



TECHNICAL SHEETS

EYELASH & EYEBROW LAMINATION

SERUM & AFTERCARE



*We start from your ideas
to make your dreams come
true. There are no limits
in what we can accomplish.*

Ver.6

CYSTEAMMINE HCL

STEP 1
STEP 2

NEW STEP 1/2 with NUTRIENT INSIDE



Suggested for:

eyelash lamination PROFESSIONAL USE

eyebrow lamination AT HOME & PROFESSIONAL USE

Contains:

Cysteamine HCL

Aloe Barbadensis

Caffeine

Hydrolyzed Collagen

Hydrolyzed Wheat Protein

Panthenol

Procapil (Biotynoil Tripeptide-1)

What is the new organic lamination system?

Our new lash lift and brow lamination system is organic, 100% vegan and made in Italy. Organic lifting is relatively new in the industry.

Without bogging you down in the chemistry lessons involved, the formula that we use is simpler, contains naturally-occurring compounds to break the disulfide bonds in the eyelash and eyebrow hair and to then reshape them.

This formula achieves the same beautiful strong curled eyelashes and fluffy eyebrows as thioglycolic acid based lifting lotions, but with nature friendly ingredients such as cysteamine and plant-based amino acids. It's also much more lash and eyebrow friendly than thioglycolic acid based formulas.

What are the benefits of Cysteamine HCL?

Cysteamine HCL based formula does not have the typical foul smell of the thioglycolic acid based lifting lotions. This is especially nice for use in a professional salon setting without disturbing the patrons with the odour.

Our Cysteamine HCL based lifting lotion is faster processing than the classic thioglycolic acid based formula. This is mainly because the EU permits only 11% thioglycolic acid for professional use.

It is allowed to use this lifting lotion not only for professional use, but also for at home use of eyebrow lamination (this is allowed in the EU; for other countries it needs to be specified). Therefore, it is a perfect opportunity for tapping into the non professional segment of brow lamination lovers.

STEP 1 PERMING

Formula:230110

PAO:6M

Expiry:30M

pH:9,8

STEP 2 FIXING

Formula:230110/1

PAO:6M

Expiry:30M

pH:2,75



CYSTEAMMINE HCL

STEP 1
STEP 2

NEW STEP 1/2 with NUTRIENT INSIDE



INCI STEP1:

AQUA (WATER), CYSTEAMINE HCL, STEARYL ALCOHOL, SODIUM HYDROXIDE, PARAFFINUM LIQUIDUM (MINERAL OIL), CETEARETH-25, PROPYLENE GLYCOL, CETYL ALCOHOL, GLYCERIN, ALOE BARBADENSIS LEAF JUICE, APIGENIN, BIOTINOYL TRIPEPTIDE-1, BUTYLENE GLYCOL, CAFFEINE, DIMETHICONE, DISODIUM EDTA, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, HYDROLYZED COLLAGEN, HYDROLYZED WHEAT PROTEIN, LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE, OLEANOLIC ACID, PANTHENOL, PARFUM (FRAGRANCE), PEG-40 HYDROGENATED CASTOR OIL, PETROLATUM, POLYQUATERNIUM-6, PPG-26-BUTETH-26, ALPHASISOMETHYL IONONE, CITRONELLOL, GERANIOL

INCI STEP2:

AQUA (WATER), STEARYL ALCOHOL, HYDROGEN PEROXIDE, CETYL ALCOHOL, CETEARYL ALCOHOL, ALOE BARBADENSIS LEAF JUICE, APIGENIN, BIOTINOYL TRIPEPTIDE-1, BUTYLENE GLYCOL, CAFFEINE, CETEARETH-20, CETEARETH-30, CITRIC ACID, COCAMIDOPROPYL BETAINE, DISODIUM PYROPHOSPHATE, ETIDRONIC ACID, HYDROLYZED COLLAGEN, HYDROLYZED WHEAT PROTEIN, LAURYL ALCOHOL, LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE, OLEANOLIC ACID, PANTHENOL, PEG-40 HYDROGENATED CASTOR OIL, PHOSPHORIC ACID, PPG-26-BUTETH-26, TETRASODIUM EDTA

PROCESSING TIME EYEBROW LAMINATION:

STEP 1 PERMING:

thin eyebrows: 5-6 Minutes
semi-thick eyebrows: 6-7 Min
thick/coarse eyebrows: 7-8 Min
maximum timing: 10 Minutes

STEP 2 FIXING:

thin eyebrows: 4-5 Minutes
semi-thick eyebrows: 5-6 Min
maximum timing: 8 Minutes

PROCESSING TIME EYELASH LAMINATION:

STEP 1 PERMING:

thin eyelashes: 8-10 Minutes
semi-thick eyelashes: 10-11 Min
thick/coarse eyelashes: 11-12 Min
maximum timing: 12 Minutes

STEP 2 FIXING:

thin eyelashes: 6-8 Minutes
semi-thick eyelashes: 8-9 Min
thick/coarse eyelashes: 9-10 Min
maximum timing: 12 Minutes

STEP 1 PERMING

Formula:230110
PAO:6M
Expiry:30M
pH:9,8

STEP 2 FIXING

Formula:230110/1
PAO:6M
Expiry:30M
pH:2,75



Suggested for:

eyelash lamination PROFESSIONAL USE

eyebrow lamination AT HOME & PROFESSIONAL USE

Contains:

Cysteamine HCL

Aloe Barbadensis

Caffeine

Hydrolyzed Collagen

Hydrolyzed Wheat Protein

Panthenol

Procapil (Biotinoyl Tripeptide-1)

What is the new organic lamination system?

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Our Cysteamine HCL based lifting lotion is faster processing than the classic thioglycolic acid based formula. This is mainly because the EU permits only 11% thioglycolic acid for professional use.

It is allowed to use this lifting lotion not only for professional use, but also for at home use of eyebrow lamination (this is allowed in the EU; for other countries it needs to be specified). Therefore, it is a perfect opportunity for tapping into the non professional segment of brow lamination lovers.

STEP 1 PERMING

Formula:LAB3723

PAO:6M

Expiry:30M

pH:9,8

STEP 2 FIXING

Formula:LAB3724

PAO:6M

Expiry:30M

pH:2,75



INCI STEP1:

AQUA (WATER), CYSTEAMINE HCL, CETEARYL ALCOHOL, SODIUM HYDROXIDE, PARAFFINUM LIQUIDUM (MINERAL OIL), CETEARETH-25, PROPYLENE GLYCOL, GLYCERIN, DIMETHICONE, DISODIUM EDTA, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, PARFUM (FRAGRANCE), PETROLATUM, POLYQUATERNIUM-6, ALPHA-ISOMETHYL IONONE, CITRONELLOL, GERANIOL

INCI STEP2:

AQUA (WATER), CETEARYL ALCOHOL, HYDROGEN PEROXIDE, CETEARETH-20, CETEARETH-30, CITRIC ACID, COCAMIDOPROPYL BETAINE, DISODIUM PYROPHOSPHATE, ETIDRONIC ACID, LAURYL ALCOHOL, PHOSPHORIC ACID, TETRASODIUM EDTA

PROCESSING TIME EYEBROW LAMINATION:

STEP 1 PERMING:

thin eyebrows: 5-6 Minutes
semi-thick eyebrows: 6-7 Min
thick/coarse eyebrows: 7-8 Min
maximum timing: 10 Minutes

STEP 2 FIXING:

thin eyebrows: 4-5 Minutes
semi-thick eyebrows: 5-6 Min
maximum timing: 8 Minutes

PROCESSING TIME EYELASH LAMINATION:

STEP 1 PERMING:

thin eyelashes: 8-10 Minutes
semi-thick eyelashes: 10-11 Min
thick/coarse eyelashes: 11-12 Min
maximum timing: 12 Minutes

STEP 2 FIXING:

thin eyelashes: 6-8 Minutes
semi-thick eyelashes: 8-9 Min
thick/coarse eyelashes: 9-10 Min
maximum timing: 12 Minutes

STEP 1 PERMING

Formula:LAB3723
PAO:6M
Expiry:30M
pH:9,8

STEP 2 FIXING

Formula:LAB3724
PAO:6M
Expiry:30M
pH:2,75



THIOGLYCOLIC ACID 11%

STEP 1
STEP 2
CLASSIC

Suggested for:

Eyelash lamination PROFESSIONAL USE

Eyebrow lamination PROFESSIONAL USE

Contains:

Thioglycolic acid 11%

What is a permanent with thioglycolic acid?

It's an alkaline permanent, known also as cold permanent, it's the most used one. It consists from a thioglycolate ammonium lotion as a reducing ingredient. In order to activate the chemical substance isn't necessary the heat, this is the reason of its name: cold permanent.

This is very strong and it has a PH between 8.2 and 9.6. This is suitable for both thicker hair than thinner ones, the most important is to respect the processing time as indicated.

The permanent processing is a chemical process that modifies in a stable way the shape of the hair. The shape of the hair is due to keratin fibres joined together by chemical bonds named disulfide bridges.

To modify the shape on an hair is necessary:

-to break chemical bonds between keratin fibres, in particular disulfide bridges and to give to the hair the new shape (REDUCTION STAGE) STEP 1

- to rebuild new disulfide bridges to fix the new desired shape (OXIDATION STAGE) STEP 2

when the use of a percentage of the 11% is indicated?

The use of these products is exclusively for professional use both for eyelashes than eyebrows, this is the maximal percentage allowed from law of thioglycolic acid inside permanent products! All our lotions are produced in Italy, they are safe for using. we suggest to do a patch test 24 hours before the treatment to make sure that the client doesn't have any allergy to no one among the ingredients.

STEP 1 PERMING
Formula:DW-15-14-12
PAO:6M
Expiry:30M
pH:8,70-8,90

STEP 2 FIXING
Formula:FX-15-15-03
PAO:6M
Expiry:30M
pH:2,40-2,60



INCI STEP1:

AQUA, ETHANOLAMINE THIOGLYCOLATE, CETEARYL ALCOHOL, AMMONIUM THIOGLYCOLATE, PROPYLENE GLYCOL, PEG-7 GLYCERYL COCOATE, SODIUM LAURYL SULFATE, CETEARETH-20, ETHANOLAMINE, PARFUM, ALPHA-ISOMETHY IONONE, CITRONELLOL, HEXYL CINNAMAL, LIMONENE, LINALOOL.

INCI STEP2:

AQUA, CETEARYL ALCOHOL, HYDROGEN PEROXIDE, PEG-7 GLYCERYL COCOATE, SODIUM LAURYL SULFATE, ACETAMINOPHEN, PHOSPHORIC ACID, PARFUM, HEXYL CINNAMAL, LINALOOL

PROCESSING TIME EYEBROW LAMINATION:

STEP 1 PERMING:

thin eyebrows: 6-7 Minutes
semi-thick eyebrows: 9-10 Min
thick/coarse eyebrows: 10-11 min
maximum timing: 11 Minutes

STEP 2 FIXING:

thin eyebrows: 5-6 Minutes
semi-thick eyebrows: 6-7 Minute
maximum timing: 8 Minutes

PROCESSING TIME EYELASH LAMINATION:

STEP 1 PERMING:

thin eyelashes: 7-8 Minutes
semi-thick eyelashes: 10-11 Minu
thick/coarse eyelashes:11-12 Min
maximum timing: 15 Minutes

STEP 2 FIXING:

thin eyelashes: 6-7 Minutes
semi-thick eyelashes: 6-9 Minute
thick/coarse eyelashes: 7-10 Min
maximum timing: 11 Minutes

STEP 1 PERMING
Formula:DW-15-14-12
PAO:6M
Expiry:30M
pH:8,70-8,90

STEP 2 FIXING
Formula:FX-15-15-03
PAO:6M
Expiry:30M
pH:2,40-2,60



Suggested for :

Eyebrow lamination PROFESSIONAL USE

Contains:

Thioglycolic acid 11% + ALOE

Aloe vera, why to use it. Not only marketing.

The aloe vera is probably one of the most famous plant ever known, a fame due to its innumerable beneficial properties. From its leaves it is extracted, through a particular process, a thick juice, similar to a gel, which contains numerous active principles with immunostimulant properties, anti inflammatory, purifying and nourishing.

The particular composition of this gel, combined with the various beneficial properties which encloses, allowed the transformation of the raw material into products exploitable for numerous uses.

With aloe vera extracts are made top quality cosmetic products (fluids, creams, lotions, conditioners) for face, lips, eyelashes, eyebrows, hair and body.

Our eyelash and eyebrow lamination products with aloe are more delicate and safer, the aloe vera infact, rich in moisturizing substances, manages to clean the hair follicles and makes sure to thicken in a natural way your eyelashes and your eyebrows.

When the use of Aloe vera is indicated?

the product with aloe can be well used both on eyelashes than eyebrows for a professional use , bytheway we noted that its used could be conveyed on the eyebrows , due to its great delicacy respect to the classic formulation, leaving softer eyebrows and more satisfied clients.

For Those who want to divide the lash line from brow line...we suggest to use the formulation with aloe only for eyebrows rather than the classic formulation for eyelashes, creating a marketing division of the two products.

STEP 1 PERMING
Formula:DW-15-14-12
PAO:6M
Expiry:30M
pH:8,70-8,90

STEP 2 FIXING
Formula:FX-15-15-03
PAO:6M
Expiry:30M
pH:2,40-2,60



INCI STEP1:

AQUA, ETHANOLAMINE THIOGLYCOLATE, CETEARYL ALCOHOL, AMMONIUM THIOGLYCOLATE, PROPYLENE GLYCOL, PEG-7 GLYCERYL COCOATE, SODIUM LAURYL SULFATE, CETEARETH-20, ETHANOLAMINE, PARFUM, ALPHA-ISOMETHY IONONE, CITRONELLOL, HEXYL CINNAMAL, LIMONENE, LINALOOL.

INCI STEP2:

AQUA, CETEARYL ALCOHOL, HYDROGEN PEROXIDE, PEG-7 GLYCERYL COCOATE, SODIUM LAURYL SULFATE, ACETAMINOPHEN, PHOSPHORIC ACID, PARFUM, HEXYL CINNAMAL, LINALOOL

PROCESSING TIME EYEBROW LAMINATION:

STEP 1 PERMING:

thin eyebrows: 6-7 Minutes
semi-thick eyebrows: 9-10 Min
thick/coarse eyebrows: 10-11 min
maximum timing: 11 Minutes

STEP 2 FIXING:

thin eyebrows: 5-6 Minutes
semi-thick eyebrows: 6-7 Minute
maximum timing: 8 Minutes

PROCESSING TIME EYELASH LAMINATION:

STEP 1 PERMING:

thin eyelashes: 7-8 Minutes
semi-thick eyelashes: 11-12 Minute
thick/coarse eyelashes: 12-14 Min
maximum timing: 15 Minutes

STEP 2 FIXING:

thin eyelashes: 6-7 Minutes
semi-thick eyelashes: 6-9 Minute
thick/coarse eyelashes: 7-10 Min
maximum timing: 11 Minutes

STEP 1 PERMING
Formula: DW-15-14-12
PAO: 6M
Expiry: 30M
pH: 8,70-8,90

STEP 2 FIXING
Formula: FX-15-15-03
PAO: 6M
Expiry: 30M
pH: 2,40-2,60



Suggested for :

Eyebrow lamination

Eyelash lamination

Contains:

hydrolysed keratin- Cetrimonium chloride - Vitamin E Acetate
Argan oil - Panthenol - castor oil - Collagen - hydrolysed silk - jo-
joba oil

Which are the features of our STEP 3?

The lamination mask STEP 3 is a revolutionary product used during the lashlift/permanent treatment. The first product of this category to be Made in Italy! The product that the eye beauty market has never seen before. This treatment is named in a generic way lamination.

This product helps to strenghten and to nourish your eyelashes in a way never been possible with other products! Our Step 3 contains ingredients as Keratin, argan oil and aminoacids that help to fill the natural eyelashes.

All the nourishing components fill the eyelashes making them thicker and longer, stimulating at the same time the growth. It's a product tht the eye beauty industry needed time ago and that finally arrived!

The lamination cream is rich in emollient functional principle, which are also softeners and conditioning. To complete the products there are also the panthenol and vitamine E.

HYDROLYZED KERATIN:

hydrolyzed derivated from Keratin. A protein which takes part to the natural composition of the hair. This active nourishes and strenghtens the eyelash fibres making them more full-bodied.

CETRIMONIUM CHLORIDE:

Cationic molecule with conditioning properties, it's also untangling and antistatic.

TOCOPHERYL ACETATE:

Molecule with antioxidant activity which is able to protect against free radicals and which is able to fight the oxidative stress.



STEP 3 Classic
Formula:2075
PAO:6M
Expiry:31M
pH:6,5-7

LAMINATION MASK with keratin

STEP 3 classic

ARGANIA SPINOSA OIL:

For millenia the argan oil has been considered the gold of Morocco. Scientific studies have demonstrated that this oil contains a huge percentage of unsaturated acids and of vitamin A, E and F that gives to it moisturizing properties and also nourishing and protectors from external aggressions. It prevents dryness and skin aging, reconstituting the hydrolipidic film. It nourishes and polishes the eyelashes keratin.

PANTHENOL:

Vitamin that due to its capability to retain water hydrates and gives brightness to the eyelashes.

RICINUS COMMUNIS OIL:

Oil with lubricants and softeners properties. It stimulates the eyelashes growth.

SOLUBLE COLLAGEN:

Collagen from sea origin. This protein exerts a film-forming action which protects the skin improving skin elasticity.

HYDROLIZED SILK:

Hydrolized of the silk proteins that makes the hair bright and combable. This functional principle improves the level of skin hydration.

Jojoba Oil (SIMMONDSIA CHINENSIS OIL):

the jojoba oil is a blend of wax esters, chemically very similar to human sebum and therefore particularly pleasing to the epidermis. It's an oil with marked film-forming and emollient properties.

INCI STEP3 CLASSIC:

AQUA (WATER), C12-20 ACID PEG-8 ESTER, GLYCERIN, CETYL ALCOHOL, ARGANIA SPINOSA OIL (ARGANIA SPINOSA KERNEL OIL), CAPRYLIC/CAPRIC TRIGLYCERIDE, RICINUS COMMUNIS OIL (RICINUS COMMUNIS (CASTOR) SEED OIL), SIMMONDSIA CHINENSIS OIL (SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL), SOLUBLE COLLAGEN, PANTHENOL, TOCOPHERYL ACETATE, HYDROLYZED KERATIN (HYDROLYZED KERATIN), HYDROLYZED SILK, PHENOXYETHANOL, IMIDAZOLIDINYL UREA, PROPYLENE GLYCOL, TETRASODIUM GLUTAMATE DIACETATE, ETHYLHEXYLGLYCERIN, CETRIMONIUM CHLORIDE, CITRIC ACID

PROCESSING TIME EYELASH AND EYEBROW LAMINATION:

It's possible to keep the product in place from 5 minutes till maximum 10 minutes.



STEP 3 Classic
Formula:2075
PAO:6M
Expiry:31M
pH:6,5-7

LAMINATION MASK with vegetable keratin

STEP 3
vegan

Suggested for:

Eyebrow lamination

Eyelash lamination

Contains:

vegetable keratin (wheat protein) -cetrimonium chloride - Argan oil-panthenol-ricinus oil-jojoba oil

Which are the features of our STEP 3 vegan?

Great innovation in the lamination field is this brand new product which uses the hydrolyzed wheat proteins also called vulgarly “vegetable keratin”

The hydrolyzed wheat proteins are natural derivatives of wheat grains and they form a unique moisturizing complex, which is able to penetrate deeply into the skin structures offering the right water balance to the skin and giving a silky and an elastic touch. Moreover, since they contain amino acids very similar to those that naturally make up our hair, eyelashes and eyebrows, they are particularly used inside the trichological products and inside the products of eyelashes and eyebrows. These proteins in fact give strength, volume and bright to hair, eyelashes and eyebrows, acting as a filler/protector so as to form a sort of barrier restoring damaged hair, fur, eyelashes. These can be used also to reduce the aggressiveness of washing products. Moreover the hydrolyzed wheat proteins are used both as a polish for brittle nails than as an anti aging ingredient for dry and mature skins in the face creams.

HYDROLYZED WHEAT PROTEIN:

vegetable peptides obtained from enzymatic hydrolysis of wheat flour. The hydrolyzed wheat proteins have moisturizing and nourishing capabilities for eyelashes and eyebrows.

CETRIMONIUM CHLORIDE:

Cationic molecule with conditioning properties, it's also untangling and antistatic.

Vitamin E Acetate (TOCOPHERYL ACETATE):

Molecule with antioxidant activity which is able to protect against free radicals and which is able to fight the oxidative stress.



STEP 3 Classic
Formula:2075
PAO:6M
Expiry:31M
pH:6,5-7

LAMINATION MASK with vegetable keratin

STEP 3
vegan

Argan Oil (ARGANIA SPINOSA OIL):

For millenia the argan oil has been considered the gold of Morocco. Scientific studies have demonstrated that this oil contains a huge percentage of unsaturated acids and of vitamin A, E and F that gives to it moisturizing properties and also nourishing and protectors from external aggressions. It prevents dryness and skin aging, reconstituting the hydrolipidic film. It nourishes and polishes the eyelashes keratin.

PANTHENOL:

Vitamin that due to its capability to retain water hydrates and gives brightness to the eyelashes.

Ricinus Oil (RICINUS COMMUNIS OIL):

Oil with lubricants and softeners properties. It stimulates the eyelashes growth.

SODIUM HYALURONATE:

anti aging polysaccharide polisaccaride which is able to bound and retain large quantities of water. This capability allows to maintain the right degree of hydration, to maintain the plasticity and turgidity of the skin and to rejuvenate the fibers of eyelashes and eyebrows.

Jojoba Oil (SIMMONDSIA CHINENSIS OIL):

the jojoba oil is a blend of wax esters, chemically very similar to human sebum and therefore particularly pleasing to the epidermis. It's an oil with marked film-forming and emollient properties.

INCI STEP3 VEGAN:

AQUA (WATER), C12-20 ACID PEG-8 ESTER, GLYCERIN, CETYL ALCOHOL, ARGANIA SPINOSA KERNEL OIL, CAPRYLIC/CAPRIC TRIGLYCERIDE, RICINUS COMMUNIS SEED OIL (RICINUS COMMUNIS (CASTOR) SEED OIL), SIMMONDSIA CHINENSIS SEED OIL (SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL), SODIUM HYALURONATE, HYDROLYZED WHEAT PROTEIN, ALGAE EXTRACT, CETRIMONIUM CHLORIDE, PHENOXYETHANOL, IMIDAZOLIDINYL UREA, PANTHENOL, TOCOPHERYL ACETATE, TETRASODIUM GLUTAMATE DIACETATE, ETHYLHEXYLGLYCERIN, CITRIC ACID

PROCESSING TIME EYELASH AND EYEBROW LAMINATION:

It's possible to keep the product in place from 5 minutes till maximum 10 minutes.



STEP 3 Classic
Formula:2075
PAO:6M
Expiry:31M
pH:6,5-7

Suggested for:

Eyebrow lamination

Eyelash lamination

Contains:

hydrolyzed keratin - cetrimonium chloride - Panthenol - Collagen - hydrolyzed silk

Which are the features of our STEP 3 clear?

It's a really innovation in the lamination field. This new Step 3 in Gel can be used replacing the classic STEP 3 in emulsion. The advantage of this product is given by the fact that it does not need to be rinsed after removing the excess.

It's moreover possible to use this product as a STEP 4 creating a new application routine in a way to introduce the selling of a subsequent treatment to the classic STEP 3 mask.

The product has been formulated in a way that can be used as a STEP 3 rather than following a classic cream-type STEP 3.

Moreover we inserted inside the formulation some PVP/PA so that after the application it can create a sort of protective film that stabilizes and blocks the obtained shape after the lamination treatment. The final effect is of a brighter, more voluminous lamination with a WOW result! To obtain at the best this effect and to grant to the client a lamination lasting over time we suggest to use this product as a STEP 4.

HYDROLYZED KERATIN:

hydrolyzed derivated from Keratin. A protein which takes part to the natural composition of the hair. This active nourishes and strenghtens the eyelash fibres making them more full-bodied.

PANTHENOL:

Vitamin that due to its capability to retain water hydrates and gives brightness to the eyelashes.



STEP 3-4 Clear
Formula:2077/1
PAO:6M
Expiry:31M
pH:6,5-7

HYDROLIZED SILK:

Hydrolized of the silk proteins that makes the hair bright and combable. This functional principle improves the level of skin hydration.

SOLUBLE COLLAGEN:

Collagen from sea origin. This protein exerts a film-forming action which protects the skin improving skin elasticity.

ETRIMONIUM CHLORIDE:

Cationic molecule with conditioning properties, it's also untangling and antistatic.

INCI STEP3-4 CLEAR:

AQUA (WATER), HYDROXYETHYLCELLULOSE, VP/VA COPOLYMER, SOLUBLE COLLAGEN, HYDROLYZED KERATIN (HYDROLYZED KERATIN), SODIUM HYALURONATE, HYDROLYZED SILK, CETRIMONIUM CHLORIDE, PHENOXYETHANOL, IMIDAZOLIDINYL UREA, PROPYLENE GLYCOL, TETRASODIUM EDTA, ETHYLHEXYLGLYCERIN, CITRIC ACID

PROCESSING TIME

EYELASH AND EYEBROW LAMINATION:

When used as a STEP 3: from 4 till 7 minutes

When used as a STEP 4: from 3 till 5 minutes



STEP 3-4 Clear
Formula:2077/1
PAO:6M
Expiry:31M
pH:6,5-7

**Suggested for:**

Eyebrow lamination

Eyelash lamination

Contains:

ALGAE EXTRACT, MAGNESIUM SULFATE, vegetable keratin (wheat protein),

Which are the features of our STEP 3 vegan?

The lash and eyebrow mask is a nourishing blend enriched with a combination of oils, algae extract, and essential minerals, making it an excellent post-lamination treatment for lashes and brows.

Featuring castor seed oil, jojoba seed oil, sweet almond oil, and argan oil, this mask is designed to provide intense hydration and nourishment, promoting healthier and more vibrant lashes and eyebrows.

Algae extract further enhances its benefits by supplying essential nutrients, while the presence of minerals such as copper sulfate, magnesium sulfate, sodium sulfate, sulfur, and zinc gluconate strengthens and fortifies the hair.

When used after a lash or eyebrow lamination treatment, this mask works to maximize the results, leaving your lashes and brows looking lustrous, hydrated, and beautifully enhanced.

ALGAE EXTRACT:

Pacific Ocean red algae extract (*Ahnfeltiopsis Concinna*) with emollient, hydrating and film-forming properties capable of giving softness to the hair. Thanks to its high concentration of carrageenan, it is an active ingredient capable of forming a protective layer on the hair.

CETRIMONIUM CHLORIDE:

Cationic molecule with conditioning properties, it's also untangling and antistatic.

MAGNESIUM SULFATE:

This ingredient leaves the hair feeling cleaner, shinier and smoother



STEP 5 MINERAL
Formula:2348
PAO:3M
Expiry:31M
pH:6,8-7,2



Argan Oil (ARGANIA SPINOSA OIL):

For millenia the argan oil has been considered the gold of Morocco. Scientific studies have demonstrated that this oil contains a huge percentage of unsaturated acids and of vitamin A, E and F that gives to it moisturizing properties and also nourishing and protectors from external aggressions. It prevents dryness and skin aging, reconstituting the hydrolipidic film. It nourishes and polishes the eyelashes keratin.

COPPER SULFATE:

Copper helps promote healthy hair growth. It does this by stimulating blood flow to the scalp, allowing the hair follicles to receive an adequate supply of the vitamins, minerals, and oxygen they need to remain healthy and functioning. It also helps build up the elasticity of hair so that it is less likely to break or become dry and brittle. This helps to ensure that the hair remains strong and silky.

It also helps to reduce the greasiness in your hair by acting as an anti-attachment agent. This prevents extra sebum from being produced by the scalp and making your hair look oily and clumpy. Copper also helps reduce the symptoms of dandruff by reducing the activity of the yeast responsible for causing it in the first place.

Ricinus Oil (RICINUS COMMUNIS OIL):

Oil with lubricants and softeners properties. It stimulates the eyelashes growth.

SODIUM HYALURONATE:

anti aging polysaccharide polisaccaride which is able to bound and retain large quantities of water. This capability allows to maintain the right degree of hydration ,to maintain the plasticity and turgidity of the skin and to rejuvenate the fibers of eyelashes and eyebrows.

Jojoba Oil (SIMMONDSIA CHINENSIS OIL):

the jojoba oil is a blend of wax esters, chemically very similar to human sebum and therefore particularly pleasing to the epidermis. It's an oil with marked film-forming and emollient properties.

INCI STEP5 MINERAL:

AQUA (WATER), C12-20 ACID PEG-8 ESTER, GLYCERIN, CETYL ALCOHOL, CAPRYLIC/CAPRIC TRIGLYCERIDE, RICINUS COMMUNIS SEED OIL (RICINUS COMMUNIS (CASTOR) SEED OIL), SIMMONDSIA CHINENSIS SEED OIL (SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL), ARGANIA SPINOSA KERNEL OIL, TOCOPHERYL ACETATE, HYDROLYZED WHEAT PROTEIN, MARIS SAL (SEA SALT), PRUNUS AMYGDALUS DULCIS OIL (PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL), ALGAE EXTRACT, COPPER SULFATE, MAGNESIUM SULFATE, SODIUM SULFATE, SULFUR, ZINC GLUCONATE, SODIUM HYALURONATE, BENZYL ALCOHOL, PHENOXYETHANOL, ETHYLHEXYLGLYCERIN, ZEA MAYS GERM OIL (ZEA MAYS (CORN) GERM OIL), CETRIMONIUM CHLORIDE, DAUCUS CAROTA SATIVA ROOT EXTRACT (DAUCUS CAROTA SATIVA (CARROT) ROOT EXTRACT), SODIUM HYDROXIDE, TOCOPHEROL

PROCESSING TIME

EYELASH AND EYEBROW LAMINATION:

It's possible to keep the product in place from 5 minutes till maximum 10 minutes.

STEP 5 MINERAL
Formula:2348
PAO:3M
Expiry:31M
pH:6,8-7,2



LIFTING GLUE

for eyelash & eyebrow lamination

GLUE
6PW

Suggested for:

Eyebrow lamination

Eyelash lamination

Hold:

This glue is 100% water soluble, it has a medium hold.

Adhesion strength on a scale of 1 to 10: 6

Which are the features of GLUE 6PW? and what is indicated for?

This glue is indicated both for eyelashes than eyebrow lamination. The formulation is quite simple, we added to the formulation collagen and hydrolyzed silk to give to the product a lifting effect during the lamination process

This kind of glue achieves in pumping in at 99% products used for the permanent and the color; it has the disadvantage to have a medium hold that makes its use more difficult when used from personal to the first experiences.

INCI GLUE 6PW:

VP/VA COPOLYMER, ISOPROPYL ALCOHOL, SOLUBLE COLLAGEN, AQUA (WATER), PROPYLENE GLYCOL, HYDROLYZED SILK



GLUE 6PW
Formula:2134
PAO:12M
Expiry:42M
pH:6-7

VEGAN GLUE for eyebrow lamination

GLUE
5PWV
vegan

Suggested for:

Eye brow lamination for at home use

Hold:

This glue is 100% water soluble VEGAN ,it has a low hold

Adhesion strenght on a scale of 1 to 10: 5

Which are the features of GLUE VEGAN 5PW? and what is indicated for?

This glue is indicated for the eyebrow lamination. Unlike the 6PW model this glue has a slightly higher fluidity and a lower seal , in a way that can be used for the eyebrow lamination both for professional than for at home use treatments.

The features of this glue make it very versatile and easy to use especially during a at home tratment. It has a slower drying respect to the 6PW model, in a way that the end user has the time enough to shape in a precise way our own eyebrows before starting the lamination process.

Many professionals during the eyebrow lamination don't use a glue; in fact this kind of glue has been studied for the end user that using it gets much better results respect to not use this glue.

INCI GLUE 5PWV:

VP/VA COPOLYMER, ISOPROPYL ALCOHOL



GLUE 5PWV
Formula:2134-1
PAO:12M
Expiry:42M
pH:6-7

STRONG GLUE for eyelashes & eyebrow lamination

GLUE 10PW

Suggested for:

Eyelash lamination

Eyebrow lamination

Hold:

This glue is 100% water soluble, it has an high hold.

Adhesion strenght on a scale of 1 to 10: 10

Which are the features of GLUE 10PW? and what is indicated for?

This is the very last generation of lamination glue both for eyebrows than for eyelashes! This glue is born after many years of research in our laboratories, we finally succeeded in formulating a glue completely Made in Italy whic contains the whole ingredients with a quality cosmetic degree and that respect the European regulations and for the formulations of cosmetic products. This is infact a cosmetic product which has passed the strictest quality controls.

Even if it is possible to use this glue also for the eyebrows, we suggest to use it exclusively for eyelash lamination, both for the application of the silicone than for the appliction of the eyelashes on the silicone.

Some clients decided to use this glue only for the application of the eyelashes on the silicone and to use the 6PW model to glue the silicone on the eyelid; in a way to create an innovative application routine.

INCI GLUE 10PW:

ALCOHOL DENAT., AQUA (WATER), POLYVINYL ALCOHOL, GLYCERIN, BUTYL ESTER OF PVM/MA COPOLYMER, ACETONE, AMINOMETHYL PROPANOL, ETHYL ESTER OF PVM/MA COPOLYMER, nBUTYL ALCOHOL



GLUE 10PW
Formula:2665
PAO:12M
Expiry:36M
pH:6,12

NOURISHING SERUM for eyelashes & eyebrows

SERUM
BBW

Suggested for:

Eyelashes and eyebrows

Available: Transparent- black - brown

Contains:

Keratin
Panthenol
Collagen
Silk

Which are the features of the serum NUTRI BBW ?

Our nourishing serum helps to maintain at home the eyelashes and the eyebrows after the lamination treatment.

It's possible to use it as a standard serum both for the coloured version (black or brown) than for the transparent one.

Its amazing daily effect reinforces, plumps, nourishes and enriches the eyelashes stem, thanks to : keratin, collagen and silk.

The aftercare product for at home use can be applied daily 1 or 2 times per day in place of the mascara or before applying the mascara or also on the eyebrows to give them a shiny and a well cared effect!

Used on the eyelashes can color them in a slightly way and the result is a really natural effect!

We added PVP/PA in order to fix both eyelashes than eyebrows.

HYDROLYZED KERATIN:

hydrolyzed derivated from Keratin. A protein which takes part to the natural composition of the hair. This active nourishes and strenghtens the eyelash fibres making them more full-bodied.

HYDROLIZED SILK:

Hydrolized of the silk proteins that makes the hair bright and combable. This functional principle improves the level of skin hydration



SERUM BBW
Formula:2077 Black
Formula:2076 Brown
PAO:3M
Expiry:31M
pH:6,5-7

NOURISHING SERUM for eyelashes & eyebrows

SERUM BBW

CETRIMONIUM CHLORIDE:

Cationic molecule with conditioning properties, it's also untangling and antistatic.

PANTHENOL:

Vitamin that due to its capability to retain water hydrates and gives brightness to the eyelashes.

SOLUBLE COLLAGEN:

Collagen from sea origin. This protein exerts a film-forming action which protects the skin improving skin elasticity.

The ideal packaging:

SERUM BBW is a serum and it is possible to sell it according to your needs and marketing with the following formats:

- in an eyeliner tube with toray applicator
- in a mascara tube with eyelash brush
- in a mascara tube with eyebrow applicator
- in a glass bottle with dropper

INCI NUTRI BBW:

AQUA (WATER), HYDROXYETHYLCELLULOSE, VP/VA COPOLYMER, SOLUBLE COLLAGEN, HYDROLYZED KERATIN (HYDROLYZED KERATIN), SODIUM HYALURONATE, PHENOXYETHANOL, IMIDAZOLIDINYL UREA, PROPYLENE GLYCOL, TETRASODIUM EDTA, ETHYLHEXYLGLYCERIN, CITRIC ACID, CETRIMONIUM CHLORIDE, CETEARETH-25, SODIUM CARBONATE, SORBITOL, HYDROLYZED SILK

BROWN MODEL: CI 14720 (ACID RED 14), CI 16255 (ACID RED 18), CI 19140 (ACID YELLOW 23 / FD & C YELLOW NO.5), CI 28440 (BRILLIANT BLACK 1), CI 73015 (ACID BLUE 74)

BLACK MODEL: CI 77266 (CARBON BLACK)



SERUM BBW

Formula:2077 Black

Formula:2076 Brown

PAO:3M

Expiry:31M

pH:6,5-7

VOLUME SERUM 3X Lenght & Diameter

SERUM 3X

Suggested for:

Eyelashes and Eyebrows

Contains:

Matrikine enriched with vitamins biotinyl-Gly-His-Lys associated with provitamin B5 (panthenol) and **peptide**.

Which are the features of the SERUM 3X ?

Serum developed using an innovative tested formulation and with the active inside at 2%.

The tests done with the serum give the following results after 15 days:

- Lenght of the hair from +17% till +43%
- Diametre of the hair from +19% till +40%

The serum has been formulated using an active which promotes proliferation of the keratinocytes of the hair bulb ensuring an optimal anchorage of the hair stimulating the synthesis and organization of laminina-5 and collagen IV adhesion molecules. Moreover the formulation has been enriched with actives in marketing percentage.

Clinical studies on the active used:

Many clinical studies have been conducted on the active, using 30 female volunteers, demanding to them to apply daily a product containing the active in question on one single eye, rather than on the other eye would be applied another similar product but without the active, so a placebo. After 15 days an image analysis was performed and an analysis after 30 days comparing it with photos before application; a visual analysis of the subject was also performed with a personal evaluation and a visual analysis by expert staff to evaluate the result. This analysis led to the following results:

- The user noticed an improved lash lenght :yes for the 67% of women that have done the test.
- the user noticed an improved lash thickness: yes for the 73% of women that have done the test.
- even the 80% of the women said to have noticed healthier eyelashes



SERUM 3X
Formula:3321/1
Low viscosity
Formula:3321
Medium viscosity
PAO:6M
Expiry:31M
pH:6,4-6,7

Why women are satisfied with SERUM 3X ?

Analysing the clinical datas obtained on the sample of 30 women and the datas in vitro is evident how a variation of 30-40% on the characteristics of the hair creates a satisfaction that makes you evaluate the product of excellent quality and really working satisfying the needs and expectations of the customer.

SERUM 3X therefore is a highly technological product able to not disappoint the expectations of even the most demanding customers satisfying to the maximum the 80% of the users who have tried it!

The ideal packaging:

3X is a serum and it is possible to sell it according to your needs and marketing with the following formats:

- in an eyeliner tube with toray applicator
- in a mascara tube with eyelash brush
- in a mascara tube with eyebrow applicator
- in a glass bottle with dropper

Different viscosities:

3X has been developed with 2 different viscosities so it adapts best to the applicator and to the use you want to make of it.

MEDIUM VISCOSITY: to use with mascara brush rather than eyebrow brush

LOW VISCOSITY: to use with eyeliner applicator rather than count drops

INCI SERUM 3X:

AQUA (WATER), HYDROXYETHYLCELLULOSE, GLYCERIN, BENZYL ALCOHOL, PHENOXYETHANOL, PANTHENOL, ETHYLHEXYLGLYCERIN, CALCIUM PANTOTHENATE, NIACINAMIDE, CAFFEINE, CITRIC ACID, TOCOPHEROL, BIOTINOYL TRIPEPTIDE-1



SERUM 3X
Formula:3321/1
Low viscosity
Formula:3321
Medium viscosity
PAO:6M
Expiry:31M
pH:6,4-6,7

ACCELERATOR SERUM Length & thickening

SERUM ACC

Suggested for:

Eyelashes and Eyebrows

Contains:

Biological active proteines, etil panthenol (provitamine B5), inositol as well as acetyl cysteine and acetyl methionine.

Which are the features of the SERUM ACC ?

Serum developed using actives at 5% for a functional action, an innovative and tested formulation.

The serum stimulates the functionality of the dermal papilla cells at the base of the hair follicles, thus counteracting the premature loss of eyelashes and eyebrows. It increases the number of Anagen hair follicles (growth stage) and it decreases those of the Telogen hair follicles (rest stage). We can so notice an increase in the thickening of eyelashes and eyebrows.

Anagen - Catagen and Telogen:

These are the 3 major stages of all hairs. The really new SERUM ACC serum acts completely differently respect to other serum. It is known that hormones, adhesion molecules and overall the cytokines play a key role in modulating growth stages. Dermal papilla cells (DP) are specialized cells comparable but distinguishable from interfollicular dermal fibroblasts by unique characteristics, such as aggregation behavior and the ability to induce the formation of new hair follicles. In fact they play a fundamental role in the growth cycle of eyelashes and eyebrows.

To better support these processes, the SERUM ACC ingredients have been selected for their ability in stimulating and regulating cellular functions.



SERUM ACC
Formula:3322/1
Low viscosity
Formula:3322
Medium Viscosity
PAO:6M
Expiry:31M
pH:6,5-7,0

The actives and their function:

Numerous in vitro tests of the active ingredients used have been performed, and all have given surprising results; moreover SERUM ACC has been enriched of additional assets at both functional and marketing level to give the product a unique and innovative in the eyelash and eyebrow serum field.

The effects of SERUM ACC are not to be attributed to the single elements that compose it but to a symbiosis that makes the product effective and the in vitro tests prove it. Strong stimulation has been noted in the development of new eyelashes and eyebrows in the ANAGEN phase thus increasing the thickening. The decrease in telogen follicles and the increase in anagen follicles is not necessarily proportional, but it varies according to how long the different types of follicles remain in the anagen or telogen phase.

The ideal packaging:

ACC is a serum and it is possible to sell it according to your needs and marketing strategies with the following formats:

- in an eyeliner tube with toray applicator
- in a mascara tube with eyelash brush
- in a mascara tube with eyebrow applicator
- in a glass bottle with dropper

Different viscosities:

3X has been developed with 2 different viscosities so it adapts best to the applicator and to the use you want to make of it.

MEDIUM VISCOSITY: to use with mascara brush rather than eyebrow brush

LOW VISCOSITY: to use with eyeliner applicator rather than count drops

INCI SERUM ACC:

AQUA (WATER), HYDROXYETHYLCELLULOSE, BENZYL ALCOHOL, PHENOXYETHANOL, ALCOHOL (ALCOHOL DENAT.), PROPYLENE GLYCOL, ETHYLHEXYLGLYCERIN, INOSITOL, PANTHENYL ETHYL ETHER, HYDROLYZED SILK, ACETYL CYSTEINE, ACETYL METHIONINE, LACTIS PROTEINUM (MILK PROTEIN (LACTIS PROTEINUM)), LACTOSE, SODIUM CITRATE, MALUS DOMESTICA FRUIT CELL CULTURE EXTRACT, CITRIC ACID, TOCOPHEROL, XANTHAN GUM, GLYCERIN, LECITHIN

SERUM ACC
Formula:3322/1
Low viscosity
Formula:3322
Medium Viscosity
PAO:6M
Expiry:31M
pH:6,5-7,0



BOOSTER MASCARA

Nourishing - Eyelashes Booster

MAS BOOST

Suggested for:

Eyelashes

Contains:

BIOTINOYL-GHK: strenghtens and gives lenght

PANTHENOL: gives strenght and repaires the lashes

Which are the features of the BOOSTER MASCARA?

A unique formula with special active ingredients that help eyelashes appear longer (up to + 32%) fuller and stronger (up to + 33%) in just 15 days, intensifying their volume (up to + 97%).

Moreover, thanks to the applicator itself, every single eyelash results perfectly defined and full black colored.

Halfway between treatment and make up the extension booster will enhance your natural beauty.

Formulated with 95% of NATURAL ORIGIN INGREDIENTS.

(in compliance with ISO 16128 guidelines)

Peptide - Eyelashes 3 D (pentapeptide-17):

Pentapeptide is a unique active able to increase the overall density of the eyelashes and to give an intense look. It works by significantly stimulating the expression of keratin-promoting genes, the most responsible of thicker eyelashes. Action demonstrated by in vitro tests performed on human epidermal keratinocytes, the peptide is in fact able to significantly induce hair-specific keratin genes. The peptide improves the density and the overall thickness of eyelashes of 66% in only 4 weeks, as demonstrated by in vivo tests performed on a panel of 4 healthy volunteers. In particular, an eyeliner with serum containing 5% and 10% peptide was applied to them twice a day. Measurements were then taken and the investigation revealed an increase in the overall density of the eyelashes of 59% in 4 weeks .

The peptide is able so to give strenght, ticker and fuller eyelashes in only 4 weeks!



MAS BOOST
Formula: NS-074
PAO: 12M
Expiry: 30M

BOOSTER MASCARA

Nourishing - Eyelashes Booster

MAS BOOST

The actives and their functions:

There have been performed many in vitro tests of the used actives and all have done surprising results; moreover MASCARA BOOSTER has been enriched of additional assets at both functional and marketing level to give the product a unique and innovative formulation in the make-up and treatment sector.

The effects of MASCARA BOOSTER are not to be attributed to the individual elements that compose it but to a symbiosis that makes the product effective and the in vitro tests prove it. A strong stimulation has been noticed which results in the development of new eyelashes thus increasing their thickening. The decrease in telogen follicles and the increase in anagen follicles is not necessarily proportional but it varies depending on how long the different types of follicles remain in the anagen or telogen stage.

The ideal packaging:

BOOSTER MASCARA is a mascara and it is possible to sell it:

In a Mascara tube using the format you prefer following your design, many shapes and materials are possible, with eyelash applicator mascara, also here different brushes to choose from according to your preferences.

INCI MAS BOOST:

AQUA, DIMETHICONE, PARAFFIN, CI 77499, STEARIC ACID, GOMMA ARABICA, COPERNICIA CERIFERA CARNAUBA WAX, TRIETHANOLAMINE, CERA ALBA, BEESWAX, POLYMETHYL METACRYLATE, CAPRYLYL GLYCOL, PHENOXYETHANOL, PANTHENOL, HEXYLEN GLYCOL, HYDROXYETHYLCELLULOSE, PANTHENOL, IMIDAZOLIDINYL UREA, BIOTINOYL TRIPEPTIDE-1



MAS BOOST
Formula: NS-074
PAO: 12M
Expiry: 30M

BOOSTER MASCARA WATER RESISTENT

Nourishing - Eyelashes Booster

MAS
WATR

Suggested for:

Eyelashes

Contains:

BIOTINOYL-GHK: strenghtens and gives lenght

PANTHENOL: gives strenght and repaires the lashes

Which are the features of the BOOSTER MASCARA WATER RESISTANT?

Our innovative polymers have been formulated to provide exceptional moisture resistance and barrier properties, in addition, our polymers offer excellent plasticizing properties, allowing for greater flexibility and improved adherence to the lashes. This makes them an excellent choice for use in mascara and other lash-enhancing products. What's more, our polymers are highly effective film formers, enabling them to create a smooth and even film on the lashes, which helps to enhance their appearance and improve wearability. We are confident that our polymers will provide you with the performance and functionality you need to create superior moisture barrier and film-forming products.

Peptide - Eyelashes 3 D (pentapeptide-17):

Pentapeptide is a unique active able to increase the overall density of the eyelashes and to give an intense look. It works by significantly stimulating the expression of keratin-promoting genes, the most responsible of thicker eyelashes. Action demonstrated by in vitro tests performed on human epidermal keratinocytes, the peptide is in fact able to significantly induce hair-specific keratin genes. The peptide improves the density and the overall thickness of eyelashes of 66% in only 4 weeks, as demonstrated by in vivo tests performed on a panel of 4 healthy volunteers. In particular, an eyeliner with serum containing 5% and 10% peptide was applied to them twice a day. Measurements were then taken and the investigation revealed an increase in the overall density of the eyelashes of 59% in 4 weeks .

The peptide is able so to give strenght, ticker and fuller eyelashes in only 4 weeks!



MAS BOOST WR

Formula: NS-030

PAO: 12M

Expiry: 30M

BOOSTER MASCARA WATER RESISTENT

Nourishing - Eyelashes Booster

MAS
WATR

The surplus:

Our mascara is designed to emphasize your gaze and put it in the spotlight by giving you infinitely long lashes that will enchant everyone around you. Our specially formulated mascara contains an elastic and luminous film that wraps around each lash, making them look longer and fuller. With just one coat of our mascara, your lashes will become the undisputed stars of your face that will captivate everyone's attention. Our mascara doesn't just lengthen your lashes, it also adds volume and color from root to tip. You'll be able to model your lashes to your desired shape and color, making them the perfect complement to any look you desire. Extra Volume Mascara will become your favorite go-to beauty product for every occasion. Try it and see the difference it can make in the way you look and feel.

The ideal packaging:

MASCARA WATER RESISTANT can be sold in a Mascara tube using the format you prefer following your design, many shapes and materials are possible, with eyelash applicator mascara, also here different brushes to choose from according to your preferences.

INCI MAS BOOST WR:

AQUA, CI 77499, GLYCERYL STEARATE, CERA MICROCRISTALLINA, RICINUS COMMUNIS SEED OIL, COPERNICIA CERIFERA CERA, VP/HEXADECENE COPOLYMER, ACRYLATES COPOLYMER, PALMITIC ACID, STEARIC ACID, PROPYLENE GLYCOL, POLYVINYL ALCOHOL, TRIETHANOLAMINE, C12-16 ALCOHOLS, PHENOXYETHANOL, SODIUM DEHYDROACETATE, LECITHIN, TOCOPHEROL, PANTHENOL, TROPOLONE, ASCORBYL PALMITATE, CITRIC ACID, BIOTINOYL TRIPEPTIDE-1



MAS BOOST WR
Formula: NS-030
PAO: 12M
Expiry: 30M

BOOSTER EYELINER EXTRA BLACK

Nourishing - Eyelashes Booster

EYE-L
3X



Suggested for:

Make up and serum use

Contains:

BIOTINOYL-GHK: strenghtens and gives lenght

PANTHENOL: gives strenght and repaires the lashes

Which are the features of the EYELINER EXTRA BLACK

We are excited to introduce you to our latest product, the Extra Black Eyeliner. Our unique formulation promises to deliver a great effect on your eyes. It is fluid in application and adheres perfectly to your skin, allowing you to develop a thin and well-defined line around your eyes. Our Extra Black Eyeliner offers a high level of comfort and long-lasting wear that is perfect for daily use. The formulation includes alcohols for quick drying and glycols for a wet effect, making it a versatile product that meets all your eyeliner needs.

Peptide - Eyelashes 3 D (pentapeptide-17):

Pentapeptide is a unique active able to increase the overall density of the eyelashes and to give an intense look. It works by significantly stimulating the expression of keratin-promoting genes, the most responsible of thicker eyelashes. Action demonstrated by in vitro tests performed on human epidermal keratinocytes, the peptide is in fact able to significantly induce hair-specific keratin genes. The peptide improves the density and the overall thickness of eyelashes of 66% in only 4 weeks, as demonstrated by in vivo tests performed on a panel of 4 healthy volunteers. In particular, an eyeliner with serum containing 5% and 10% peptide was applied to them twice a day. Measurements were then taken and the investigation revealed an increase in the overall density of the eyelashes of 59% in 4 weeks .

The peptide is able so to give strenght, ticker and fuller eyelashes in only 4 weeks!



EYE-L 3X
Formula: NS-067
PAO: 12M
Expiry: 30M

BOOSTER EYELINER EXTRA BLACK

Nourishing - Eyelashes Booster

EYE-L
3X



The surplus:

One of the most remarkable features of our Extra Black Eyeliner is its carbon black effect. This provides a dramatic look that enhances your natural beauty and makes your eyes pop. Its smooth application and uniform film make it easy to apply, and the results are simply stunning.

The ideal packaging:

EYELINER EXTRA BLACK can be sold in a tube using the format you prefer following your design, many shapes and materials are possible, with eyeliner applicator, the most suitable is the thin long toray applicator

INCI EYE-L 3X:

AQUA, GLYCERIN, BUTYLENE GLYCOL, MAGNESIUM ALUMINUM SILICATE, POLYSORBATE 20, POLYSORBATE 80, SORBITAN STEARATE, CELLULOSE GUM, CAPRYLYL GLYCOL, IMIDAZOLIDINYL UREA, PANTHENOL, PHENOXYETHANOL SODIUM DEHYDROACETATE, STEARIC ACID, TOCOPHEROL, HEXYLENE GLYCOL, BHA, BIOTINOYL TRIPEPTIDE-1, CI 77499



EYE-L 3X
Formula: NS-067
PAO: 12M
Expiry: 30M

BOOSTER EYELINER EXTRA BLACK
WATER RESISTANT
Nourishing - Eyelashes Booster

EYE-L WR
3X



Suggested for:

Make up and serum use (WATER RESISTANT) EXTRA BLACK

Contains:

BIOTINOYL-GHK: strenghtens and gives lenght

PANTHENOL: gives strenght and repaires the lashes

Which are the features of the EYELINER EXTRA BLACK

We are excited to introduce you to our latest product, the Extra Black Eyeliner. Our unique formulation promises to deliver a great effect on your eyes. It is fluid in application and adheres perfectly to your skin, allowing you to develop a thin and well-defined line around your eyes. Our Extra Black Eyeliner offers a high level of comfort and long-lasting wear that is perfect for daily use. The formulation includes alcohols for quick drying and glycols for a wet effect, making it a versatile product that meets all your eyeliner needs.

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The peptide is able so to give strenght, ticker and fuller eyelashes in only 4 weeks!



EYE-L WR 3X
Formula: NS-050
PAO: 12M
Expiry: 30M

**BOOSTER EYELINER EXTRA BLACK
WATER RESISTANT
Nourishing - Eyelashes Booster**

**EYE-L WR
3X**



The surplus:

One of the most remarkable features of our Extra Black Eyeliner Water resistant is its carbon black effect. This provides a dramatic look that enhances your natural beauty and makes your eyes pop. Its smooth application and uniform film make it easy to apply, and the results are simply stunning.

The ideal packaging:

EYELINER WATER RESISTANT can be sold in a tube using the format you prefer following your design, many shapes and materials are possible, with eyeliner applicator, the most suitable is the thin long toray applicator

INCI EYE-L 3X:

AQUA, GLYCERIN, BUTYLENE GLYCOL, MAGNESIUM ALUMINUM SILICATE, POLYSORBATE 20, POLYSORBATE 80, ACRYLATES COPOLYMER, SORBITAN STEARATE, CELLULOSE GUM, CAPRYLYL GLYCOL, IMIDAZOLIDINYL UREA, PANTHENOL, SODIUM DEHYDROACETATE, PHENOXYETHANOL, STEARIC ACID, TOCOPHERYL ACETATE, HEXYLENE GLYCOL, BIOTINOYL TRIPEPTIDE-1 BHA CI 77499



EYE-L WR 3X
Formula: NS-050
PAO: 12M
Expiry: 30M

Suggested for:

Eyebrows

Contains:

Wheat protein, seaweed extract, sodium hyaluronate, vitamin and acetate

Which are the features of the WAX RF1 ?

The eyebrow fixing WAX RF1 is an emulsion with unique characteristics, it fixes in a delicate way your eyebrows nourishing them at the same time.

The product is a very free flowing emulsion with a pleasant smell even if there aren't any added perfumes. It leaves the cute soft and when it dries doesn't leave any residue. The eyebrows will stay in the position for many hours, giving brightness and shine with a great softness. It's possible to use the fixing every single day.

It is suggested to use it after every lamination treatment for those who perform eyebrow lamination treatments on every client in a way to even better define the shape obtained from the treatment. Moreover it is suggested to sell the product to the client for using it at home.

HYDROLYZED WHEAT PROTEIN:

vegetable peptides obtained from enzymatic hydrolysis of wheat flour. The hydrolyzed wheat proteins have moisturizing and nourishing capabilities for eyelashes and eyebrows.

ALGAE EXTRACT:

Red algae extract from the Pacific Ocean (*Ahnfeltiopsis Concinna*) with emollient, moisturizers and filmogenic able to give softness to the skin. Thanks to its great concentration in carrageenan, it's an active ingredient that can create a protective layer on the skin.

Vitamin E acetate (TOCOPHERYL ACETATE):

Molecule with antioxidant activity which is able to protect against free radicals and which is able to fight the oxidative stress.



WAX RF1
Formula: 2302
PAO: 3M
Expiry: 31M
Type: White emulsion
pH: 5,2-5,5

SODIUM HYALURONATE:

Anti aging polysaccharide polisaccaride which is able to bound and retain large quantities of water. This capability allows to maintain the right degree of hydration ,to maintain the plasticity and turgidity of the skin and to rejuvenate the fibers of eyelashes and eyebrows.

The ideal packaging:

WAX RF1 is an eyebrow fixer and is suggested to use eyebrow brushes helical type , it is by the way also possible to use classic brushes.

- In a Mascara bottle with eyebrow applicator (helical type)
- In a Mascara bottle with classic mascara brush

INCI WAX RF1:

AQUA (WATER), VP/VA COPOLYMER, GLYCERYL STEARATE, STEARIC ACID, GLYCERIN, PARAFFINUM LIQUIDUM (MINERAL OIL), CETEARYL ALCOHOL, GLYCERYL CAPRYLATE, COPERNICIA CERIFERA CERA (COPERNICIA CERIFERA (CARNAUBA) WAX), HYDROLYZED WHEAT PROTEIN, ALGAE EXTRACT, SODIUM HYALURONATE, TOCOPHERYL ACETATE, PHENOXYETHANOL, TRIETHANOLAMINE, ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER, XANTHAN GUM, ETHYLHEXYLGLYCERIN



WAX RF1
Formula:2302
PAO:3M
Expiry:31M
Type:White emulsion
pH:5,2-5,5

Brow Sculpting GEL Strong

**FIX
GEL**

Suggested for:

Eyebrows

Contains:

Wheat protein, red seaweed extract, vitamin E.

Which are the features of the FIX GEL?

Cream with a soft and rich texture. The product formulated in emulsion is smooth and easy to apply. its composition and its structure make it perfect for the punctual application on the eyebrows.

It allows to shape and fix the eyebrows, without drying the skin. It dries quickly without leaving any residue.

SODIUM HYALURONATE:

Anti aging polysaccharide polisaccaride which is able to bound and retain large quantities of water. This capability allows to maintain the right degree of hydration ,to maintain the plasticity and turgidity of the skin and to rejuvenate the fibers of eyelashes and eyebrows.

COPERNICA CERIFERA CARNAUBA WAX:

Wax from vegetal origin derivated from leaves of a typical plant of Brazil. The Car-nauba gel consists of 85% esters, in addition to a small amount of free fatty acids and alcohols and resins. Like all waxes it has filming power, improving the barrier function.



FIX GEL
Formula:2301
PAO:3M
Expiry:31M
pH:5,8-6,1

HYDROLYZED WHEAT PROTEIN:

vegetable peptides obtained from enzymatic hydrolysis of wheat flour. The hydrolyzed wheat proteins have moisturizing and nourishing capabilities for eyelashes and eyebrows.

ALGAE EXTRACT:

Red algae extract from the Pacific Ocean (*Ahnfeltiopsis Concinna*) with emollient, moisturizers and filmogenic able to give softness to the skin. Thanks to its great concentration in carrageenan, it's an active ingredient that can create a protective layer on the skin.

Vitamin E acetate (TOCOPHERYL ACETATE):

Molecule with antioxidant activity which is able to protect against free radicals and which is able to fight the oxidative stress.

The ideal packaging:

FIX GEL is an eyebrow fixer and is suggested to use eyebrow brushes helical type, it is by the way also possible to use classic brushes.

- In a Mascara bottle with eyebrow applicator (helical type)
- In a Mascara bottle with classic mascara brush

INCI FIX GEL:

AQUA (WATER), VP/VA COPOLYMER, SODIUM HYALURONATE, BENZYL ALCOHOL, PHENOXYETHANOL, HYDROLYZED WHEAT PROTEIN, ALGAE EXTRACT, TOCOPHEROL, CARBOMER, ETHYLHEXYLGLYCERIN, SODIUM HYDROXIDE



FIX GEL
Formula:2301
PAO:3M
Expiry:31M
pH:5,8-6,1

Suggested for:

Eyebrows

Contains:

PEPTIDE

Which are the features of the WAX ST02 ?

The WAX ST02 is a colorless gel for the eyebrow styling, it sculpts the hair in the position that is given through an eyebrow comb. It leaves the eyebrows softer and shiny. It has a very long lasting hold over time and can be used only once a day without the eyebrows losing their shape. It is indicated both for thin than for very thick eyebrows because its innovative formulation guarantees a very strong hold!

Not a simply fixing but with PEPTIDES:

Wax ST02 isn't a simply gel for fixing the eyebrows but a really curative treatment for your eyebrows! Inside it there are principles that help the growth and the thickening of the eyebrows. The Wax ST02 is also a new generation serum based on peptides, which increases the growth and strength of the eyebrows when applied at least 2 times a day!

The ideal packaging:

WAX ST02 is an eyebrow fixing , it is suggested to use special brushes for eyebrows to apply the products which is in semi-solid form.

- glass vase

INCI WAX ST02:

AQUA, CETEARETH-30, SORBITOL, GLYCERIN, PANTHENOL, PHENOXYETHANOL, BUTYLENE GLYCOL, PEG-40 HYDROGENATED CASTOR OIL, PPG-26-BUTETH-26, SODIUM BENZOATE, SODIUM LEVULINATE, GLYCOPROTEINS, OLIGOPEPTIDE-2.



WAX ST02
Formula:2301
PAO:3M
Expiry:31M

DRY OIL

Polishing and Nourishing for eyebrows

DRY
OIL

Suggested for:

Eyebrows and Eyelashes

Contains:

Joboba Oil, Argan Oil, Macadamia nut Oil, Almond Oil, Avocado Oil, Grapeseed Oil, Vitamine E E F

Which are the features of the OIL DRY?

Dry oil rich in vitamins and vegetable oils with a nourishing action and good fluidity. Used on the eyebrows it gives a unique brilliance, used by the masters before taking photographs to bring out the effects of eyebrow lamination. Used everyday, it nourishes the eyebrows giving them shine and promotes the natural growth of the hair. The 5 oils used don't leave the classic greasy effect on the skin because they have been produced to obtain a dry effect on the skin!

JOJOBA OIL (SIMMONDSIA CHINENSIS OIL):

The jojoba oil is a blend of wax esters, chemically very similar to human sebum and therefore particularly pleasing to the epidermis. It's an oil with marked film-forming and emollient properties.

ARGAN OIL (ARGANIA SPINOSA OIL):

For millenia the argan oil has been considered the gold of Morocco. Scientific studies have demonstrated that this oil contains a huge percentage of unsaturated acids and of vitamin A, E and F that gives to it moisturizing properties and also nourishing and protectors from external aggressions. It prevents dryness and skin aging, reconstituting the hydrolipidic film. It nourishes and polishes the eyelashes keratin.

AVOCADO OIL (PERSEA GRATISSIMA OIL):

oil rich in the unsaponifiable fraction with marked emollient activity, indicated for dry and mature skin.



OIL DRY
Formula:1276/1
PAO:6M
Expiry:36M

PRUNUS AMYGDALUS DULCIS OIL:

Oil derived from prunus amygdalus dulcis with softening, nourishing, emollient properties

MACADAMIA TERNIFOLIA SEED OIL:

Very stable oil of Australian origin with marked sebum-like properties due to the high content of palmitoleic acid which is one of the main components of human sebum. It is very nourishing and particularly suitable for mature skin.

VITIS VINIFERA SEED OIL:

Oil deriving from grape seeds. Its main feature is linked to the high content of linoleic acid, an essential fatty acid progenitor of the omega-six series. It is used in the cosmetic field for its antioxidant properties, useful in fighting free radicals.

Vitamin E (TOCOPHERYL ACETATE):

Molecule with antioxidant activity which is able to protect against free radicals and which is able to fight the oxidative stress.

The ideal packaging:

OIL DRY is an oil and it is possible to sell it according to your needs and marketing strategies with the following formats:

- in an eyeliner tube with toray applicator
- in a mascara tube with eyelash brush
- in a mascara tube with eyebrow applicator
- in a glass bottle with dropper

INCI OIL DRY:

ETHYLHEXYL STEARATE, DICAPRYLYL ETHER, ETHYLHEXYL PALMITATE, PRUNUS AMYGDALUS DULCIS OIL (PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL), ARGANIA SPINOSA KERNEL OIL, MACADAMIA TERNIFOLIA SEED OIL, PERSEA GRATISSIMA OIL (PERSEA GRATISSIMA (AVOCADO) OIL), VITIS VINIFERA SEED OIL (VITIS VINIFERA (GRAPE) SEED OIL), LECITHIN, TOCOPHEROL, ASCORBYL PALMITATE, CITRIC ACID



OIL DRY
Formula:1276/1
PAO:6M
Expiry:36M

DELICATE MAKE-UP REMOVER

oil free suitable for extensions

STR
DELIC

Suggested for:

Eyelashes & Eyebrows (indicated for wearers of eyelash extensions)

Contains:

Olive oil peg-7

Which are the features of the DELICATE MAKE-UP REMOVER ?

PEG-7 olive oil esters come from a process known as transesterification, in which pure olive oil is combined with PEG-7, a humectant and synthetic solvent. Transesterification is an environmentally friendly chemical conversion in which fatty acids such as triglycerides react with alcohol and other esters to form a new compound that is soluble in water despite being produced from an oil. In the products for the skin care, the esters PEG-7 of olive oil work as emollients, emulsifiers and mild secondary cleansing agents ("secondary" in the sense that they assist the primary cleaning agent that precedes it in the list of ingredients). The esters of PEG-7 of the olive oil have been deemed safe to be used in cosmetics, by the Cosmetic Ingredients Review Expert Panel. Their evaluation from 2014 examined the maximum use concentration ranges for PEG-7 of olive oil esters up to 12% for leave-on products and rinse-off formulations up to 97%.

The ideal packaging:

The delicate make-up remover is a colorless liquid and it is recommended to use:

- Bottle with classic hole spray dispenser

INCI STR DELIC:

AQUA (WATER), OLIVE OIL PEG-7 ESTERS, PHENOXYETHANOL, IMIDAZOLIDINYL UREA, TETRASODIUM EDTA, ETHYLHEXYLGLYCERIN



STR DELIC
Formula:1864
PAO:6M
Expiry:31M
pH:6,7-7

Suggested for:

Eyelashes & Eyebrows (indicated for wearers of eyelash extensions)

Contains:

CALENDULA OFFICINALIS FLOWER, SODIUM BICARBONATE, SODIUM HYALURONATE

Which are the features of the FOAM?

The foam is an excellent make-up remover that can remove the most water resistant makeup as the waterproof mascara and the theatrical makeup. It is used for the pre-treatment deep cleaning of eyelash extensions and eyelash and eyebrow lamination. It removes in a simply way fat deposits and it prepares eyelashes and eyebrows to the professional treatments.

Calendula is used as a soothing and vulnerary re-epithelizing agent for the skin and genital area. Polyacetylenes exert an accentuated bacteriostatic action against Staphylococcus aureus, Candida albicans and Trichomonas. The simultaneous presence of some immunostimulating polysaccharides and triterpenes determines an action on the healing of wounds and dermal inflammation.

The ideal packaging:

The foam is a liquid and to obtain the mousse effect you need to use:

- Bottle with foamer dispenser

INCI FOOM DELIC:

AQUA (WATER), TEA-LAURYL SULFATE, GLYCERIN, GLYCERYL CAPRYLATE, SODIUM PCA, CALENDULA OFFICINALIS FLOWER WATER, SODIUM HYALURONATE, SODIUM CARBOXYMETHYL BETA-GLUCAN, BENZYL ALCOHOL, HYDROXYETHYLCELLULOSE, TETRASODIUM GLUTAMATE DIACETATE, BENZOIC ACID, CITRIC ACID, SODIUM BICARBONATE, SORBIC ACID, POTASSIUM SORBATE, SODIUM BENZOATE, IMIDAZOLIDINYL UREA, PHENOXYETHANOL, PARFUM (FRAGRANCE)



FOOM DELIC
Formula:1865
PAO:8M
Expiry:36M
pH:5-5,3