



barex[®]
italiana
Mastery Lab

PRODUCT CATALOG

MADE IN ITALY CRAFTSMANSHIP AND INNOVATION
IN HAIRCARE PRODUCTS



ABOUT BAREX ITALIANA

A history of passion for haircare, but also of family and tradition, going strong for over 55 years.

Barex italiana is an internationally renowned company that develops, manufactures and distributes professional haircare treatments, colour and styling products for exclusive salon use.

Since 27 February 1967 we have been able to transform a small laboratory into a modern industry without losing our artisanal DNA, comprised of attention to detail, the constant search for quality, and the ability to adapt to a constantly evolving market.

We have synthesized all this in **Mastery Lab**: the perfect union of know-how and Italian craftsmanship, of creativity and self-improvement. Study, investment and research are the beating heart of all we do.

Every day we are committed to creating beauty through an exclusive sensory experience and quality products, expressions of Italian taste and creativity. We do not change the nature of hair; we reveal its intimate and hidden natural splendor. The goal is to **protect, improve and enhance the natural well-being of hair** to give rise to beauty based on the desire to be comfortable with oneself.

Today, as in the past, we produce **high-performing** products aimed at enhancing professionals' talent as well as fully understanding and satisfying consumers' wishes and expectations. We create and recreate, we constantly perfect each of our products so that it is an **integral part of everyday life**, a means to express oneself.

...beauty is a journey,
not a destination.



SUSTAINABILITY AS A FUNDAMENTAL ELEMENT

MORE CONSCIOUS USE OF PLASTIC

We prefer bottles that are 100% recyclable and made from 100% to 50% PCR plastic (Post-Consumer Recycled).

CONSTANT ENERGY EFFICIENCY

Improvements, optimization and supply diversification to enable energy savings and cost reductions.

ENERGY FROM RENEWABLE SOURCES

The entire production and packaging area uses renewable energy supplied by the company's photovoltaic system.

RECYCLING OF PLASTIC AND CARDBOARD PACKAGING

Optimization of logistics flows inside and outside the company for the correct disposal and recycling of packaging material.



STRONGLY RESPONSIBLE PARTNERS AND SUPPLIERS

We have chosen to collaborate only with **suppliers of raw materials who are attentive to the environment**, biodiversity and are strongly committed to sustainability.

HYBRID MEANS OF TRANSPORT

Company vehicles with **low environmental impact**, in terms of emissions of air and noise pollutants.

TRANSPARENCY IN DISPOSAL INDICATIONS

On the pack or on our website there are indications on materials and infos relating to the final management of the pack to facilitate the **recycling of end-of-life packaging**.

100% WASTEWATER PURIFICATION

Treatment during which unwanted substances are removed, without the chosen recipient body **being damaged from the point of view of the ecosystem**.



OUR BRANDS



JOC
Joy Of Care

Permesse
Sublime Experience

SUPERPLEX

contemporà
ITALIAN PROFESSIONAL HAIRCARE



ORO DEL MAROCCO

TWO INCREDIBLE BEAUTY ELIXIRS

Olioleta Oro del Marocco is the professional haircare line designed with two incredible beauty potions, Argan and Linseed Oils, that create a real nectar for the beauty and health of hair.

A complete range of **treatments, styling and coloring products** that take care of hair day after day and support the hairdresser by providing sophisticated in-salon services.

Formulations with natural ingredients worked with attention and care to give beauty, luxury and make hair sublime.

Olioleta Oro del Marocco line offers efficient beauty solutions for long lasting benefits and it is ideal for all hair types, normal, thin, damaged, colored or treated.



ARGAN OIL CERTIFIED ORGANIC

Also known as “liquid gold”, Argan Oil is composed of a long chain of saturated fats capable of restructuring the hair fiber while delivering shine and softness. With deeply hydrating properties, it instantly detangles hair while protecting it from external aggressions.



LINSEED OIL CERTIFIED ORGANIC

Linseeds naturally contain Minerals, Vitamin E and Fatty Acids to nourish and give hair structure. They help protect the fiber, smooth the cuticle while increasing hair shine and help hydrate hair by blocking the loss of moisture.



SUBLIME HAIR TREATMENTS

OIL TREATMENT

30 ML / 1.01 FL. OZ. - 100 ML / 3.38 FL. OZ.

A complete beauty treatment. Protects from humidity and frizz, instantly absorbs and reduces drying time for a perfect look. To apply every time hair requires it. Delivers instant shine and softness to hair.

ALCOHOL FREE
PARABEN FREE



OIL TREATMENT FOR FINE OR BLONDE HAIR

30 ML / 1.01 FL. OZ. - 100 ML / 3.38 FL. OZ.

A weightless beauty treatment. Restructures hair without weighing it down while providing body and fullness. To apply every time hair requires it. Enhances natural blonde tones and gives extreme shine.

ALCOHOL FREE
PARABEN FREE



When to use the oil treatment?

- On damp hair, before drying to drastically reduce drying time and to improve brushing.
- After drying, on ends for a shiny finish.
- Before coloring, on dry hair for added protection.
- During coloring, directly in the coloring mixture to increase absorption speed and to enhance color shine.
- On hard to manage hair to tame frizz and give softness.
- On extensions to detangle and provide shine.
- As a restructuring post-summer treatment on very dry and damaged hair due to sun, salt, wind and chlorine.

NOURISHING SHAMPOO

250 ML / 8.45 FL. OZ. - 750 ML / 25.36 FL. OZ.

Instantly detangles and leaves hair with a sublime texture, giving it softness and shine. Deep and long-lasting moisture for hair that's strong and full of body. Soothed and healthy scalp.

SLES FREE
CDEA FREE
PARABEN FREE
GLYCOL FREE





HYDRATING CONDITIONER FOR FINE OR BLONDE HAIR

250 ML / 8.45 FL. OZ. - 750 ML / 25.36 FL. OZ.

It immediately provides volume and consistency to very fine hair. Protects from environmental stress while strengthening the hair fiber. Enhances natural blonde tones, giving shine and smoothness without weighing hair down.

PARABEN FREE
GLYCOL FREE



NOURISHING MASK

250 ML / 8.45 FL. OZ. - 500 ML / 16.9 FL. OZ.

A rich and creamy treatment to completely restructure hair repairing the hair fiber. Provides discipline and control to frizzy, rebellious hair. Hair is deeply nourished and becomes soft, shiny and more manageable.

PARABEN FREE
GLYCOL FREE



ALL IN ONE MULTI-PURPOSE MIRACLE LEAVE IN

200 ML / 6.76 FL. OZ.

Multi-purpose cream with repairing, protective and disciplining action. The restorative ingredients strengthen and reduce hair breakage. It hydrates, nourishes hair giving gloss and shine. Its shielding effect protects hair color. Prevents split ends. Defends from heat, humidity and environmental damages.

PARABEN FREE



pH 3.5 SEALER

100 ML / 3.38 FL. OZ.

Acidic leave-in that rebalances the natural pH of the hair after the chemical services. It seals and smooths the cuticles giving maximum brilliance and color intensity. Hydrates and strengthens the hair fiber, protecting it from thermal aggression.

PARABEN FREE



NON-AEROSOL HAIRSPRAY MEDIUM HOLD

300 ML / 10.14 FL. OZ.

Medium fixing strength for flexible hold that gives hair lightness and natural movement. Ultra dry diffusion and extreme shine. Provides brilliance and protects hair from frizz while leaving it hydrated.



STRENGTH AND PROTECTION DURING THE TECHNICAL SERVICES

STEP 1 BOND AMPLIFIER

Creates new bonds and heals the protein structures of the hair.

- 1) Prepare the dye or bleach mixture, according to manufacturer's instructions.
- 2) Add STEP 1 Bond Amplifier as follows:
 - a) Use 5 ml per 60 ml of the mixture for color service (any technique), bleaching or toning service
 - b) Use 2.5 ml for balayage or freehand coloring technique
- 3) Apply the mixture and proceed following manufacturer's instructions..
- 4) Rinse thoroughly with water and towel-dry hair.



COLOR ALCHEMIST EASYBOND TECHNOLOGY

5 ML + 15 ML / 0.17 FL. OZ. + 0.5 FL. OZ.

The professional **two-step** system that repairs, strengthens and protects the hair during the chemical treatment (color, bleaching and perm), acting directly on the internal bonds. The **powerful EasyBond technology** penetrates into the hair cortex and rebuilds the protein bonds, considerably increasing the hair resistance and reducing the risk of breakage resulting from chemical, mechanical and thermal damage.

PARABEN FREE

STEP 2 BOND RESTORER

Fortifies and seals the disulfide bridges created with STEP 1 Bond Amplifier, restoring the physiological pH value.

- 1) Apply 1 sachet of STEP 2 Bond Restorer from roots to ends.
- 2) Distribute the product with a comb.
- 3) Comb thoroughly and let set at least of 5-10 minutes.
- 4) Accurately rinse with water.
- 5) Apply shampoo and rinse.
- 6) Proceed with styling.

ORO DEL MAROCCO COLORS YOUR WORLD!

WITH CERTIFIED ORGANIC ARGAN OIL

AMMONIA FREE HAIR COLOURING CREAM

100 ML / 3.5 OZ.

- 100% coverage of white hair
- 0% ammonia
- 0% irritating odor
- Maximum comfort for scalp and respect for the hair fiber
- Maximum shine and color intensity
- Lightening up to 3 tones
- 1:1,5 mixing ratio
- Over 50 shades including the Extra Lifting series (1:2)



CREAM DEVELOPER

200 ML / 6.76 FL. OZ.: 10 VOL. 20 VOL. 30 VOL. 40 VOL.

750 ML / 25.36 FL. OZ.: 7 VOL. 10 VOL. 20 VOL. 30 VOL. 40 VOL.

Works in combination with Olioseta Oro del Marocco Ammonia Free Hair Colouring Cream or Extra Lifting Cream and with the Bleaching Powder in the indicated mixing ratio.

PARABEN FREE



BLUE BLEACHING POWDER

BOX WITH 12 SACHETS OF 30 G / 1.06 OZ. EACH

A compact, fragranced bleaching powder that lifts up to 6 tones, ideal for all lightening techniques. Advanced technology for perfect bleaching while respecting the structure and the hydration of the hair. Contains specific micro-blue pigments for an anti-yellowing effect.





LUXURIOUS REMEDY

Many are the causes that can lead to damaged hair: stress, aggressive chemical treatments, excessive brushing or use of heat tools, external agents. These factors can transform the appearance of hair, making it lifeless and opaque, structureless, unruly and prone to breakage.

For naturally fragile hair or to repair the damaged hair fiber, Oro del Marocco presents a special recipe for damaged hair enriched with **JAPANESE CAMELLIA OIL**.

This nourishing oil has been a treasured **beauty secret** by the ancient Geisha's for centuries: it has a long history of giving Japanese women flawless porcelain-like skin and long, beautiful, shiny hair.

It provides **softness, elasticity and protection while soothing scalp**.

DAMAGE CARE OIL

30 ML/ 1.01 FL. OZ. - 100 ML / 3.38 FL. OZ.

A precious ritual for damaged hair. With its unique signature fragrance it combines the virtues of three Natural Oils for silky, healthy and easy to comb hair. It softens the hair while repairing split ends and nourishes hair instantly, repairing and protecting the fiber for a deep and long lasting moisture.

USE: on washed, damp hair apply a few drops to deeply hydrate hair. On dry hair, apply to lengths and ends to control frizz and give fabulous shine.

ALCOHOL FREE - PARABEN FREE - DERMATOLOGICALLY TESTED



DAMAGE CARE SHAMPOO

250 ML / 8.45 FL. OZ. - 750 ML / 25.36 FL. OZ.

Provides hair with body and vitality thanks to its formula which performs a deeply nourishing, moisturizing and repairing action. Delivers extra softness and shine. Enriched with Wheat Microproteins which act into the cortex for a strong anti-breakage action and a hydro balancing effect.

USE: apply to wet hair, gently massage then rinse. Repeat if necessary.

SLES FREE - CDEA FREE - PARABEN FREE - GLYCOL FREE - DERMATOLOGICALLY TESTED



DAMAGE CARE MASK

250 ML/ 8.45 FL. OZ. - 500 ML / 16.9 FL. OZ.

A replenishing treatment that delivers nutrients which are essential for fuller, stronger hair. Makes hair soft and shiny. Ideal for damaged hair that immediately becomes healthier and more resistant. Enriched with Wheat Microproteins which act into the cortex for a strong anti-breakage action and a hydro balancing effect. USE: apply after shampooing, comb through. Let set for 3-5 min., then rinse thoroughly.

PARABEN FREE - GLYCOL FREE - DERMATOLOGICALLY TESTED



A luxurious pleasure that revives hair and gives new life to compromised fibers.



LUXURY COLOR CARE

Colored and treated hair requires specific care and should be pampered with targeted products. Once your hair is dyed, maintaining that fresh color is a must: using color haircare products can make a huge difference in the longevity of color vibrancy and the preservation of hair integrity.

Oro del Marocco presents a special recipe for colored and treated hair enriched with **OPUNTIA OIL**.

Extremely rich in Omega, Vitamins, antioxidants and minerals, it **protects and revitalizes** the hair, **preventing color fading** and improves shininess and brightness of the color.

COLOR SUBLIMATING HAIR OIL

30 ML / 1.01 FL. OZ. - 100 ML / 3.38 FL. OZ.

It combines the virtues of three natural Oils for sublimated and deeply replenished hair with glowing radiance and sublimated color. Nourishes hair instantly, repairing and protecting the fiber. It delivers deep and long lasting moisture, smoothing the cuticle for shinier hair. USE PRE-BLOW DRY: apply to towel-dried hair and blow dry as normal for additional protection. FINISHING: work into ends for frizz control and color enhancement. TOUCH-UP: apply throughout the day to add extra radiance.

ALCOHOL FREE - PARABEN FREE - DERMATOLOGICALLY TESTED



COLOR SUBLIMATING SHAMPOO

250 ML / 8.45 FL. OZ. - 750 ML / 25.36 FL. OZ.

Preserves the hair color, infusing extreme shine. It combines the benefits of natural extracts and oils for long-lasting brightness and enhanced color. The Quinoa repairs and protects your hair, preventing color fading. Revitalizes the fiber, for hydrated and soft hair and nourish deep down for a repairing and smoothing action. USE: apply to wet hair, gently massage then rinse. Repeat if necessary.

SLES FREE - CDEA FREE - PARABEN FREE - DERMATOLOGICALLY TESTED



COLOR SUBLIMATING CONDITIONER

250 ML / 8.45 FL. OZ. - 750 ML / 25.36 FL. OZ.

Hydrates and detangles colored hair, preserving its color and shine. It combines the benefits of natural extracts and oils for soft hair with enhanced color. The Quinoa repairs and protects your hair, preventing color fading. Revitalizes and nourishes fiber deep down for hydrated and soft hair, with a smoothing and repairing effect. USE: apply on washed and damp hair, massage, let set for a few minutes then rinse.

PARABEN FREE - DERMATOLOGICALLY TESTED



A luxurious pleasure that protects, hydrates and illuminates colored hair.



LUXURY SLEEK HAIR

One of the main reasons we get frizzy hair is because it's lacking moisture. The more humid the air, the more water vapour is in it. But it's not just the environment that makes hair rebellious, how you style and treat your hair can promote frizz too.

Oro del Marocco presents a special recipe for hair as smooth and shiny as silk enriched with **MORINGA**.

Also known as the "Tree that never dies", it is a miracle ingredient rich in fatty acids, minerals and nutrients.

It keeps **frizz and flyaways on lockdown**, improving amazing brilliance and hair combability. Performs a **conditioning and antioxidant action**.

SMOOTH & SHINE OIL

30 ML / 1.01 FL. OZ. - 100 ML / 3.38 FL. OZ.

It combines the virtues of three natural Oils for smoothed over, protected and shimmering hair. It frees hair from frizz and tangles, making it manageable and nourishes hair instantly, repairing and protecting the fiber. It delivers deep and long lasting moisture, smoothing the cuticle for shinier hair. USE PRE-BLOW DRY: apply to towel-dried hair and blow dry as normal for additional protection. FINISHING: work into ends for frizz control and smoothness. TOUCH-UP: apply throughout the day to add a touch of shine as needed.

ALCOHOL FREE - PARABEN FREE - DERMATOLOGICALLY TESTED



SMOOTH & SHINE SHAMPOO

250 ML / 8.45 FL. OZ. - 750 ML / 25.36 FL. OZ.

Tames rebellious hair and fights frizz for a flawless smooth effect. It combines the benefits of proteins and natural oils for extremely soft hair, with enhanced shine. Soothes the scalp, carrying out a restructuring and detangling action on the hair and it nourishes hair deep down, repairing and smoothing the fiber. USE: apply to wet hair, gently massage then rinse. Repeat if necessary.

SLES FREE - CDEA FREE - PARABEN FREE - DERMATOLOGICALLY TESTED



SMOOTH & SHINE MASK

250 ML / 8.45 FL. OZ. - 500 ML / 16.9 FL. OZ.

Rich and creamy, it fights frizz and smooths the hair, making it sleek and soft. It combines the benefits of proteins and natural oils for restructured and tamed hair, with enhanced shine. Carries out a restructuring and detangling action on the hair and it nourishes hair deep down, repairing and smoothing the fiber. USE: after shampooing, apply on the lengths and comb through. Let set for 3-5 minutes, then rinse thoroughly.

PARABEN FREE - DERMATOLOGICALLY TESTED



A luxurious pleasure that tames and protects for hair that's amazingly shiny.



A LUXURY FERMENTED OIL

In our quest for beautiful hair, we often do things that damage our hair.

Hair damage is more than just split ends. In extremely damaged hair the protective barrier disappears, the scales separate and fall off, the keratin inside the hair is destroyed. The hair becomes porous and breaks.

For very damaged hair, Oro del Marocco presents an extraordinary formula enriched with **FERMENTED JAPANESE CAMELLIA SEED OIL**.

Thanks to fermentation, Camellia Oil becomes **more effective and powerful** in repairing hair. It **replenishes hydration, strengthens** the inner core and smooths the cuticles protecting from free radicals and external agents. Key elements to regaining the **health** of the hair.

EXTRA DAMAGE CARE OIL FOR HAIR

30 ML/ 1.01 FL. OZ. - 100 ML / 3.38 FL. OZ.

Ideal treatment to revive hair and add an intense shine. It strengthens and conditions hair, smoothing the cuticles and preventing frizz. It tames hair and protects it from high temperatures, chemical agents and UV rays. It is an excellent moisturizer and a powerful antioxidant. It helps soothe the scalp. Nourishes, repairs and moisturizes, leaving your hair shiny.

USE ON WASHED, DAMP HAIR: apply a few drops to repair deep down.

ON DRY HAIR: apply to lengths and ends to tame your hair and add a glossy finish.

ALCOHOL FREE - PARABEN FREE - DERMATOLOGICALLY TESTED



A luxurious pleasure that regenerates hair deep with the benefits of a boosted oil.



ORO DI LUCE

“MIRROR EFFECT”

Olioseta Oro di Luce combines the properties of two precious ingredients, Silk Proteins and Linseed, for an extremely smooth, sleek and shiny hair. More “classic” products are alternated with innovative treatments that create a **hair laminating and filler system with an ultra-concentrated effect**: these products are further enriched with key raw materials capable of restructuring damaged strands for a real “filler” and gloss effect.



SILK PROTEINS

Powerful conditioning ingredients with strong detangling and velvety properties. They repair the outer surface of the hair, protecting it from external agents.



LINSEED OIL

It wraps hair in an invisible film allowing better alignment of the cuticular scales, increasing hydration and light reflection.



WHEAT MICROPROTEINS

They penetrate deeply, replumping and repairing the areas of the hair that need it most. With a filler effect, they strengthen and protect the hair from the inside.



KERATIN PROTEINS

They act on the hair surface preventing dryness and, at the same time, providing extreme shine. They perform an extraordinary laminating action for an intensified sleek effect.

SHINE SHAMPOO

250 ML / 8.45 FL. OZ. – 750 ML / 25.36 FL. OZ.

pH 4.8

Gently cleanses giving intense shine from roots to tips. The hair surface is smoother, moisturized and silky to the touch. Hair infused with light, maximum brilliance and shiny reflections.

SLES FREE - SLS FREE - PARABEN FREE



SHINE MASK

200 ML / 6.76 FL. OZ. – 500 ML / 16.9 FL. OZ.

pH 4.5

A real shine infusing treatment, ultra-nourishing and restructuring for hair. It delivers immediate shine and radiance, facilitating the closing of the scales for smooth and easy to comb hair.

PARABEN FREE



HEAT PROTECTION CREAM

200 ML / 6.76 FL. OZ.

pH 6.0

A no rinse cream to protect hair from damage due to excessive heat from hair dryer and hair straightener. It ensures long lasting discipline and protection from external elements and frizziness without weigh hair down.

PARABEN FREE



MODELLING FLUID

200 ML / 6.76 FL. OZ.

pH 5.5

Ideal for creating natural looks defining hair with soft fixing power. It gives moisture and shine, eliminating frizz. With UV filter to protect hair.

PARABEN FREE



SHINE SERUM

75 ML / 2.53 FL. OZ.

A silky serum for a glossy finishing effect. Its wonderful velvety texture provides instant shine. Delivers softness, smoothness and moisture to the hair. It leaves the hair soft and smooth as silk.

PARABEN FREE



PURE PROTEIN COCKTAIL

150 ML / 5.07 FL. OZ.

pH 5.0

Replumping and laminating treatment with **40% Keratin and Silk Proteins**. A concentrate of energy and strength for the hair fiber, with a multi-benefit action, which eliminates frizz and intensely illuminates the hair, giving body and greater thickness to the fiber. Especially suitable for fine, weak or damaged hair.

PARABEN FREE



MAGIC FILLER SHAMPOO

250 ML / 8.45 FL. OZ.

pH 4.7

The blend of proteins performs deep into fiber, replumping the hair structure. It strengthens and smooths the hair, restoring its natural elasticity. For hair that's voluminous and fullness.

SLES FREE - PARABEN FREE



PROTEIN FILLER

250 ML / 8.45 FL. OZ. - 500 ML / 16.9 FL. OZ.

pH 3.0

It regenerates any hair type strengthening it and improving its elasticity. Extraordinary for replumping damaged and dull hair. Hair like new, repaired from the inside to outside and immediately smoothed with zero frizz.

PARABEN FREE



PROTEIN RE-CHARGE

200 ML / 6.76 FL. OZ.

pH 2.7

Protein packed 2 phase spray that instantly replumps fine, coarse and damaged hair. Strands are immediately thicker and totally detangled. Contains an innovative thermo-active ingredient which forms amino bonds for deep repair and lasting hydration. Locks out humidity, fights of frizz and prevents color fading.

PARABEN FREE



PURE PROTEIN LAMIBOTOX

THE ONLY LAMINATING AND REPLUMPING SALON SERVICE THAT WORKS WITH 40% OF PROTEIN

The technology, activated by **heat**, creates a lamellar film on the cuticles that transforms hair into a “mirror” and seals the proteins inside the fiber for **full-bodied, extremely shiny, smooth and restructured hair**.

SHINE
SHAMPOO



Cleanse & Prepare

PROTEIN
FILLER

Treat & Condition



PURE PROTEIN
COCKTAIL

Botox effect



SHINE
SERUM

Style & Finish



FOR RESULTS THAT LAST ONE MONTH

For very damaged hair the results are visible after 2/3 applications.

MAGIC LAMIFILLER ROUTINE

IDEAL FOR MAINTAINING THE RESULTS OF THE PURE PROTEIN LAMIBOTOX

Thanks to the **replumping and laminating action**, it is the suitable treatment even after a **color or bleaching service** or before a **permanent service**, to rebalance the porosity of the hair ensuring a softer and more elastic curl.

MAGIC FILLER
SHAMPOO

Cleanse



PROTEIN
FILLER

Fill & Shine



PROTEIN
RE-CHARGE

Protect & Shine



SHINE
SERUM

Style



Intensive formulas for lasting results.



ITALIANO GENTILUOMO

OLIOSETA MEETS THE MALE UNIVERSE

Inspired by the tradition of the "Italian barber", Italiano Gentiluomo represents the line dedicated to **male grooming** designed for the modern gentleman who **cares of his appearance**, both at the barber's and at home.

Classic "must-have" products for beard and hair care, shaving and body, which meet modernity through **multipurpose formulas**, characterized by the inseparable bond between the **energy of the Baobab** and the **revitalizing power of an intense fragrance**.



A SCENT WITH INTENSE NOTES

A winning combination characterized by the union of tobacco, vanilla, woods and spices, Rose and Vetiver: strong, seducing and vibrant notes that give «**character**» and blend with the skin creating a **mysterious and evocative alchemy**.



RESPECT FOR THE ENVIRONMENT

100% recyclable bottles and made up to **50% post-consumer recycled plastic (PCR)**.

In addition, the entire production and packaging areas use **renewable energy** supplied by the company's photovoltaic system.



100% NATURAL PROCESSED ACTIVE INGREDIENT

Baobab Extract and Oil are obtained and processed using ethical and sustainable methods, supporting local communities. The extraction is carried out with cold process through the use of a mechanical press, **without any solvent**.

RESULT-DRIVEN FORMULA

BAOBAB EXTRACT AND OIL

With a powerful **nourishing, moisturizing and protective action** from UV rays, they **strengthen** beard and hair, giving **greater manageability** and restore **elasticity and softness** to the skin.

PANTHENOL

It guarantees **long-lasting hydration**, improving **shine and softness** of beard and hair, while performs an **anti-inflammatory action** ideal for sensitive and irritated skin.

SHAVE CONTOURING GEL

150 ML

Guarantees a perfect and comfortable shave. Indispensable for precision shaving and retouching thanks to the transparent texture. Extremely moisturizing and soothing, it relieves irritation, leaves the skin soft and facilitates the sliding of the razor.

PARABEN FREE

Contains Certified Organic Baobab Oil.



BEARD & HAIR TREATING OIL

30 ML

Emollient oil that moisturizes and shines making beard and hair soft, disciplined. It deeply nourishes by also acting on the underlying skin. Protects from dryness, gives elasticity. Perfect as a pre-shave to facilitate shaving.

SILICONE FREE - ALCOHOL FREE - PARABEN FREE

Contains Certified Organic Baobab, Argan and Linseed Oils.



SPRAY GROOMING TONIC

300 ML

Perfect as a pre-styling and as a light fixer for fine hair. With moisturizing effect, thanks to the alcohol content, it dries quickly, leaves no residue and is excellent as a pre-cut. Prevents itching and refreshes the scalp.

PARABEN FREE

Contains Certified Organic Baobab Oil.



BEARD & HAIR DEFINING GEL

200 ML

Gives control and definition with medium hold. Ideal for shaping hair, beard and mustache defining them in a single step with a natural look. It performs a restructuring and illuminating action, protecting the fiber from external agents.

PARABEN FREE

Contains Certified Organic Baobab Oil.



HAIR & BODY SHAMPOO

250 ML

Highly moisturizing shower shampoo for hair, body and beard. Strengthens and nourishes hair and beard, restoring softness and elasticity to the skin. Ideal for frequent use, it gives a boost of strength and energy.

SLES FREE - PARABEN FREE

Contains Certified Organic Baobab Oil.



JOC CURE

HAIR HEALTH BEGINS AT THE SCALP

Taking advantage of our know-how about natural ingredients, we have gained further insights into scalp imbalances, creating treatments to **improve and maintain the scalp health**. Taking care of the scalp is the first step: a healthy scalp is essential for **healthy and vigorous hair**.



Beauty that comes from nature

Taking what forests offer us, we have selected raw materials extracted from **trees** with exceptional **survival skills** and a **great energizing and healing power**.



100% Vegan formulas and fragrance

An extra value for a product whose production process excludes completely during all its stages any animal-derived substance for **clean, innovative and effective formulations**.



Respect for the environment

All our bottles are **100% recyclable** and made up to **50% post-consumer recycled plastic (PCR)**. Moreover, the entire production and packaging area uses **renewable energy** supplied by the company's photovoltaic system.

Healing Power Of Trees



HAZEL LEAF

Tones and gives vitality providing energy.



BEECH BARK

Astringent and hydrating action, ensuring immediate wellbeing.



FRENCH OAK ACORN

Excellent soothing and protective power.

RE-POWER

to promote the anchoring of the hair to the follicle.

Special re-powering and protective ingredients promote **microcirculation of the scalp** and provide the essential nutrients for **stronger and thicker hair**.

Re-Power Shampoo pH 5.8 250 ml – 1000 ml

Re-Power Intensive Treatment 9 x 8 ml

Re-Power Scalp Tonic 150 ml



Hazel Leaf Extract

REBALANCING

to normalize sebaceous secretion.

Thanks to ingredients with an **astringent action**, it deeply cleanses, **gently removing** any excess sebum and/or dandruff and keeping the scalp clean.

Rebalancing Shampoo pH 5.8 250 ml – 1000 ml



Beech Bark Extract

SOOTHING

to reduce redness, irritation and itching.

Extra gentle for comfortable cleansing, it promotes balance for **immediate relief** and helps **protect and moisturize** the scalp.

Soothing Shampoo pH 5.8 250 ml – 1000 ml



French Oak Acorn Extract

JOC CARE

FOR THE DIFFERENT NEED OF LENGTHS AND ENDS



Formulation & Fragrance 100% Vegan

An extra value for a product whose production process excludes completely during all its stages any animal-derived substance for **clean, innovative and effective formulations**.



*Innovative Technology **Blue Light Shield***

A **powerful photo-protective system** to prevent scalp and hair from premature aging, resulting from the high level of blue light and UV rays to which we are overexposed today due to our hyper-connected lifestyles.



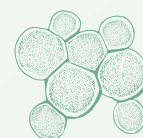
Post-Consumer Recycled bottles

All our bottles are recyclable and made of up to 50% PCR plastic (Post Consumer Recycled).

Enhanced Haircare

The formulas are the result of ingredients skillfully balanced for a visible and measurable result.

- **BLUE MICROALGA:** extremely powerful and at the base of the **Blue Light Shield** photo-protective technology, to protect scalp and hair from the harmful effects of blue light.
- **BOTANICAL EXTRACTS:** natural elements extremely active, extracted through sustainable procedures by selected suppliers.
- **SEAWEEDS:** a beauty treasure chest for hair that boasts a high content of elements with several beneficial effects.



BLUE MICROALGA



BOTANICAL EXTRACTS



SEAWEEDS

OTHER GOOD POINTS

JOC CARE is hygiene first

Practical bottle with dispenser: **the product is not contaminated** by external agents or by the stylist, for a hygienic and safe application.

EXPRESS MASK

A specific and highly-effective treatment which **in only one minute** ensures a professional result and gives a true infusion of wellness and energy to your hair.



THE RANGE: 4 TREATMENT LINES WITH 4 DIFFERENT BLENDS

✓ SLES FREE

✓ PARABEN FREE

✓ COLORANT FREE

JOC CARE RE-HYDRA

for dry hair

with **Banana Flower and Giant Kelp.**

A treatment that hydrates deep down, nourishes and reinforces by restoring softness and shine to dry and brittle hair.

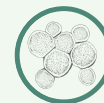
Hydrating Shampoo	pH 5.5	250 ml - 1000 ml
Hydrating Conditioner	pH 4.0	250 ml - 1000 ml
Hydrating Mask	pH 4.5	200 ml - 1000 ml



Banana Flower



Giant Kelp



Blue Light Shield

JOC CARE PRO-REMEDY

for damaged hair

with **Baobab and Channel Wrack.**

It repairs the surface of damaged hair restoring the natural level of hydration, making your hair stronger, smooth and easier to comb.

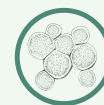
Restructuring Shampoo	pH 5.8	250 ml - 1000 ml
Restructuring Express Mask	pH 4.0	200 ml - 1000 ml



Baobab



Channel Wrack



Blue Light Shield

JOC CARE SATIN SLEEK

for frizzy and unruly hair

with **Linseed and Winged Kelp.**

Intensive treatment with a smoothing action for taming frizzy hair.

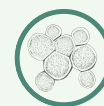
Smoothing Shampoo	pH 5.5	250 ml - 1000 ml
Smoothing Express Mask	pH 7.5	200 ml - 1000 ml
Absolute Smoothness Cream	pH 3.0	200 ml



Linseed



Winged Kelp



Blue Light Shield

JOC CARE DAILY DEFENCE

for all hair types

with **Hemp and Green Caviar.**

Ultra-delicate treatment that cleans without altering the natural balance of the scalp, reinforcing and protecting the hair from external agents.

Daily Wash Shampoo	pH 6.0	250 ml - 1000 ml
Daily Wash Conditioner	pH 4.0	250 ml - 1000 ml



Hemp



Green Caviar



Blue Light Shield

JOC COLOR

THE JOY OF COLOR



100% Vegan Formulation & Fragrance

Clean, innovative and effective formulations made in line with a philosophy which excludes completely, during all production stages, any animal-derived substances, avoiding any animal sacrifice and/or abuse. Since the company's foundation, **Barex have never carried out animal testing either in our country or abroad. Even before the tests on animals were prohibited in Europe in 2013.**



Sustainable Packaging

All our bottles are recyclable and made of up to **100% PCR plastic (post-consumer recycled)**.

This leads to a virtuous circle which **protects our Seas and Oceans**, a vital ecosystem to be preserved, **saves energy and reduces CO2 emissions**.



Blue Light Shield

Treatments are enriched with **a powerful photo-protective system to protect scalp and hair from premature ageing**, caused by high levels of blue light to which we are overexposed today due to our hyper-connected lifestyle.



Communicative Packaging

The communication interface created by the packaging aims to **explain clearly the benefits of the product** to the customers. For this reason, there are various icons both on the front and on the back of the product. Furthermore, the **INCI list shows the natural ingredients combination which improve treatment effects**.

OTHER GOOD POINTS

JOC IS HYGIENE FIRST

Practical bottle with dispenser: **the product is not contaminated** by external agents or by the stylist, for hygienic and safe applications.



TECHNICAL PRODUCTS

✓ 100% VEGAN ✓ DERMATOLOGICALLY TESTED

Natural active ingredients for a strengthening and emollient action



WHEAT PROTEINS

Penetrate deeply and quickly into the hair fiber and perform a highly **strengthening, restructuring and protective action**.



JOJOBA OIL

Soothes and relieves scalp tension with a conditioning action and provides extraordinary shine.



Hair Colouring Cream 1:1,5 **Super Lightening Hair Cream 1:2**

100 ml / 3.5 oz.

- 100% coverage of white hair
- Innovative technology with **micropigments** that penetrate easily into the hair fiber allowing long lasting hair color
- Super Lightening Hair Cream lightens up to 5 tones
- Over 70 shades that offer endless possibilities from fashion colors to naturals

Stain Remover Wipes

100 pcs

Practical and quick to use, they're perfect for removing any color stains on skin caused by the colouring creams. Pleasantly fragranced and cleansing with **Apricot and Almond Oils**.

Shine Developer

150 ml / 5.07 fl. oz. - 1000 ml / 33.8 fl. oz.

10 Vol (3%) - 20 Vol (6%) - 30 Vol (9%) - 40 Vol (12%)

A highly stable and creamy oxidizing emulsion that guarantees volume stability and helps maintain an ideal pH level during hair coloring. Enriched with **Meadowfoam Flower Extract** that protects hair while allows shiny and uniform color.



TECHNICAL PRODUCTS

✓ 100% VEGAN ✓ DERMATOLOGICALLY TESTED

Natural active ingredients for a new frontier of bleaching



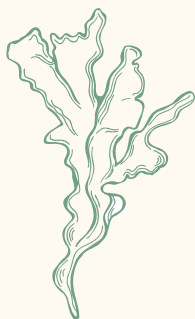
SPIRULINA ALGAE

Very rich Superfood, it **nourishes and hydrates** hair while **eliminating metals** within the hair fiber.



SODIUM GLUCONATE

Derivate of sugar, it is an **excellent chelator** for iron, aluminum and copper ions.



ULVA LACTUCA FUNCTIONAL PLEX

Plex of marine origin, with **protective, strengthening and conditioning power** that **guarantees the integrity** of the fiber.



GREEN TEA EXTRACT AND CUCUMBER OIL

A powerful combination of **antioxidant and soothing ingredients**.



Blonder Creamy Powder 3-in-1

500 g

Thanks to the synergy between **Spirulina Algae** and **Sodium Gluconate**, a bleaching powder with a creamy texture that performs a detox action by identifying and neutralizing the metal within the fiber. The **Ulva Lactuca functional Plex** protects the integrity of the fiber while lightening up to 9 tones. The low ammonia content and the presence of **Green Tea Extract and Cucumber Oil**, antioxidants, allow a powerful, fast and controllable lightening, respecting the hair structure and quality.

100% BRIGHT AND PURE COLOR

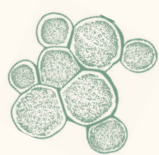
Perfect for any application technique, allows reliable color results thanks to its **triple action**:

1. **isolates and neutralizes** metal
2. **protects** the stem integrity, restructuring hair
3. allows lightening **up to 9 tones**

TREATMENT PRODUCTS

✓ 100% VEGAN ✓ SLES FREE ✓ PARABEN FREE ✓ DERMATOLOGICALLY TESTED

Natural active ingredients improve the treatment action



BLUE MICROALGA

Extremely powerful, it **protects** scalp and hair **from the harmful effects of blue light** preventing photo-aging and preserving color brilliance.



SUNFLOWER PHYTO-CERAMIDES

Protect hair from UV rays while performing a restructuring action.



ALMOND

Deeply **strengthens and moisturizes** hair while preventing frizz.



APRICOT

It performs an **efficient anti-age action** for healthy, soft and shine hair.



Color Protection Shampoo/pH 5.0

250 ml / 8.45 fl. oz. - 1000 ml / 33.8 fl. oz.

A color-safe SLES free formula to protect hair color from fading ensuring gentle cleansing.



Color Protection Conditioner/pH 4.5

250 ml / 8.45 fl. oz. - 1000 ml / 33.8 fl. oz.

Moisturizes and detangles colored hair, preserving color intensity and providing shine and softness.

2 Phase Color Protection/pH 3.0

200 ml / 6.76 fl. oz.

A lightweight leave-in conditioner to instantly hydrate colored hair and improve brushing.



JOC

STYLE

HAVE FUN AND CREATE A DINAMIC STYLE

A simple and streamlined range that offers styling and finishing products which are indispensable to create the perfect base for any hairstyle or add the finishing touch to the look.

3 FAMILIES

Hold



For extra hold!

Volume



For all-round volume!

Shine



For added brightness!

A FIXING AND SHINE

SCALE

RANGING FROM 0 TO 10

HOLD
0-10

hold factor

SHINE
0-10

shine factor

DISTINCTIVE FRAGRANCE

A scent starting with a fresh, clear note reminiscent of a waterfall on a cool spring day. A clear and transparent perfume that blends with a lush, aromatic fragrance.

A HYDRATION BOOST, thanks to Panthenol.

It is a **highly effective humectant** with **hydrating and emollient** properties which forms a smooth film on the surface of the cuticle. This film **protects** from humidity giving **shine and brilliance**.



SHAPEUP

Intense Hold Hairspray
500 ml / 16.9 fl. oz

An extra-strong and long-lasting support ideal for any hair type.
It maintains any hairstyle and texture without stickiness.

10
HOLD

7
SHINE

Hold



SHINEON

Frizz Control & Shine
300 ml / 10.14 fl. oz

Instantly boosts hair shine, shields from humidity and eliminates frizz.
Seals the hair fibers to protect hairstyles and enhance glow.

0
HOLD

10
SHINE

Shine



PUMPIT

Workable Volumizing Hairspray
300 ml / 10.14 fl. oz

Ideal for all hair types, especially fine hair. Delivers firm hold
and moveable volume. Quick-dry, non-sticky formula for shiny,
manageable hair.

7
HOLD

7
SHINE

Volume



BLOWUP

Strong Hold Volumizing Mousse
300 ml / 10.14 fl. oz

Full-bodied styling and amplified volume with long-lasting strong hold.
Does not weigh hair down, non-sticky formula. Ideal for all hair types,
for long-lasting result.

8
HOLD

5
SHINE

Volume



Permesse

Sublime Experience

The premium hair salon ritual for an unforgettable emotion

The art of creating beauty using an evolved chromatic technology and advanced treatment system. The pleasure of performing a luxury ritual which is pure bliss for the senses in terms of vibrant color, velvety textures and an enveloping signature fragrance.



Gluten Free

Although experts agree that the gluten molecule cannot penetrate the skin when applied topically, to ensure total tolerability we have included **only gluten free formulas**.



100% Vegan Formulas

According to the "Clean Beauty" philosophy, color and treatment formulas are 100% Vegan excluding completely, during all production stages, any animal-derived substances.

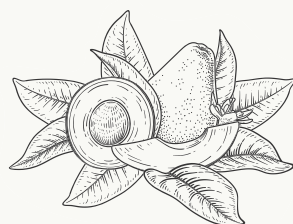
Natural Technology

Amber Extract and the synergic complex **M4 Organic Blend**, with 4 *organic microproteins* selected for their specific beneficial properties and for their multilevel penetration ability, wholly treating the hair shaft inside and out.



Soybean

- Strength



Avocado

- Protection



Amber

- Shine and
Anti-Age Action



Rice

- Hydration and Volume



Quinoa

- Repair

Hair Colouring Cream 1:1 Extra Lifting Hair Cream 1:2

100 ml / 3.5 oz.



- 100% gray hair coverage
- With **micropigments** which penetrate deeply in the hair fiber, locking in color for long lasting results
- Deep undertones and laminated brilliance
- Low ammonia content
- Extra Lifting Hair Cream lightens up to 5 tones
- Over 85 shades that offer endless customization possibilities



Expert's Delight Activator

200 ml / 6.76 fl. oz - 1000 ml / 33.8 fl. oz.

10 Vol. (3%) - 20 Vol. (6%) - 30 Vol. (9%) - 40 Vol. (12%)



Studied to work in synergy with the Colouring and Extra Lifting Creams for outstanding results. The creamy texture allows for easy, comfortable application. Perfectly adheres to hair ensuring optimal color development, uniformity and fullness.

PARABEN FREE - MINERAL OIL FREE



Expert's Delight Balancing Shampoo pH 4.0

250 ml / 8.45 fl. oz - 1000 ml / 33.8 fl. oz.



Restores hair and scalp's physiologic pH value, compacting the cuticle and sealing color within the hair fiber.

SLES FREE - PARABEN FREE



Expert's Delight Balancing Fluid Mask pH 4.0

200 ml / 6.76 fl. oz - 1000 ml / 33.8 fl. oz.



Its light and creamy texture makes application comfortable and pleasant. It intensely nourishes hair and reestablishes its natural pH value. Thanks to its acid pH, it seals the cuticle to lock the color pigments inside the fiber.

PARABEN FREE



SUPERPLEX

FOR BLONDE “WITHOUT LIMITS”

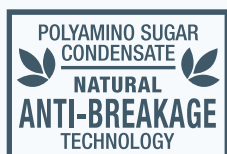
The complete range of professional products to get the blonde look you've always desired **without compromising** the hair fiber, through formulas and ingredients specifically designed for all the needs of **colored, bleached and highlighted hair**.

HOW DOES SUPERPLEX WORK?

No secret ingredients, just the natural power of sugar!

Thanks to the precious **Polyamino Sugar Condensate**, a blend of proteins and sugars with extremely effective conditioning, moisturizing and protective properties, Superplex bleaches and takes care of the hair, reducing the risk of breakage and delivering strength and stability to the hair structure.

Without additives, without changing the professional's habits.



TRIPLE ACTION TECHNOLOGY

All the products contain **Polyamino Sugar Condensate**, which clings to the hair fiber increasing the strength of disulphide bonds and reinforces the hair. Moreover, the treatments are enriched with **Keratin Amino Acids** that replump hair while reinforcing the weakest areas of the hair shaft.

DEEP

Thanks to the low molecular weight of its components, the technology **works deeply** rebuilding the hair fiber from within.

CLEVER

It **settles on damaged parts**, to fill and repair the areas which mostly need it guaranteeing a bright and luminous color.

LONG-LASTING

The ability of the ingredients to retain water on the shaft **increases** the level of hydration while delivering strength, softness and body to the hair.



RESPECT FOR THE ENVIRONMENT

The bottles of *retail sizes* are **100% recyclable** and made up to **100% post-consumer recycled plastic (PCR)**. Moreover, the entire production and packaging area uses **renewable energy** supplied by the company's photovoltaic system.

THE MOST EFFECTIVE WAY TO GET A FULL-BODIED AND ALWAYS SHINY BLONDE LOOK, WITHOUT AFFECTING THE HAIR FIBER.

LIGHTENING&BONDING

Two highly performing bleaching powders that ensure **perfect lightening and maximum protection of the hair** in a single step, with a minimized risk of breakage.



High Performance White Bleaching Powder

Ideal for any lightening technique, it leaves the shaft perfectly intact. It lifts **up to 7 tones** guaranteeing maximum safety and comfort.



400 g

UP TO 9 High Lifting Blue Bleaching Powder

It guarantees intense, safe and uniform lightening **up to 9 tones**, ensuring maximum respect of the hair. With **anti-yellow action**.



400 g

TONING&BONDING

Shampoo and Conditioner **neutralize** undesired yellow undertones while keeping beautiful **cool blonde** shades and giving brightness to the hair.

Nourished and full-bodied hair, enhanced brightness.

Keratin Cool Blonde Shampoo pH 4.8

With **blue-violet pigments**, instantly removes yellow-orange undertones and gives brightness, hydration and body to the hair.



250 ml

750 ml

Keratin Cool Blonde Conditioner pH 4.0

Illuminates, hydrates and detangles hair guaranteeing a perfect cool blonde thanks to the formula enriched with a **complex of 8 oils** and **blue-violet pigments**.



200 ml

750 ml

contemporà

ITALIAN PROFESSIONAL HAIRCARE

FROM SUPERFOOD TO BEAUTYFOOD

The growing interest in food ingredients which are extremely healthy, safe and easily recognizable, is linking inextricably **beauty and health**.

Contemporà comes from the combination of **food, beauty and efficacy**: a haircare line which uses the **nutraceutical properties** of food to ensure instant and surprising results.

Formulated with the **Natural Superfood Technology** system, Contemporà is an enhancing treatment: **the hair is protected, nourished and boosted.**



7 NATURAL RECIPES

to deal instantly with hair issues building the basis for a long-lasting complete wellbeing: in every treatment product, Contemporà combines the **Seaberry Oil**, an extraordinarily **powerful Superfood**, with **pure and exclusive Oils**, naturally rich in vitamins, nutrients and antioxidants.



ONE OIL TO RULE THEM ALL

Seaberry Oil is **one of the most powerful natural ingredients** in the world: it contains **190 bioactive substances** which offer an authentic **cocktail** consisting of *Omega 3, 6 and 9, Carotenoids, Vitamins C and E*.

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

HAIR SUPERFOOD FOR HAIR LOSS TENDENCIES

HELP STOP HAIR LOSS WITH NEW ENERGY AND STRENGTH, FOR HAIR THAT'S DENSIFIED AND PROTECTED FROM THINNING.

Hair Loss Tendencies treatment programme **strengthens and densifies** hair structure while nourishing and stimulating the vitality of dormant follicles thanks to invigorating ingredients that **promote** hair growth.



Densifying Shampoo 500 ml
Densifying Lotion 100 ml

pH 5.8



hair superfood
Seaberry



natural oil
Amla

HAIR SUPERFOOD FOR COLORED HAIR

VIBRANT COLOR FOR HAIR THAT'S DEEPLY HYDRATED, PROTECTED AND SOFT.

Thanks to antioxidant and extremely moisturizing ingredients, the Colored Hair treatment programme helps to preserve the **color brilliance**, while **protecting it** from fading, making color **last in time**.



Color Protection Shampoo 500 ml – 1000 ml

pH 4.5

Color Protection Conditioner 400 ml – 1000 ml

pH 4.5



hair superfood
Seaberry



natural oil
Pomegranate

HAIR SUPERFOOD FOR BLONDE HAIR

DEEP COOL UNDERTONES AND EXTREMELY SHINY, STRONG AND SOFT HAIR.

Thanks to **blue-violet pigments** and special **fortifying and protective** ingredients, Blonde Hair treatment programme acts instantly on the fiber, **strengthening and illuminating** the hair.



Toning Silver Shampoo 500 ml

pH 4.5



hair superfood
Seaberry



natural oil
Blackcurrant Seed

HAIR SUPERFOOD FOR DRY HAIR

HAIR IS BROUGHT BACK TO LIFE
AND APPEARS SHINY, SOFT AND
HEALTHY.

Dry Hair treatment programme
replenishes hair while providing
a **durable moisture**, preventing
dehydration, and gives hair
manageability thanks to ingredients
with nourishing and strengthening
action.



Hydrating Shampoo 500 ml – 1000 ml pH 5.8

Hydrating Mask 350 ml – 1000 ml pH 5.0

HAIR SUPERFOOD FOR FINE HAIR

FINE HAIR IS REPLUMPED, GAINS
BODY AND VOLUME, LOOKS FULL
AND HEALTHY.

Fine Hair treatment programme
strives to amplify the **volume** of
the hair, giving it **substance and
strength**, thanks to ingredients
that give **body, compactness and
hydration**.



Volumizing Shampoo 500 ml – 1000 ml pH 5.5

Volumizing Conditioner 400 ml – 1000 ml pH 4.8

Instant Volumizing Spray 200 ml pH 4.5

HAIR SUPERFOOD FOR FREQUENT USE

A PERFECTLY HEALTHY AND
BALANCED SCALP AND BEAUTIFUL
HEALTHY HAIR THAT SHINES,
EVERY DAY.

The Multifunctional Hair treatment
programme, enriched with **emollient
and nourishing ingredients**, with
extra-delicate formulas, thought out
for a daily use and all hair types.

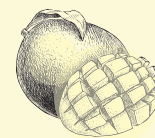


Universal Shampoo 500 ml – 1000 ml pH 5.8

Universal Mask 350 ml – 1000 ml pH 4.5



hair superfood
Seaberry



natural oil
Mango



hair superfood
Seaberry



natural oil
Cucumber



hair superfood
Seaberry



natural oil
Passion Fruit

HAIR SUPERFOOD FOR FRIZZY HAIR

HAIR IS SMOOTHED, SHINY AND PROTECTED FROM EXTERNAL AGENTS.

Frizzy Hair treatment programme **nourishes and relaxes** the hair fiber, restoring **extreme softness and shine** to the hair thanks to ingredients with intense conditioning and nourishing action.



Velvet Shampoo 500 ml

pH 5.8

Velvet Mask 350 ml

pH 4.5

Velvet Oil 75 ml

STYLING

THE PERFECT FINAL TOUCH.

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



Hairspray extra strong hold 500 ml

Volumizing Mousse 300 ml

Illuminating Serum 100 ml



hair superfood
Seaberry



natural oil
Argan

styling



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[barex_italiana_official](https://www.instagram.com/barex_italiana_official)

