

The background of the entire image is a repeating pattern of olive branches. Each branch is rendered in a simple, sketchy line-art style with small, pointed leaves and clusters of olives. The olives are shaded with fine lines to give them a three-dimensional appearance. The pattern is set against a light beige background with a soft, watercolor-like wash of warm orange and yellow tones, particularly concentrated in the center where the text is located.

contemporà

ITALIAN PROFESSIONAL HAIRCARE

barex[®]
italiana

NEW AWARENESS

Today consumers are increasingly choosing nutrient-dense foods for their health and wellness.

There are countless recipes that nourish our body, skin and hair which attract the attention of consumers of all kind, up to the millennials, who believe that **“eating and living clean” is a lifestyle.**

This growing interest in a more healthful diet meets the beauty world resulting in a growing demand for **healthy beauty.**



*Eat clean
drink water
stay active
be healthy*

FROM SUPERFOOD TO BEAUTYFOOD

Superfoods are foods **high in nutrients, antioxidants and minerals** which are an authentic **energy boost** for our body.

Beauty industry is embracing these **“Good-for-you” ingredients** which are becoming the key to enrich, strengthen and protect skin and hair; for a **Superfood Hair transformation!**



CONTEMPORA HAIR SUPERFOOD IS RENEWED

A **unique recipe** for your hair. A **mix between food, beauty and efficacy** for a professional treatment that exalts the hair.

Formulated with the **Natural Superfood Technology** system that combines, in every treatment product, the ***Oil of an extraordinarily powerful Superfood with pure and exclusive Oils***, naturally rich in vitamins, nutrients and antioxidants which are able to deeply **revitalize and repair** your hair.

5 natural rich and nutrient recipes, to deal instantly with hair issues building the basis for **a long-lasting complete wellbeing**.



Sup
tec
Sup
tec
Sup
tec



ONE OIL TO RULE THEM ALL

The **Seaberry Oil** is one of the **most powerful** natural ingredients in the world cherished like **miraculous food** since ancient times. It offers an authentic **cocktail** consisting of ***Omega 3, 6 and 9, Carotenoids, Vitamins A, C and E.***

It is also one of the main **vegetable sources** of fatty acid ***Omega 7,*** which provides skin **regeneration** and **repairing properties.**





Seaberry Oil

It is an extremely rich fruit which:

- Contains **3x more Vitamin A** than Carrots
 - Contains **30x more Vitamin C** than Oranges
 - Is the **highest source of Vitamin E** among all fruits
 - Is an effective **restorative and immunostimulant** remedy
- 

COLOR RECIPE: FEED YOUR HAIR. PRESERVE YOUR COLOR.

After color treatments, hair requires **special attention and extra protection**. Contempora Colored Hair treatment programme helps colored hair preserve its **brilliance** while **protecting it** from fading, making color **last in time**.

RESULTS

Color vibrancy is enhanced, hair is deeply moisturized and soft appearing extremely shiny and full of body.



hair superfood

Seaberry



natural oil

Pomegranate



INGREDIENT FOCUS POMEGRANATE OIL

It is a precious ingredient with a unique and rare composition.

It is a good source of essential fatty acids and **contains about 60% of Omega 5**, a polyunsaturated fatty acid very uncommon and appreciated for its **lenitive and protective properties**.

It has a **powerful antioxidant effect** and **protects** hair and scalp from **damage caused by harmful UV rays**.



THE BENEFITS OF THE INGREDIENTS for a winning combination

Have a
deep moisturizing action

Protect
colored hair

Act as
powerful antioxidant

Fight
free radicals

Nourish hair

Strengthen
hair fiber



COLOR RECIPE: THE PRODUCTS

COLOR PROTECTION SHAMPOO

A color-safe, SLES-free shampoo that **helps preserve** color brilliance and intensity. Gently cleanses, **defends hair from photo-oxidation** while providing **deep nourishment**. It protects hair from external aggressions, making color **longer lasting**.

Use

Apply to damp hair, massage and let set for a few minutes, then rinse.

SLES FREE
CDEA FREE



500 ml



1000 ml

pH 4.5

colored hair

PARABEN FREE

COLOR PROTECTION CONDITIONER

A **lightweight texture** that instantly **detangles** hair, providing moisture and shine.

It **defends hair color from fading** while delivering nourishment, leaving color-treated hair stronger and more resistant. It **ensures** long lasting color brilliance.

Use

Apply on washed hair, let set a few minutes then rinse.



400 ml

1000 ml

pH **4.5**

BLONDE RECIPE: FEED YOUR HAIR. PRESERVE YOUR COLOR.

Blonde hair needs **gentle, nourishing and moisturizing care**. Moreover, they love to shine! Contempora Blonde Hair treatment program acts instantly on the fiber, **strengthening and illuminating** the hair.

RESULTS

Whether it's natural, bleached or highlighted blonde, your hair will be strong, **soft and extremely shiny** with **deep cool undertones**.



hair superfood

Seaberry



natural oil

Blackcurrant Seed



INGREDIENT FOCUS BLACKCURRANT SEED OIL

Blackcurrant Seed Oil contains all the **Omega 3, 6 and 9 acids** that make it a valuable **nourishing and hydrating oil**. Also, very rich in Citric Acid, Minerals, Vitamins, Polyphenols and Anthocyanins for an extraordinary **protection from free radicals**.

It performs a **powerful strengthening action**, giving **elasticity and softness** to the hair. It provides **exceptional hydration** to the fiber protecting hair from external agents.



THE BENEFITS OF THE INGREDIENTS for a winning combination

Nourish and
moisturize hair

Defend from
photo-oxidation

Represent an important
source of **essential fatty
acids**

Protect
blonde hair

Improve **softness
and manageability**

Strengthen
hair fiber



BLONDE RECIPE: THE PRODUCTS

TONING SILVER SHAMPOO

With **blue-violet pigments**, it **neutralizes yellowish tones** on white, blonde and bleached hair for **color that's always bright, cool and uniform**. It defends hair from photooxidation while providing **nourishment** and it **strengthens** the hair **giving softness**. Contains **UV filter** to protect the hair color from the harmful effects of the sun.

Use

Apply to damp hair, let set for 3-5 minutes then rinse.

SLES FREE
CDEA FREE



500 ml

pH 4.5



colored and blonde hair



HYDRATING RECIPE: FEED YOUR HAIR. HYDRATE YOUR LOCKS.

Harsh environmental agents like sun, wind, pollution, overuse of heated styling and inappropriate chemical treatments can dry out hair. Contempora Dry Hair treatment programme **replenishes hair** while providing **a durable moisture**.

RESULTS

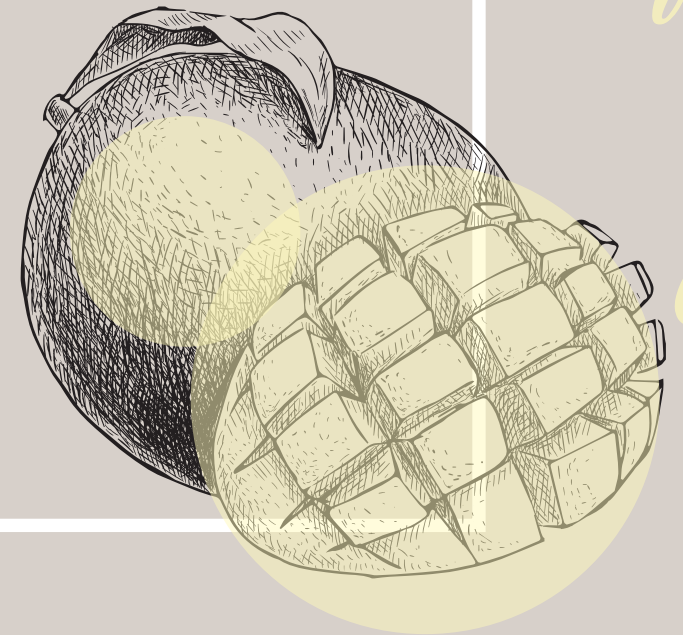
Opaque and porous hair is brought **back to life** and appears **shiny, soft and healthy**.



hair superfood
Seaberry



natural oil
Mango



INGREDIENT FOCUS MANGO OIL

It contains **several antioxidants**, like Carotenoids and Polyphenols, as well as **many fatty acids** such as Palmitic, Stearic, Oleic and Linoleic acids.

It **improves brushing, hair elasticity, softness and brilliance**, especially for bleached hair.



THE BENEFITS OF THE INGREDIENTS for a winning combination

Have **moisturizing and emollient** properties

Provide **intense hydration**

Improve **brightness and elasticity**

Protect hair from external aggression

Increase **softness and combing**

Strengthen hair fiber



HYDRATING RECIPE: THE PRODUCTS

HYDRATING SHAMPOO

A delicate cleanser that restores hair with **moisture and shine**. It provides hair with **nutrients that are vital** to its health while **strengthening and protecting** the shaft from external aggressions.

It **deeply moisturizes** hair for gorgeously soft and shiny locks.

Use

Apply to damp hair, massage and let set for a few minutes, then rinse.

SLES FREE
CDEA FREE



500 ml



1000 ml

pH 5.8

dry hair

PARABEN FREE

HYDRATING MASK

A **deeply nourishing** treatment that provides dry hair with moisture and vitality. It **restructures and strengthens hair**, protecting it from external aggressions. It leaves hair **soft and silky to the touch** and makes it easier to manage and style.

Use

Distribute on washed hair, let set a few minutes then rinse.



350 ml

1000 ml

pH **5.0**

VOLUMIZING RECIPE: FEED YOUR HAIR. BOOST YOUR VOLUME.

Fine hair can easily appear limp and lifeless, lacking body and natural movement.

Contempora Fine Hair treatment programme strives to **amplify the volume** of the hair, giving it **substance and strength**, without weighing it down.

RESULTS

Fine hair is **replumped, gains body and volume**, looks full and healthy.



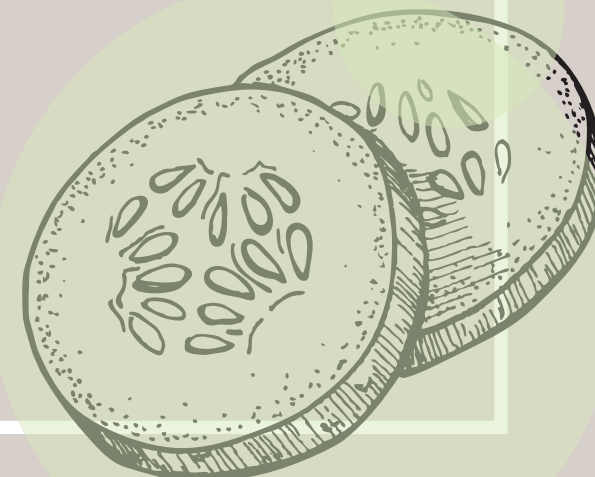
hair superfood

Seaberry



natural oil

Cucumber



INGREDIENT FOCUS CUCUMBER OIL

Timeless beauty routine with **refreshing, lenitive and astringent** properties.

Extremely rich in fatty acids, vitamins and Tocopherol, it contains more than **60% Linoleic Acid** and helps restore the hydrolipidic film.

At the capillary level, it offers freshness and lightness to the hair.



THE BENEFITS OF THE INGREDIENTS for a winning combination

Help restore the hydrolipidic film of the hair

Represent an important source of vitamins and minerals

Give freshness and lightness

Strengthen hair

Provide elasticity without weigh hair down

Give body to hair fiber



VOLUMIZING RECIPE: THE PRODUCTS

VOLUMIZING SHAMPOO

Extra-light and delicate, it gives hair **body and volume** from roots to tips. It provides hair with **nutrients that are vital** to its health. It **restores** the fiber's hydrolipidic film leaving hair **soft and shiny** without weighing it down.

Use

Apply to damp hair, massage and let set for a few minutes, then rinse.

SLES FREE
CDEA FREE



500 ml



1000 ml

pH 5.5

VOLUMIZING CONDITIONER

A lightweight formula with a super smoothing effect to give **maximum volume** to fine hair. It nourishes the hair fiber from within, leaving it **full of body, strength and substance**. It gives **moisture and elasticity** leaving hair that is soft, silky and rich in volume.

Use

Apply on washed hair, let set a few minutes then rinse.

INSTANT VOLUMIZING SPRAY

It delivers long lasting **volume**, silkiness and shine. It instantly **gives support** and lift to roots, leaving hair with **natural body and volume**. It makes hair **easy to style** without weighing it down.

Use

Spray on washed and towel dried hair from roots to tips. Do not rinse.

PARABEN FREE



400 ml

1000 ml

200 ml

pH 4.8

pH 4.5

EMOLLIENT RECIPE: FEED YOUR HAIR. DAILY CLEANSE YOUR SCALP.

The beauty of your hair depends on the health of your scalp. This is the reason why we need to add a **multifunctional hair treatment programme** to our cleansing routine **with extra-delicate formulas**, thought out for a daily use and **all hair types**.

RESULTS

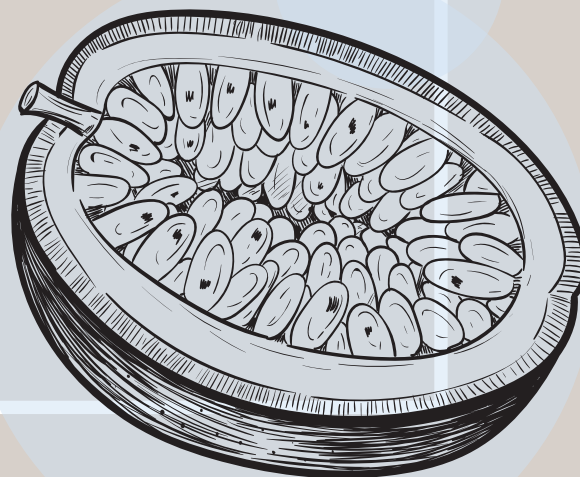
A perfectly **healthy and balanced scalp** and beautiful healthy hair that **shines**, every day.



hair superfood
Seaberry



natural oil
Passion Fruit



INGREDIENT FOCUS PASSION FRUIT OIL

This exotic fruit has gained popularity over time and today it is not only seen as a delicious fruit, but also healthy as its oil is rich in **unsaturated fatty acids** with important **moisturizing and nourishing properties** for the hair.

The high content of Linoleic Acid provides **excellent moisturizing and protective effects**. It is well-known also for its **relaxing and soothing properties**.



THE BENEFITS OF THE INGREDIENTS for a winning combination

Deeply **emollient** to relieve scalp tension

Rich in vitamins, minerals and essential phytonutrients

Enhance hair brightness

Represent a complete beauty recipe

Provide **elasticity** and improve manageability

Give **relief** and soothe the scalp



EMOLLIENT RECIPE: THE PRODUCTS

UNIVERSAL SHAMPOO FOR ALL HAIR TYPE

An **extra-delicate** cleanser that respects the natural balance of scalp and hair. It performs a **soothing and emollient action**, relieving tension and relaxing scalp. It gives hair **moisture, shine and elasticity** leaving it more manageable and easy to comb. **Ideal for daily use.**

Use

Apply to damp hair, massage and let set for a few minutes, then rinse.

SLES FREE
CDEA FREE



500 ml



1000 ml

pH 5.8

frequent use

PARABEN FREE

UNIVERSAL MASK FOR ALL HAIR TYPE

A treatment for beautiful and healthy hair, specifically studied for **daily use**. It performs a **soothing and emollient action**, relieving tension and relaxing scalp. It infuses hair with **moisture, shine and elasticity** without weighing it down.

Use

Apply on washed hair, let set a few minutes then rinse.



350 ml

1000 ml

pH 4.5

VELVET RECIPE: FEED YOUR HAIR. ENHANCE YOUR BEAUTY.

Frizzy and unruly hair is instantly recognizable: shapeless, lackluster and difficult to untangle. Contempora Unruly Hair treatment programme **nourishes and relaxes the hair fiber**, restoring extreme softness and shine to the hair.

RESULTS

Hair is **smoothed, shiny and protected** from external aggression.



hair superfood
Seaberry



natural oil
Argan



INGREDIENT FOCUS ARGAN OIL

Moroccan women have used it for centuries as their beauty secret and as an ingredient for cooking due to its rich culinary properties.

Thanks to the high level of **Omega 6, 9 and Vitamin E**, it has been appreciated and renowned for its **powerful moisturizing effect**.

Perfect to **repair and nourish hair** making it soft while **forming a shield against external aggressions**. It is easy to absorb and, with an intensive conditioning action, it **tames frizzy hair**.



THE BENEFITS OF THE INGREDIENTS for a winning combination

Perform a **deep nourishing action**

Regenerate hair

Give **shine and softness**

Protect from external aggression

Protect hair from humidity and frizz

Give **body** to hair fiber



VELVET RECIPE: THE PRODUCTS

VELVET SHAMPOO

Ultra nourishing for hair that is smooth and soft like velvet. It delivers moisture, body and shine while strengthening and restructuring hair, taming frizz.

Use

Apply to damp hair, massage and let set for a few minutes, then rinse.

SLES FREE
CDEA FREE



500 ml

pH 5.8

frizzy hair

PARABEN FREE

VELVET MASK

A **restructuring** treatment to get smooth and velvety soft hair. It performs a **strengthening and anti-aging effect**, **tames frizz** and makes hair shinier and easy to manage.

Use

Distribute on washed hair, let set a few minutes then rinse.

VELVET OIL

A unique texture that leaves hair with a **velvety feel** by **aligning the cuticle**. Hair becomes **shiny** and easy to style.

Use

Apply 1 or 2 drops to mid-lengths and ends on dry or damp hair.



350 ml

75 ml

pH **4.5**

THE FINAL TOUCH.

After the treatment, a unique glamour touch to create, fix and light up your hair.

THE PRODUCTS

HAIRSPRAY EXTRA STRONG HOLD

It **gives maximum support** and hold for all types of styling. Perfect for creating **volume**, excellent for **structured looks**, strand by strand. It gives hair **shine** without any stickiness. It protects hair from humidity for **long lasting**, defined styles.

Use

For traditional styling, shake well and spray on dry or damp hair from a distance of 30 cm. For extra volume, lift hair strands and spray onto roots from a distance of 15 cm.

500 ml



VOLUMIZING MOUSSE

It creates **natural and flexible volumes** with **medium hold**. It protects from humidity without weighing hair down. It gives special **shine, body and definition** to curls.

Use

Shake well, turn upside down, dispense and apply to damp hair. Blow-dry for extra bounce, air-dry for natural movement.



300 ml

styling

ILLUMINATING SERUM

Shine effect serum for silky hair and an ultra-glossy finish. It smoothes out the cuticle while **protecting hair** from humidity and taming frizz.

It **laminates the fiber** for a glistening finish. Ideal for **all hair types**.

Use

Apply a few drops to damp or dry hair.

100 ml



DENSIFYING MOUSSE

Ideal for creative and elaborate styles, with **trong hold**.
It provides **body** without weighing hair down. It gives shine
while **protecting** from humidity and frizz.

Use

Shake well, turn upside down, dispense and apply to damp
hair. Blow-dry for extra bounce, air dry for natural movement.

limited edition



300 ml

styling

An illustration of an olive branch with several olives and leaves, rendered in a sketchy, hand-drawn style. The branch is positioned on the left side of the image, extending from the top to the bottom. The olives are detailed with small dots and lines to show texture. The leaves are elongated and pointed.

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italiana
Mastery Lab

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