

JOC
CURE

barex®
italiana



Invest in your scalp

Introducing

EXFOLIATING SHAMPOO

A FERTILE SOIL

Strong, healthy hair grows on a healthy scalp, just like a plant sprouts on a fertile soil.

It is a serious mistake to forget the **close bond** that exists between the health of the skin and the beauty of the hair. In fact, we are not used to considering the scalp as an **integral part of our skin**: we carefully take care of the face and hair lengths but we often forget what is at the base of the hair **until a specific problem arises**.



DEEP CLEANSING

As any area of the skin, impurities and dead cells can accumulate on the scalp clogging the pores.

For this, **scalp exfoliation is a very important step.**

This peeling **liberates** the scalp from substances that can compromise its proper functioning: dead cells are eliminated by allowing the skin to breathe, providing **new vital nourishment** to capillary bulbs, and promoting better absorption of subsequent treatments.



NEW

Inspired by *skin care* and the increasingly number of alternatives to mechanical exfoliation, the new shampoo-treatment allows to **combine the exfoliating action of a scrub with the cleansing action of a shampoo** in a single product.

The exfoliating action is determined by **acids** which, by breaking the intercellular bond, remove dead cells **promoting and accelerating cutaneous renewal.**



the ingredients
SCOTS PINE

Symbol of immortality and robustness, it adapts to the most demanding climates as it does not lose its needles, thus **saving time and energy** since it does not need to produce new leaves.

Near the Scots Pine, the beat rate of our heart slows down delivering a calmer and peaceful sleep, making us feel good.

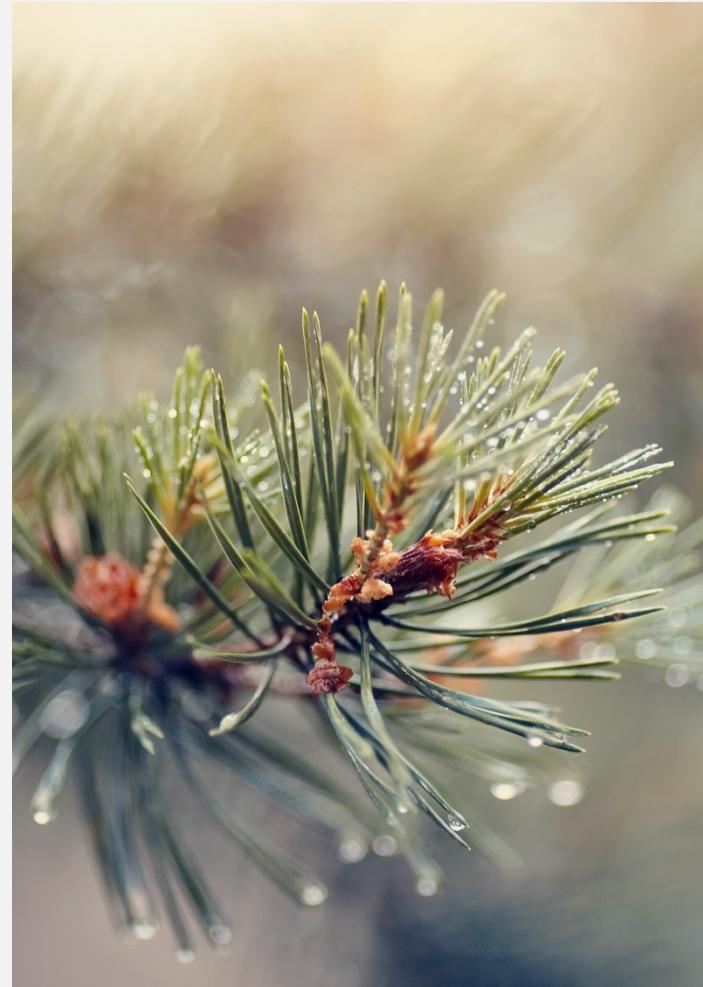


the ingredients

SCOTS PINE NEEDLE EXTRACT

Renowned for its **antiseptic virtues**, the Scots Pine Needle Extract performs powerful **purifying action** that:

- helps restore the **balance** by eliminating impurities
- **cleans** the scalp thus providing well-being to the hair
- **revitalizes and regenerates** contributing to the renewal of the scalp



the ingredients

AHAs that are ALPHA HYDROXY ACIDS

Inside many vegetables, they are also called **fruit acids** and represent the first choice for "skin chemical exfoliation".

We have thus selected fruits of different plants produced in specific areas in Italy:

- **organic Grape Skins** from Emilia (*Tartaric acid*)
- Sicilian **Lemons** (*Citric acid*)
- **Apples** from Trentino (*Malic acid*)

Moreover in the formula there is **organic Wheat Bran Extract** derived from Po Valley, very useful for its antioxidant properties.



*Italian
fruit mix*

the ingredients AHAs that are ALPHA HYDROXY ACIDS

The mix of acids and extracts comes from the selection and processing of **food waste** from specific areas of Italy where the cultivation of these plants is considered a **centuries-old tradition**.

As part of our journey towards sustainability, the choice of **zero-kilometer ingredients** represents a further step in **supporting biodiversity and the environment** and, at the same time, a guarantee of **extreme quality** right from the origin of the raw material.



*Italian
fruit mix*

the ingredients

AHAs that are ALPHA HYDROXY ACIDS

AHAs gently, but effectively, renew the scalp with a **consequent increase in the production of collagen and elastin**, responsible for skin hydration and elasticity.

At the same time, they **moisturize and nourish** enhancing **brightness** and **protecting hair color** from fading thanks to its high antioxidant action.



*Italian
fruit mix*

cleansing

EXFOLIATING SHAMPOO

200 ml

Extra purifying peeling and delicate cleansing.

Deeply **exfoliates** promoting cell renewal and stimulating collagen production. Thanks to the delicate action of AHAs it **re-oxygenates, relaxes and prepares the scalp** to receive subsequent treatments.

Use once a week or every other week.

SLES FREE - PARABEN FREE - COLORANT FREE



THE PERFECT VEGAN ROUTINE



Detox & Exfoliate



cleansing + exfoliation



treatment for lengths

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