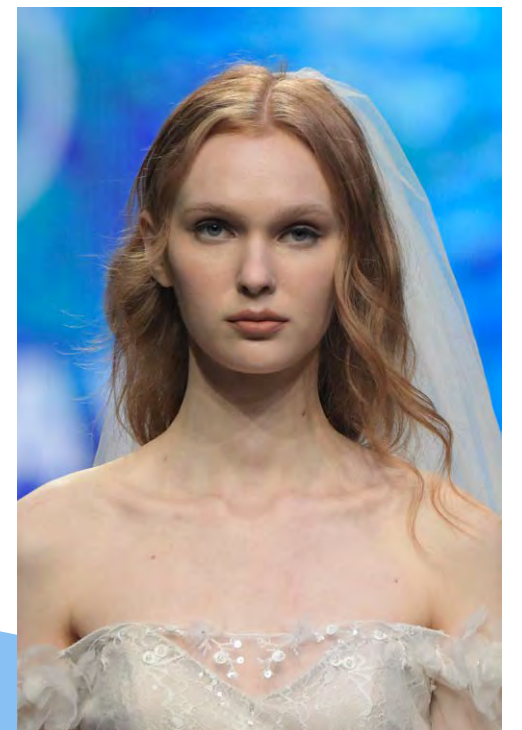
Michela Ferriero

When updos do appear, they are minimal, contained, and not too voluminous: low chignons and low ponytails are preferred, but only the most measured and elegant versions. It's an ode to simplicity and perhaps a need to return to the intimate sanctity of marriage.



Amelia Casablanca

# HATS AND VEILS



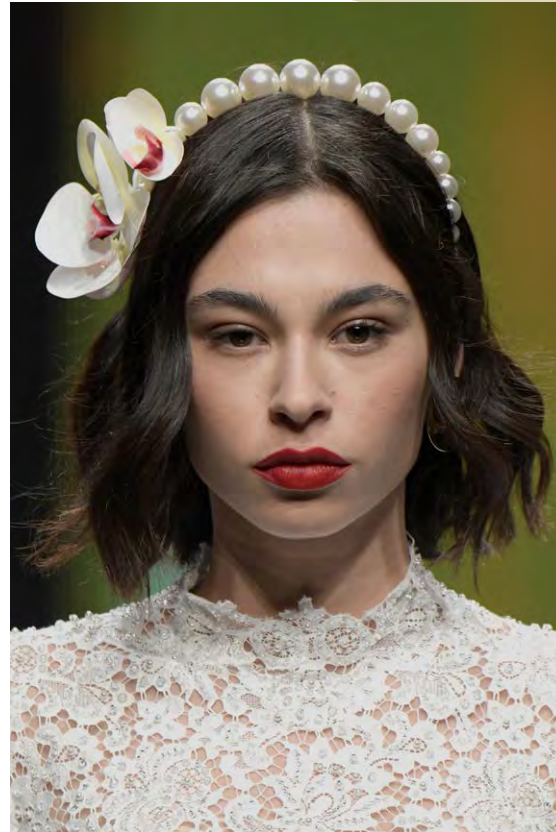
Rara Avis



# BOWS



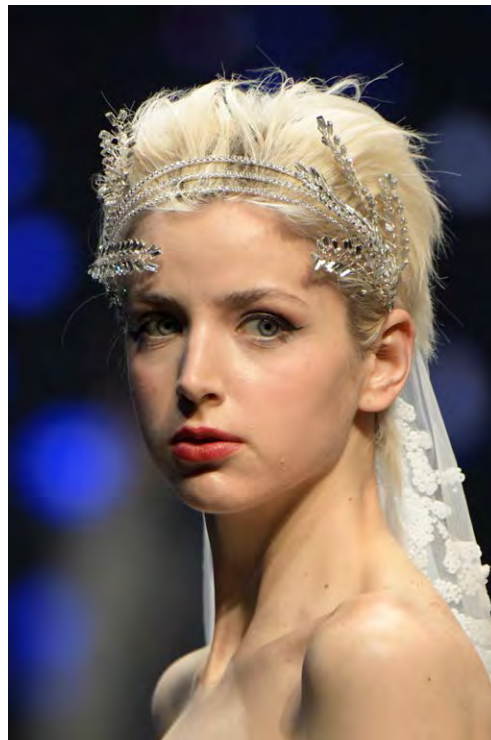
Amelia Casablanca



Mysecret Sposa



Amelia Casablanca



Julia Contagruni



Elisabetta Polignano



Amelia Casablanca

# HEADBANDS AND TIARAS

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# IDOL

Be yourself. BE YOUR IDOL.



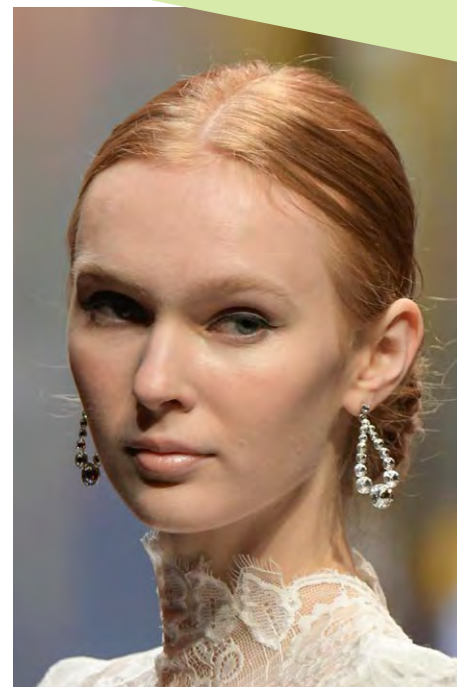
**BLINK**  
MODELLING WAX

ASK FOR IT IN ALL MEDAVITA SALONS

## JEWELRY AND ACCESSORIES



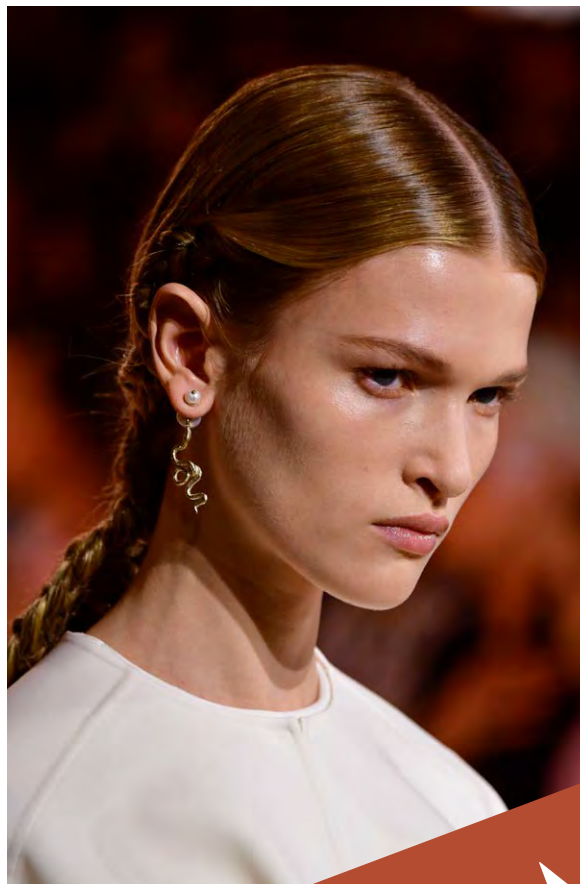
Emiliano Bengasi



Emiliano Bengasi



Amelia Casablanca



Christian Dior



Gianbattista Valli

## MINIMAL UPDOS

THE BRIDES  
OF MAY

# Timeless elegance

Great hymn to femininity  
and timeless beauty.

Lines that draw inspiration from  
elegance, the only beauty that  
never fades and that make our  
women unique.

Clara Lombardi  
**CLARAPERCLARA**

Via Dante, 13, Brescia  
**Medavita Partner**  
• • •



#### STYLING

#### IDOL

Titan Extreme Wax Spray  
Safin Strong Shaper Dry  
Hair Spray



# Beauty & care

Medavita offers a series of services to best satisfy future brides, with a complete Beauty&care program to take care of their hair before the "I DO".



## STYLING

**IDOL**  
Curly Glow  
Curl Control Hair Mousse  
Ego Medium/Strong No  
Gas Hair Spray

Adele Gatto  
**ADELE & GIGI**

Largo Giuseppe Garibaldi, 2,  
Calolziocorte (LC)

**Medavita Partner**





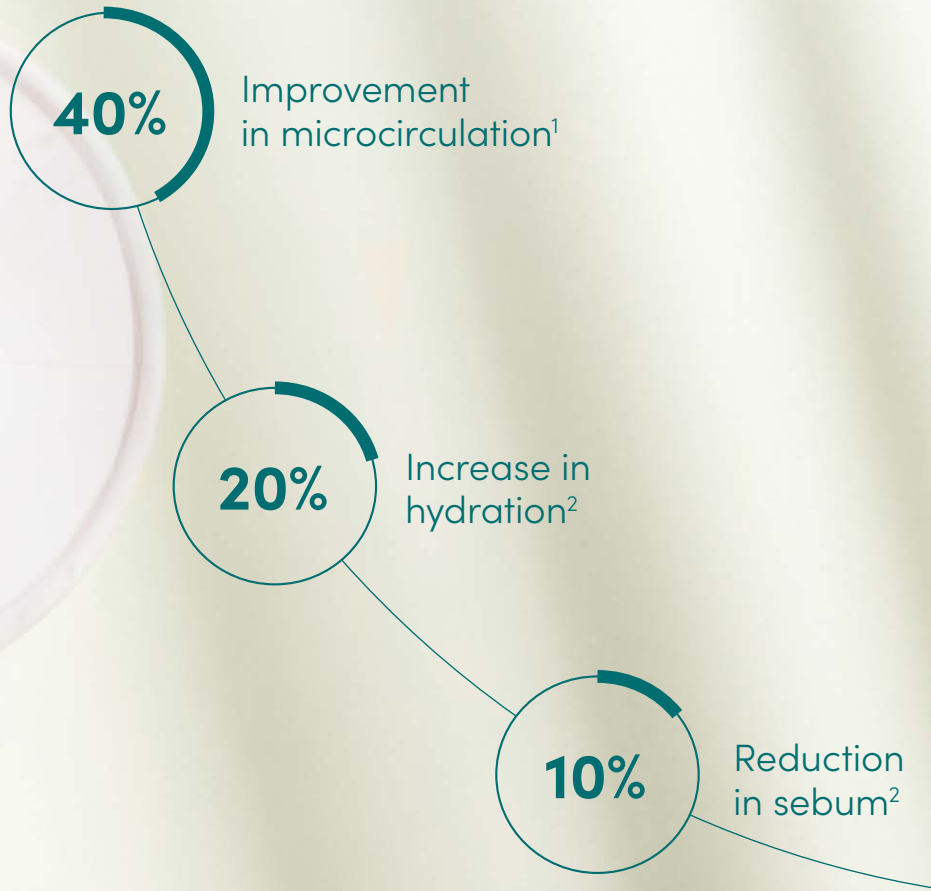
**MEDAVITA**

**NEW**

LOTION CONCENTRÉE

# ENERGIZING DAILY TONIC

Energizing Daily Tonic, the new revitalising and energising scalp tonic refreshes while delivering an immediate sensation of wellbeing and lightness.



<sup>1</sup> Percentage of participants (20 women) who saw an improvement in scalp microcirculation after using Energizing Daily Tonic daily for 4 weeks  
<sup>2</sup> Benefit confirmed by the instrumental assessment of 20 women after using Energizing Daily Tonic daily for 4 weeks

ASK FOR IT IN ALL MEDAVITA SALONS

DAILY CARE

by the Editors

# ENERGIZING DAILY TONIC

## The first step to beautiful hair is daily scalp care.

A smart beauty routine consisting of good daily rituals promotes scalp health and beautiful hair.

All scalp types, particularly those prone to thinning and hair loss, can hugely benefit from daily treatment with an **energising** product that **invigorates** and **revitalises** hair day after day.

**ENERGIZING DAILY TONIC, THE NEW REVITALISING AND ENERGISING SCALP TONIC REFRESHES WHILE DELIVERING AN IMMEDIATE SENSATION OF WELLBEING AND LIGHTNESS.**

Energises and **invigorates the scalp**, leaving **hair weightless** and revitalised, thanks to the action of **Biotin, Caffeine, Vitamin C** and **Epilobium extract**. For daily use.

CLINICAL AND INSTRUMENTAL TESTS HAVE SHOWN:



Improvement in microcirculation<sup>1</sup>



Increase in hydration<sup>2</sup>



<sup>1</sup> Percentage of participants (20 women) who saw an improvement in scalp microcirculation after using Energizing Daily Tonic daily for 4 weeks.

<sup>2</sup> Benefit confirmed by the instrumental assessment of 20 women after using Energizing Daily Tonic daily for 4 weeks.

<sup>5</sup> Percentage of satisfied participants after using Energizing Daily Tonic daily for four weeks – self-assessment of 20 women

THOSE WHO TESTED IT CAN NO LONGER DO WITHOUT IT BECAUSE IT IS:



**Refreshing**, it delivers an immediate sensation of wellbeing<sup>5</sup>



Scalp **hydrating**<sup>5</sup>



Useful to **keep the scalp clean** and **normalises** sebum production<sup>5</sup>



**Revitalising**, it leaves hair feeling **light**<sup>5</sup>



**Strengthening and invigorating**, it helps maintain **volume at the root**<sup>5</sup>



**Energising and invigorating**<sup>5</sup>

# What does it contain??

With powerful active ingredients, **Energizing Daily Tonic** is the new hydrating and revitalising ritual for scalp and lengths.

## EPILOBIUM EXTRACT

Rich in Oenothein B, a bioactive molecule known for its antioxidant, anti-inflammatory and 5-alpha reductase inhibiting properties, it normalises sebum production, modulates immune-inflammatory response, regulates the scalp microbiota, and prevents the overgrowth of Malassezia yeast, reducing dandruff and irritation.

## CAFFEINE

Improves microcirculation, with positive effects on oxygenation and hair follicle nourishment.

## VITAMIN C

Naturally found in fruits and vegetables such as citrus fruit, strawberries, kiwis, spinach, tomatoes and peppers, its remarkable antioxidant properties counteract oxidative stress, which accelerates hair and scalp ageing.

## BIOTIN

Vitamin H helps in cases of fragility by improving the appearance of hair and scalp.

**THE SECRET IS TO TAKE CARE OF YOUR SCALP. EVERY DAY.**



## Daily Routine

1

Spray directly on the scalp

2

Massage the product with a circular motion of the fingertips for correct absorption.

3

Do not rinse.  
Daily use.

## Anti-hair Loss Treating Shampoo

Prevents hair from weakening and falling out.

## Energizing Daily Tonic

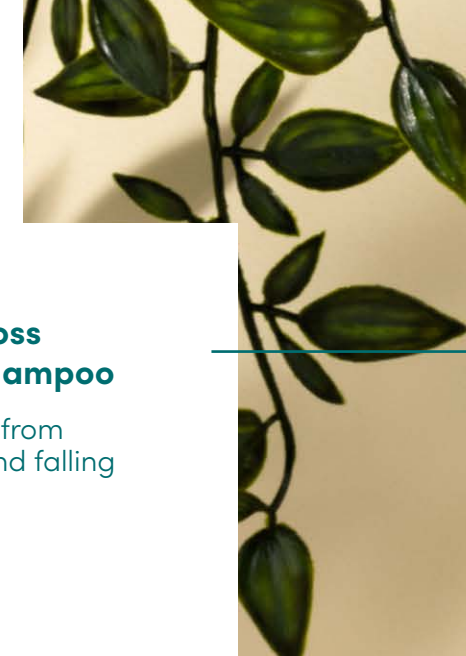
Revitalising and energising hair and scalp tonic. Energises and invigorates the scalp, leaving hair light and revitalised.

## And for an intensive treatment

## BEAUTY TIP

## Lotion Concentrée Anti-Hair Loss Intensive Treatment

The vial anti-hair loss solution with an intensive action that strengthens the hair's anchoring system.



# Lotion Concentrée Daily Care.



**SOOTHE**  
regenerating  
and soothing  
night serum



**PURIFY**  
cleanses and  
gently balances  
the scalp



**TONE**  
a light formula  
that revitalizes,  
moisturizes and  
tones the hair  
everyday



**MOISTURIZE**  
conditioning and  
detangling emulsion  
with light texture



  
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# DAILY CARE, BEAUTIFUL HAIR

What does your  
scalp need today?

Of four simple and daily gestures,  
a **Poker prevention** to better  
respond to different needs.  
Because the beauty of your  
hair starts right here!

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Look 1

**TREATMENT**

**Blondie Ice Blonde**  
Enhancing Shampoo e  
Enhancing Deep  
Mask

**Nutrisubstance**  
Nutritive Repairing  
Hair Microemulsion

**STYLING**

**Idol**  
Colossal Volume  
Magnifier Spray  
Satin Light Shaper  
Dry Hair Spray  
Look Mate Clay  
Pomade



Look 2

**TREATMENT**

**Blondie All Blondes**  
Bonding Shampoo e  
Deep Mask

**Nutrisubstance**  
8-hour Rescue  
Treatment

**STYLING**

**Idol**  
Swing Curl Contour  
Cream

# ESSENTIA



Look 1

- TREATMENT**  
**Blondie All Blondes**  
Bonding Shampoo e  
Deep Mask
- Nutrisubstance**  
8-hour Rescue  
Treatment
- STYLING**  
**Idol**  
Liss Defence  
Smoothing Thermo  
Protector
- Huile D'Étoile**  
Radiance  
Revealing Oil



Look 2

- TREATMENT**  
**Blondie Ice Blonde**  
Enhancing Shampoo  
e Enhancing Deep  
Mask
- Nutrisubstance**  
Nutritive Repairing  
Hair Microemulsion
- STYLING**  
**Idol**  
Colossal Volume  
Magnifier Spray
- Keratin Miracle**  
Smoothing Thermo  
Defence Spray

# Spring *summer* 2024

Cuts and colors that will revolutionize  
your style... respecting your Essence!





Look 1

**TREATMENT**

**Blondie Extra Cool**  
Blonde Neutralizing  
Shampoo e  
Neutralizing Mask

**Nutrisubstance**  
8-hour Rescue  
Treatment

**STYLING**

**Idol**  
Satin Strong Shaper  
Dry Hair Spray



Look 2

**TREATMENT**

**Blondie Extra Cool**  
Blonde Neutralizing  
Shampoo e  
Neutralizing Mask

**Nutrisubstance**  
8-hour Rescue  
Treatment

**STYLING**

**Idol**  
Blink Modelling Wax  
**Prodige**  
Divine Beauty  
Hair Cream

*Shine from within*



Discover the new one  
Medavita collection.



Look 1

**TREATMENT**  
**Glossination**

Extreme Makeover  
Liquid Light

**STYLING**

**Idol**

Twist&Curl  
Sculpting Gel  
Satin Light Shaper  
Dry Hair Spray

**Huile D'Étoile**

Radiance  
Revealing Oil



Look 2

**TREATMENT**  
**Beta Refibre**

Reconstructive  
Shampoo  
Reconstructive  
Hair Mask  
Reconstructive Hair  
Microemulsion

**STYLING**

**Idol**

Vertigo Model  
Up Fluid  
Swing Curl  
Contour Cream  
Ego Light No Gas  
Hair Spray

**Keratin Miracle**

Smoothing Thermo  
Defence Spray





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oleo-gel colour with acid pH.

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# ÉTHÉRÉ

## TREATMENT

### BLONDIE

Extra Cool Blonde Neutralizing Shampoo  
Extra Cool Blonde Neutralizing Mask

### STYLING

#### IDOL

Blink Modelling Wax

#### PRODIGE

Divine Beauty Hair Cream



## TREATMENT

### LUXVIVA COLOR CARE

Post Color Shampoo  
Post Color Mask  
Color Fixative Sealing Spray

### STYLING

#### IDOL

Blackjack Matte Paste  
Grip Structuring Gel  
Ego Medium/Strong No  
Gas Hair Spray





**TREATMENT**

**GLOSSNATION**  
Extreme Makeover Liquid  
Light

**STYLING**

**KERATIN MIRACLE**  
Frizz Over Hair Mousse

**IDOL**  
Design Medium/ Strong Hair  
Foam

**HUILE D'ÉTOILE**  
Radiance Revealing Oil



WE CELEBRATE  
FREEDOM  
IN EVERY COLOR



**TREATMENT**

**BLONDIE**  
Sunset Blonde Enhancing Shampoo  
Sunset Blonde Enhancing Deep Mask

**STYLING**

**IDOL**  
Twist&Curl Sculpting Gel

**KERATIN MIRACLE**  
Smoothing Thermo Defence Spray



**TREATMENT**

**BETA REFIBRE**  
Reconstructive Shampoo  
Reconstructive Hair Mask

**STYLING**

**BETA REFIBRE**  
B-Nectar Reconstructive Hair Cream  
**IDOL**  
Swing Curl Contour Cream



**TREATMENT**

**KERATIN MIRACLE**  
Sleek Hair Shampoo  
Sleek Hair Mask

**STYLING**

**IDOL**  
Liss Defence Smoothing Thermo  
**KERATIN MIRACLE**  
Go Smooth Hair Foundation Serum



**TREATMENT**

**HUILE D'ÉTOILE**  
Captivating Oils Shampoo  
Shining Oils Hair Mask

**STYLING**

**IDOL**  
Design Medium/ Strong Hair Foam  
Satin Strong Shaper Dry Hair Spray

**HUILE D'ÉTOILE**  
Radiance Revealing Oil



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STYLE

by the Editors



# TEXTURE



**IDOL**  
Colossal Volume Magnifier Spray  
Satin Strong Shaper Dry Hair Spray

**PRODIGE**  
Divine Beauty Hair Cream



# CURLY



**LOTION CONCENTRÉE HOMME**  
Male Anti-hair Loss  
Treating Shampoo

**BETA REFIBRE**  
Reconstructive Hair Microemulsion

**IDOL**  
Swing Curl Contour Cream  
Look Mate Clay Pomade



SMOOTH  
FLOOMS



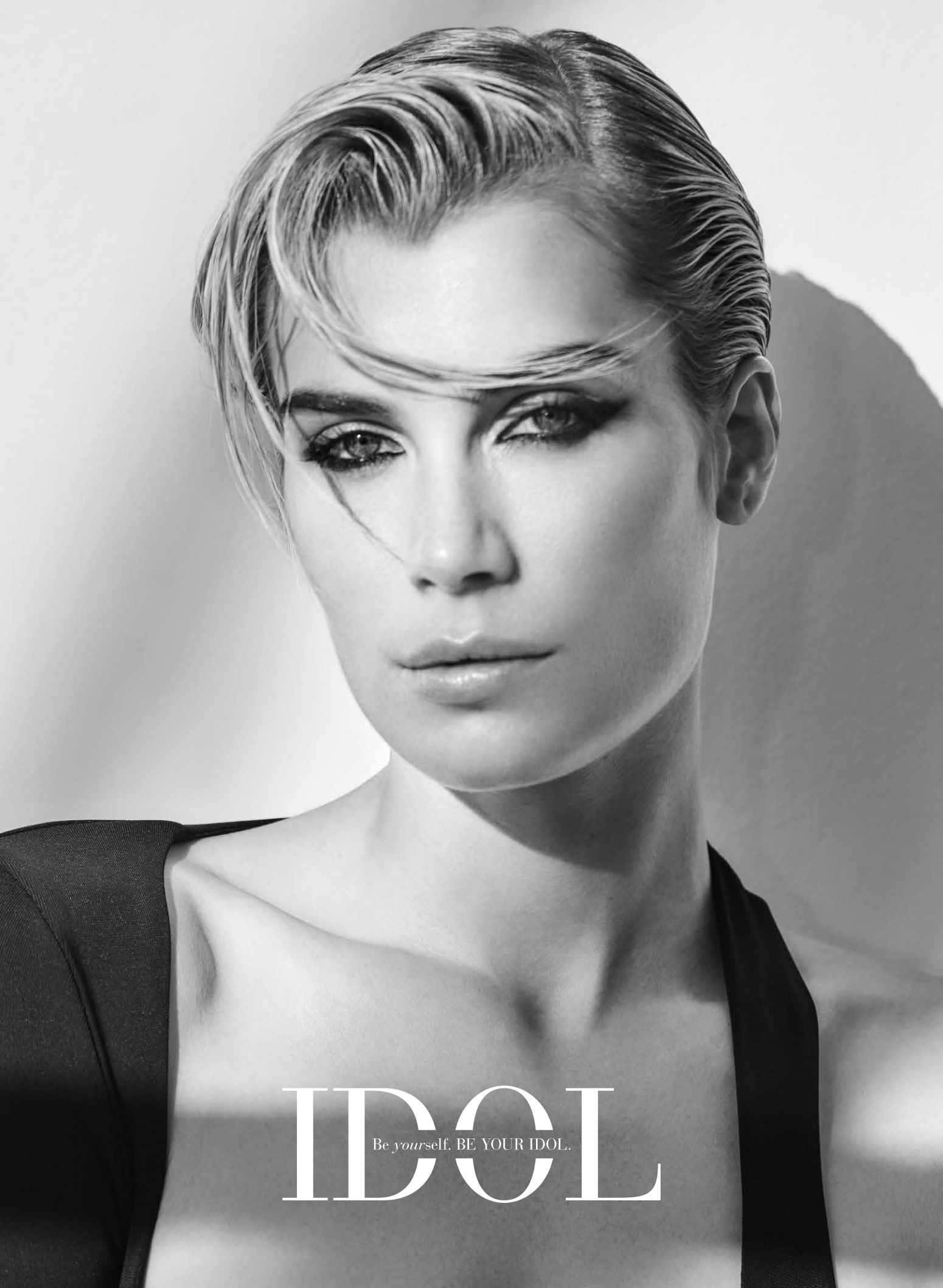
- PUROXINE**  
Instant Anti-dandruff Shampoo
- REQUILIBRE**  
Hair&Scalp  
Balancing Conditioner
- IDOL**  
Grip Structuring Gel
- NUTRISUBSTANCE**  
Shining Hair Serum



- IDOL**  
Grip Structuring Gel
- HUILE D'ETOILE**  
Radiance Revealing Oil
- PRODIGES**  
Divine Beauty  
Hair Cream



CREATIVE





# IDOL

Be yourself. BE YOUR IDOL.

  
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## TAKE CARE OF YOURSELF

by **Stefania Fornoni**  
Image Consultant and Educational  
Director of "The Lookmaker Institute"



# YOUR STYLE, YOUR COLOURS: A JOURNEY INTO COLOUR ANALYSIS

**C**olour analysis is a fundamental technique in the field of image consulting. The goal is to select clothing, makeup, accessories, and hair colours according to the hues that best flatter each individual. In doing so, consultants can enhance a client's appearance by highlighting her unique features and improving her overall image.

Colour analysis is based on colour theory and on understanding how different hues can interact with a person's skin, eyes, and hair. Diagnosing this relationship allows us to define a range of colours

(a palette) that help to brighten and define facial features, while also identifying the disharmonious colours that contribute to a harsh or washed-out appearance.

This is why it is important to work with trained professionals who can conduct colour consultations correctly.

Using an **Objective method** and **effective tools**, consultants can correctly identify the client's chromatic type and create a palette that will serve as a guide for selecting the best colours for their clothes, as well as their make-up and hair.

LET'S TAKE A MOMENT TO FOCUS ON THE LATTER TWO ASPECTS. FOR SEVERAL YEARS NOW, THE **HAIR AND BEAUTY INDUSTRIES** HAVE BEEN LEVERAGING THE POWER OF **COLOUR THEORY** TO OFFER THEIR CLIENTS INCREASINGLY **CUSTOMISED SERVICES**.

This is relevant for all the professionals who work with hair and makeup on a daily basis.

By calibrating their choices based on each person's chromatic characteristics, they can strategically enhance a client's beauty, making her look fresher, younger, more beautiful, and more defined.

The ability to recognise the hues that work in **harmony** with the client's face allows professionals to deliver results that satisfy their clients as well as themselves.

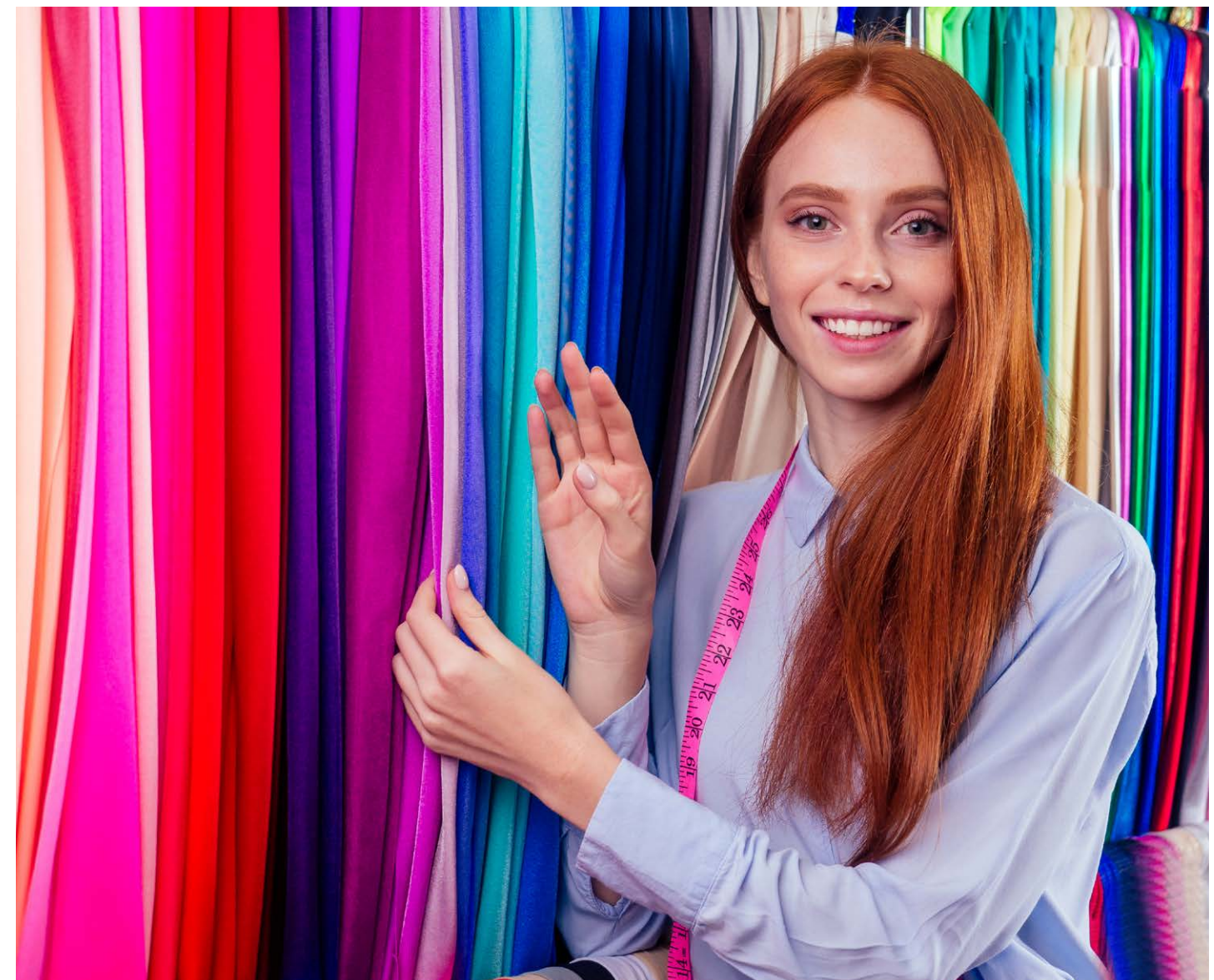
Often, we assume that clients know which colours suit them best, but that's not always the case. Sometimes, they prefer to stick to their 'usual' colours, even if those colours

may not flatter them. Or they may demand products or hair colours that won't lead to satisfying results, despite our best advice.

By learning the techniques of colour analysis, every hairdresser and makeup artist can make better use of their expertise and creativity when using colours, with a **broader understanding** of how to enhance each client's chroma.

They will also be more effective in persuading clients to make choices that lead to optimal results, benefiting their relationship and strengthening their own image as professionals.

But where does this approach come from?



Much of the general public believes that colour analysis is a recent invention, but this far from the truth.

TODAY'S METHOD HAS EVOLVED FROM AN IDEA THAT FIRST GAINED TRACTION ABOUT A HUNDRED YEARS AGO. IT WAS ORIGINATED IN PART BY THE RENOWNED MAKEUP ARTIST MAX FACTOR, WHO IN THE 1920S HAD ALREADY DEVELOPED HIS OWN SYSTEM FOR SELECTING SHADES OF POWDERS AND LIPSTICKS BASED ON HAIR COLOUR.

This method was still in its infancy, and he worked with a limited, privileged client base, such as celebrities and stars. Still, he introduced a

new emphasis on personalisation, a concept which has evolved over the decades through various systems and methods.

The popularity of colour analysis really took off in the 1980s, when Carole Jackson, a stylist and image consultant, published the book *Color Me Beautiful* in the United States.

It quickly became a bestseller and remains a landmark for introducing colour analysis to the American public through the concept of the 'Four Seasons'.

Jackson's premise was that by analysing each person's chromatic characteristics, they could be grouped into categories associated with the **four seasons**: Spring, Summer, Autumn, and Winter. The seasons were each associated with a range of colours that would enhance the wearer's appearance. In the following years, colour

analysis also became increasingly popular in Europe. In Italy, for example, the method made its debut in 1998, when two image consultants published a book on the four chromatic types and their subgroups.

I have personally been involved in image consulting and colour analysis since 2008.

From the very beginning, I understood the importance of sharing this **expertise** with salons, and with all professionals whose job it is to enhance their clients' beauty and style.

That is why I am very proud to watch the progress of the many salons I have helped train in image consulting and chromatic analysis techniques. As colour analysis gains popularity in Italy and more consumers seek it out, these professionals can now provide the right advice and answers to an increasingly demanding and informed clientele.

## HOW DO CLIENTS BENEFIT FROM COLOUR ANALYSIS CONSULTATIONS?

**1. Enhancing their appearance:** Choosing clothing, makeup, and accessories in the right colours highlights their unique features, improves their overall appearance, and enhances their natural beauty.

**2. More confident choices:** It can be difficult to choose the right colours to wear, especially when it comes to coordinating them or finding the right shades of hair and make-up. Think of how warm-toned makeup (or hair colours) can drag down a face with cool-toned features, or how golden complexions appear duller when styled with cool shades.

**3. Saving time and money:** When you know what suits you, you are less likely to make inappropriate purchases that end up in the back of your closet. You can also optimise the time spent shopping.

**4. Improved self-esteem:** Wearing the right colours can have a positive impact on self-esteem and self-confidence. When a person feels good about their appearance, they feel more secure and positive.

**5. More versatile style:** Once the client understands the principles of colour analysis and has identified their best shades and colour pairings, they can begin to experiment with different tones and combinations, expanding their clothing and make-up options.



## HOW DO SALONS BENEFIT FROM OFFERING COLOUR ANALYSIS SERVICES?

**1. Differentiation:** Colour analysis is a unique and specialised service that can help salons stand out from the competition, strengthen their market **identity**, and attract new customers (both male and female) interested in this specific service. As colour analysis continues to grow in the hair industry, this service is likely to give salons a competitive advantage in the future.

**2. Personalised experience:** Colour analysis is a personalised service, in which the salon evaluates the client's unique characteristics. As such, it can be complemented with more personalised makeup and hair services down the line.

**3. Customer retention:** Offering colour analysis as a service in your salon can contribute to customer loyalty, positive word-of-mouth referrals, and increased salon visits.

**4. Increased product sales:** Colour analysis can also help boost product sales in the salon, since the hairdresser or makeup artist can recommend products and accessories that match the client's palette during the consultation.

**5. Increased purchase values:** Introducing a service like colour analysis not only expands the number of services on offer; as an add-on, it also increases the average purchase value.





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RESULTS

EXTRAORDINARY  
COVERAGE

DELAYED  
OXIDATION



BY THE EXPERT

by Dr. Anna Piacente

Biologist, nutritionist, and hair consultant



# ALL about NUTRITION: MEETING the BODY'S NEEDS at every STAGE OF LIFE

**T**hese days, it seems like everyone is talking about nutrition. We are paying more attention to what

we put into our bodies, as our understanding of health has grown compared to previous generations. However, due to the rapid spread of information, many people believe they know how to eat while still making mistakes that lead to uncomfortable symptoms.

A typical example is the classic, large salad with apple cider vinegar before a meal. It's filling, rich in fiber, and metabolism-boosting, but for a person with irritable bowel syndrome, it can lead to

several hours of bloating and discomfort. So, when it comes to nutrition, always make sure to read critically and understand that broad

advice and guidelines for general population might need to be adapted to suit individual needs.

The **focus** of this article is to provide guidelines for **proper nutrition at every age**. For the general population, the first useful tool is the food pyramid.

The food pyramid is a graphic that encourages people to follow dietary advice from a qualified health organization or society. For its recommendations, the foods at the top of the pyramid should be consumed in small quantities, while foods at the bottom should be consumed more frequently and in larger quantities.







## Mediterranean Diet

This model has been revised several times. Today, Italy uses the **mediterranean food pyramid**, presented during the **Third International CIISCAM and INRAN Conference** in November 2009 in Parma. This version takes into account consumer needs and local traditions, introduces the idea of eating seasonal foods, and emphasizes local products. It also places significant importance on physical activity. Clarifications regarding the food pyramid and its proper use and interpretation:

- The food pyramid should be used as a flexible guide and not as a rigid scheme.
- Advice may vary depending on a person's lifestyle and body composition.
- To maintain a healthy diet, foods at the base of the pyramid should be included daily, while those at higher levels should be consumed in smaller quantities.

- Within these guidelines, there is plenty of flexibility regarding personal food choices and preferences.
- Vegetarians can follow the food pyramid by eating nuts, legumes, and other plant-based protein sources.
- Prioritise fresh local foods and whole grains.
- Reduce salt intake, and be aware that packaged products like canned foods, frozen ready-made dishes, processed meats, snacks, and chips can be high in salt.
- Avoid foods containing trans fats and partially hydrogenated oils, which may be harmful to health.

The DRI (Dietary Reference Intakes) are another very useful set of guidelines. The Italian Society of Human Nutrition (SINU) publishes these under the acronym LARN,

currently in its fourth revision. This is a nutritional document that can be used for nutritional research and planning (for individuals, groups of individuals, or population segments), for establishing health and commercial policies, health guidelines, and nutritional labels, and for the development of new foods and dietary supplements. It also includes chapters on Energy and Macronutrients, Water-Soluble Vitamins, Fat-Soluble Vitamins, MacroMinerals, and Trace Minerals, followed by chapters on Water, Ethanol, Bioactive Compounds, and the differences in various stages of life. Specifically, SINU provides various tables (divided by sex) referring to the following age groups: 6-12 months, 1-17 years, adulthood, and the elderly. For women, specific reference values are also available for life stages such as pregnancy and breastfeeding.

During the first months of life, breastfeeding is fundamental for humans. The Italian Ministry of Health, through the National Guidelines on the Protection, Promotion, and Support of Breastfeeding, states that: "In accordance with the recommendations of the World Health Organization (WHO), it is recommended, as a public health measure, that children be exclusively breastfed for the first six months and that breastfeeding continue with appropriate complementary foods for as long as the mother and child desire, even after the first year." At six months, the child starts can weaning and be introduced to solid foods

**CHILDREN REQUIRE ALL MACRO- AND MICRONUTRIENTS TO ENSURE PROPER GROWTH, AND THEIR DIETS SHOULD FOCUS ON PROTEINS AND OFTEN-NEGLECTED FIBERS.**

It is during childhood that our body establishes the number of fat cells, and that our mind becomes accustomed to eating in a certain way. That's why nutritional education from weaning to adolescence is essential. Children often tend to consume too much **junk food** that is heavy in simple sugars and saturated fats. Returning to old-fashioned snacks like bread and tomato or bread and olive oil would be a healthier habit! One very educational tool (that also works for adults) is the PLATE. The healthy plate is a graphical representation devised by scientists at the Harvard School of Public Health that illustrates a balanced daily diet. The plate is divided into volumetric proportions that

represent the various food groups that should compose each meal. The healthy plate offers a **practical** model for managing meals and food variety based on the latest scientific evidence.

**THANKS TO TOOLS LIKE THE PLATE AND THE NEW FOOD PYRAMID, THE AVERAGE ADULT SHOULD BE ABLE TO MAINTAIN AN ACTIVE LIFESTYLE AND A VARIED AND HEALTHY DIET.**

As we grow older, the demand for certain minerals (e.g. calcium) increases, and certain details become crucial. For example, the elderly may experience dehydration because they lose the sensation of thirst, so it is important to remind them to drink. They often have difficulty chewing, so food should be prepared to make this easier for them. Finally, in old age, there is a risk of **sarcopenia**, the loss of muscle mass in favor of fat. Therefore, it is important to educate the elderly not to neglect proteins and to avoid excessive consumption of carbohydrates and fats, in order to prevent metabolic disorders.





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and *regenerating* hair serum.



## IDENTITY

by **Mariachiara Dondi**  
Business writer



# Heart Notes: Searching for our Essence

**J**ack Dawkins is what we would call a street urchin, a pickpocket, petty little thief born and raised among the dangerous, stinking alleys of mid-nineteenth century London's East End. Jack Dawkins is a talented young surgeon, generous, upright. Jack Dawkins is still a scoundrel, a gambler.

Jack Dawkins is all these things, according to "The Artful Dodger" series.

### But who is the real Jack Dawkins?

Is he a criminal mind or a generous and courageous surgeon?

What is his essence?

Before answer this question, we need to ask: what is essence?

It may seem like a play on words, but this is a question with ancient roots, the kind that humans, after satisfying their primary survival needs, have pondered as they began to search within themselves, beyond themselves, beyond what they can see.

The Greek philosopher Aristotle was one of the first answer:

ESSENCE IS WHAT  
MAKES SOMETHING  
BE A CERTAIN WAY  
AND NOT ANOTHER.  
ESSENCE IS THE  
FUNDAMENTAL CORE,  
THE NATURE OF  
SOMETHING

Here's an example:

the essence of Giovanna, as a ballerina, is her ability to dance according to those classical styles and rules; the fact that Giovanna has black hair and blue eyes does not affect her essence as a dancer.

If she dyed her hair green and wore purple contact lenses or covered herself in tattoos, she might not be accepted at La Scala or the Bolshoi, but she would still be a ballerina – a bit eccentric, perhaps, but still a ballerina.

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\* 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.

ESSENCE IS A CONCENTRATION OF WHAT WE ARE: IT IS PUREST PART OF OUR UNIQUE, SPECIAL FRAGRANCE, THE EXPRESSION OF WHAT MAKES US DIFFERENT FROM EVERYONE ELSE.

In the world of perfume, an essence is the result of steam distillation of herbs, flowers, spices – it is not the perfume itself, which is crafted by blending different essential oils. This distinction offers another clue about what defines an essence: it is not a uniform and compact mass, but rather a multifaceted fragrance, composed of floral, amber, peppery elements. Let's imagine our essence as a perfume: it is composed of "top" notes, which we perceive immediately, "heart" notes, which add character and pave the way for the "base" notes, the deeper, most intimate aspects. Knowing one's own essence, and that of others, is therefore about perceiving all these different levels, each of which reveal emotions, opportunities, and interpretations. Understanding this means understanding that our essence is not an adjective, passion, or talent, but a quest. It comes out of our experiments, explorations, and trials, as well as our failures. A poem by the Italian poet Aldo Palazzeschi describes this search as follows:

“SO THEN... WHAT AM I?  
I PUT A LENS  
IN FRONT OF MY HEART  
SO OTHERS CAN SEE IT.”

Putting a lens in front of the heart also means, as the poet Chandra Livia Candiani writes, practicing “a tender, compassionate gaze, a steady



gaze that sees limits but does not judge or become a pedantic, bitter critic, nor does it seek to solve others' problems.” A gaze that accepts our own vulnerability because it is part of our essence. According to the philosopher Martha Nussbaum, our society fears vulnerability. We don't like to think about it, and we rarely make accurate judgments. This is partly because we don't like uncertainty. But Nussbaum encourages us to rethink our attitude towards vulnerability, considering it a unique aspect of what it means to be human.

“BEING A GOOD HUMAN BEING MEANS HAVING A KIND OF OPENNESS TO THE WORLD, THE ABILITY TO TRUST UNCERTAIN THINGS BEYOND YOUR OWN CONTROL.”

According to Nussbaum, we are more similar to plants than to jewels: plants can grow and bloom because their soft tissues expand and change, while jewels remain motionless, immutable – essentially dead. As humans, flourishing means living a complete, fulfilling life. In Nussbaum's view, a flourishing life is not limited to material well-being; it involves the



development of our human capabilities in all spheres of life. This includes the possibility of experiencing emotions, building meaningful relationships, participating in political debate, and pursuing what we consider most valuable. To flourish, in other words, means to know and nurture one's essence, and to understand the full spectrum of our possibilities and facets. As we learn about ourselves, we may discover that our true essence is not a fixed point, but rather a continuous flow of discoveries and personal growth. Accepting this also means knowing that our essence is

not an excuse: it's too easy to say, “This is my nature!” as if it were something immutable, to avoid the work of seeking or testing ourselves. It's not a magic mirror that reflects only what suits us. Rather, our essence is a journey, a movement that includes every breath and every memory, every relationship and every desire, every part of us, everything that we must complete and overcome to achieve richer and more authentic relationships with ourselves and with others. Now we can return to our earlier question about Jack Dawkins: was he a rogue or a righteous man? In a conversation with the woman he loves, he gives an interesting answer: “Your crimes,” she says, “Are not just about survival. You love them.” And he retorts: “The worst parts of me do.”

Jack Dawkins is a human being on a journey, trying to overcome his worst qualities and prevent them from taking over, moving towards more positive possibilities. It's up to him to determine his fate . through his decisions and actions. Just as a quote often attributed to Tolstoy says, “A human being is not what happens to him, but what he makes of what happens to him.”





  
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CAPTURE THE FUTURE

by the Editors

• • •

# ALL ABOUT ARTIFICIAL INTELLIGENCE

**VERSATILE,  
PRACTICAL APPLICATIONS**

**A**rtificial intelligence will have major impacts on our future in a wide range of sectors.



FROM **ADVANCEMENTS IN HEALTHCARE** TO THE **TRANSFORMATION OF INDUSTRY**, FROM **INNOVATION IN EDUCATION** TO THE **FINANCIAL REVOLUTION**, **AI HAS THE POTENTIAL TO REDEFINE OUR DAILY LIVES AND CAREER PROSPECTS.**



Artificial intelligence, with its astonishing versatility, manifests itself in a myriad of practical applications spanning different sectors.

In the field of healthcare, AI-based systems are revolutionising disease diagnosis and treatment, speeding up the discovery of new drugs, and personalising therapies for patients.

In education, machine learning algorithms enhance the learning experience by adapting educational materials to students' individual needs.

As for industrial applications, AI is the key to optimising production, predicting machine failure, and improving energy efficiency. Predictive maintenance, made possible by advanced data analysis, allows for intervention on machinery before critical failures occur, reducing downtime and optimising operations.

## AI'S IMPACT ON THE FILM INDUSTRY

In addition to revolutionising vital sectors, AI has a fascinating role to

play in the film industry, where it will redefine the creative process.

### SCRIPT GENERATION:

AI-based software can generate scripts and offer creative prompts. This collaboration between artificial intelligence and human creativity opens new horizons in the creation of unique and exciting cinematic stories. Directors can leverage algorithms that suggest unexpected developments, leading to more engaging narratives.

### CGI AND ANIMATION:

AI is now part of the process of creating advanced special effects and animation.

Through machine learning, artists can improve graphic rendering and make digital characters more realistic, revolutionising the visual experience for viewers. AI algorithms analyze human movements and expressions, enabling more realistic and detailed animations.



AI-POWERED **SPECIAL EFFECTS** AND **ANIMATION** HAVE REACHED **LEVELS OF REALISM** AND **DETAIL** PREVIOUSLY **UNIMAGINABLE**.

By analysing human movements, digital characters can convey emotions authentically, enhancing the cinematic experience.

This symbiosis between human creativity and AI's computational power paves the way for brand new artistic and visual possibilities.

#### Discovering Talent

The use of predictive algorithms for recruiting talent is another intriguing proposition.

AI can explore vast and diversified databases to discover new actors and actresses, helping to break stereotypes and expand representation in film.

#### ADDRESSING ETHICAL CHALLENGES: CULTURAL BIAS, PRIVACY, AND IMPACT ON EMPLOYMENT

When it comes to ethical considerations, it is important to remember that AI should be a tool to promote diversity and inclusion, avoiding discrimination based on cultural, ethnic, or gender characteristics.

BUILDING MORE **TRANSPARENT ALGORITHMS** AND IMPLEMENTING **RIGOROUS CONTROLS** CAN HELP **MITIGATE CULTURAL BIASES**.

Regarding privacy, the need to access data in order to train algorithms must be balanced with the need to protect personal information.

Ethical standards and clear regulations can ensure that AI is used responsibly and in a way that protects individual rights.

The extensive data collection used for training algorithms and the widespread use of artificial intelligence in public services raise questions about privacy protection.

Therefore, clear regulations and protocols are needed to ensure that data is handled securely and that individuals have control over their own information.

As for employment, we will need to create a workforce that is prepared for the digital era in order to address the economic challenges arising from automation, which can indeed affect employment and will put some pro-

fessions at higher risk than others. That said, AI is also creating new job opportunities in emerging sectors, and it is essential to invest in training and requalification programs to prepare workers for the challenges and opportunities of the AI era.

#### FUTURE PERSPECTIVES: AI AS A GUIDE TO THE FUTURE

Artificial intelligence is shaping our future in unprecedented ways. From optimising our daily lives to opening new frontiers in medicine and cinema, AI is leading us into an era of extreme innovation and profound change.

As we continue to explore the potential of AI, it is essential to proceed ethically, ensuring that technological progress contributes to the common good.

AI IS NOT JUST AN **ADVANCED COMPUTING MACHINE**. WHEN **MANAGED WISELY**, IT CAN **GUIDE US TOWARDS A MORE EFFICIENT, EQUITABLE, AND CREATIVE SOCIETY**.

Our journey toward progress will be guided by the power of the human mind and the strength of artificial intelligence.

The synergy between AI and human creativity can open doors to new possibilities, transforming our way of interacting with the world around us.

#### CONCLUSIONS: AI AS A CREATIVE PARTNER AND THE ETHICAL CHALLENGES AHEAD

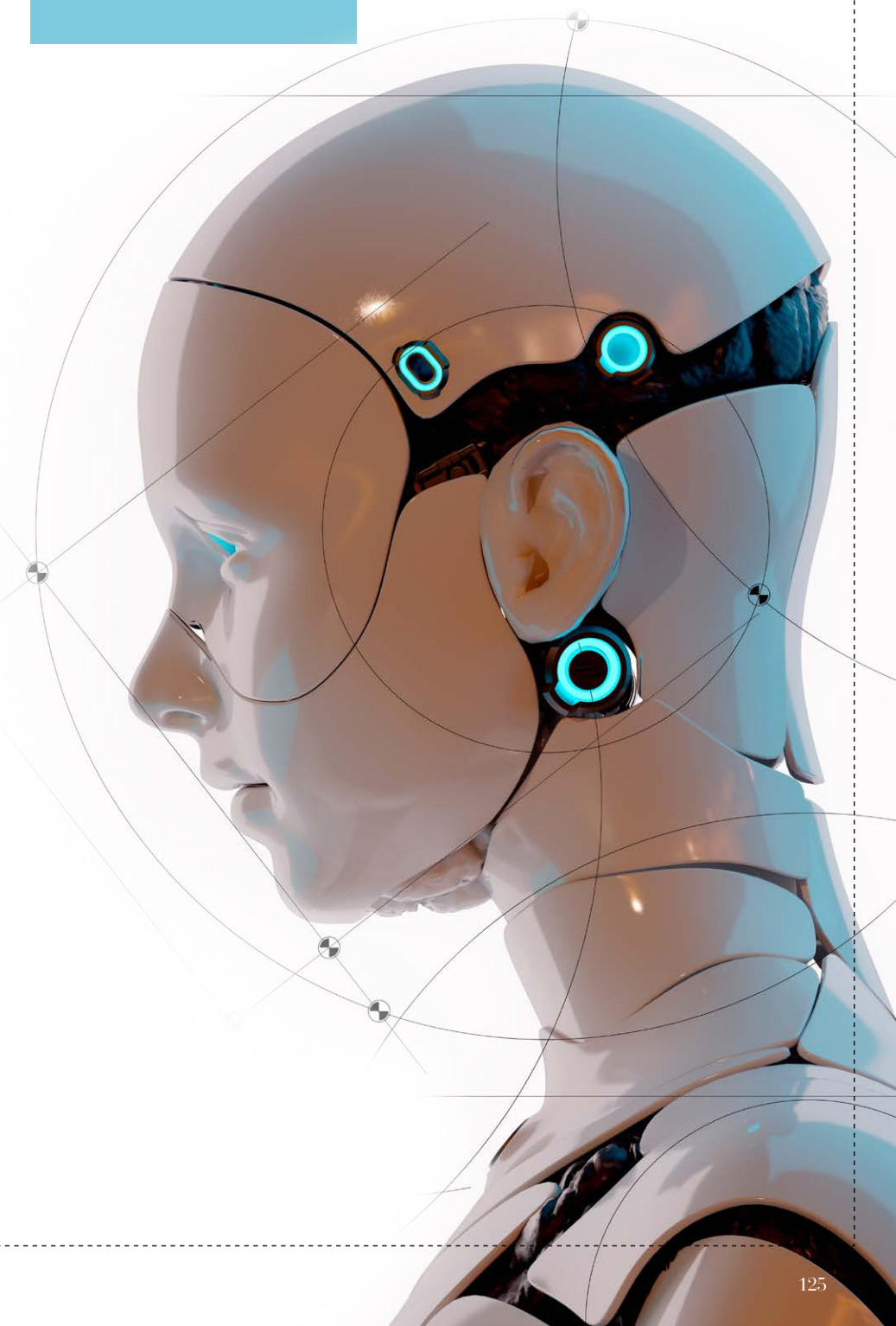
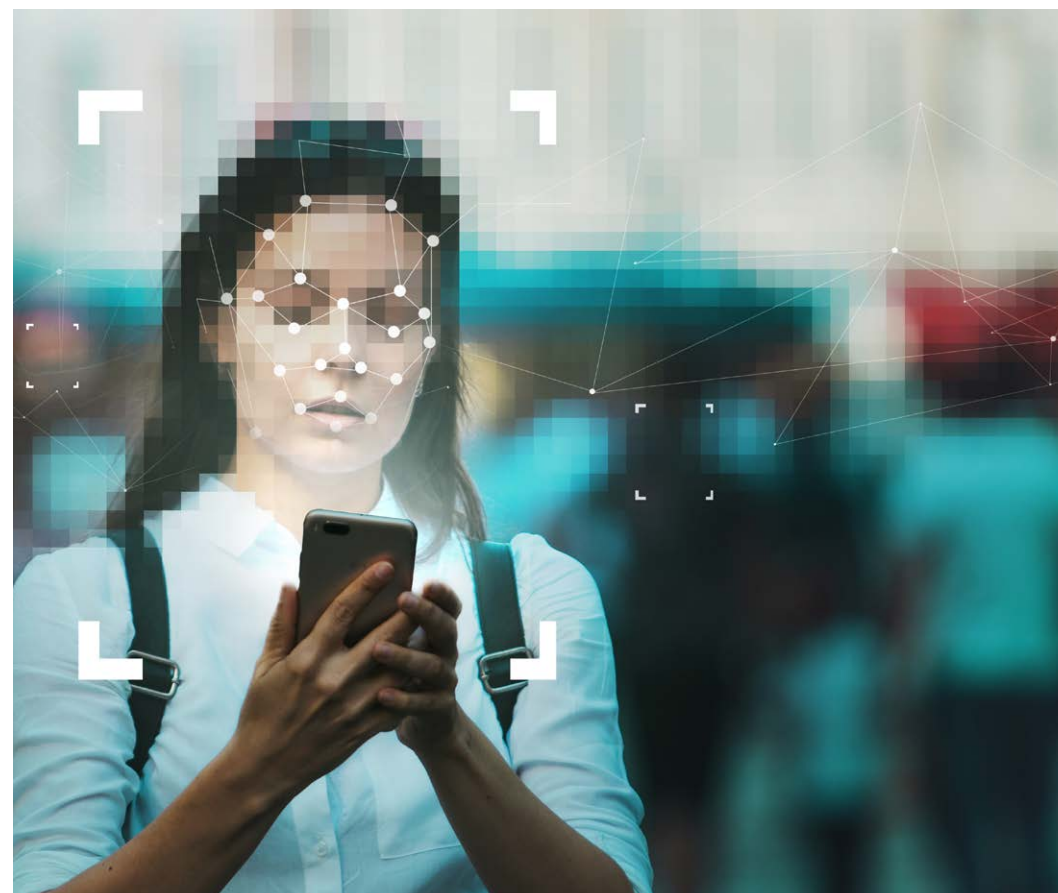
In conclusion, artificial intelligence is not just another iteration of technological advancement. Rather, it is creative partner that can enrich and revitalise multiple aspects of our lives. However, this partnership must be managed carefully in order to address underlying ethical challenges.

These challenges, such as the aforementioned cultural biases, privacy issues, and impacts on employment, should be explored in depth as we continue to develop and implement AI-based technologies.

Only through a fair and responsible approach can we ensure that artificial intelligence contributes to a better future, respecting diversity, protecting privacy, and promoting a sustainable work environment.

CAPTURING THE FUTURE MEANS NOT ONLY **EMBRACING NEW TECHNOLOGIES** BUT **ENSURING THAT THEIR IMPACT ON SOCIETY REFLECTS OUR FUNDAMENTAL VALUES OF FAIRNESS, INCLUSION, AND RESPONSIBILITY**.

Understanding AI's potential requires a comprehensive perspective that combines technological progress and ethical considerations, charting a path toward a future where artificial intelligence and human creativity coexist harmoniously.





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2

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3

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SALON TOUR

by the Editors

INTERVIEW WITH

giovanni tropearo®



THE SPARK  
CAME AROUND  
AGE 12,  
WHEN I STARTED  
MY FIRST  
“APPRENTICESHIP”

**W**hat first inspired you to pursue this career? What motivated you to open your own salon?

**G:** The spark came around age 12, when I started my first “apprenticeship”. I became an entrepreneur by chance at only 21. I was looking for another job, and this opportunity just appeared.

Do you have a role model? Is there anyone renowned in our industry who inspired you or whom you particularly admire? If so, who is it? What do you appreciate about their work/technique?

**G:** Yes, my first employer. He was a family friend, and he’s the one who set me on this path. Beauty salons have always fascinated me, and I’ve tried to draw inspiration from famous stylists like Sassoon, whose style I really admire.



Have you ever worked abroad? If so, which experience most impacted you, and why?

**G:** Yes, I’ve had many experiences abroad. The country that most impressed me was definitely England, for its high-fashion style.

How do you differentiate yourself from your competition and become your customers’ go-to salon? What’s your secret?

**G:** I focus on an essential, futuristic, and contemporary style. My secret is the quality of my work, the option of ad-



YES, I'VE HAD MANY EXPERIENCES ABROAD. THE COUNTRY THAT MOST IMPRESSED ME WAS DEFINITELY ENGLAND, FOR ITS HIGH-FASHION STYLE.

ding an image consultation, and keeping up with trends through constant training.

THE SALON'S DECOR EXPRESSES MY STYLE, WHICH I WANTED TO PROJECT INTO MY SPACE.

wider range of people, including audiences outside of our immediate location.

How important is the salon's decor and setup?

G: It's very important for me, and it must keep evolving. The salon's decor expresses my style, which I wanted to project into my space.

What is the role of the modern salon today?

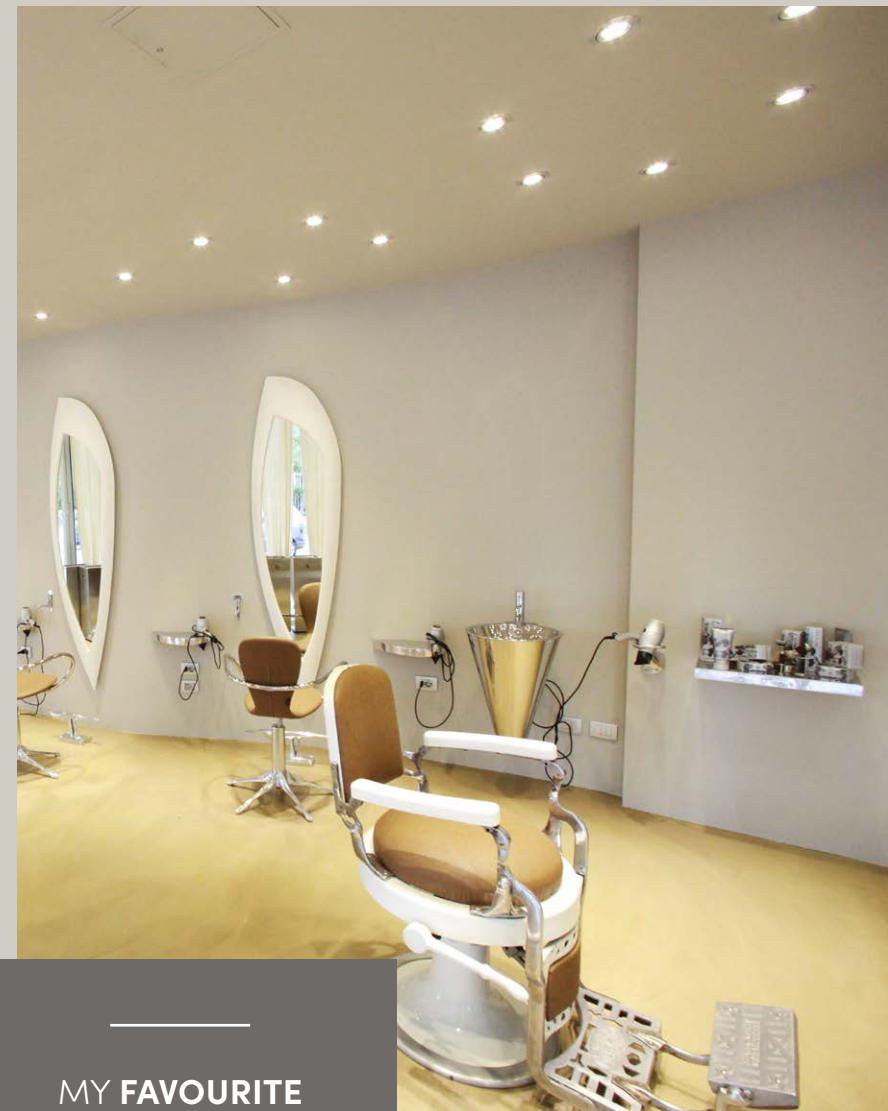
G: Modern is synonymous with technology. Technology helps us work faster and helps us grow our audience to reach a

When and why did you decide to transform your salon into a concept store?

G: Everything clicked during a trip to New York. I was visiting some local companies, and they inspired me.

What is your favourite Medavita line?

G: My favourite is the Idol line. I also really like the products from the Scalp line.



MY FAVOURITE IS THE IDOL LINE. I ALSO REALLY LIKE THE PRODUCTS FROM THE SCALP LINE.

What is your must-have Medavita product?

G: Two products come to mind: Liss Defence and Moonlight.

How important is studying emerging techniques and trends for you and your staff?

G: On a scale of 1 to 10, it's absolutely a 10! If you don't keep moving forward, you fall behind!

If you could suggest a product or a line that doesn't exist yet, what would it be?

G: Would recommend a line dedicated to men (Men's Line).

If you could share one important piece of advice with your colleagues, what would it be?

G: Consistency, tenacity, and continuous development are key.



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LUXVIVA

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MASK  
Maschera post color.  
Masque  
après-couleur

*Fitocheratina*  
(Phytokeratin)  
*Camelia*  
(Camellia oleifera)  
*Grano*  
(Triticum vulgare)  
*Girasole*  
(Helianthus annuus)

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IPOALLERGENICO\*

pH 2.8

150 ml e  
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LUXVIVA

COLOR FIXATIVE  
SEALING SPRAY  
Spray sigillante  
post color  
Spray scellant  
après-couleur  
*Fitocheratina*  
(Phytokeratin)  
*Cartamo*  
(Carthamus tinctorius)  
*Moringa*  
(Moringa oleifera)

AMINO CONCENTRÉ • PARABEN FREE  
CLINICALLY TESTED • CLINICAMENTE TESTATO  
HYPOALLERGENIC\* • IPOALLERGENICO\*

pH 3.5

150 ml e  
5.07 fl.oz. (US)

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LUXVIVA

POST COLOR  
SHAMPOO  
Shampoo  
post color  
Shampooing  
après-couleur

*Fitocheratina*  
(Phytokeratin)  
*Camelia*  
(Camellia oleifera)  
*Grano*  
(Triticum vulgare)  
*Girasole*  
(Helianthus annuus)

AMINO CONCENTRÉ  
PARABEN FREE • SULFATE FREE  
NO SALT ADDED  
CLINICALLY TESTED  
CLINICAMENTE TESTATO  
HYPOALLERGENIC\*  
IPOALLERGENICO\*

pH 4.5

250 ml e  
8.45 fl.oz. (US)

MEDAVITA

LUXVIVA

POST COLOR  
CONDITIONER  
Conditioner  
post color  
Conditionneur  
après-couleur

*Fitocheratina*  
(Phytokeratin)  
*Camelia*  
(Camellia oleifera)  
*Grano*  
(Triticum vulgare)  
*Girasole*  
(Helianthus annuus)

AMINO CONCENTRÉ  
PARABEN FREE  
CLINICALLY TESTED  
CLINICAMENTE TESTATO  
HYPOALLERGENIC\*  
IPOALLERGENICO\*

pH 3.5

150 ml e  
5.07 fl.oz. (US)

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NONNA MARIA'S RECIPES

by the Editors



# SAUSAGE AND ARTICHOKE TAGLIATELLE

## PREPARATION

**S**tart by cleaning the artichokes and slicing them thinly. Soak the sliced artichoke in water with lemon juice. Meanwhile, in a pan, heat the oil and sauté the onion; then add the crumbled sausage and continue to sauté for 3-4 minutes. Add the artichokes to the pan and sauté everything for another three minutes. Then, deglaze with half a glass of white wine and add the saffron. Let the sauce cook for 5 minutes before serving. Meanwhile, cook the tagliatelle in plenty of water, with salt and a drizzle of oil.

As soon as the tagliatelle are al dente, drain them and add them to the sausage and artichoke mixture. Then, sprinkle with Parmesan cheese and toss everything together.

Serve with the remaining Parmesan cheese.

artichokes



tagliatelle



Saffron



## INGREDIENTS

- 500g of fresh tagliatelle
- 150g of loose sausage meat
- 4 artichokes
- A sachet of saffron
- 100g of Parmesan cheese
- 1 small onion
- 1/2 glass of white wine
- Extra virgin olive oil
- Salt and pepper to taste



# STUFFED ARTICHOKE IN TOMATO SAUCE

IDEAL FOR  
4 PEOPLE

## INGREDIENTS

- 4 artichokes
- 250g of fresh breadcrumbs, raisins, and pine nuts
- 50g of Pecorino cheese
- Parsley
- Salt and pepper
- Extra virgin olive oil
- 2 eggs
- Oil for frying
- 700ml of pureed tomatoes

juice. Season the breadcrumb mixture with Pecorino cheese, parsley, salt, pepper, and extra virgin olive oil. Add the seasoned breadcrumbs to the artichokes, filling each leaf and the centre. Beat two eggs with a pinch of salt and coat the artichokes with this mixture. Then, place them face-down in a pan with hot oil and fry them on all sides. In a separate pan, heat the tomato puree and add the fried artichokes. Cook for about 1 hour.

Serve the artichokes accompanied by two slices of toasted, crusty bread, or over spaghetti.

## PREPARATION

Start by cleaning the artichokes, keeping them whole: cut off only the tips of the leaves. Then, soak them in water with lemon



IDEAL FOR  
6 PEOPLE

## INGREDIENTS FOR THE SHORTCRUST DOUGH

- 400g of flour
- 150g of sugar
- 150g of butter
- 2 egg yolks
- 1 packet of yeast for desserts
- 1 packet of vanilla sugar
- A pinch of salt
- A splash of rum

## FOR THE FILLING

- 500g of ricotta cheese
- 100g of sugar
- Chocolate chips

## PREPARATION

Mix all the ingredients for the shorterust pastry dough, taking care not to overwork the mixture, then refrigerate for three hours.

After three hours, knead the shorterust until the dough is soft and even.

Using a rolling pin and parchment paper roll out the dough to a thickness of 1/2 cm.

Lay parchment paper in a round, 24-cm baking dish, then place the dough in the dish.

Use a fork to prick it all over.

Combine the ricotta with the sugar and chocolate chips and use it to fill the tart.

Cover the tart with another sheet of pastry dough and bake it in a static oven at 180°C (356°F) for 45 minutes.

Remove it from the oven. Once cooled, place it on a serving plate and sprinkle with powdered sugar and cinnamon.

# STUFFED RICOTTA CAKE



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# EXPLORING ICELAND: DISCOVERING HIDDEN WONDERS IN THE LAND OF ICE AND FIRE.

Iceland, with its extraordinary natural beauty and charming Nordic culture, remains a dream destination for adventure-lovers and road-trippers. Despite the constant flow of travellers to its most renowned and must-see attractions, such as the famous geysers and waterfalls of the Golden Circle or the thermal waters in the lava landscape of the Blue Lagoon, you can still enjoy unforgettable, easily accessible experiences off the beaten path in 2024.

The hidden gems of the land of ice and fire, which gets its reputation from the contrast between vast glacial regions and active volcanoes, are just a few steps off Route 1, the main road that encircles the island. Take the road counter-clockwise so that the coast is on your right, giving you beautiful, uninterrupted views as you drive. Let's go!

## The Natural Gems of the Southern Lands

Southern Iceland offers a journey through untouched nature, with wild expanses of black lava interspersed with fields of vibrant green moss.



VERY TWIST OF THE ROAD REVEALS A NEW CHAPTER OF UNSPOILED BEAUTY, SUCH AS MAJESTIC WATERFALLS THAT TOWER OVER DREAMY LANDSCAPES

*Seljalandsfoss* is one scenic example: it cascades over a cliff that once looked out over the ocean.

Follow the path that leads behind the waterfall for a spectacular view through the rainbow of colours created by the sunlight.

Just a short, flat walk away is a well-kept secret:

the *Gljúfurfoss* waterfall, which is almost completely hidden nearby in a rocky canyon.

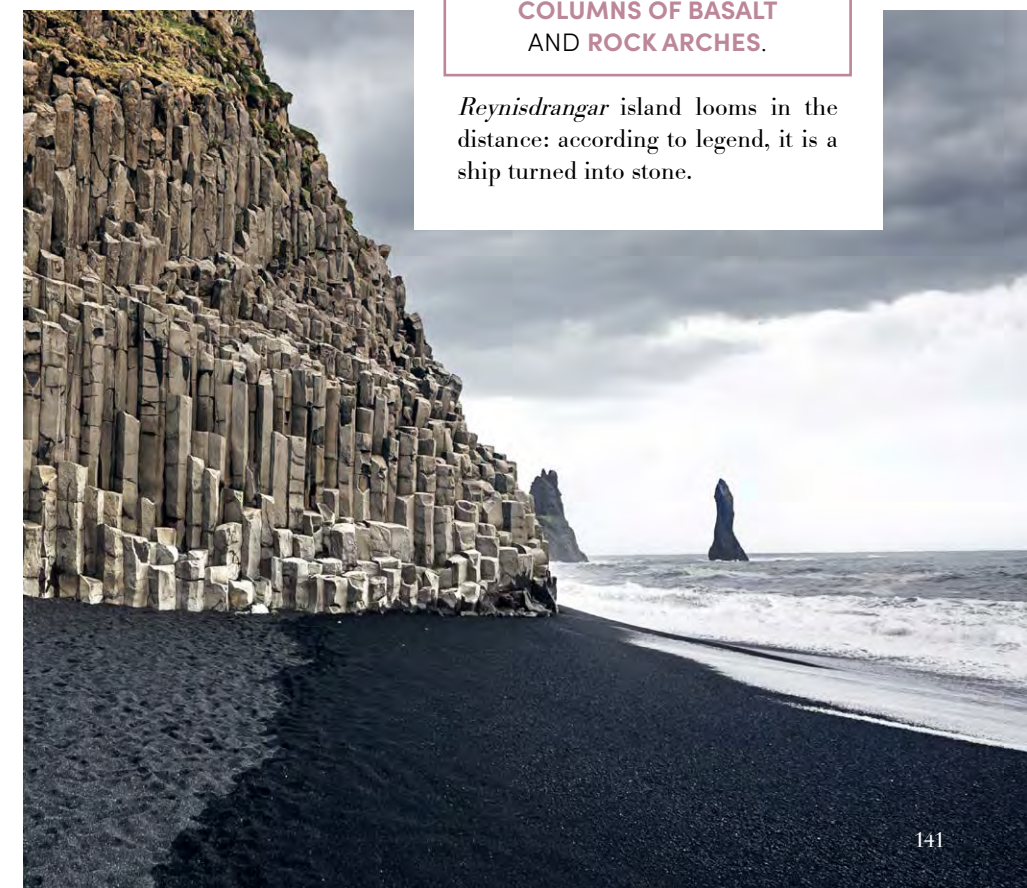
True explorers can access it through a fissure in the mountain.

Once you get through, a breathtaking spectacle unfolds before you: as the water pours through a narrow crevice, sunlight filters

through and illuminates the droplets suspended in the air, the surrounding vegetation, and rocks, creating an indescribably beautiful scene.

A VERY SHORT DISTANCE FROM THESE WONDERS, NEAR THE VILLAGE OF VÍK, SPECTACULAR BLACK SAND BEACHES INVITE YOU TO STROLL AMONG COLUMNS OF BASALT AND ROCK ARCHES.

*Reynisdrangar* island looms in the distance: according to legend, it is a ship turned into stone.



## The Frozen Jewels of the Glacier Lagoon

Continuing along the southern coast, majestic glaciers dominate the horizon. They extend from the centre of the island to the ocean, creating the must-see *Jökulsárlón* glacier lagoon. Populated by fish that are carried in with the tides, it is dotted with surprisingly colourful icebergs: in shades of white, turquoise, deep blue, as well as yellow hues from volcanic sulphur, and black due to ashes.

The icebergs float on the lake, moving and rotating in a spectacular dance before drifting towards the ocean.

Once in the open sea, waves erode the ice until they are transformed into sculptures that are deposited on a small, black sand beach. These ice diamonds, which look like the most precious jewels, give the Diamond Beach its name.

Located on the side of Route 1, across from a more population destination, this location is pure magic. It's no wonder that it has served as



the setting for numerous films, music videos, and photoshoots!

## The Forgotten Treasure of Snæfellsnes

Before reaching *Reykjavík* and completing the Route 1 loop, don't miss the often-overlooked sights of

the western region. Here you will find a concentration of picturesque villages, legendary canyons, and impressive rock formations, all dominated by the majestic *Snæfellsjökull* volcano.

This volcano is famous for being the gateway to the centre of the Earth in Jules Verne's novel, *Journey to the Centre of the Earth*.

The black beaches and crystalline waters of this western region have a few surprises in store: Along the shoreline of *Ytri Tunga*, you can spot seabirds and see sunbathing seals up close. Meanwhile, *Búðir* beach is the only light-coloured beach in Iceland, with golden and olive-hued sands surrounded by black volcanic rocks. The contrast is completed by the charming black church that stands alone in the meadows behind the village's coastline.

Traveling from the coasts to the mountains, *Kirkjufell's* perfectly symmetrical conical shape makes it one of Iceland's most fascinating natural icons. Enveloped in a mystical aura, *Kirkjufell* is reflected in the surrounding lakes to breathtaking effect, especially during the Northern Lights.

ITS TOWERING ROCK WALLS ATTRACT PHOTOGRAPHERS AND NATURE LOVERS FROM AROUND THE WORLD, EARNING IT THE TITLE OF ICELAND'S MOST PHOTOGRAPHED LANDMARK.

## Reykjavík: the Capital and its Dazzling Nightlife

Once in *Reykjavík*, and after you've completed your mandatory visit to the majestic *Hallgrímskirkja* church, enjoyed local shopping along the lively colourful streets, and taken a relaxed stroll around *Lake Tjörninn* the heart of the city, it's time to dive into its equally vibrant nightlife.

The main road, *Laugavegur*, is dotted with lively bars, clubs, and cozy cafes, perfect for ending the evening



with live music.

If you're lucky enough to visit during the summer solstice in June, don't miss the *Secret Solstice Festival*. Past editions have hosted internationally renowned artists such as Radiohead and the Foo Fighters.

During this three-day festival, mu-

sicians perform on various stages, illuminated by the enchanting midnight sun.

Although the lineup is announced in advance, the date and stage for each performance remains secret until the last minute, adding an element of surprise that makes







a visit to this stunning country even more exciting.

### Hot spring Everywhere!

Iceland is situated on an active geothermal zone, which explains its rich tradition of hot springs. These are important social places, where in addition to relaxing, Icelanders gather and discuss current affairs and social matters all year round, even when temperatures are cold and daylight hours are few.

There are plenty of options for soaking in Iceland's warm waters, ranging from luxury thermal spas to public pools and even hidden springs in pristine landscapes.

The latter may seem too good to be true, but they're real: for example, **the three pools at Hrunalaug are fed by a boiling spring in the middle of green fields**, where besides the steaming water, you'll find only a hut serving as a changing room.

In the far North of the country, just below the Arctic Circle, **swimming with goldfish is a dream come true at a geothermal pond outside of Húsavík.**

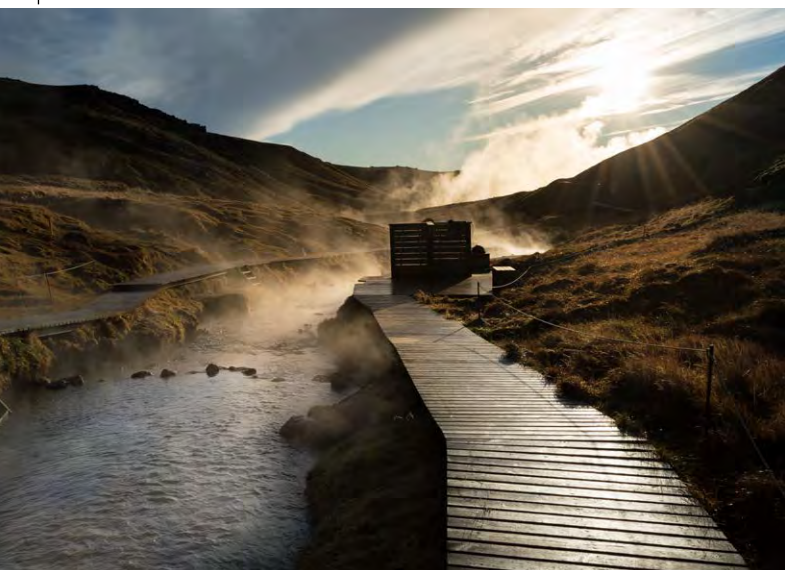
Icelanders also recommend the hot rivers that flow through the mountains, like **Reykjadalur**, which literally means "smoking valley," where you can take a dip in a warm stream and enjoy the natural

**massage of the flowing water** after a short one-hour walk. Wooden walkways along the shore are the only evidence of human activity amidst the green landscape, grazing sheep, steam... and if you are lucky, the Northern Lights dancing above your head!

### An Unforgettable Experience

IN 2024,  
ICELAND'S  
IRRESISTIBLE  
INVITATION IS  
PACKED WITH  
ADVENTURES THAT  
ARE SURE TO  
LEAVE THEIR MARK

These unique places deserve a special place in every self-respecting travel diary: the beauty and diversity of this wonderful Nordic island make for indelible memories.



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