

MEDAVITA

MAGAZINE



MODA

GUIDE TO FALL/WINTER
OUTFITS

INSIDE OUT BEAUTY

AUTHENTIC BEAUTY DIETS: WHAT
REALLY BENEFITS THE HAIR AND SKIN

DAILY CARE

LUXVIVA UP TO 9: TAKING
COLOUR TO THE NEXT LEVEL

2026/27

FALL WINTER

20#
2026/27



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

CONTENTS

08

STYLE

Women's autumn-winter
2026/2027 runways.

68

DAILY CARE

Luxviva Up to 9: taking
colour to the next level.

76

FROM NATURE TO PERFORMANCE

From plant to hair: the
invisible journey of an active
ingredient.

82

HER TIME

Time for one's self isn't
something to find, it's
something to protect.

88

SCALP TALK

Sensitive, oily or stressed?
All you need to know to
identify your scalp type.

96

INSIDE OUT BEAUTY

Authentic beauty diets:
what really benefits
the hair and skin.



102

SUGAR & STORIES

Functional desserts:
the health benefits
of a little treat.

108

CITY GUIDE

Milan: beauty,
brunch and wellness.

114

FUTURE BEAUTY

The era of Hyper-
personalisation:
artificial intelligence
at the service of beauty.

122

SALON TOUR

Interview with
Samir Srivastav
Looks Salon Pvt. Ltd.



HAIR INSTANTLY
STRONGER,
REPAIRED AND
VISIBLY SHINIER.

NO RETOUCH



MEDAVITA
Elisière

INSTANT BOND REPAIR

MAKE YOUR FIRST IMPRESSION COUNT.

+72%

BONDS INSTANTLY
REPAIRED FROM
THE VERY FIRST
APPLICATION*

+74%

EASIER DETANGLING
FROM THE
FIRST TREATMENT*

+94%

BONDS REPAIRED
AFTER 5
TREATMENTS**

*Ex vivo instrumental assessment of bleached hair after one application of Elisière Instant Bond Repair Pre-Shampoo Treatment, Shampoo and Conditioner (Pre-Shampoo Treatment and Conditioner: leave on for 10 minutes). **Ex vivo instrumental assessment of bleached hair after five applications of Elisière Instant Bond Repair Pre-Shampoo Treatment, Shampoo and Conditioner (Pre-Shampoo Treatment and Conditioner: leave on for 10 minutes).

ASK FOR IT IN ALL MEDAVITA SALONS

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



by **Monica Mistretta**
Site Manager
of Colorami
...

RENDEZ-VOUS CLASSIC FEMININITY VS PRACTICALITY

POTTEGA VENETA

WOMEN'S AUTUMN-WINTER 2026/2027 RUNWAYS

Femininity or practicality? Self-confidence or ostentation at all costs? These were the dichotomies that animated the autumn-winter 2026/2027 shows, unresolved dilemmas that offered up a woman equally at ease in '80s-style stretch trousers and a '30s-style tailored skirt suit. The return to more classic femininity is undeniable. Never have we seen so many skirt and trouser suits, but a stylistic revolution lies just around the corner, ready to turn the tables.



ZIMMERMANN



AKRIS



DAVID KOMA



DIESEL



CHLOÉ



LOVESHACKFANCY



CAROLINA
HERRERA

FEMININE TAILORING



Sartorial skirt suits were once more the focus of feminine tailoring, with jackets cinched at the waist, above-knee hemlines and audacious fitted cuts. Sergio Hudson drew inspiration from vintage styles with an impeccable, tight-fitting skirt suit featuring

a belt that flatters female curves in true 1930s style. The belt was also the undisputed star of another skirt suit, seen on the Luisa Spagnoli runway, but in this case the soft wraparound skirt brought a contemporary allure. Feminine tailoring doesn't have to mean of vintage inspiration...



Following feminine lines characterised another great comeback: classic trouser suits, which have now been stripped of every last scrap of masculinity. Gone are the deconstructed and oversized styles of recent seasons, as jackets and pants take on sartorial cuts that are both gentle

and restrained. Skirts and jackets - even the most austere ones, hug the hips. The impression given is of a woman who is tired of imitating men, and wants to be in control of her own destiny. This is why she chooses tailored pieces that no longer conceal her body, but don't flaunt it either.



TROUSER SUITS



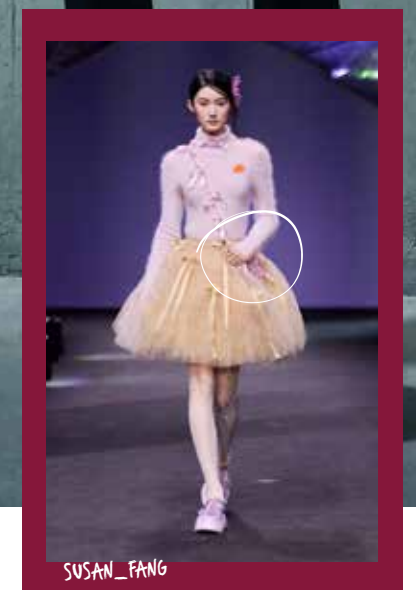
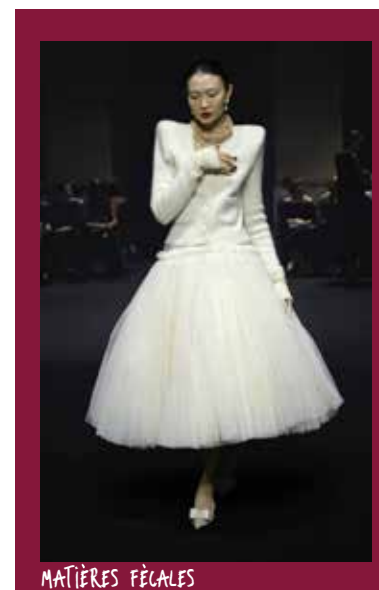
Tight and fitted over the bust, the princess coat fans out gradually from the waist. It is inspired by the coats once worn by horsewomen and is also known as a redingote, a French term derived from 'riding coat', the overcoats ladies used to wear on horseback. On the runway, variants ranged from the Diotima coat worn over trousers to Dior's shorter style with fur collar, boldly paired with a frilled circle skirt..

PRINCESS COATS



BALLET DANCER

With tights, tutus and details worthy of a ballerina's wardrobe, ballet dancer style could be spotted here and there at the season's shows. It is yet another embodiment of the current ode to femininity and was interpreted on the runway by several very different designers. David Koma applied the mood to various outfits with ethereal, more or less sexy styles with white tights and flouncy organza skirts, while the tulle ballerina skirt also put in an appearance in the collection designed by the highly unconventional and provocative duo Matières Fécales.



IDOL

Be yourself. BE YOUR IDOL.

NEW



GLOSS OPTIMIZER HAIR SPRAY
Gentle glossy hair spray

How to use: hold 30 cm away from the head and spray evenly over hair after it has been styled.

ASK FOR IT IN ALL MEDAVITA SALONS



VITAMIN SHADES

This winter will be neither grey nor black: the staple colour of the season is red. Saturated, pure and unequivocal, it made the styles and outfits of big-name designers pop, from Tom Ford's impeccable skirt suit to Chanel's slit dress. Its vitamin-derived inspiration led a chromatic riot of acrylic hues that is totally unexpected during the colder months, tinging the runways lemon yellow with a high-slit dress at Givenchy, bottle green at Tom Ford and fuchsia pink at Roberto Cavalli. And who could imagine the restrained Calvin Klein lighting up the autumn-winter runway with a neon orange frock?



FOLK GIRL

LAYERING



ACNE STUDIOS



ANNIE S

MM6 MAISON MARGIELA



ZIMMERMANN



Adorned by romantic flowers accompanied by generous helpings of Texas and rodeo style, the autumn-winter folk girl wore long and

short flouncy skirts that took their cues from the spaghetti western. Tartan was also a popular inspiration, as seen on the runways at Acne Studio and MM6 Maison Margiela.



ALBERTA FERRETTI

The practice of layering pieces with different textures, and often of different styles, is not going anywhere. After all, it often provides practical

solutions for navigating everyday life, a case in point being Rabanne's shimmering evening dress worn over a slip dress and a striped, zippered sports sweater.



MISSONI

RABANNE



LOOK 10



VICTORIA BECKHAM

MEDAVITA MAG RECOMMENDS

IDOL

Be yourself. BE YOUR IDOL.

NEW



MESSY FLOW HAIR FLUID

Texturisant Effet Naturel

ACTION

Ideal for creating natural and texturised looks.

KEY BENEFIT

It provides a matte finish, volume and texture to the hair fiber.

How to use: Shake well before use. Spray onto dry or damp hair from a distance of 15 cm. For a natural look, air-dry or diffuse while styling with your hands. For greater volume and texture, apply to dry hair and style with your fingers or blow-dry on a low heat. Do not rinse.

ASK FOR IT IN ALL MEDAVITA SALONS



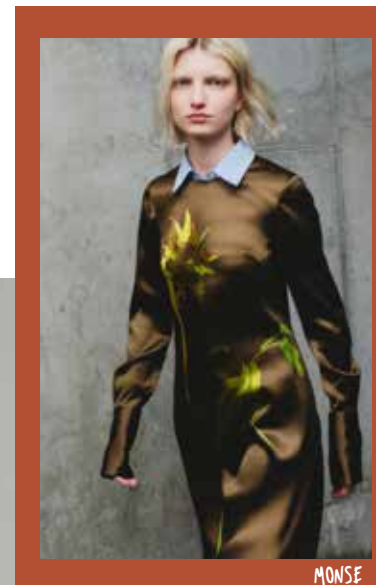
SLIM FIT

Tapered '80s-style pants and '90s slim-fit dresses juxtaposed the more elegant femininity that infused skirt and trouser suits. A style that leans towards practicality but, in contrast to the feminine tailoring proposals, requires a slender, slim figure with few curves. The runways were dominated by stretch trousers, worn both with and without a belt, the most compelling outfit being the Gucci look featuring practical red leggings to be worn with a heel.



FEMININE SPONTANEITY

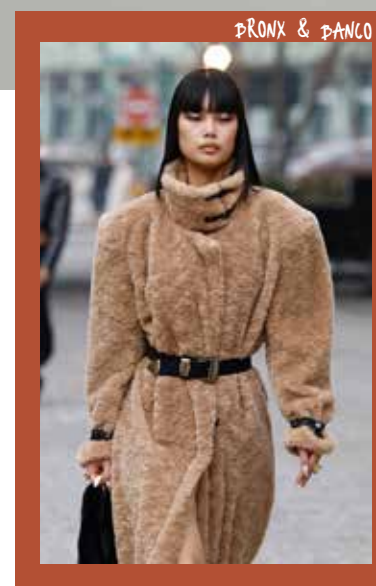
HEIRLOME



MONSE



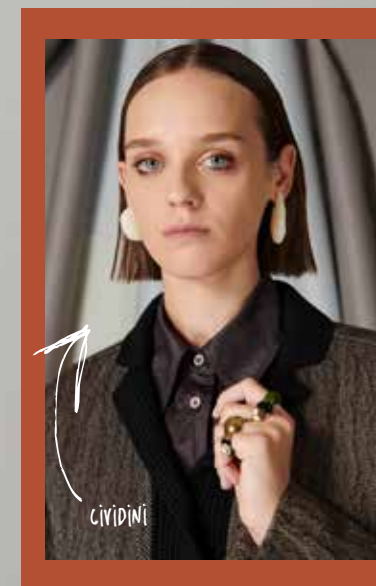
ELIE SAAB



PRONX & PANGO



FFORME



CIVIDINI

WOMEN'S AUTUMN-WINTER 2026/2027 RUNWAYS



BY MALENE DIRGER

Hairstylists chose flowing, natural styles for the women's autumn-winter shows. Very few models sported bold colours, and there was an almost complete absence of shaved or geometric cuts, which can feel forced. Instead, hair had gentle volumes, enhanced by warm blonde tones or nuanced browns. Waves and

messy hair dominated styling, with a few vintage digressions, most of them featuring blow-dried looks and flipped-up ends. In the hair world, femininity reigns supreme. The season looks set to bring opulent, creamy colours that are only apparently natural, and more often than not the result of the skilful hands of a talented hairstylist.

MEDAVITA MAG RECOMMENDS

INSTANT BOND REPAIR

LEAVE-IN CREAM

NEW

+90%
INSTANT
SMOOTHNESS
AND SHINE*

+94%
INSTANT,
LONG-LASTING
FRIZZ CONTROL*



The Instant Repair Leave-In Cream nourishes and plumps damaged hair while protecting the fiber from heat up to 230°C/446°F**. With each application, it provides immediate repair, leaving hair silky and intensely shiny, taming frizz until the next wash, and making hair progressively stronger, more elastic, and easier to detangle.

*Results based on a subjective test on 50 women for 2 weeks. / **Ex vivo instrumental assessment of hair treated with Elisièr Instant Bond Repair Leave-In Cream.

ASK FOR IT IN ALL MEDAVITA SALONS



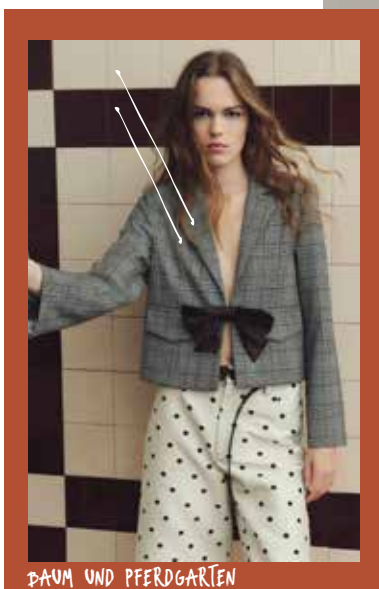
BLONDES

From Chantilly to caramel, blondes took on warm, gourmand shades exuding comfort and gentleness. They are reassuring and non-aggressive, as sweet as vanilla ice cream. The golden hair seen on the Bronx Banco runway provided a juxtaposition to the natural density of honey-coloured tresses at Chloé, two different ways of interpreting the same warm and sumptuous tone.



BROWNS

At the autumn-winter shows, highlighting was the distinctive feature of brown hair, creating a natural, spontaneous mood, as stylists opted for a range of shades characterised by darker roots and low-maintenance sun-kissed effects. A case in point was the Ralph Lauren model sporting full-length, free-hand highlights..



DAUM UND PFERDGARTEN

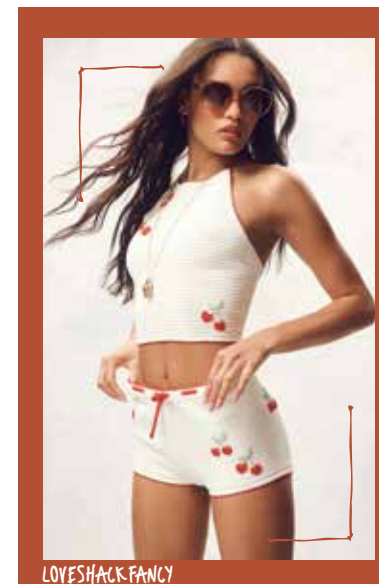


PRONK & PANCO

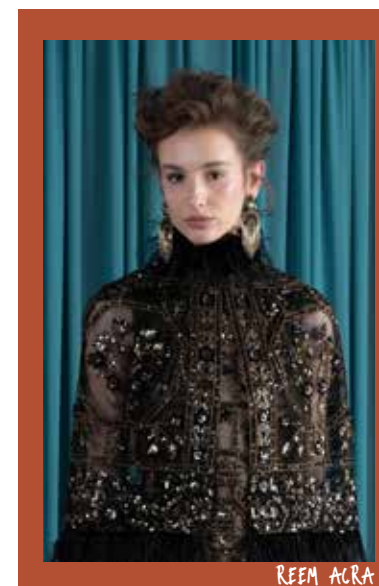
LOOK #04



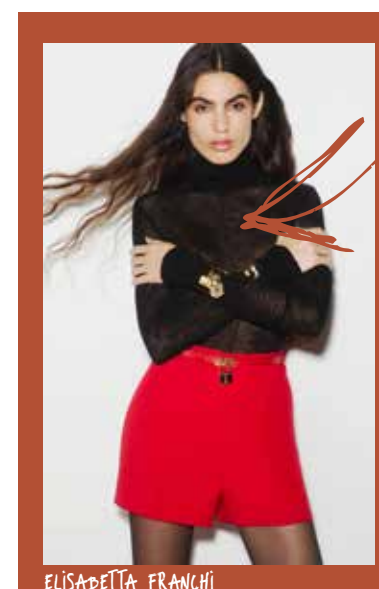
RALPH LAUREN



LOVESHACK-FANCY



REEM ACRA



ELISABETTA FRANCHI

SHOW READY

MEDAVITA MAG RECOMMENDS

BEST SELLER



95%
Protection from
friction against
your pillow

8H
Hydrated and
regenerated
hair

NOURISHED AND PROTECTED HAIR,
DAY AND NIGHT WITH

8-HOUR RESCUE TREATMENT.

Regenerates the hair in 8 hours
by locking in hydration overnight.
Hair is soft, shiny, and silky
in the morning.

ASK FOR IT IN ALL MEDAVITA SALONS

BRUNETTES

Brunette has become a lifestyle, driven by the influence of K-Pop. It is an unconventional colour that will never give way to blondes and remains true to its essence: a strong choice, but a trendy one too. Dark brown and black hair was mainly worn straight, in a nod to K-Beauty, with a few concessions to slightly wavy lengths and wet-look effects.



PRONX & PANCO

EMILIA WICKSTEAD



PRONX & PANCO



FFORME



DUSAN



LUXVIVA COLOR CARE

POST COLOR SHIMMER FLUID:
An instant post-colour fluid that gives the hair fibre instant radiance. It detangles, polishes, hydrates and banishes frizz, for instant shine.

The secret for bright, vibrant colour with protection that lasts.

ASK FOR IT IN ALL MEDAVITA SALONS

FRINGES

The long fringe is the must have winter accessory for anyone who isn't willing to sacrifice length but expects a chic edge too. Bye bye, baby bangs, fringes are now worn long, covering the eyebrows. Styling was practically inexistent, with most models sporting tousled, informal looks.

CURLS

Natural curls are in but, unlike straight styling, in this case definition, grooming and gloss are essential. One of the most emblematic looks was seen on the Bronx Banco model with curly copper hair and well-defined, flawless ringlets that reflected the light, giving off a healthy sheen. No tricks and curling tongs only when absolutely necessary, it's the hair routine that makes the difference.



REEM ACRA



FFORME



6397



MSGM



BRONX & BANCO



6397

HERVE LEGER



BY MALENE DIRGER

MEDAVITA MAG RECOMMENDS

THERMO
PROTECTION
230°C

KERATIN MIRACLE SMOOTHING THERMO DEFENCE SPRAY

A heat protection spray that protects the hair fibre from heat and styling tools, up to 230°C. It seals the cuticles while maintaining shine and protecting against humidity and frizz. For all hair types.

ASK FOR IT IN ALL MEDAVITA SALONS

CAMERA
READY

MC QUEEN

THE EVER-PRESENT BOB

Long or short, straight or wavy, the bob maintained its standing as the most iconic cut for the colder months. Its popularity can be attributed to its timeless elegance and ability to remain flawless even when wearing coats and heavy clothing. Sharp centre parts alternated with side parts, but the most favoured length was that of the jaw-skimming chin bob, an emblem of minimal chic femininity.

ERDEM



RAQUEL DINIZ



SIMKHA



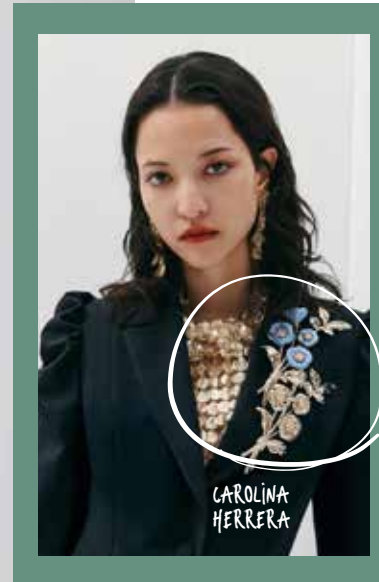
SELF PORTRAIT



MC QUEEN



ANNA OCTOBER



CAROLINA
HERRERA



STAUD

The make-up on the autumn-winter runways reflected a new dichotomy: on the one hand, raw beauty with pained-faced models in muted nude shades, and on the other, healthy gym-skin suggesting a scrupulous and time-consuming beauty routine. Halfway between the two was the new lipstick effect that stepped back from its role as a bold statement to rediscover the power of subtlety.



CHLOÉ



MIRA MIKATI

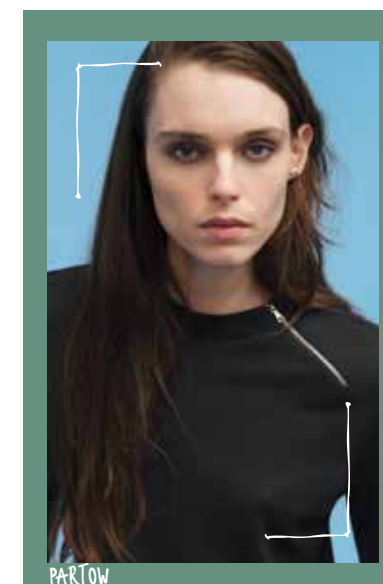


CIVIDINI

LOOK 16



BY MALENE
DIERGER



PARTOW



VALENTINO

MEDAVITA MAG RECOMMENDS

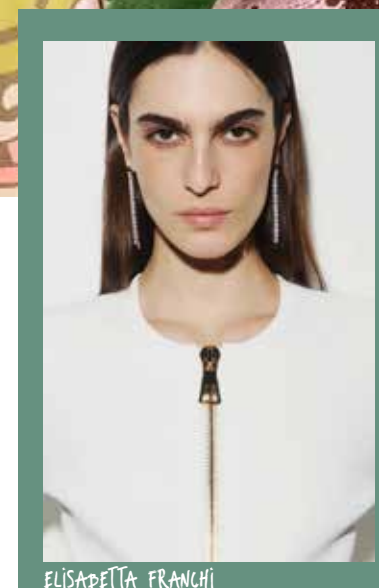
BETA REFIBRE RECONSTRUCTIVE HAIR MICROEMULSION

**DEEP RESTRUCTURING
MICROEMULSION SPRAY** THAT REPAIRS THE
HAIR FIBRE. IT GIVES INSTANT STRENGTH,
BRILLIANCE, SHINE, SOFTNESS AND
RADIANCE TO HAIR

How to use: After applying the specific
B-REFIBRE products, spray onto lengths and ends,
massaging the strands. Distribute evenly using the
Medavita comb. Do not rinse off.



ASK FOR IT IN ALL MEDAVITA SALONS



GYM-SKIN

Gym-skin hints at a meticulous skincare routine and days spent outdoors, with a special make-up look where the skin is plumped and the cheekbones are warmed with blush. Glittery highlighter gives way to an all-over glow that seems to come from within and

matte finishes are strictly prohibited. Applied in generous amounts to the cheekbones, bridge of the nose and forehead hairline, blush is the undisputed centre of attention. The key colours are strawberry pink, juicy peach, apricot and any other warm, fruity shades that infuse vitality.

RAW BEAUTY



FERRAGAMO



ALL



BALENCIAGA



ARMARIUM



KEPURA



CAROLINA HERRERA



STAUD

For lips that look naturally flushed, as if bitten. Lip colour is concentrated on the middle of the mouth and blended towards the edges, without well-defined contours or pencil lines.

This is the latest 'balmy' effect trend. The finish is generally shiny, evoking the richness of a nutritious balm that delivers firmness without the mirror-effect typical of gloss.



PLUMARINE

Raw beauty means something more than wishing to appear unfiltered. It is a life and style choice, a 'no make-up look' that celebrates the aesthetics of raw, natural and authentic beauty. Foundation is used, but is ultralight with a second-skin effect, allowing minor imperfections and visible discolouration to peek

through. Muted, nude, subtle hues and tonal effects were the go-to choice for models' eyes and lips, paired with lashes that had been simply combed and hydrated with a swipe of transparent mascara. A type of skin minimalism that does not always mean 'healthy effect' but can take on a mature and strained appearance, a reflection of the passing of time.

BITTEN LIPS

PRÊT-À-PORTER BRIDES

AUTUMN/WINTER
2026/2027
RUNWAYS

GIUSEPPE DI MORABITO

Emerging from the prêt-à-porter shows, like Venus rising from the water, is a bride capable of reinterpreting tradition with a contemporary edge, stripping it of all pomp and excess. Designers proposed looks for a conscious young woman who is no longer willing to act a part on the most important day of her life. Regardless of whether she opts for a romantic, feminine or boho-chic style, she will walk down the aisle unashamedly herself.

TIMELESS



DALENCIAGA



NARDOS



FFORME



DALENCIAGA



DORA AKSU

SELF PORTRAIT

FITTING
#08



ALAINPAUL

THE ROMANTIC BRIDE

The romantic bride loves tradition, satin, organza and tulle and adores chiffon details. Her go-to dress is an A-line style, with simple lines that embrace the bust without clinging to the hips and legs, delicate tastes that were championed by Agnes, Cucculelli Shaheen and Nardos. The Rodarte show was another case in point, this time with a nod to the world of fairy tales, with a classic dress featuring a sumptuous, full skirt, fit for a princess. Nardos served up its personal take on the ball gown style, by doing away with optical white and opting instead for a raw-effect ecru shade, perfect for playing down the tone. Fendi and Di Petsa, on the other hand, picked a classical vibe inspired by Ancient Greece, with a long, plain and unfussy peplos, providing an elegant alternative to the classic Imperial style, that is now undeniably out of style.



AGNES



NARDOS



DI PÉ TSA



FENDI



CUC CULELLI SHAHEEN



RODARTE

MEDAVITA MAG RECOMMENDS



HUILE D'ÉTOILE

INSTANT GOLD HAIR GEL

Infused with ultra-fine gold glitter, this shimmer gel cream gives hair a subtle, yet irresistible sparkle. The lightweight formula glides effortlessly through hair, without weighing it down, while delivering intense shine. Stays gently in place and leaves no residue.

ASK FOR IT IN ALL MEDAVITA SALONS

THE FEMININE BRIDE

Lace and transparent layers are a must for any bride who refuses to shy away from flaunting her femininity even on her wedding day, making mermaid styles and slip dresses the natural choice. The feminine bride adores hip-hugging gowns, with graphic laces and unexpected mid-thigh slits, combining the regal

poise of the train with the intrigue of a semi-naked leg. That is not to say she snubs satin, provided it is close-fitting and shows off her curves. Christopher Esber showcased the perfect compromise: a lightweight, tight-fitting - almost chaste - gown featuring two provocative round cut-outs, one of them strategically positioned over the hip.



CHRISTOPHER ESBER



LOVESHACK-FANCY



REEM ACRA



ELISABETTA FRANCHI



DAVID KOMA



CINQ À SEPT



BORA AKSU



HUIZHAN ZHANG

THE UNCONVENTIONAL BRIDE

The autumn-winter 2026/2027 shows also catered for unconventional, less formal and restrained ceremonies. Besides Cinq à Sept's trouser-clad bride and David Koma's nuptial miniskirt, the runways were

dominated by reworked boho-chic styles. The soft Guipure lace skirts seen at Bora Aksu were adorned with brightly coloured flowers, perfect for the outdoor weddings of late September, marrying a wild spirit with an ultra-feminine aesthetic.

CEREMONIAL HAIRSTYLING



TEMPERLEY LONDON

AUTUMN-WINTER
2026/2027
RUNWAYS

From eclectic elegance to natural textures, the hair-styles that animated the autumn-winter shows were varying expressions of the purest femininity. Whether they opt for stylish up-dos or boho-chic braids, women remain the centre of attention courtesy of their curves and sensuality. There wasn't an androgynous edge or austere bun in sight, as styling framed and softened the face.



MARC CAIN



CECILIE BAHNSEN



MEDAVITA MAG RECOMMENDS

PRODIGE DIVINE BEAUTY HAIR CREAM

REAWAKEN YOUR BEAUTY.

LUXURIOUS CREAM INFUSED WITH LIFESAVER LIPOSOME, AN EXTRAORDINARY BLEND OF REGENERATING ACTIVE INGREDIENTS.

How to use: apply a small amount of cream to towel-dried or dry hair. Do not rinse out.

NOURISHES

BRIGHTENS

TAMES

HYDRATES



ASK FOR IT IN ALL MEDAVITA SALONS



GRAPHIC CHIGNONS

One are the days of the minimalist styling and ultra-tight ballerina buns of recent seasons. Autumn-winter 2026/2027 up-dos are hallmarked by a contemporary and eclectic elegance, with sculptural, gravity-defying styles that embrace maximalism. At the shows, hair was swept over the forehead and gathered at the nape of the neck into glossy oversized curls and stylish arrangements. This season's go-to trend is side-parted S-waves that expose the ear and blend harmoniously into a chignon.

THOMAS HANISCH

LOOK #03

THOMAS HANISCH



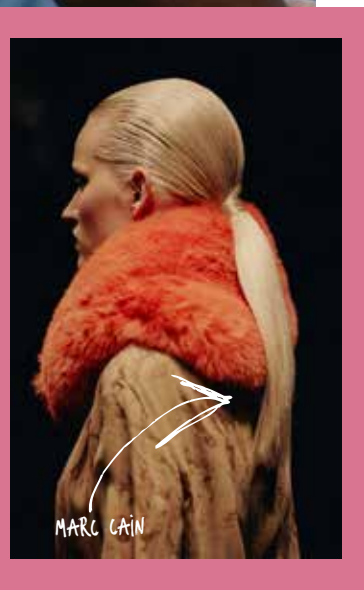
BRAIDS AND PONYTAILS

At the autumn-winter shows, ponytails and braids were low and ultra-feminine, characterised by two main, and in some ways opposing, moods. On one hand, there were slick pulled-back styles - often secured with a pinned-back strand of hair - gleaming with an intense shine. On the other, we saw matte, almost frizzy textures of ethnic inspiration, like the ponytail-braid at Cecilie Bahnsen.

CECILIE
BAHNSEN



DODE



MARC CAIN



MARC CAIN



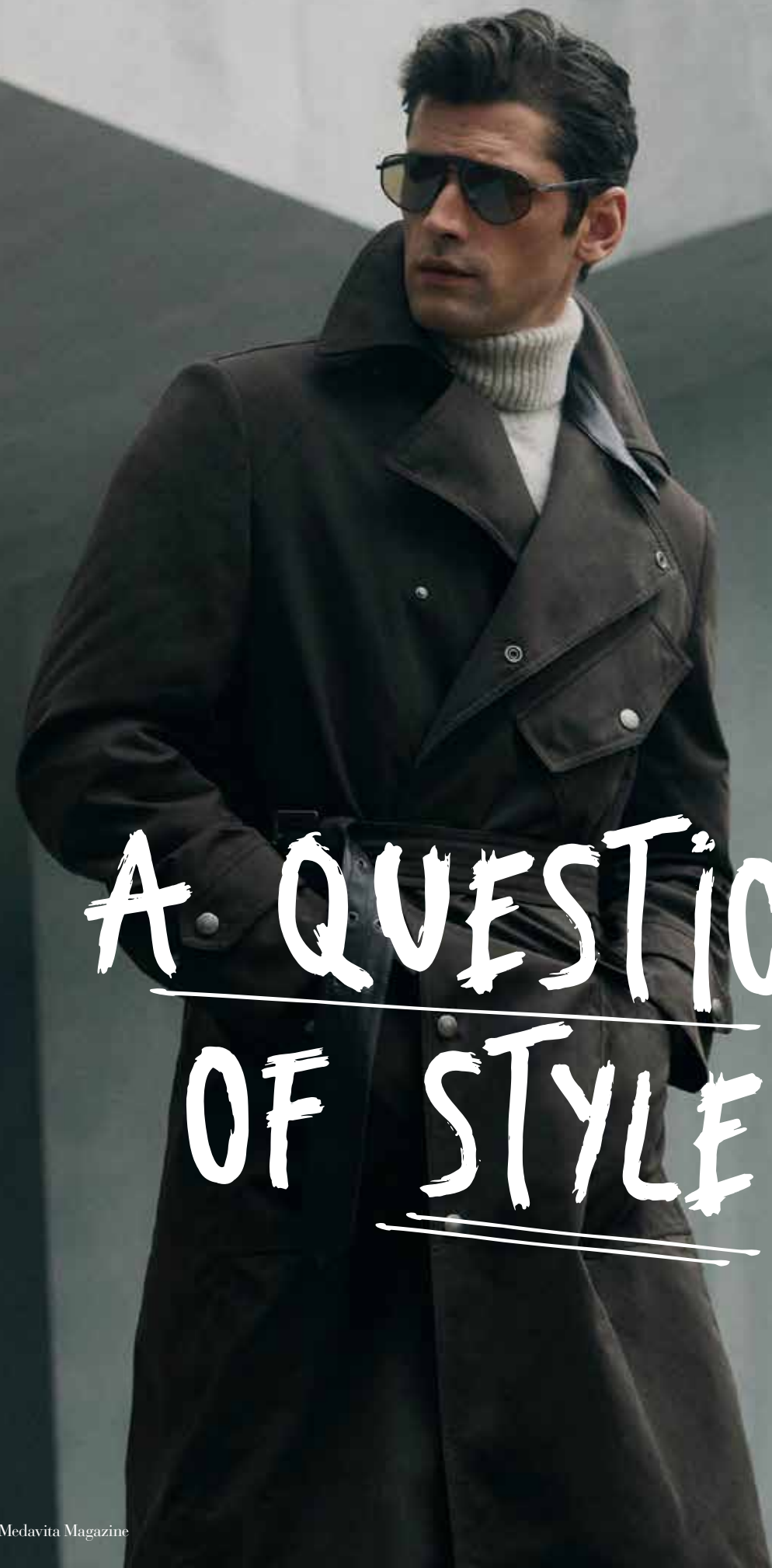
MAXIMILIAN
RAYNOR

BAROQUE

The baroque up-dos created for the Maximilian Raynor show deserve a special mention. Drawing inspiration from the romanticism of Victorian London, they featured structured lateral twists and coiled lengths infused with a sense of poetic composure or a sculptural bow of hair on the crown of the head, bringing a touch of sophisticated drama. Best suited to the most sumptuous gowns and more formal ceremonies, these up-dos confirmed the season's two key inspirations: a return to unapologetic femininity and pure maximalism.

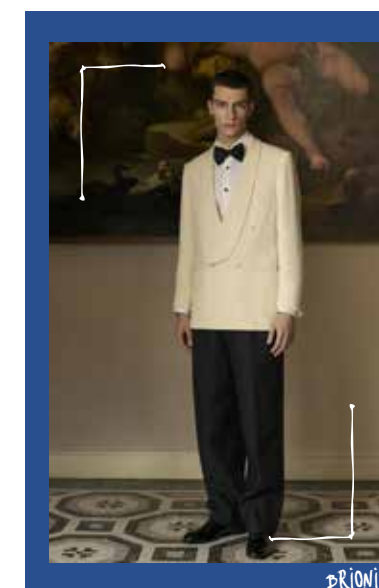


MAXIMILIAN
RAYNOR

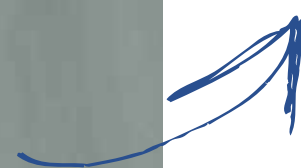


A QUESTION OF STYLE

PRUNELLO CUCINELLI



MEN'S AUTUMN-WINTER 2026/2027 RUNWAYS



Tradition and substance do the heavy lifting in the new rulebook of male style, as men rediscover a sense of restraint and the pleasure of elegance, to the extent that they are willing to don a traditional suit even when the occasion does not require it. However, it is not merely a question of complying with the formal conventions of classic tailoring. At some shows, elegant cuts embraced the body without excessive restraint, with trousers that sat wide over the legs and hips and jackets that flowed over the chest. In times of uncertainty, men look back to the past, but add a fresh twist, by applying the contemporary filter of practicality.

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.



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

ASK FOR IT IN ALL MEDAVITA SALONS



PRONOUNCE



LEMAIRE



KIDSUPER

FLUENT CUTS



PRIONI



LOUIS VUITTON



SAINT LAURENT



GIORGIO ARMANI

Giorgio Armani, Saint Laurent and Louis Vuitton were just some of the big names that chose to reinvent the rules of traditional tailoring with soft, flowing styles. Trousers lost the austere lines of conventional suits to allow freedom of movement. They billowed out

from the waist with darts worthy of female tailoring and then tapered at the ankle. Meanwhile, jackets featuring well-structured shoulder fell soft over the chest and loose at the hips, creating a style that offers almost countless variants, a case in point being the smart tweed boiler suit that stole the show at KidSuper.

OVERCOATS



SAINT LAURENT



HERMES

Linear cuts and organic hues, like stone, honey, egg yolk yellow and green, defined men's overcoats, which have rediscovered the simple allure of pared-back elegance. Conceived to stand the test of time, they are a nod to the classic lines of traditional double-breasted styles or knee-length British warm coats with generous pockets. Belts were back too, some matching the fabric of the coat, others creating a bold contrast.



3 PARADIS



TOMMY HILFIGER



AMIRI



PRUNELLO CUCCINELLI



RALPH LAUREN

THE RETURN OF TAILORING

Men's suits are undeniably back in fashion, and although double-breasted jackets dominated the runways, there was no shortage of simpler single-breasted and one-button styles. Ralph Lauren reimagined the elegant black suit with waistcoat and bow tie, by elevating it with a red tartan sartorial jacket in perfect Scot style.

FITTING
#15

BLUMENFELD

LOTION CONCENTRÉE HOMME

MALE ANTI-HAIR LOSS INTENSIVE TREATMENT¹

13 powerful key active ingredients –
A powerhouse of nature that gives hair
a new lease of life.



THICKER
HAIR²



REDUCES
SEBUM²



HAIR
REGROWTH³



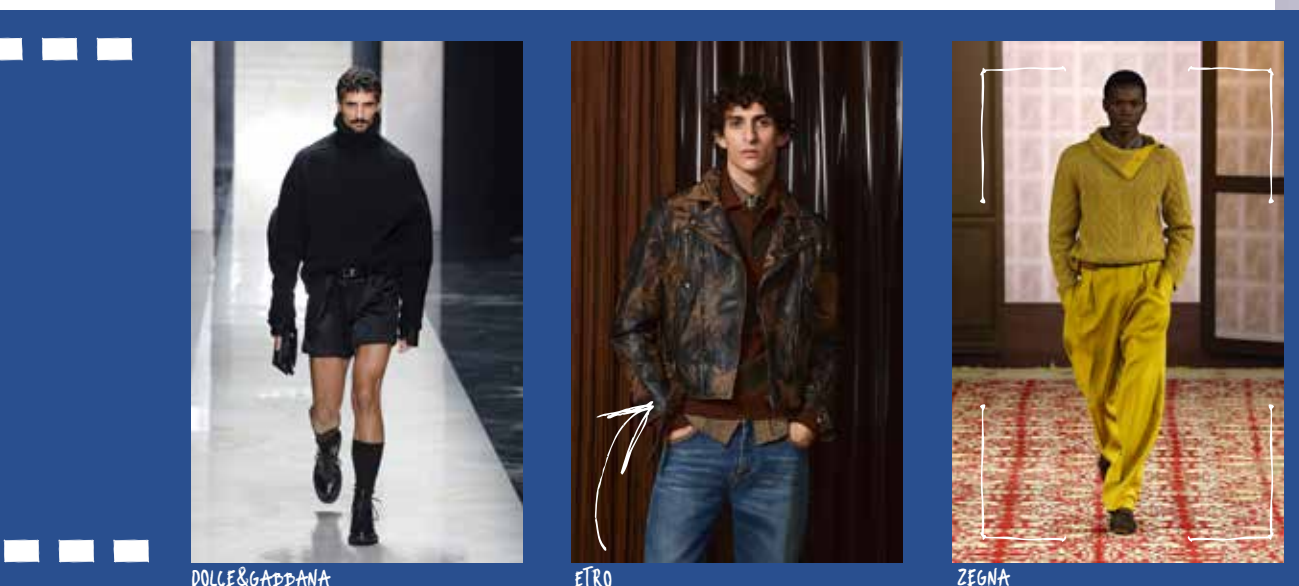
¹Coadjuvant in hair loss prevention. / ²Percentage of participants who reported benefits as confirmed by an instrumental assessment on 30 men with Telogen Effluvium/Androgenetic Alopecia after using Lotion Concentrée Homme Shampoo + Male Anti-Hair Loss Intensive Treatment for 45 days. / ³Percentage of participants who reported benefits as confirmed by a dermatological clinical study on 30 men after using Lotion Concentrée Homme Shampoo + Male Anti-Hair Loss Intensive Treatment for 45 days.

ASK FOR IT IN ALL MEDAVITA SALONS

STYLISH COMFORT

Brightly coloured coordinating sets, artisanal knitwear, soft velvet trousers and jacket + jeans combos ushered in a stylish and tasteful new approach to off-duty attire. Lines and materials were conceived to allow freedom of movement without

losing structure, bidding farewell to the giant pockets and oversized cuts of recent seasons. For their free time, men will be taking their cues from this Louis Vuitton model: a jockey wearing a suit with Bermuda shorts, a tie, socks, and dress shoes.





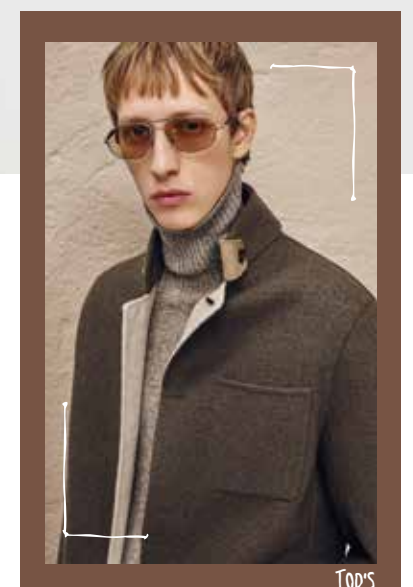
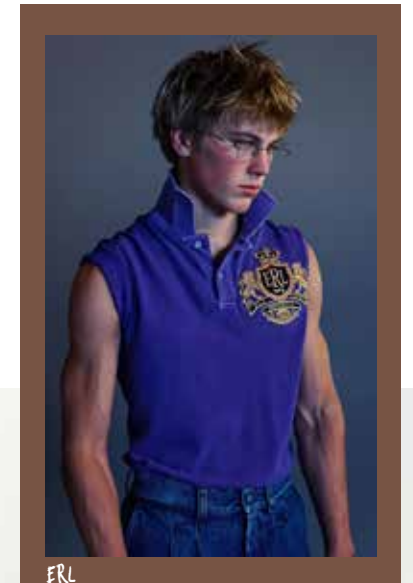
ACNE STUDIO

MEN'S AUTUMN-WINTER 2026/2027 RUNWAYS



Men's grooming for the colder months redefines the boundaries of style with one key word: softness. Geometric cuts and exasperated blending give way to deconstructed, flowing and natural lines that adapt to suit different face shapes and the

hair's original texture. From the return to Brit-inspired vintage lengths to the new take on classic buzz cuts, new trends celebrate a timeless, effortless elegance where technical precision meets newfound freedom of movement.



MEDAVITA MAG RECOMMENDS

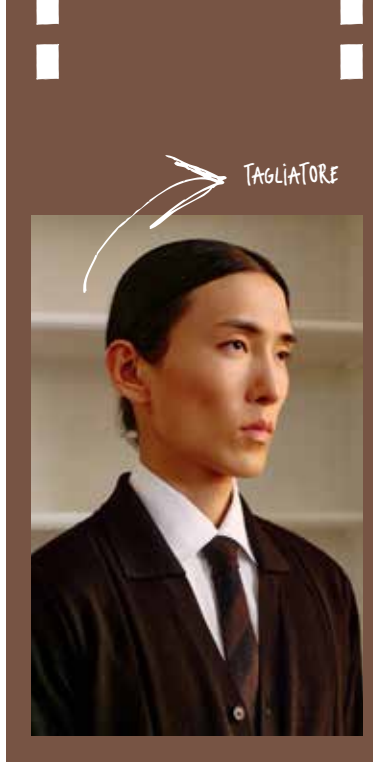


BETA REFIBRE B-NECTAR RECONSTRUCTIVE HAIR CREAM

**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.

ASK FOR IT IN ALL MEDAVITA SALONS



NEW SLEEK BACK

Gentle waves and all-over gloss enhance classic slick-back styles, stripping them of their traditional faultlessness and clean lines. Textures remain controlled and smart, but the final result is softer and more natural. Slicked-back looks thus become the preferred choice for managing sizable quiffs and below ear-length hair with style. Japanese style, characterised by impeccable middle parts and minimal volumes, is still very much in vogue - as seen on the Tagliatore runway.



ERL



FERRAGAMO

ACNE STUDIO



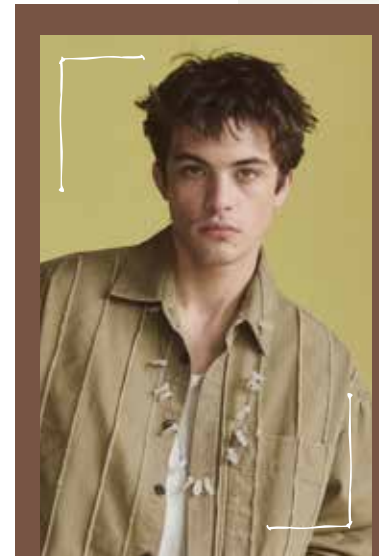
ACNE STUDIO





SOFT BUZZ

Even the military cut par excellence has been reworked to give it a modern edge, with longer lengths and the forehead partly covered by a hint of razor-cut fringe. The result is a grown-out look that is decidedly less aggressive and more contemporary than classic buzz cuts.



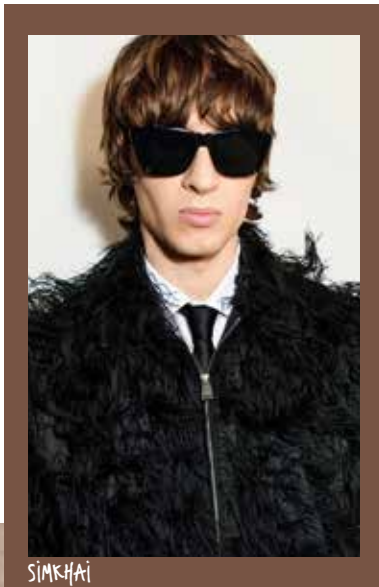
ISABEL MARANT

LOOK #14

SOFT CROP

The soft crop is the style that best reflects the new yearning for fluidity that is reshaping men's style. With a textured side fringe over the forehead and gradual layering on the sides, structure creates dynamic movement

that frames the face, as sported by models at the Isabel Marant show. The choppy finish, with texturised, well-defined sections, lends volume and character to a versatile shape conceived to make men feel equally at ease in a tailored suit or denim.



MOD CUT

The mod cut, with its rebellious and vintage charm, established itself as one of the season's most iconic men's styles. Prominent sideburns were a nod to the London of the Swinging Sixties and the Britpop aesthetic championed by Oasis in

the '90s. Fringes remained a key element, grazing the eyebrows in a variety of full, straight-cut and slightly rounded variants. In some cases, the style was transformed with a long, deconstructed side fringe as seen on the runway at Rag & Bone.



80%**

STRONGER HAIR

73%**

STOPS HAIR LOSS

73%***

HAIR GROW

LOTION CONCENTRÉE HOMME ANTI HAIR LOSS* TREATING SHAMPOO

Adjuvant shampoo in the prevention of male hair loss, formulated to meet the specific needs of male scalps subject to frequent washing.

* Coadjuvant in hair loss prevention ** % of subjects treated with benefits demonstrated by instrumental evaluation on 30 men with Telogen Effluvium / Androgenetic Alopecia after using shampoo + lotion for 45 days *** of subjects treated with benefits demonstrated by dermatological clinical study on 30 men after using shampoo + lotion for 45 days

ASK FOR IT IN ALL MEDAVITA SALONS



MEDAVITA

LUXVIVA

UP TO 9

GET TO THE TOP IN ONLY 9 MINUTES



Do you have 9 minutes?
YOUR NEW COLOR IS WAITING FOR YOU.

Experience the innovation of Medavita's
new permanent hair color, developed to deliver
professional results in just 9 minutes.

www.medavita.it

Follow us on Medavita SPA • @medavitaofficial • @medavitaprofessional



MEDAVITA

LUXVIVA

UP TO 9

GET TO THE TOP IN ONLY 9 MINUTES

DAILY CARE

by the **Editors**

...

A new *dimension* of time.

PRECISION, CONTROL,
RESULT. ALL IN JUST
NINE MINUTES

There are innovations that do not come from adding something new, but from perfecting what already exists. At Medavita, colour has always been a question of method, vision and quality. Each new service is conceived to broaden the possibilities available to colourists, while remaining true to the brand identity. With its intelligent, high-performance formula, Luxviva Up to 9 proves that time can be optimised without

being forced. **Nine minutes to obtain performance:** the exact point where scientific innovation and beauty meet.

Far more than a mere technical response, it is a novel colour experience developed for those who champion quality, precision and control. An additional solution, when time is of the essence, offering professional colourists a new permanent colour management option for packed agendas.

A novel time management approach.

The innovation revolves around the Up to 9-minute reaction,

a colour reaction that has been optimised to develop rapidly without ever compromising result reliability.

1

ACCURATE PIGMENT BALANCING

A blend of pigments designed to work synergistically with harmonised reaction times. The colour finds its balance quickly, ensuring:

- Faster oxidative process initiation.
- Even distribution within the hair shaft.
- Building of uniform colour from the very first stages of processing.

2

HIGHER PIGMENT CONCENTRATION

Higher instant availability of active colour molecules. Higher, meticulously balanced pigment density. Making it possible to achieve:

- Faster fibre saturation.
- More rapid chromatic depth.
- Intense and even colour from the very first stages of processing.

The distinctive feature of this colour solution is its process: a technology that allows the colour to complete its action more rapidly, while retaining the same reliability, result and coherence criteria that are central to the Medavita philosophy. A cutting-edge option, developed based on highly accurate readings of pigment molar ratios.

3

AUXILIARY FUNCTIONAL ACTIVE INGREDIENTS



Amino Concentré: A blend of amino acids that cares for the hair shaft throughout the colour process, supports the structure of the hair while the pigments are acting and helps to ensure a more balanced and orderly appearance after application.

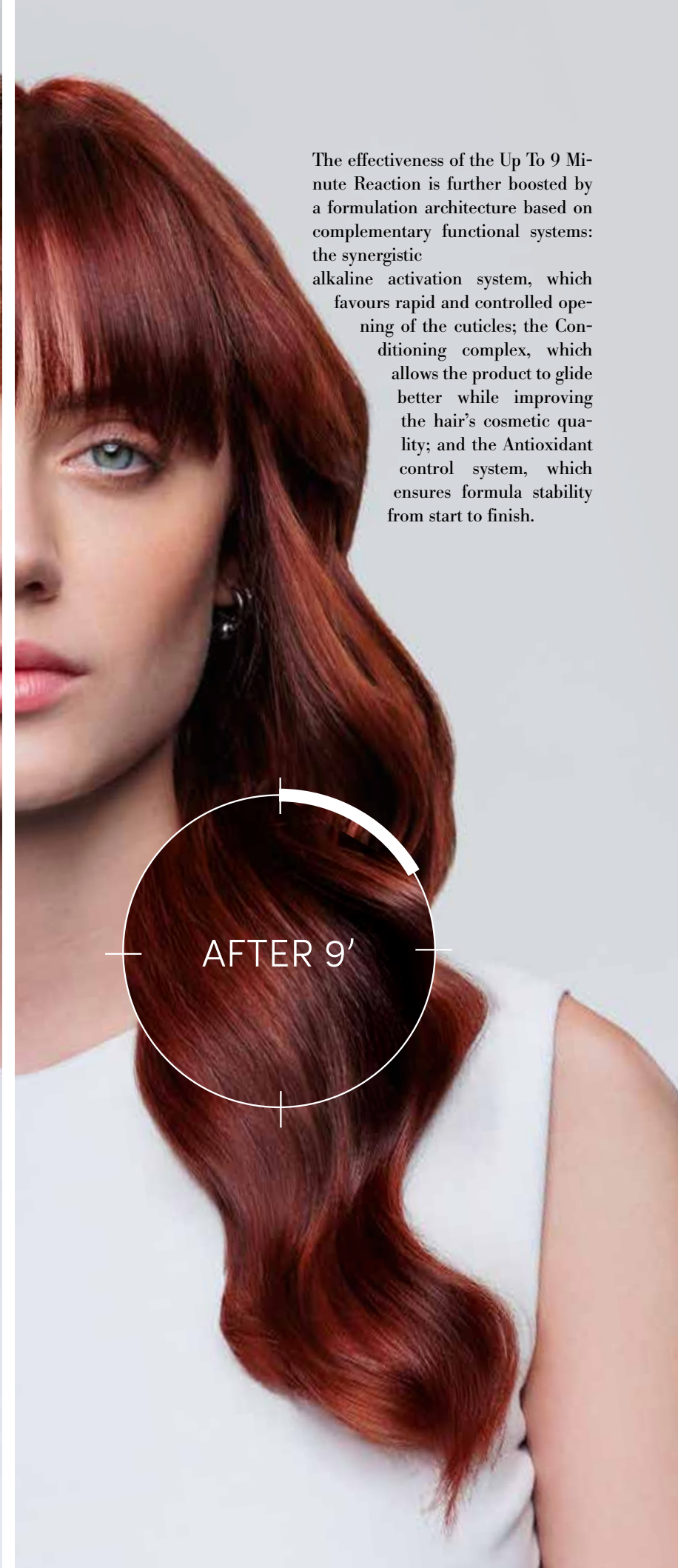


Anti-odour complex: Developed to neutralise the unpleasant smells typically associated with chemical colour processes.



Sunflower extract: Complex containing sunflower seed extract, which improves the cosmetic quality of the final result, by acting on the perception of glossiness, colour purity and naturalness of the highlights.





The effectiveness of the Up To 9 Minute Reaction is further boosted by a formulation architecture based on complementary functional systems: the synergistic alkaline activation system, which favours rapid and controlled opening of the cuticles; the Conditioning complex, which allows the product to glide better while improving the hair's cosmetic quality; and the Antioxidant control system, which ensures formula stability from start to finish.

Luxviva and Luxviva Up to 9

TWO CONCEPTS, THE SAME EXCEPTIONAL QUALITY.

Luxviva Up to 9 has been conceived to complement Luxviva, not to replace it. The two products meet different

requirements but share the same vision of quality, reliability and chromatic performance, the only thing

that changes is the relationship with time (same colour vision, different timescales).

Luxviva is the ultimate uncompromising colour solution, the ideal option when the service calls for construction, analysis, transformation and dedicated time, the moment in which colour is conceived, developed and perceived as a fully-comprehensive experience.

Luxviva. The maximum expression of colour :

- Gradually-built chromatic depth.
- Comprehensive management of complex techniques.
- Scope for advanced customisation.

IT IS THE IDEAL OPTION WHEN:

- The colour service takes centre stage.
- The processing time is an essential part of the professional ritual.
- Maximum versatility and creative freedom are all-important.

Offering both ranges means ensuring greater operational flexibility, better appointment management, high perceived quality and, ultima-



Luxviva Up to 9 simplifies the work of professional colourists by coming into play to maintain and refresh an already established colour, when time is of the essence.

Luxviva Up to 9. Where precision meets speed:

- Professional results faster.
- An evolution of colour service organisation.
- Greater diary flexibility.

IT IS THE IDEAL OPTION WHEN:

- A fast but highly professional service is required.
- The salon has a high customer through-put.
- The customer is looking for high-quality performance with a shorter processing time.

tely, making the most of every last minute of the working day. The final result? Rapid colour development, depth, evenness, opti-

mised time and a satisfied customer.



LUXVIVA

MY NATURAL COLOR

HIGHER PERFORMANCE
IMPROVED COLOUR, COVERAGE AND TEXTURE



ASK FOR IT IN ALL MEDAVITA SALONS

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

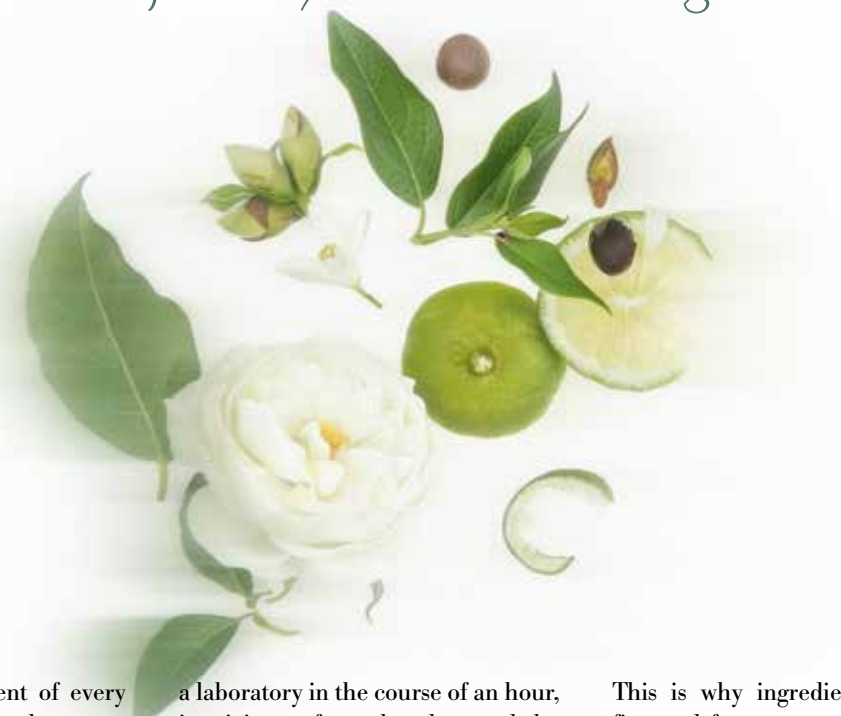
FROM NATURE TO PERFORMANCE

by the Editors

...

FROM PLANT TO HAIR:

the invisible journey of an active ingredient.



There is a moment of every day when we apply a product taking what it contains for granted. A drop, a spritz of perfume, a texture that glides between the fingers. It seems so simple, but behind that drop lies a lengthy journey made up of distant lands, expert hands and processes that last months. A journey that starts a long time before our daily beauty routine and almost always remains invisible. But so much happens during that silent voyage, because an effective product can't be created in

a laboratory in the course of an hour, it originates from the plant and the time that has been dedicated to it.

Rooted in the earth

Like us, each active ingredient has a place of origin. Far from being just a name on a label, a medicinal plant means a specific climate, altitude and soil. The same plant grown on two different continents can tell very different stories, and their active ingredient content changes with the seasons.

This is why ingredient research is first and foremost a question of observation. We analyse where a plant gives its best, at what time of year its properties reach a peak, which part - root, leaf, resin or flower - contains the highest concentration of what the scalp and hair fibre need. This is not a romantic detail, it is the difference between an extract that works and one that is nothing more than a promise on the packaging. And this is where ages-old wisdom comes into play. Many of the plants we now find in the most sophisti-



THIS COULD BE
THE MOST IMPORTANT
LESSON BOTANICAL ACTIVE
INGREDIENTS OFFER US. IN A
FAST-MOVING WORLD, THEY
REMINDE US OF THE VALUE OF
SOMETHING INVISIBLE THAT
TAKES TIME.

cated treatments have been used in herbal medicine for centuries - arnica montana and its calming properties, rosemary that stimulates the microcirculation, purifying myrrh and ginger that warms and invigorates. This is knowledge that has been passed down through the generations and is now being reworked with a modern edge.

One emblematic example of this has been around for more than sixty years: Medavita's Lotion Concentrée ampoules. Its story began in 1939, when a Swiss pharmacist developed a special formula, a blend of ten medicinal plants left to macerate in Martini rum. In 1963, Italian businessman Giancarlo Verona recognised its potential and made it known to the world. Those ten meticulously-selected plants - Arnica montana, Rosemary, Aloe, Calamus, Myrrh, Cinnamon, Ginger, Galbanum, Nutmeg and Camphor - are still the core of the product today and all of them are acknowledged by the Swiss Pharmacopoeia for their specific properties.

Time, the essential ingredient

After the plants have been chosen comes the most surprising part, the wait. We live in an age where we expect everything immediately, and the world of beauty is no exception. Haste, however, is the sworn enemy of the great botanical active ingredients. To extract everything a plant has to offer, it can't simply be pressed or treated with heat. It takes a time-consuming, almost artisanal, process in which time is not a cost to be cut but an ingredient to all effects. Medavita fully embodies this philosophy because each of its Lotion Concentrée ampoules is the result of a production process with a precise timeline. The first step is blending, when the herbs are added to the base and mixed together. The resulting mixture is then allowed to macerate slowly for forty-five days, and time stands still as each plant quietly releases its most precious essences. This silent and patient transformation follows the natural scheme of things and can't be rushed.

Then comes an equally delicate and poetic step, when we carefully chose what to let go in order to keep what really matters. Amidst the calm of the resting period, part of the mixture gradually settles on the bottom. This sediment is the heavier, more opaque part, consisting of plant waste. A bright, clear phase forms above it, as the extracts come together in their most concentrated form, withholding the potency of their active ingredients. This superior balance is then preserved through the painstaking decanting and filtration processes. It is not the quantity that makes the difference but the quality of what is withheld, and clarity is the hallmark of a truly effective active ingredient. The entire process takes fifty-five days from start to finish: forty-five days for maceration and ten for decanting, to obtain a few,

essential drops - 100% natural from the very start and true to their essence. It might seem like madness, but it is, in actual fact, the only honest way.

Where tradition meets science

Were the journey to end here, we would have little more than a premium botanical extract. It is the encounter with science that turns a plant into a modern cosmetic active ingredient. In the lab, analysts stu-



EACH FORMULA
UNDERGOES A SERIES
OF TESTS TO ANALYSE
ITS EFFECTIVENESS IN
A CONCRETE AND
DEMONSTRABLE
MANNER.

dy that extract as though studying a pharmaceutical compound. They measure its true effectiveness: how it stimulates the scalp's microcirculation, how it affects sebum production and how it supports the hair's life cycle. Concentration, synergies and stability are tested. This is because an ingredient, on its own, rarely works miracles: it is the combined action that makes the difference, the way in which different active ingredients work together synergistically. Here the research becomes meticulous, almost obsessive, and this is what gives

value to the product. Each formula undergoes a series of tests to analyse its effectiveness in a concrete and demonstrable manner. The plant extracts do not remain mere promises, but become observable, measurable and proven results.

This is how two distant worlds - botanical wisdom, born of visionary thinking and centuries of observation, and the scientific method, grounded in countless experiments - come together. Apart they remain incomplete, together they form something rare. And then, at last, comes the encounter. The encounter between the active ingredient and the user.

Upon application, what was obtained with such painstaking care exerts its effect precisely where hair comes to life, the scalp. This is where hair beauty comes from. Well nourished follicles, balanced skin and active microcirculation are the essentials required for strong, glossy and vibrant hair. It's funny if you think about it, application takes a few seconds, but carries with it an entire journey: the soil the plant grew in, the hands that harvested it at the right moment and the slow maceration process, all condensed into a drop that meets the scalp and is absorbed, genuine nourishment for the hair bulb. This could be the most important lesson botanical active ingredients offer us. In a fast-moving world, they remind us of the value of something invisible that takes time: the patience of a plant growing in a particular season, years of research, and months dedicated to a process that doesn't allow shortcuts. The next time we open a Medavita product, we might see it through different eyes, in the knowledge that its apparent simplicity hides a complex balance made of time, care and precision. Because authentic beauty doesn't happen by chance, it is a silent, patient journey and that is precisely why it is so truly valuable.



LOTION CONCENTRÉE

LET YOURSELF BE TRANSPORTED INTO A UNIQUE
SENSORIAL EXPERIENCE. DISCOVER
THE REVITALIZING TREATMENT FOR SCALP AND HAIR.

13 PLANT ACTIVES

of extreme vitality and power.
A concentrate of Nature that gives life to hair.

70%

More
body¹

60%

Stronger
hair¹

90%

Shinier, more
beautiful hair¹

75%

More
volume¹

ASK FOR THEM IN ALL MEDAVITA SALONS

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

HER TIME

by the Editors

Time for one's self isn't something to find, IT'S SOMETHING TO PROTECT

Perfect balance is a myth that generates pressure. True wellbeing comes from the ability to choose, establish priorities and protect one's me time.

Over the last few years, the word **balance** has become almost a collective obsession. It is literally everywhere: work and private life, ambitions and emotions, responsibilities and personal wellness. We imagine it as an ideal state in which every aspect of our life finds its place, effortlessly and without having to compromise.

And yet the more we pursue it, the more it seems to elude us.

Perhaps this is because **perfect balance does not exist**, at least in the immobile and impeccable form we are often told about.

We live in a culture that celebrates the ability to do. To do more, to do better, to do constantly. Our days are packed with engagements, objectives, appointments, connections to cultivate and projects to fulfil. Productivity has become a measure of personal value and time a resource to be optimised down to every last minute.

Against this backdrop, particularly for many women, a specific narrative has taken form: we have to be everywhere, answer everything, hold together every dimension of our life, without ever losing control.

We have to be competent professionals, mindful partners, caring friends, perfect mothers, well-groomed individuals and always live up to expectations. But as fascinating as this vision might be, it is totally unrealistic.

The truth is that life is not a perfectly symmetrical composition. It is a living organism, constantly in motion.

There are periods that require more professional energy and others that demand greater emotional poise. Times in which we are called on to build, others in which we need to slow down, recover and listen to ourselves. Genuine balance does not come from a perfect distribution of time, but the ability to recognise what really counts in a given period of our life.

Accepting this concept can be liberating.

It means no longer measuring oneself against impossible standards and starting to observe our daily life with greater clarity. It means understanding that things can't all have the same priority at the same time and that making a choice is not a sign of failure.

The problem often comes precisely from trying to hold everything together. When we decide we have to excel in all areas, the result is not harmony but exhaustion.

We find ourselves doing battle with days that are increasingly packed, with the feeling that we haven't done enough.

It is a silent race that many women know well.

A race driven by the idea that personal value depends on the ability to be increasingly efficient. But wellbeing can't be built on constant perfor-



Perfect balance does not exist.

mance. No organism, mind or emotion can thrive in a permanent state of demand.

"The problem isn't the shortage of time. It is the idea that we are only entitled to time for ourselves once we have satisfied everybody else's needs."

However, there's another aspect that deserves consideration: when our days are packed with responsibilities, the first thing we tend to sacrifice is always time dedicated to ourselves.

We think it's negotiable. Something we can put off. Something we can catch up on later.

When we're less busy at work.

When we have fewer commitments.

When we've finally sorted out everything else.

But that moment rarely comes.

Because we add new things to our to-do lists all the time. The priorities, the goals and the needs of people around us change, but the mechanism stays the same.

And so we continue to put off time for ourselves, until it is almost completely banished from our lives.

It is here that perhaps we need to change perspective.

Time for one's self isn't something to find, it's something to protect.

And there's a big difference.

Trying to find time means waiting for a gap to open up in your schedule. Protecting it, on the other hand, means recognising its value and making a conscious effort to preserve it.

Just as we protect an important commitment.

Like something important.

This doesn't mean shirking our responsibilities or chasing an unattainable idea of wellbeing. It means understanding that self-care is not a prize to be given once we have satisfied all external demands.

Time for one's self isn't something to find, it's something to protect.

Created with AI.

It is a necessary condition for dealing with them optimally.

Nowadays, we often talk about self-care, but the risk is that we might transform wellness into a performance too.

Genuine care is much simpler.

A walk without your mobile.

A book read leisurely.

Practicing a discipline that restores energy.

A break when we don't have to prove anything to anyone.

Simple rituals that allow us to reconnect with ourselves.

These moments become all the more important in a world that is constantly pushing us outwards. They become spaces of presence. Opportunities to listen to what is often covered by urgent demands and expectations. Protecting one's time also means learning to establish boundaries.

Learn to say no.

Not all invitations have to be accepted. Not all questions need an immediate answer. Not all expectations have to become personal responsibilities.

Every automatic 'yes' is inevitably a 'no' to something else.

Very often to ourselves.

"Real balance doesn't mean doing everything. It means choosing what is worth our energy."

Perhaps the real evolution doesn't mean becoming women capable of doing everything.

It means becoming women capable of choosing.

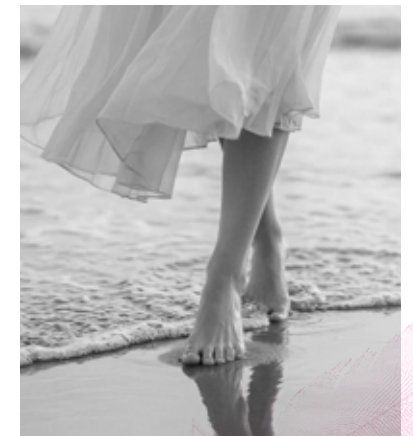
Choosing what really matters.

Choosing which expectations are worth fulfilling, and which ones to let go of.

Choosing not to measure our value in terms of productivity.

Choosing to rest without feeling guilty.

Perfect balance is a myth that generates pressure. Real balance, on the



other hand, is something far more humane.

It is an ongoing mediation between wishes, responsibilities, limits and needs.

It doesn't require perfection.

It requires presence.

So, perhaps, the question is not how to manage to do everything.

The question is

What really deserves my time?

The answer changes from one person to another and from one season to another. But it always contains an important truth: we should learn to include ourselves in the priorities of our lives.

Not out of selfishness.

Not to take something away from others.

But because all forms of wellbeing stem from there.

From recognising that time dedicated to one's self is not a luxury.

It's a choice. It is an act of respect towards our energy, our peace of mind and our quality of life.

And perhaps this is, today, the most concrete and modern form of balance. ■

+70%

REDUCES
HAIR LOSS²

+72%

BONDS **INSTANTLY**
REPAIRED FROM THE
VERY FIRST APPLICATION³




MEDAVITA

HAIR LOSS PREVENTION AND REPAIR:

THE PERFECT MEDAVITA SYNERGY

Lotion Concentrée Anti-Hair Loss¹ Intensive Treatment
with Elisièr Instant Bond Repair



WITH THE PURCHASE OF ANTI-HAIR LOSS
INTENSIVE TREATMENT¹, **AS A GIFT:**

Elisièr Instant Bond Repair Pre-Shampoo Treatment (15 ml),
Elisièr Instant Bond Repair Shampoo (100 ml) and
Elisièr Instant Bond Repair Conditioner (100 ml)

ASK FOR IT IN ALL MEDAVITA SALONS

¹Adjuvant in anti-hair loss treatment. / ²% of subjects treated with benefits highlighted by dermatological clinical study on 30 women, instrumental evaluation on 30 women and by clinical dermatological study on 14 women, after using the shampoo + lotion for 6 weeks. / ³Ex vivo instrumental assessment of bleached hair after one application of Elisièr Instant Bond Repair Pre-Shampoo Treatment, Shampoo and Conditioner (Pre-Shampoo Treatment and Conditioner: leave on for 10 minutes).

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

Sensitive, **ONLY OR** **STRESSED?**

All you need to know to identify your scalp type.

THREE PROFILES THAT ARE OFTEN CONFUSED, A MYTH TO BE DEBUNKED AND A THREE-STEP TEST TO FIND OUT, ONCE AND FOR ALL, WHAT YOU'RE DEALING WITH UP THERE.

Let's start with a quick honesty test. How many steps does your skincare routine have? Five? Seven? And how many do you dedicate to the skin just a centimetre above your forehead? That's right: none. Yet your scalp is skin in every sense of the word, in fact it is one of the areas of the body richest in sebaceous glands and follicles. The good news is that the

world of beauty has finally realised this and the 'skinification' of hair has led to an explosion of serums, scrubs and acid exfoliants conceived for the scalp. So what's the bad news? Before you fill your shower with products, you need to know what you're dealing with. Because treating a sensitive scalp like an oily one (or vice versa) is the quickest way to make matters worse.

So let's get comfy and find out how to recognise the different scalp types - sensitive, oily and stressed. These three profiles are often confused because they have several symptoms in common. Itch, discomfort and a few suspicious flakes could be present in all three cases. The difference lies in the details, and details are something we can learn to interpret.

the sensitive SCALP:

it doesn't just speak, it screams.

The sensitive scalp is not shy, it makes itself felt: a burning sensation after shampooing, a tingling when you brush your hair, that 'tight skin' feeling as soon as you get out of the shower, discomfort if you so much as tie your ponytail too tight.

All of these symptoms can sometimes be accompanied by widespread redness and an itch without visible dandruff.

THE CRUCIAL POINT IS THAT SENSITIVE SCALPS REACT TO EVERYTHING:

- excessively hot water,
- a hairdryer that is too close,
- frequent colour treatments,
- harsh shampoos,
- even unprotected exposure to sunlight.

Often, it's not our scalp that's the problem, it's what we do to it. The skin barrier, the invisible film that traps hydration and keeps irritants at bay, can be weakened by oil-stripping shampoos and excessive heat. With the result that everything causes discomfort. If this sounds like you, the key is less, not more: mild cleansing products without strong fragrances, lukewarm water, hairdryers at a safe distance and calming ingredients like panthenol, niacinamide and bisabolol. Sensitive scalps don't want to be 'treated', they want to be left alone.



MEDAVITA MAG RECOMMENDS

Velour Soothing Shampoo 250ml,
Velour Night Reset Serum 50ml.

THE
SENSITIVE SCALP
IS NOT SHY,
IT MAKES ITSELF
FELT.

SO YES, IF
YOUR SCALP
NEEDS IT, **YOU
CAN WASH YOUR
HAIR EVEN EVERY
DAY**, PROVIDED
YOU USE A MILD
CLEANSER.

Recognising an oily scalp seems easy: roots that become shiny the day after a hair wash, hair that goes limp quickly, and in some cases 'wet' dandruff that stays attached to the scalp instead of falling off onto the shoulders.

THE OILY SCALP:

the victim of the most persistent myth of them all.



MEDAVITA MAG RECOMMENDS

Puroxine Instant Anti-Dandruff Shampoo 250ml, Puroxine Fresh Purifying Micellar Water 150ml and Elisièr Fortifying and Regenerating Hair Serum 50ml.

Nothing mysterious so far. If anything, the mystery is how it survives the myth whereby the more you wash hair, the oilier it becomes, because that's not how it works.

SEBUM PRODUCTION IS GOVERNED PRIMARILY BY HORMONES AND GENETICS, NOT BY HOW OFTEN YOU WASH YOUR HAIR.

Shampoo doesn't 'train' your sebaceous glands to produce more, quite simply an oily scalp becomes oily again quickly, whether it is washed or not. So yes, if your scalp needs it, you can wash your hair even every day, provided you use a mild cleanser. What can, on the other hand, make the situation worse is the rebound effect caused by excessively harsh products, because stripping the scalp of its oils irritates it, and an irritated scalp is an unhappy scalp. Be sure to avoid applying rich oils and butters in contact with the roots of your hair. They are wonderful products, but only on the lengths. Lastly, if you love dry shampoos, use them as a bridge between washes, not a permanent substitute, because the built-up sebum needs to be removed.

THE STRESSED SCALP:

the symptom that takes its time.

Last but not least, we have the most elusive scalp type: the stressed scalp. It is not a permanent characteristic but an often short-term condition that can affect anyone, even a person who has always had a textbook scalp. Stress increases cortisol levels and the scalp is one of the first parts of the body to pay the consequences: a sudden itch with no obvious cause, intermittent flaking, previously inexistent sensitivity and out of control sebum production. Then comes the most devious sign of all: hair loss.

AT TIMES OF GREAT STRESS, THE HAIR CAN GO INTO A RESTING PHASE AND FALL OUT TWO OR THREE MONTHS LATER.

This is called telogen effluvium, and it's the reason why you might find your hairbrush full of hair in September if you had a particularly tough time in June. A stressed scalp can be recognised precisely thanks to its timing: the symptoms appear suddenly, often after particularly demanding periods, like exams, moving house, heavy workloads or sleepless nights. The strategy here should be external gentleness, internal balance. External gentleness means a minimal routine and a scalp massage (with your fingertips, never with your nails) lasting a few minutes, which promotes the microcirculation and is a simple anti-tension ritual. Internal balance, on the other hand, means sleep, proper downtime, seeking help, if required, and, most importantly, not panicking when you look at your hairbrush! In most cases, stress-induced hair loss is temporary and reversible.



MEDAVITA MAG RECOMMENDS

Requilibre Sebum-Balancing Shampoo 250ml, Requilibre Hair&Scalp Balancing Conditioner 150ml and Elisièr Fortifying and Regenerating Hair Serum 50ml.

THE STRATEGY HERE SHOULD BE **EXTERNAL GENTLENESS, INTERNAL BALANCE.**

TIME TO FIND OUT THE TRUTH: THE THREE-STEP TEST TO IDENTIFY YOUR SCALP TYPE



THE 48-HOUR TEST

WASH YOUR HAIR WITH A MILD SHAMPOO AND THEN EXAMINE IT.

1. Are the roots shiny one day later?
OILY TYPE.
2. Does your scalp feel dry, tight or itchy immediately after washing?
SENSITIVE TYPE.
3. Is the situation generally fine but with 'odd' episodes every now and then?
YOUR SCALP'S STRESSED OUT!



STAND IN FRONT OF A MIRROR IN NATURAL LIGHT

PART YOUR HAIR IN VARIOUS PLACES AND TAKE A CLOSE LOOK AT YOUR SCALP. IT SHOULD HAVE AN EVEN COLOUR SIMILAR TO THE SKIN ON THE INSIDE OF YOUR WRIST.

Extensive redness, flakes, and shiny patches all tell a different story.



THE SCALP DIARY

FOR TWO WEEKS, MAKE A NOTE OF WHEN YOU WASH YOUR HAIR, THE PRODUCTS USED, THE SYMPTOMS OBSERVED AND, MOST IMPORTANTLY, HOW YOU FEEL.

This is the most effective way to discover the links that can escape the naked eye.

Last, but not least, don't label your scalp forever. It changes with the seasons, hormones, age and phases of life. A scalp that is oily today might become sensitive after bleaching, and even the most-balanced scalp can be stressed out by a taxing year. Truly knowing your scalp means accepting you need to listen to it again every now and then.

WHEN DIY TREATMENTS ARE NOT ENOUGH

Self-diagnosis is fine, but it calls for a little common sense. There are signs that justify making an appointment with a dermatologist or a trichologist without delay, including intense and persistent itch, scabs or plaques, pain when touched, patchy hair loss, or severe hair loss lasting more than three months. In cases like these, products aren't the answer, no matter how carefully selected, and a professional diagnosis is a must. For everything

SELF-DIAGNOSIS IS FINE, BUT IT CALLS FOR A LITTLE COMMON SENSE. **THERE ARE SIGNS THAT JUSTIFY MAKING AN APPOINTMENT WITH A DERMATOLOGIST OR A TRICHOLOGIST.**

else, the golden rule of scalp care applies: your scalp is the soil, your hair the harvest. A well-balanced scalp is the basis for glossy, strong and vibrant hair, not yet another miraculous mask. So the next time you look in the mirror, instead of inspecting the ends of your hair, look a few centimetres higher, and focus on the place where it all comes to life.



MEDAVITA
Elisière

INSTANT BOND REPAIR LEAVE-IN CREAM

A REPAIRING LEAVE-IN CREAM THAT PLUMPS AND NOURISHES
DAMAGED HAIR, LEAVING IT SILKY AND SHINY.

+90%
INSTANT
SMOOTHNESS
AND SHINE*

+94%
INSTANT,
LONG-LASTING
FRIZZ CONTROL*

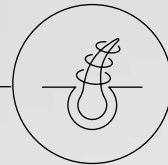
PROVIDES
UP TO
230°C
446°F HEAT
PROTECTION**

HOW TO USE

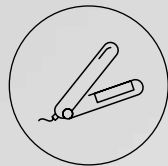
distribute over lengths and
ends of washed and towel-
dried, or dry hair. Style as
desired. Do not rinse out.



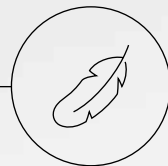
Ideal for colored,
damaged, and
stressed hair.



Tames frizz until
the next wash.



Protects from heat
up to 230 °C /
446 °F***.



More body
from the first
application,
without weighing
hair down.



*Results based on a subjective test on 50 women for 2 weeks.

**Ex vivo instrumental assessment of hair treated with Elisière Instant Bond Repair Leave-In Cream

ASK FOR IT IN ALL MEDAVITA SALONS

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

INSIDE OUT BEAUTY

by the Editors

...

AUTHENTIC BEAUTY DIETS:

WHAT REALLY BENEFITS
THE HAIR AND SKIN.

As miraculous gummies, collagen elixirs and the latest superfoods are appearing in shops everywhere, we decided to take a closer look and find out exactly what to put on our plates to make sure it actually reaches our hair.

Open your social media and the message is ubiquitous, from gummies that promise tresses fit for a mermaid, to 'glow' powers to be added to smoothies and peach-flavoured collagen elixirs. 'Beauty from within' is the trend of the moment, and the underlying concept - that the beauty of your skin and hair is shaped also by what you eat - is sound. The problem is how. Because there is a world of difference between what the claims promise and what nutrition science tells us, and within that world there are more illusions than certainties. So let's get things straight and find out exactly what really benefits the hair and scalp, what is background noise and what can actually be harmful.

The hair eats last

It is a little-known fact that the hair follicles are the most active structures in our bodies. Working tirelessly, they produce a centimetre of hair a month, and to do so they need a constant supply of energy, proteins, vitamins and minerals. The crucial snag, however, is that the body treats hair as a 'non-essential' tissue. In other words, when resources are in short supply, the body serves the vital organs first, and everything else gets the leftovers. This is why hair and skin are often the first tissues to suffer from a nutritional deficiency and the last to benefit from improvements. It's not a whim, but a question of biological principles, and it also explains why no hair mask, no matter how luxurious, can compensate for a chronically unbalanced diet.

THE BASICS

If hair had a shopping list, protein would be at the top of it.



Protein.

Hair is essentially made of keratin, which is a protein, so an inadequate protein intake results in finer and more brittle hair shafts and slower growth. Where can we find it? Eggs, fish, pulses, dairy products and lean meat, distributed properly over the course of a day.



Iron.

Next comes iron, a deficiency of which is one of the most common causes of hair loss in women of childbearing age. Iron is found in meat, fish, pulses and green leafy vegetables, and we have a handy tip to bear in mind. Plant iron is absorbed far more efficiently in the company of vitamin C, so go ahead and drink juice with your lentils and add peppers to your chickpea salad.



Zinc and selenium.

After this, we have zinc and selenium, which are essential for hair growth; vitamin D, which is often lower than it should be, especially in the winter.



Omega-3.

Omega 3s, which are found in blue fish, walnuts and flax seeds and are valuable for skin, because they maintain the hydrolipidic film that protects it, keeping it calm and comfortable.



Water.

Last, but certainly not least, comes water, because a dehydrated skin feels tight, itches and is more likely to flake.



THE GOLDEN RULE,
THEREFORE, IS: **BLOOD
TESTS FIRST**, THEN
– IF NECESSARY – A
SUPPLEMENT, CHOSEN
TOGETHER WITH YOUR
DOCTOR AND **TARGETED
TO ADDRESS A GENUINE
DEFICIENCY.**

The big misconception about supplements

Let's get straight to the point: do gummies actually work? The honest answer is 'it depends, but often they don't'. Let's take biotin, which reigns supreme in the world of hair supplements: it is useful if you have a proven deficiency, which is quite rare in people who eat a varied diet. If you don't have a deficiency, adding more won't create extra hair, just as adding bricks to a worksite that already has enough won't build a house. Quite the opposite, in fact, and this is the part that is less frequently discussed. With some nutrients the 'more is better' approach can be counterproductive, because a prolonged excess can result in side effects and even favour hair loss. The golden rule, therefore, is: blood tests first, then – if necessary – a supplement, chosen together with your doctor and targeted to address a genuine deficiency. Choosing a supplement randomly, because 'it can't hurt' is the most expensive way to produce vitamin-rich urine.

Smart shopping (without superfoods)

Sorry to disappoint you if you're looking for a magic ingredient, but there is no one food that can transform your hair. There is, however, a dietary pattern that works, and it's less exotic than you might think, because it looks a lot like the Mediterranean diet. Imagine a plate divided up like this:

half fruit and vegetables, varying the colours as though they were a palette; a quarter quality protein, alternating between fish, pulses, eggs and white meat; and a quarter cereals, preferably wholegrain, which provide B group vitamins and zinc. Add a handful of nuts or seeds a day, extra virgin olive oil as the main fat and, a couple of times a week, blue fish. Yoghurt, kefir and fermented foods deserve a special mention, because a balanced microbiota is essential for the scalp and hair. None of the foods on this list is glamorous, we know that, but it's consistency, not exoticism, that makes the difference.

Crash diets: sooner or later they take their toll

Now we come to a touchy but necessary subject: crash diets. When the body is subject to severe and sudden restrictions, it cuts off supplies to non-essential tissues, and guess who's first to suffer. Many follicles go into the resting phase at the same time, leading to massive hair loss a few months later, which could be after the diet is over, so you might not make the connection. The ironic result is that you end up buying hair loss treatment ampoules for a problem caused by what you eat. If weight loss is the aim, there is only one way that is kind to your hair: gradually, with a full complement of nutrients and, ideally, under the guidance of a nutrition professional.

Timelines, expectations and common sense

One last dose of realism, perhaps the most important of all: dietary results take months, not weeks. Hair grows about one centimetre a month, so the benefits of a better diet can be seen on hair after three to six months of consistency, whereas skin, which has a faster turnover, responds a bit sooner. Never trust anyone who promises quicker results. Watch out for the signals: if hair loss is heavy and persistent and brittle hair and nails are accompanied by tiredness and a pale complexion, you don't need another supplement, but a medical consultation and targeted tests. Sometimes the answer is a deficiency that can be easily fixed, provided you look for it. Ultimately, an authentic beauty diet is not a magic potion or a list of restrictions, but a varied, colourful and consistent diet followed diligently over time. It might be less Instaworthy, but it's definitely more effective. Next time someone promises you fairy tale hair in days, put down your gummies and stock up on your groceries, because real fairy tales are written at the table, one meal at a time.





MEDAVITA

HUILE D'ÉTOILE

RADIANCE REVEALING OIL

REVEALS SHINY, SILKY HAIR. THE RAPIDLY ABSORBED VELVETY TEXTURE GIVES HAIR INSTANT GLOSS AND BRILLIANCE, LEAVING IT SOFT, LIGHT AND SMOOTH TO THE TOUCH WITH AN INTOXICATING FRAGRANCE.

ASK FOR IT IN ALL MEDAVITA SALONS

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



SWEET CYPERUS:
Extreme
combability and
softness



LINSEED OIL:
Anti-frizz
effect



SACHA INCHI:
Strength and
lightness



MORINGA:
Deep
nourishment



Functional DESSERTS:



THE HEALTH BENEFITS OF A LITTLE TREAT

There was a time, not so long ago, when desserts were a forbidden realm. They were something to be ordered in a whisper, photographed before committing the 'sin', and atoned for with a spinning class and a detox smoothie the following Monday. Then something changed. Sweet food stopped begging forgiveness and started to work in our favour. Welcome to the age of functional desserts, where chocolate sides with collagen, tiramisu flirts with stress-relieving plants and an evening treat becomes a genuine beauty ritual. It is not a passing fad driven by social media, but a cultural paradigm shift, the end of punishing diets and the start of pleasure as a wellness strategy. And it affects us directly, because skin and hair always reflect what we put on our plates.

But what does 'functional' really mean?

Let's set the record straight, because the word is used constantly, and often out of context. Functional desserts are not simply low-calorie substitutes, or brownies with all the fun taken out. They are preparations conceived to do two things at the same time: give pleasure and bring a specific benefit. They contain ingredients chosen not just for their taste, but to serve a purpose: fibre to nourish our microbiota, polyphenols to counter oxidative stress, proteins to promote collagen synthesis and good fats to keep skin supple and hair soft and glossy.

The difference compared to the past is subtle but revolutionary. The 'healthy' confectionery of ten years ago was based on subtraction: sugarless, butterless, joyless. Functional desserts are based on addition: what can I put in this dessert so that it is actually good for me? The result is a generation of sweet foods that, instead

JUST AS SKINCARE AND HAIRCARE HAVE THEIR CULT ACTIVE INGREDIENTS, FUNCTIONAL CONFECTIONERY HAS ITS **STAR INGREDIENTS**. AND THE **SIMILARITIES ARE ANYTHING BUT A COINCIDENCE.**



of wistfully imitating 'real' desserts, create a new, distinct, and often surprising pleasure.

The glow-inducing pantry

Just as skincare and haircare have their cult active ingredients, functional confectionery has its star ingredients.

And the similarities are anything but a coincidence.

Take raw cocoa, one of the most concentrated sources of flavonoids in the plant kingdom, molecules that research has linked to better micro-circulation. This is the same micro-circulation that puts 'healthy colour' in our cheeks and carries oxygen to the scalp: a well-supplied terrain is the base on which strong hair grows. A piece of dark chocolate with at least 75% cocoa isn't a treat, but a small antioxidant ritual.

Then we have dates, the true champions of smart sweetening. Unlike refined sugar, they come complete with fibre, potassium and other minerals and release their sweetness more gradually. Translated into beauty-speak, this means fewer glycaemia peaks, and so less glycation, the process by which excess sugars 'stiffen' collagen fibres, accelerating the formation of wrinkles and loss of tone. That's right, choosing how to sweeten a dessert is a genuine anti-age decision.

Now let's take nuts and seeds, and here our community of hair-lovers will be all ears: almonds, walnuts, pumpkin seeds and flax seeds are packed with vitamin E, zinc, biotin and omega 3. Zinc benefits the physiological hair growth cycle, biotin is the vitamin favoured by anyone yearning for full-bodied lengths, while omega 3s nourish the scalp and counteract dryness. A handful of chopped nuts on a mousse is not just a crunchy topping, it's a treat for your hair. Then there's L-theanine-rich matcha, which delivers clean energy without making you jittery, and yoghurt or kefir, which are good friends to the pathway connecting the gut, skin and hair that dermatologists and nutritionists have come to describe as a two-way motorway. When the microbiota is happy, it shows: skin tone becomes more even, the body feels lighter, and hair is glossier and more vibrant.

COLLAGEN PEPTIDES, NOW STAR INGREDIENTS OF SERUMS AND SUPPLEMENTS, HAVE MADE A **GRAND ENTRANCE** INTO THE WORLD OF **DESSERTS**, DISSOLVING FLAVORLESSLY IN **MOUSSES, HOT CHOCOLATES, PANNA COTTA AND ENERGY BALLS.**

Adaptogens and collagen: where desserts overlap with the beauty routine

The most compelling page of this story is the one where confectionery and cosmetics swap ingredients like two friends swapping lipsticks. Collagen peptides, now star ingredients of serums and supplements, have made a grand entrance into the world of desserts, dissolving flavorlessly in mousses, hot chocolates, panna cotta and energy balls. The idea of sipping a hot chocolate that works silently to improve the firmness of skin and scalp health holds something delightfully futuristic, explaining why collagen desserts can be found everywhere, from Seoul cafés to Milanese brunches. And then we have adaptogens which, despite their technical appellation, are simply plants, roots and mushrooms that help the body adapt better to stress, hence the name. They don't excite or calm, but rebalance. The best-loved adaptogens are ashwagandha, maca and reishi, and they come from ancient traditions, like Ayurveda and Chinese medicine. A maca brownie or a golden milk with a hint of honey are not magical potions (never trust anyone who promises miracles by the spoonful), but they are a clever way to introduce these ingredients into a routine, in a consistent and, more importantly, pleasurable way. These ingredients are twice as important for our hair, as chronic stress is one of hair's archenemies, because it can drive the follicles to enter their 'resting phase' sooner than they should. In other words, anything that helps us cope with tension, be it an infusion, a deep breath or a functional dessert, is also a strategy for fuller-bodied hair. We must, however, add a word of caution: plants and supplements are not for everyone and if you're undergoing medical treatment or have health concerns, your doctor must always have the final say. A well-informed glow is the only glow we're interested in.

Pleasure as an active ingredient

There is an aspect that nutritional information labels don't mention, but which actually deserves a place of honour: pleasure itself is functional. Eating something that tastes good, calmly and guiltlessly, lowers our perception of stress. Chronic stress, with its baggage of cortisol, is one of the best known enemies of beauty, because it makes skin more reactive and dull, increases fatigue, and makes hair less full-bodied and lustrous precisely at particularly stressful times. This is why the most potent functional dessert is not necessarily the one with the most virtuous ingredient list, but the one eaten properly: sitting down, fully present, and ideally away from all screens. Mindful eating is the most indulgent form of meditation and, frankly, out of the two we already know which we are never going to skip. Guilt, on the other hand, is the most inflammatory ingredient of all. Demonsing sweet foods fuels a vicious circle of restriction, sudden craving and excess that does no good to either your mood or your reflection. Functional confectionery ultimately proposes a truce: to stop categorising food into saints and sinners and start asking ourselves, quite simply, what is good for us. Good for both body and mind.

The (sweet) morale of the story

Functional desserts get our vote because they overturn a narrative that we've been carrying around for too long: that beauty and pleasure are at war, and each spoonful is a small surrender. The new wellness confectionery concept says exactly the opposite: that pleasure, when it is smart, is a treatment in itself. An evening treat can work synergistically with your night cream or Sunday hair mask. And glow - authentic glow - starts with a system where skin, body, hair and mood are all balanced. So yes, this evening treat yourself to that piece of dark chocolate, that mousse or that infusion with honey and its leisurely rituals. Do it knowing that sweetness, when chosen properly, is not the opposite of discipline, but its more evolved and infinitely chicer version.

Three ways to treat yourself this evening

Now you're ready to put theory into practice, here are three ideas that require more enthusiasm than talent. A dark chocolate and avocado mousse - creamy, rich in good fats and vitamin E, and beneficial for the skin and hair - that can be whipped up in a blender in just five minutes.

Truffles made of dates, cocoa, hazelnuts and pumpkin seeds, to be kept in the fridge for those late afternoon cravings: a stash of zinc disguised as a treat.

Golden milk panna cotta with turmeric, coconut milk and a hint of honey, for a comfort food worthy of a health retreat and ideal as the last snack of the evening.

None of these recipes can replace meticulous skincare, consistent haircare or a balanced diet, but they are all based on the same idea, the concept that self-care is not a set of sacrifices, but a system of carefully chosen pleasures.



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

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



City Guide Milan: *beauty, brunch and wellness*

Some cities are a delight to behold, others move to a special beat. Milan undoubtedly belongs in the latter category. It is a fast-moving, continuously evolving city driven by energy, work, fashion, design and

innovation. However, beneath this dynamic surface, lies another Milan, quieter, slower and more mindful. It is a Milan that can be savoured in the little things: a leisurely breakfast, restorative downtime between meetings, a stroll with no specific

destination in mind, a special treat dedicated to you alone. It is here that the concept of contemporary wellness takes shape. Wellness that no longer means escaping from the city, but the ability to find one's balance within the city.

TIME, *the new luxury*

In a culture that champions speed and productivity, time has become the ultimate contemporary luxury. Not the kind defined by efficiency, but the kind that is not driven by performance. Milan, perhaps more than other cities, exudes this constant tension between acceleration and the need for a break.

Diaries are packed, the days are hectic and the commitments endless, yet this is exactly when we most need to find some personal space, no matter how small or imperfect, that is not geared towards productivity. Time not for doing, but simply for being.

It is in this space that we find the new take on urban wellness.

START *the day slow*

How we start the day has a greater impact than we might think. Increasingly, Milanese breakfasts are no longer a hurried affair but a moment to savour.

Brunch culture has become a veritable staple of contemporary lifestyles and instead of being all about food, atmosphere, lighting, pace and socialising have become important factors.

One of the locations that best embodies this new mood is **Biancolatte**, which is now recognised as an iconic spot for anyone looking for a cosy, familiar setting without forgoing a curated aesthetic. Here, breakfast is a daily ritual of simple gestures and a homely ambience that invites you to take things easy.

Taking the time to sit down, browsing the menu in a leisurely manner and allowing time to slow down are



Brunch culture has become a veritable staple of contemporary lifestyles.

details that can make the difference to the quality of your day. Milanese brunch reflects a broader transformation in which, instead of shunning its energy, the city learns to contain it within more humane spaces.

WELLNESS *as an urban space*

In recent years, Milan has revolutionised the concept of wellness by making it a natural extension of daily life instead of a separate activity. Wellness today is found in short breaks, brief interludes, gaps between commitments. It no longer requires distance or isolation, but mindfulness.

Within this new landscape, **QC Termilano** is one of the most emblematic embodiments of urban wellness. It is a place where the city seems to melt away, despite its central location. Geothermal pools, sensory experiences and immersive environments create a sense of time standing still, allowing us to reconnect with a deeper dimension of our body and mind.

Far from being limited to winding down, it is an experience that redefi-

nes our relationship with the pace of everyday life.

For a more intimate and exclusive approach, **The Spa at Four Seasons Milano** offers a completely different wellness experience. Here, the idea of luxury is never flaunted, rather it is expressed through restraint, silence and meticulous precision, allowing time to take on a different, more rarefied and essential consistency, even in the heart of the Quadrilatero della Moda, Milan's fashion district.

In both cases, the message is clear: wellbeing is not somewhere else, it can be found inside the city if only we choose to change perspective.

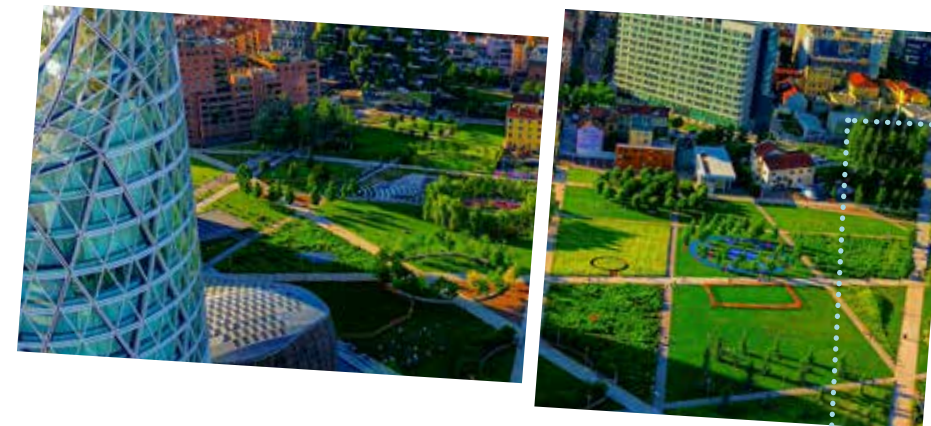
The real revolution in contemporary wellness lies perhaps not in grand gestures but in micro-breaks.



EXPLORING *by foot*

Milan is also a city to be walked rather than merely visited.

Between its historic neighbourhoods and modern architecture, hidden courtyards and contemporary squares, it offers a continuous alternation between visual stimuli and unexpected interludes. Brera, with its cobbled streets, art galleries and independent boutiques, retains an almost intimate dimension, whereas Porta Nuova, with its vertical lines and international outlook, propels one into the future. It is between these two extremes that the contemporary identity of Milan is built. One of the most fascinating routes for discovering the city's evolution is the walk connecting Piazza Gae Aulenti with the Biblioteca degli Alberi park, where the urban landscape gives way to vegetation and nature becomes an integral part of the architectural experience. Walking through this space allows one to observe the city while it continues to operate, but from a different, more detached and more conscious perspective.



THE CONTEMPORARY *take on beauty*

In a city like Milan, beauty too has undergone a radical transformation. No longer merely a matter of aesthetics, it means experience, perception and connecting with oneself.

Caring for your hair, skin and body is no longer considered mere image maintenance, but part of a broader balance.

A case in point of this evolution is **Charme & Cheveux Suite**, which treats the concept of hair wellness as a veritable modern-day ritual. Here, haircare is not merely styling, but a process combining listening, treatment and focusing on the health of the hair's living matter.

The salon therefore becomes a place for mindful rest, where aesthetic treatments blend with personal wellness and the increasingly prevalent need to wind down.

THE VALUE *of daily downtime*

The real revolution in contemporary wellness lies perhaps not in grand gestures but in micro-breaks.

Milan, with its frenetic pace of life, makes it clear just how important it is to take things slow: a leisurely breakfast, a stroll without a precise destination, a beauty treatment, some digital downtime. It's not a case of fitting more activities into the day, but changing the way we address them.

Wellbeing originates from the quality of presence, not from accumulation.

ATTAINABLE BALANCE

Although Milan never stops evolving, it manages to retain one of its distinctive features: the ability to merge energy and composure, acceleration and focus, ambition and self-care. It is in this constant tension that its most authentic charm lies. It might not be a perfect city, but it is a livable one.

A city that doesn't ask to slow down completely, but teaches us how we can find space for ourselves even when on the go.

A WELL-KEPT *secret*

There is a place in Milan that doesn't announce itself, but invites you to discover it.

Inside the **Biblioteca degli Alberi**, in the heart of Porta Nuova, lies a rarefied dimension that changes with the light of day. It is not a place to be 'done', but to be strolled through at a leisurely pace. Sitting on a bench, watching the flow of people, allowing the greenery to merge with the city's architecture, time here doesn't stop, but slows down. And it is precisely in this slowing down that we can find one of the most authentic forms of urban wellness.





MEDAVITA

Gift something special
to your loved ones:

enjoy the magic of the festive
season with our *limited edition*
Christmas Boxes.



A gift of
pure beauty



HUILE D'ÉTOILE

Captivating Oils
Shampoo 150 ml, Shining Oils
Hair Mask 150 ml, Radiance
Revealing Oil 15 ml



**ELISIÈRE
INSTANT BOND REPAIR**

Instant Bond Repair Pre-Shampoo
Treatment 50 ml, Instant Bond Repair
Shampoo 100 ml, Instant Bond Repair
Conditioner 100 ml, Instant Bond Repair
Leave-in Cream 50 ml



GLOSSYNATION

Glaze & Glow
Shampoo 150 ml, Weightless
Glow Conditioner 150 ml, Glow
Coat Anti-Humidity Spray 150 ml

DISCOVER THE NEW CHRISTMAS BOXES AT MEDAVITA SALONS

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

FUTURE BEAUTY

by the **Editors**

...

STRAND ANALYSIS



KERATIN INDEX 98%



HYDRATION OPTIMAL



HAIR ANALYSIS



THE ERA OF HYPER-PERSONALISATION:

artificial intelligence
at the service of beauty

Personalisation has become the buzzword of contemporary beauty. From skincare to nutrition and wellness, consumers are increasingly demanding more products, services and experiences designed to meet their specific requirements. They are not looking for universal solutions, but individual answers. This cultural transformation is redefining the very concept of beauty and artificial intelligence is one of its most powerful drivers.

This evolution is particularly evident in the haircare sector. For years, per-

sonalisation was based primarily on the stylist's experience and ability to observe, listen to and fulfil customers' needs. Although this ability is still crucial, it can be supported by tools able to collect, process and leverage an unprecedented amount of information.

Artificial intelligence is not merely a new technology to be applied in salons. It is a paradigm shift. It allows

us to progress from personalisation based mainly on intuition to more accurate, dynamic and potentially predictive data-based personalisation.

**PERSONALISATION
HAS BECOME THE
BUZZWORD OF
CONTEMPORARY
BEAUTY.**



THE **REAL**
EVOLUTION
ARTIFICIAL
INTELLIGENCE HAS
BROUGHT ABOUT
DOES NOT REGARD
THE COLLECTION
OF **DATA** SO
MUCH AS THEIR
INTERPRETATION.

AI is able to link all these variables and identify correlations and patterns that are difficult to process manually. The result is a better understanding of the individual and the possibility to devise protocols that are genuinely bespoke. In doing so, artificial intelligence does not replace professional experience but enhances its potential. It offers new interpretation tools that help professionals to make even more accurate and well-informed decisions.



FROM MASS CUSTOMISATION TO INDIVIDUAL BEAUTY

For a long time, the beauty industry operated on the basis of market segmentation. Dry, greasy, coloured, fine or damaged hair are useful but inevitably simplified labels. We now know that each person is a unique combination of biological characteristics, habits, environmental factors and lifestyles.

Two customers with apparently similar hair can have very different requirements. Exposure to the elements, stress levels, diet, washing frequency, use of heated appliances and even climate affect scalp balance and fibre quality on a daily basis. And this is where hyper-personalisation - the ability to devise beauty routines for individuals rather than categories - originates.

THE **AIM**
IS NOT TO FIND
THE **RIGHT**
TREATMENT FOR A
SPECIFIC **HAIR TYPE**,
BUT TO IDENTIFY THE
MOST EFFECTIVE
SOLUTION FOR
THAT **PARTICULAR**
PERSON, AT THAT
PRECISE **MOMENT**
OF THEIR **LIFE**.

The aim is not to find the right treatment for a specific hair type, but to identify the most effective solution for that particular person, at that precise moment of their life.

WHEN DATA BECOMES KNOWLEDGE

Scalp and hair analysis technologies have been commonplace in professional salons for several years now. Trichocameras, imaging systems and diagnostic tools already allow us to thoroughly observe conditions that are often invisible to the naked eye. The real evolution artificial intelligence has brought about does not regard the collection of data so much as their interpretation.

Each analysis generates a wealth of information: hydration level, sebum production, skin sensitivity, density, fibre condition, any signs of stress or changes in the balance of the scalp. Then we have the information gleaned from customer consultations, including everyday habits, previous treatments, expectations and lifestyle.

MEDAVITA MAG RECOMMENDS



Elisière

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

+53%
Stronger and
more robust
hair*

+60%
Shinier and more
beautiful hair*

6hrs

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



ELISIÈRE

Strengthening and
regenerating hair serum.

ASK FOR IT IN ALL MEDAVITA SALONS

* 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.

THE SALON AS A SMART ECOSYSTEM

One of the most compelling aspects of AI applied to haircare regards the continuity of relations with the customer.

Until now, each appointment was a fairly isolated occurrence, where we analysed the current situation and defined the most appropriate treatment. New technologies, however, now allow us to build a sophisticated record of the beauty process.

**SALONS
COULD BECOME
FULLY-FLEDGED
SMART
ECOSYSTEMS.**

Each consultation, each treatment and each new analysis can enhance the customer's profile and create a knowledge base that grows over time. Artificial intelligence can leverage this data to monitor the evolution of the scalp and hair shaft, identify meaningful changes and suggest how to adjust the protocol, if necessary.

The result is a more dynamic approach in which customisation is not a snapshot but an ongoing process.

In the future, salons could become fully-fledged smart ecosystems, able to assist customers throughout their hair health journey, by gradually adjusting

services and treatments to meet their evolving needs.

A STEP TOWARDS PREDICTIVE BEAUTY

If personalisation is already a reality, predictive capabilities could be the next frontier.

Next-generation algorithms are designed to identify recurrent patterns within large datasets. When applied to haircare, this capacity could allow us to recognise early signs that precede certain phenomena, and suggest targeted interventions before the problem becomes obvious.

It is not a matter of formulating medical diagnoses but facilitating an increasingly proactive approach to managing hair health and beauty. Imagine a system able to detect gradual fibre hydration loss, increased skin sensitivity or seasonal changes in scalp conditions. This information might allow stylists to take timely action and thus optimise the treatment process.

The approach therefore shifts from correction to prevention, a concept that has already earned a place in many areas of wellness and is set to become increasingly important in professional beauty as well.

TECHNOLOGY MEETS THE HUMAN FACTOR

The arrival of artificial intelligence in the world of beauty inevitably leads to the question 'what role will professional hairdressers play?'

The answer is probably one of the most compelling aspects of this transformation. The more sophisticated the technology, the greater the value of human expertise.

AI can collect data, process it and generate suggestions. However, it can't replace listening, empathy and the ability to interpret customer expectations or transform a techni-

cal consultation into a trust-building experience.

Beauty is a profoundly interpersonal discipline. Behind every request lie not only biological characteristics, but wishes, emotions, habits and personal perceptions.

This is why the future will not be made of automated salons, but of professionals assisted by increasing sophisticated equipment. While technology will provide more accurate information, human experience will continue making those data meaningful by translating them into concrete, customised solutions.

**THE MORE
SOPHISTICATED
THE TECHNOLOGY,
THE GREATER THE
VALUE OF HUMAN
EXPERTISE.**

THE FUTURE LOOKS PERSONAL

For years, innovation in the world of beauty has been associated above all with developing new ingredients, formulations and devices. Now the most significant change could be something else all together, the ability to understand each person in all their uniqueness.

Artificial intelligence is a crucial step in this direction. Not because it replaces professional know-how, but because it allows us to make the most of it through a more thorough and complex knowledge of the customer. In a sector that is increasingly geared towards experiences and customisation, true luxury will not be having access to a greater number of products or treatments, but receiving answers devised to meet our specific needs.

The era of hyper-personalisation has only just begun. And its purpose is not to make beauty more technological but more personal.





MEDAVITA

Choice

COLOR NON COLOR

enriched with
NutriKeraPlex®

TONES
COSMETIC
COLOUR

REFRESHES
LACKLUSTRE
TONES

GLOSSES
LENGTHS

PERFECTS
BLEACHED HAIR
AND BALAYAGE

DOES
NOT LIFT

ANTI-AGEING



Semi-permanent, ammonia-free
oleo-gel colour with acid pH.

Enriched with a special conditioner
that smooths hair, seals scales and
enhances natural colour shine.

ASK FOR IT IN ALL MEDAVITA SALONS

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

SALON TOUR

by the Editors

INTERVIEW WITH
SAMIR SRIVASTAV
LOOKS SALON PVT. LTD.

I HAVE ALWAYS BELIEVED THAT SALONS **ARE BUILT BY PEOPLE**, NOT BY INTERIORS OR BRANDS.



Looking back at your early days, what moment or experience changed the way you see business?

S: The turning point came when I realized we were not just in the business of beauty—we were in the business of confidence. Seeing clients walk out taller, smiling, and feeling better about themselves made me understand that our real product is how people feel. That changed everything about how I built the business.

What do you think concretely sets you apart from other entrepreneurs in the hairstyling industry?

S: I have always believed that salons are built by people, not by interiors or brands. For over 20 years, my focus has been on investing in education, creating career oppor-

tunities, and building long-term relationships with our teams. When you take care of your people, they take exceptional care of your clients.

What is the boldest decision you've made that marked a turning point in your journey?

S: Expanding aggressively while continuing to invest in training and premium experiences was probably the boldest decision. Many believed India wasn't ready for luxury salon experiences at scale, but I believed the Indian consumer was evolving. That conviction helped shape our growth.

How much of your brand reflects your personality and your vision of success?

S: A great deal. LOOKS reflects my belief that luxury should be





THE COMPLIMENT
THAT MEANS THE
MOST TO ME IS WHEN
CLIENTS TELL ME,
“**YOUR PEOPLE
NEVER LEAVE YOU,**
AND THAT’S WHY
THEY MAKE **US FEEL
SO CARED FOR.**”



warm, welcoming, and human. Success, for me, isn’t measured only by the number of salons—it is measured by the careers we build, the confidence we create, and the trust clients place in us every day.

If you had to describe your approach to business in one word, what would it be and why?

S: People. Every successful business is ultimately about people—clients, employees, partners, and communities. Technology and trends evolve, but investing in people never goes out of fashion.

What is the compliment you receive most often that truly represents you as a leader?

S: The compliment that means the most to me is when clients tell me, “Your people never leave you, and that’s why they make us feel so cared for.” It tells me we’ve built a culture where people feel valued, and that culture reaches every client.

How do you ensure high standards and consistency across all locations in your chain?

S: Consistency comes from systems, training, and culture. We invest continuously in education, standard operating procedures, audits, and leadership development. More importantly, we ensure every team understands that delivering a memorable experience matters as much as delivering a great haircut or colour.

What legacy do you want to leave in the beauty and entrepreneurship industry?

S: I hope to be remembered as someone who helped professionalize the Indian salon industry, elevated beauty as a respected career, and created opportunities for thousands of professionals to build meaningful, successful lives.

How do you recognize and develop talent within your teams?

S: Talent is often about attitude before skill. I look for curiosity, discipline, empathy, and the willingness to learn. Skills can be taught, but the right mindset creates future leaders. We invest heavily in mentoring and continuous education to help people reach their potential.

What is one mistake you made that taught you the most valuable lesson?

S: Early in my career, I sometimes believed systems alone could drive success. Over time, I learned that culture is even more powerful than process. Strong systems create consistency, but a strong culture creates commitment.

Where do you see your brand and the beauty industry in the next 5–10 years?

OVER TIME,
I LEARNED THAT
**CULTURE IS EVEN
MORE POWERFUL
THAN PROCESS.**
STRONG SYSTEMS
CREATE CONSISTENCY,
BUT A STRONG
CULTURE CREATES
COMMITMENT

S: The future of beauty in India will be driven by the convergence of beauty, wellness, healthcare, and technology. Clients will seek personalized experiences backed by diagnostics, AI, wellness, and preventive care. Salons will evolve from being service destinations to trusted lifestyle and wellbeing partners. I believe India will become one of the world’s most exciting beauty markets, and we intend to lead that evolution. ■



Publisher:
Medavita SpA

Editorial and Art Direction:
Medavita

Graphic Design:
Valentina Tomba, Marzia Bello e Susan Traverso
per Studio Idee Materia www.wearesim.it

Those who contributed to this issue:
Monica Mistretta, Samir Srivastav

Photo:
Kamil Strudziński, Gianmaria Fioriti, Stefano Vacca,
Luca Segatto, Davide De Piero, Sandro Pivetta, Andrea Penisto

Hair:
Alessandro Rebecchi, Giovanni Iovino

Make-up:
Mary Cesardi

Stylist:
Marzia Fossati, Rujana Cantoni

Translation:
We Translate Beauty
www.wetranslatebeauty.it

LOTION
CONCENTRÉE:
13 OFFICINAL
PLANTS
EXTREMELY
POWERFUL
AND EFFECTIVE,
THAT BRINGS
ENERGY
AND VITALITY
TO THE SCALP
AND HAIR.



MEDAVITA

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



8 056126 791058

P00481 - Published in September 2026



MEDAVITA