

# INSIGHT

*(noun) in •sight*

The ability to see  
and understand clearly  
*the inner nature* of things.


# INSIGHT

INSIGHT UK

0800 158 8009

[www.insightprofessional.co.uk](http://www.insightprofessional.co.uk)

 @insight\_professional\_uk

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# INSIGHT VALUES

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## **OUR INSPIRATION: URBAN NATURE**

INSIGHT is the line conceived in our laboratories to create a synergistic action between the ancient wisdom of phyto extracts and phyto oils and the ethical choice to work with organic ingredients. Nature, in a urban context, is our source of inspiration.

## **OUR CHOICE: ESSENTIALITY + EFFICACY**

INSIGHT products are nourishing, rich in protective and essential active ingredients, in accordance with a healthy choice of purity of the formulas. Innovative, non-conventional formulations that protect the hair health and radiance through a rigorous selection of the raw materials, at the same time guaranteeing absolute styling perfection and high professional content.

## **OUR MISSION: ECO-SUSTAINABILITY**

The mission of INSIGHT is eco-sustainability, both environmental and social. Being within the reach of all, offering gentle yet effective green formulas: professional quality at affordable prices.

## OUR CHOICES

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Our laboratories formulate according to precise ecological and health conscious parameters.  
Here are the ingredients **we chose and what not**:



### SYNTHETIC COLOURANTS FREE

All INSIGHT products are without synthetic dyes, with the exception of one product (Anti-yellow shampoo), Incolor, Incolor Man, Pigments coloring ranges in which the use of dye is unavoidable because it performs an action needed for the formula to work.



### ALLERGEN FREE FRAGRANCES

We chose to use only fragrances without allergens, with the exception of the Cosmos ranges, so that our treatments will be as gentle as possible, even on the most sensitive scalps.



### SLS/SLES FREE

All of our shampoos are formulated without SLS and SLES (Sodium Lauryl Sulfate and Sodium Laureth Sulfate), which are considered aggressive and potentially irritating surfactants. Instead we chose to use a gentler cleansing agent, SODIUM COCETH SULFATE, derived from coconut. Using a more dermo-compatible cleansing product means protecting scalp health and balance over time.



### SILICONES FREE

Silicones are inorganic polymers derived from silicon that are produced through chemical synthesis processes. Although it's true that they give immediate softness and shine to hair, thanks to their film-forming effect, they prevent the penetration of the active ingredients since they occlude the scales of the cuticle, with the risk of accumulation on the hair. That is why we eliminated them, where possible, from our formulations.



### PARABENS AND MIT FREE

Parabens and MITs are preservatives that have become the subject of controversy. Scientific research has not yet taken a definitive stance. While awaiting a response that dispels all doubt, we decided to use some alternative preservative systems. In particular, we use a biodegradable mixture of organic acids for all our shampoos: Sodium Benzoate and Potassium Sorbate. For masks and conditioners instead we use a preservative mixture composed of Benzyl Alcohol and a naturally derived softening agent, Glyceryl Laurate.



### MINERAL OILS AND PETROLATUM FREE

Petrolatum (Paraffinum liquidum) is a refined petroleum product with film-forming properties that prevents correct transpiration and oxygenation of scalp and hair. We opted to replace it, where possible, with more dermo-compatible, naturally derived ingredients with the same properties, but fewer unknowns to health and environment.

## OUR PLUSES

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Our products have in common  
**some formulation characteristics:**



### OZONATED WATER

Water is the key ingredient for creating our products, as well as being a carrier of the active ingredients and extracts of the formulas: for this reason for years Eley has treated the water for the productions with ozone. Some studies have confirmed that ozone, a molecule made up of three oxygen atoms, is a valid alternative to traditional agents such as chlorine and its compounds; compared to them ozone has higher oxidising power, making it effective against a wider range of bacteria. At low concentration levels ozone is non-toxic and returns to its original form (oxygen) in a short time, without leaving residues. Its use also guarantees rapid, safe, deep-down and completely ecological sanitation, making the water microbiologically pure, in the perfect condition to actively incorporate the functional principles.



### HIGH PERCENTAGE OF NATURALITY

Our formulas contain a high percentage of natural derived ingredients. On average, more than 96% of the total formula is composed of raw materials of natural origin.



### VEGAN OK CERTIFICATION

The entire INSIGHT hair line is VEGAN OK certified, including the Incolor, Incolor Man and Pigments lines. This standard was established to foster the dissemination of a culture of respect for life and the environment, also in favour of those who are not vegans or vegetarians, so that such values can be a common heritage for all. Therefore, buying a product bearing the VEGAN OK logo on the label, the consumer implicitly receives a guarantee from the manufacturer that the product does not contain animal components and so it did not involve exploitation and killing of animals.



### NICKEL TESTED

All our formulas are nickel tested, < 0.5 PPM, to guarantee greater safety in case of hypersensitivity.



### PHYTO AND ORGANIC EXTRACTS

The main functional active ingredients in our formulations are derived from organic agriculture, coming from certified crops. Combinations of naturally derived oils and butters then work in synergy with these extracts, increasing hair softness and nutrition. Selecting organic active ingredients means safeguarding the planet, protecting the workers who are part of the production chain and protecting the well-being of the final consumers.



### 100% MADE IN ITALY

We like to emphasise our 100% Italian know-how: product quality is guaranteed, from the lab until delivery, in over 40 countries worldwide. A value that is a mark of distinction, perfection and style.

## OUR PACKAGING

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The environmental sustainability of the Insight project does not stop at the formulas, but also embraces the packaging world.



## rPET, OUR CHOICE

PET (Polyethylene Terephthalate) is a lightweight and durable polyester which, thanks to its infinite recycling possibilities, possesses an excellent profile from the viewpoint of environmental sustainability. PET belongs to the family of thermoplastics, materials that are transformed by heat into very viscous liquids that are easily worked: they return to the solid state when the temperature is lowered. Since their structure does not undergo modifications, the material can be subjected more than once to remodelling processes using heat: this characteristic of PET makes it 100% recyclable and it becomes possible to transform it into rPET: **we chose to use 100% post-consumer recycled PET** for all bottles and jars of the INSIGHT line.

## CAPS

All caps of Insight jars are made of 100% recycled PP.

## TUBES AND LABELS

Our tubes and their labels are made of a biobased material derived from sugar cane.

## WHAT DOES IT MEAN TO USE RECYCLED PET?

- **protect** the environment;
- **reduce** carbon dioxide emissions: for every kg of recycled PET up to 3 kg of CO<sub>2</sub> are spared!
- **save** energy: by manufacturing products from recycled PET it is possible to achieve a 50% energy savings, reducing costs and limiting harm to the environment.



## LABELS: RECYCLED PET AND RAFCYCLE®

All **labels** of Insight products in bottles or jars are made of a material that has a **minimum content of 25% recycled PET** resin.

Moreover, we joined the **RafCycle®** project, sponsored by UPM Raflatac, a programme developed for the recovery and valorisation of scraps of labels throughout their life cycle.

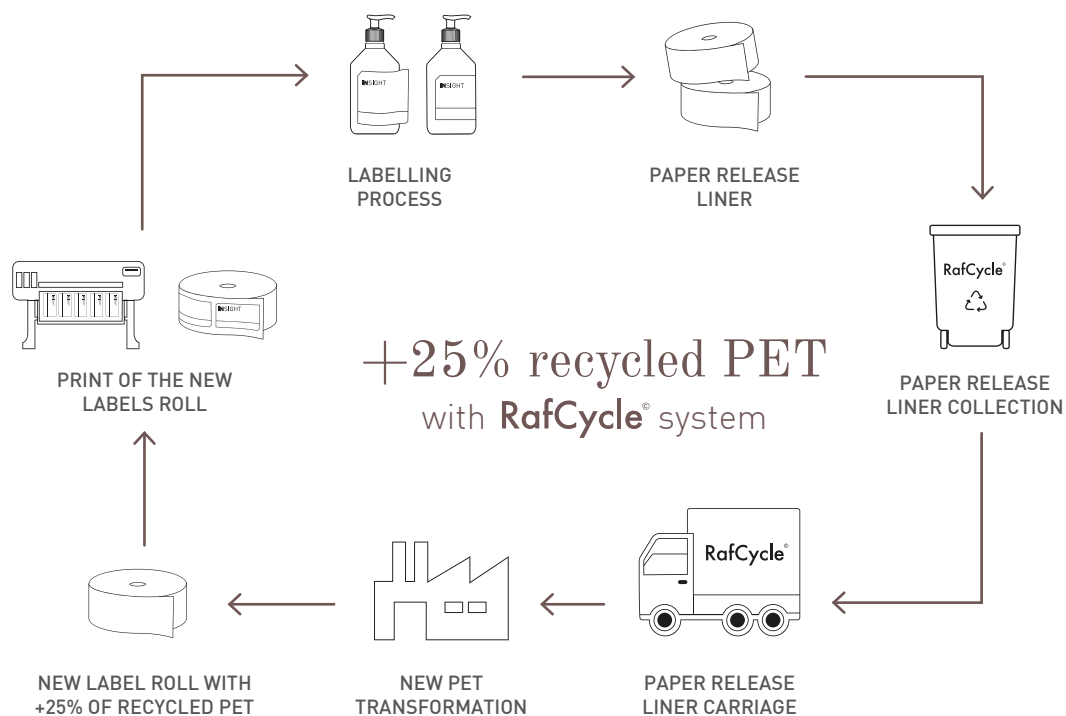
## WHO IS UPM RAFLATAC?

UPM Raflatac is a global leader in the production and supply of films and self-adhesive labeling papers.

## WHAT IS RAFCYCLE®?

This is an innovative recycling concept based on the reuse of scraps generated from adhesive labels to create new materials.

RafCycle® recovers the byproducts of adhesive labels, destined for incineration or disposal in landfills, and transforms them, giving them a new lease on life. It also reduces the amount of waste to be disposed of in landfills and offers countless advantages to printers, packagers and other operators in the label sector and, of course, to the environment. Processing waste from labels - scraps and matrices - are recovered and destined for waste-to-energy conversion at the UPM paper mills and used as fuel. Thanks to a technologically advanced process, **siliconised backing paper is recovered and sent for recycling at the UPM paper mill to be transformed into new cellulose that will become new paper.**



Our packaging represents us, not only because of our choice of materials, but also with a message that identifies

# our philosophy

FEEL  
your Inner Beauty

LIFE  
in the Natural Connection

LOVE  
for Nature and Planet

CARE  
Yourself



## DNV COMPANY CERTIFICATIONS

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**ELEY**<sup>®</sup> has obtained the **ISO 9001** (Quality System) and **ISO 22716** (GMP - Good manufacturing practice). This certification process has allowed us to increase our ability to meet the needs and expectations of our customers, through a better control of production processes.



### ISO 9001

To apply the ISO 9001 regulation within the company means to create an organizational system whose requirements comply with the requirements of the standard. The requirements apply to all business processes, which must be supported by appropriate documentation (quality manual, procedures, work instructions). The goal of an ISO 9001 quality system is to ensure that the product provided by the company complies with the specified requirements. Thus it shows that the company is able to respond in a coherent and thorough manner to the expectations of the customer and will be able to achieve significant improvements in terms of organizational efficiency and product quality by minimizing waste, avoiding errors and increasing productivity.

### ISO 22716

**(GMP - Good Manufacturing Practice)**

The UNI EN ISO 22716 regulation defines the guidelines for the production, control, storage and shipment of cosmetic products with the aim to guarantee to the customer high standards of safety and sanitation.

GMP is therefore a set of rules that describe the methods, equipment, the means of production and management to ensure the appropriate quality standards. They have as their object both the production and the quality control, are applicable to all kind of cosmetic products and take into account all the factors and activities that are relevant for obtaining a cosmetic product.





# INSIGHT

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## HAIR

**Tailored** for all types of hair, to create your own daily **ritual** of **beauty** and **wellness**.

Each of us has his own **identity**, his **uniqueness**, his **preferences**, his **hair**: this is the reason why we have created for you a **complete system** in which you can choose your right combination. **Your hair has always been our passion.**

# DAILY USE

**GOAL: DAILY CARE OF EVERY KIND OF HAIR.**

A line where the nutritional virtues of organic extracts moisturize the hair and make it healthy and soft.  
Delicate formulations that improve combing and ensure shine from roots to ends.



## ENERGIZING SHAMPOO

- + Organic Lemon Extract
- + Energizing Phytocomplex  
(Apricot Butter, Sunflower Oil,  
Corn Germ Oil)

A delicate formula, ideal for frequent washing. It respects the natural moisture level of the hair.

### HOW TO USE

Apply to wet hair, distributing evenly.  
Rinse thoroughly.



code IDU007 size 900 ml  
code IDU037 size 400 ml  
code IDU060 size 100 ml

## ENERGIZING CONDITIONER

- + Organic Lemon Extract
- + Energizing Phytocomplex  
(Apricot Butter, Sunflower Oil,  
Corn Germ Oil)

It grants brilliance to the hair, while detangling. It has a moisturizing and revitalizing action, without weighing down.

### HOW TO USE

Apply on the lengths, on wet hair, distributing evenly. Leave on for 3/5 minutes, then rinse.



code IDU009 size 900 ml  
code IDU039 size 400 ml  
code IDU078 size 100 ml

## ENERGIZING MASK

- + Organic Lemon Extract
- + Energizing Phytocomplex  
(Apricot Butter, Sunflower Oil,  
Corn Germ Oil)

It provides a deep and homogenous moisture for all hair types. It gives strength and elasticity to hair.

### HOW TO USE

Distribute evenly on wet hair.  
Leave on for 5/10 minutes, then rinse.



code IDU008 size 500 ml  
code IDU038 size 250 ml

# DRY HAIR

**GOAL: NOURISH DRY AND DULL HAIR, WITHOUT WEIGHING IT DOWN.**

Revitalizing treatments to strengthen the thin and fragile hair penetrating the capillary material and giving elasticity, volume and softness.



## NOURISHING SHAMPOO

- + Organic Oat Extract
- + Nourishing Phytocomplex  
(Coconut Oil, Illipe Butter,  
Sweet Almond Oil)

It gently cleanses, restoring elasticity and brightness to even the driest hair.

### HOW TO USE

Apply to wet hair, distributing evenly.  
Rinse thoroughly.



code IDR001 size 900 ml  
code IDR031 size 400 ml  
code IDR059 size 100 ml

## NOURISHING CONDITIONER

- + Organic Oat Extract
- + Nourishing Phytocomplex  
(Coconut Oil, Illipe Butter,  
Sweet Almond Oil)

It gently detangles dehydrated hair, leaving the hair shiner and easier to comb.

### HOW TO USE

Apply on the lengths, on wet hair, distributing evenly. Leave on for 3/5 minutes, then rinse.



code IDR003 size 900 ml  
code IDR033 size 400 ml  
code IDR077 size 100 ml

## NOURISHING MASK

- + Organic Oat Extract
- + Nourishing Phytocomplex  
(Coconut Oil, Illipe Butter,  
Sweet Almond Oil)

It helps sealing the dry hair cuticle, ensuring intense hydration and softness since the first applications.

### HOW TO USE

Distribute evenly on wet hair.  
Leave on for 5/10 minutes, then rinse.



code IDR002 size 500 ml  
code IDR032 size 250 ml

# ANTIOXIDANT

**GOAL: MEET THE SPECIFIC NEEDS OF THE HAIR EXPOSED TO POLLUTION, WEATHER AND MECHANICAL STRESS.**

Contains the Organic Carrot Extract, rich in Betacarotene, which protects the hair from the harmful effects of free radicals.



## REJUVENATING SHAMPOO

- + Organic Carrot Extract
- + Antioxidant Phytocomplex  
(Soy Butter, Jojoba Oil, Hazelnut Oil)

Suitable for all hair types. It performs an antioxidant action against the harmful effects of free radicals.

### HOW TO USE

Apply to wet hair, distributing evenly. Rinse thoroughly.



code IA0004 size 900 ml  
code IA0034 size 400 ml  
code IA0099 size 100 ml

## REJUVENATING CONDITIONER

- + Organic Carrot Extract
- + Antioxidant Phytocomplex  
(Soy Butter, Jojoba Oil, Hazelnut Oil)

It detangles and protects the hair fiber from external aggression. Leave the hair soft and shiny.

### HOW TO USE

Apply on the lengths, on wet hair, distributing evenly. Leave on for 3/5 minutes, then rinse.



code IA0006 size 900 ml  
code IA0036 size 400 ml  
code IA0100 size 100 ml

## REJUVENATING MASK

- + Organic Carrot Extract
- + Antioxidant Phytocomplex  
(Soy Butter, Jojoba Oil, Hazelnut Oil)

It bestows on the hair a deep nourishment and intense brightness.

### HOW TO USE

Distribute evenly on wet hair. Leave on for 5/10 minutes, then rinse



code IA0005 size 500 ml  
code IA0035 size 250 ml

# ANTIOXIDANT

Protection and hydration are two common needs for hair exposed to weather elements or sunlight. For this reason, our laboratories have created two formulations that can be used both on the beach and in the city: one for hair protection, the other to refresh and moisturize body and hair.



## PROTECTIVE

### HAIR SPRAY\*

- + Organic Coconut Oil
- + Hazelnut and Jojoba Oils

Recommended for all hair types, it protects against weather conditions, sun rays, chlorine or sea salt.

#### HOW TO USE

Spray on the hair before and during the exposure to sunlight.

\* It contains silicones



code IA0103 size 100 ml

## HYDRA-REFRESH

### HAIR AND BODY WATER

- + Organic Aloe Vera juice
- + Organic Coconut Oil
- + Kau Pe Extract

A water-treatment with refreshing, moisturising and soothing effect: its special formula is a source of natural hydration, perfect for quenching skin and hair during the day.

#### HOW TO USE

Spray as needed on body and hair, at a distance of about 20 cm. Avoid contact with the eyes. Without UV filters. Alcohol free.



code IA0146 size 150 ml

# COLORED HAIR

**GOAL: BRIGHTEN AND ENHANCE THE COLOR, REVITALIZING THE HAIR.**

Thanks to its formula rich of extracts and natural oils, it protects the hair while preserving the brightness of color, which lasts longer and is more resistant to washing.



## PROTECTIVE SHAMPOO

- + Organic Macadamia Oil
- + Color Protection Phytocomplex (Henna Extract, Mango Butter, Grape Seed Oil)

Suggested for colored hair, it protects by helping to improve the color lasting.

### HOW TO USE

Apply to wet hair, distributing evenly. Rinse thoroughly.



code IC0016 size 900 ml  
code IC0046 size 400 ml  
code IC0081 size 100 ml

## PROTECTIVE CONDITIONER

- + Organic Macadamia Oil
- + Color Protection Phytocomplex (Henna Extract, Mango Butter, Grape Seed Oil)

It detangles the hair, enhancing at the same time the brightness and the color intensity.

### HOW TO USE

Apply on the lengths, on wet hair, distributing evenly. Leave on for 3/5 minutes, then rinse.



code IC0018 size 900 ml  
code IC0048 size 400 ml  
code IC0082 size 100 ml

## PROTECTIVE MASK

- + Organic Macadamia Oil
- + Color Protection Phytocomplex (Henna Extract, Mango Butter, Grape Seed Oil)

Protects hair color from external aggression. It deeply nourishes the hair, leaving it softer than before.

### HOW TO USE

Distribute evenly on wet hair. Leave on for 5/10 minutes, then rinse.



code IC0017 size 500 ml  
code IC0047 size 250 ml



# ANTI-FRIZZ

**GOAL: CONTROL FRIZZY, DRY AND DIFFICULT TO MANAGE HAIR.**

The soothing properties of the natural extracts reduce the frizz effect and deeply moisturize the hair fiber. Formulas created to make your hair perfectly smooth and shiny.



## HYDRATING SHAMPOO

- + Organic Linseed Extract
- + Anti-Frizz Phytocomplex  
(Cocoa Butter, Cotton Oil, Hemp Oil)

An emollient action that begins from your daily shampoo, to get a shiny, silky hair.

### HOW TO USE

Apply to wet hair, distributing evenly. Rinse thoroughly.



code IAF010 size 900 ml  
code IAF040 size 400 ml  
code IAF079 size 100 ml

## HYDRATING CONDITIONER

- + Organic Linseed Extract
- + Anti-Frizz Phytocomplex  
(Cocoa Butter, Cotton Oil, Hemp Oil)

It contrasts the dull and opaque appearance, typical of frizzy hair. It also provides a detangling and nourishing action.

### HOW TO USE

Apply on the lengths, on wet hair, distributing evenly. Leave on for 3/5 minutes, then rinse.



code IAF012 size 900 ml  
code IAF042 size 400 ml  
code IAF080 size 100 ml

## HYDRATING MASK

- + Organic Linseed Extract
- + Anti-Frizz Phytocomplex  
(Cocoa Butter, Cotton Oil, Hemp Oil)

Intensive hair treatment: nourishes the hair fiber, smoothing it and leaving it more shiny.

### HOW TO USE

Distribute evenly on wet hair. Leave on for 5/10 minutes, then rinse.



code IAF011 size 500 ml  
code IAF041 size 250 ml

# DAMAGED HAIR

**GOAL: RETURN BRIGHTNESS AND VITALITY TO DAMAGED HAIR.**

Harsh chemical treatments, colors, seasonal changes and elevated temperatures can damage the hair, leaving it brittle, dry and dull.



## RESTRUCTURIZING SHAMPOO

- + Organic Wheat Germ Extract
- + Restructurizing Phytocomplex (Olive Butter, Argan Oil, Rice Bran Oil)

It gives elasticity and shine to the hair, performing a repair action during the cleansing.

### HOW TO USE

Apply to wet hair, distributing evenly. Rinse thoroughly.



code IDA013 size 900 ml  
code IDA043 size 400 ml  
code IDA058 size 100 ml

## RESTRUCTURIZING CONDITIONER

- + Organic Wheat Germ Extract
- + Restructurizing Phytocomplex (Olive Butter, Argan Oil, Rice Bran Oil)

Revitalizes the wrinkled and damaged hair to get a healthy looking hair.

### HOW TO USE

Apply on the lengths, on wet hair, distributing evenly. Leave on for 3/5 minutes, then rinse.



code IDA015 size 900 ml  
code IDA045 size 400 ml  
code IDA076 size 100 ml

## RESTRUCTURIZING MASK

- + Organic Wheat Germ Extract
- + Restructurizing Phytocomplex (Olive Butter, Argan Oil, Rice Bran Oil)

Intensive hair treatment: helps to protect the hair and reintegrate its natural hydration.

### HOW TO USE

Distribute evenly on wet hair. Leave on for 5/10 minutes, then rinse.



code IDA014 size 500 ml  
code IDA044 size 250 ml



## DAMAGED HAIR

To improve the restructurizing treatment, at home or in the salon,  
our laboratories have formulated two products to complete the clean sing line.

### RESTRUCTURIZING

## SPRAY\*

- + Organic Bamboo Extract
- + Organic Wheat Extract
- + Sea Kelp Extract

Maintenance treatment for devitalized hair.  
Thanks to its constant use, it gives elasticity and vigor.

### HOW TO USE

Spray on wet hair, then proceed with styling.

No rinse. Shake before use.

\* A slight change in appearance is an indication of the natural  
raw materials present in the formula.



code IDA104 size 100 ml

### RESTRUCTURIZING

## BOOSTER



- + Acacia Extract
- + Seaweed Extract

Mix of plant powders to get an immediate and tangible result.  
Suitable for damaged hair, it gives body and softness.

### HOW TO USE

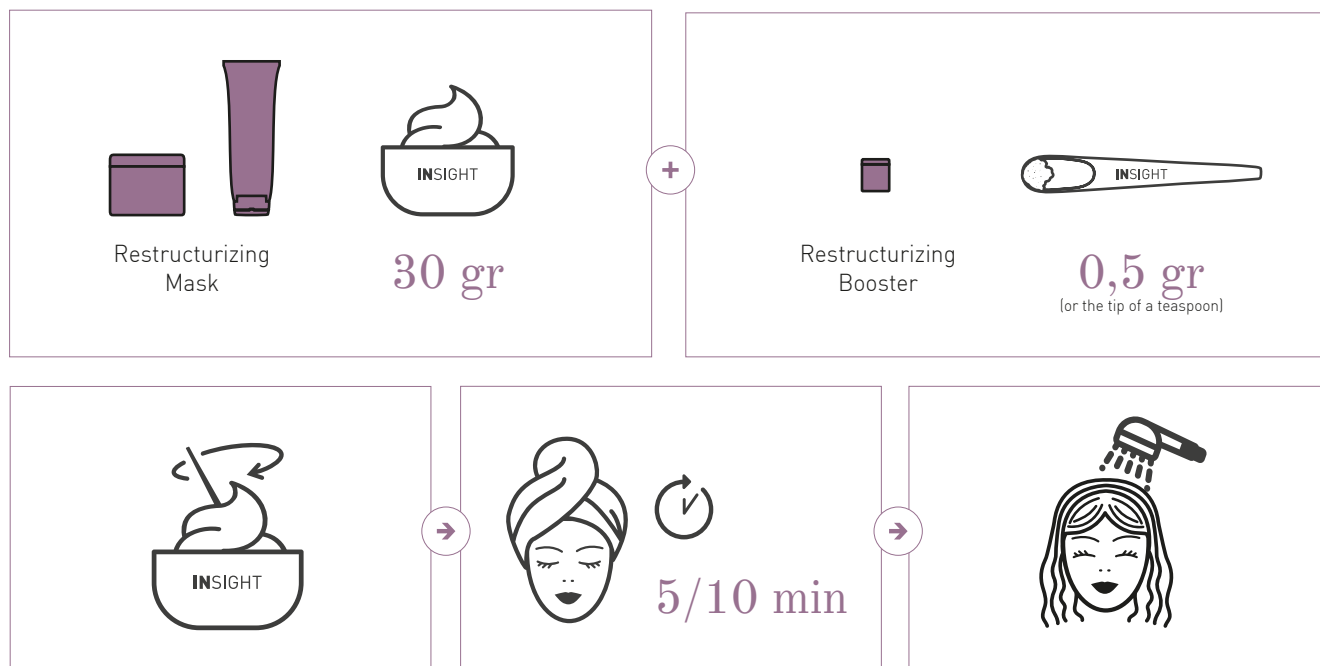
Mix about 0,5 gr of powder with 30 gr of Restructurizing  
Mask. Apply on the lengths, leave on for 5/10 minutes. Rinse  
thoroughly.



code IDA117 size 35 gr

## HO TO USE

# Restructurizing Booster



# VOLUMIZING

GOAL: GIVE BODY, TEXTURE AND VOLUME TO THIN HAIR.

To meet these needs we devised a line that can enhance even the thinnest hair.



## VOLUME UP SHAMPOO

- + Organic Ginseng Extract
- + Organic Psyllium Extract
- + Organic White Nettle Extract

A gentle cleansing that leaves hair soft, full of body and light from roots to tips.

### HOW TO USE

Apply to damp hair, distributing evenly. Rinse thoroughly.



code IV0131 size 900 ml  
code IV0132 size 400 ml  
code IV0133 size 100 ml

## VOLUME UP HYDRATING SPRAY

- + Organic Ginseng Extract
- + Organic Psyllium Extract
- + Organic White Nettle Extract

Its formulation helps to give conditioning and body to the hair, for a full and consistent effect, also improving the hold of the hairstyle.

### HOW TO USE

Spray on damp, clean hair, on the lengths.



code IV0134 size 100 ml

# INSIGHT

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## SPECIFIC TREATMENTS

The change of seasons, stress and pollution are only some of the physiological factors that can irritate the scalp, promoting the onset of dandruff or causing hair loss.

To counteract these problems, Insight offers three SPECIFIC TREATMENTS, **to meet every need.**

# ANTI DANDRUFF

GOAL: TO COUNTERACT THE ONSET OF DANDRUFF.

A treatment that combines technology with the properties of natural extracts, for a purifying and refreshing action.



## PURIFYING SHAMPOO

- + Rosemary Extract
- + Purifying Phytocomplex  
(Organic Thyme Extract, Organic Sage Extract)

It acts since the first applications against dandruff, helping to counteract its reappearance.

### HOW TO USE

Apply to damp hair, distributing evenly. Rinse thoroughly.



code IAD019 size 900 ml  
code IAD049 size 400 ml

## PURIFYING TREATMENT

- + Rosemary Extract
- + Purifying Phytocomplex  
(Organic Thyme Extract, Organic Sage Extract)

Synergic treatment to counteract the dandruff and soothe the scalp irritations.

### HOW TO USE

Apply massaging over the scalp after washing with Purifying Shampoo. **Intensive action:** use once a day or at least 3 times a week, for at least 2/3 consecutive weeks. **Preventive or maintenance treatment:** use once or twice a week for 5/6 consecutive weeks. Do not rinse.



code IAD020 size 100 ml



# LOSS CONTROL

GOAL: TO REDUCE AND COUNTERACT HAIR LOSS.

A targeted and preventive action to promote the microcirculation of the skin.



## FORTIFYING SHAMPOO

- + Organic Horse Chestnut Extract
- + Fortifying Phytocomplex  
(Menthol, Guarana Extract, Organic Echinacea Extract)

It strengthens the capillary bulb, helping to counteract the hair loss.

### HOW TO USE

Apply to damp hair, distributing evenly. Rinse thoroughly.



code ILC021 size 900 ml  
code ILC051 size 400 ml

## FORTIFYING TREATMENT

- + Organic Horse Chestnut Extract
- + Fortifying Phytocomplex  
(Menthol, Guarana Extract, Organic Echinacea Extract)

Synergic treatment to help prevent hair loss. It promotes the microcirculation of the scalp.

### HOW TO USE

Apply massaging over the scalp after washing with Fortifying Shampoo. **Intensive action:** use once a day or at least 3 times a week, for at least 2/3 consecutive weeks. **Preventive or maintenance treatment:** use once or twice a week for 5/6 consecutive weeks. Do not rinse.



code ILC022 size 100 ml

# REBALANCING

## GOAL: PURIFY THE SCALP.

A synergic treatment to improve the health and beauty of the hair, purifying the scalp.



## REBALANCING SHAMPOO

- + Tea Tree Oil
- + Rebalancing Phytocomplex  
(Organic Extracts of Birch, Grapefruit, Lavender)

Helps to rebalance the skin and regulate the excessive production of sebum thanks to the active astringent action.

### HOW TO USE

Apply to damp hair, distributing evenly. Rinse thoroughly.



code IRE062 size 900 ml  
code IRE061 size 400 ml

## SCALP EXFOLIATING CREAM

- + Sage Organic Extract
- + Lavender Organic Extract
- + Andiroba Scrub
- + Tea Tree Oil

It prepares the skin for the subsequent treatments with two functions: skin renewal and purifying action, to help counteracting dandruff or excess of sebum.

### HOW TO USE

Apply directly with the brush on dry skin for 2/3 minutes. Rinse carefully and proceed with the following treatment.



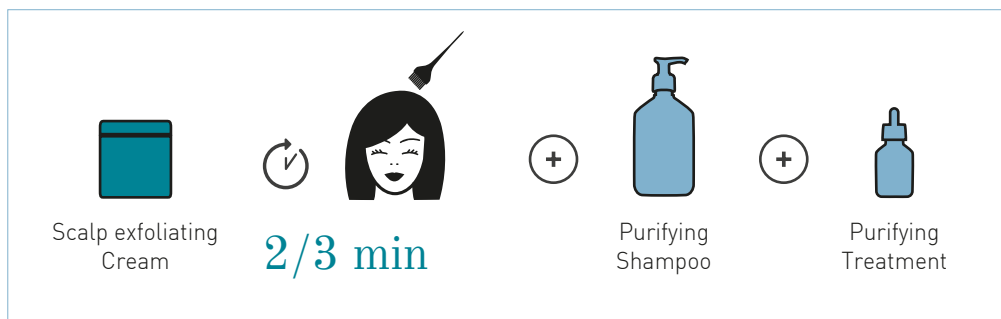
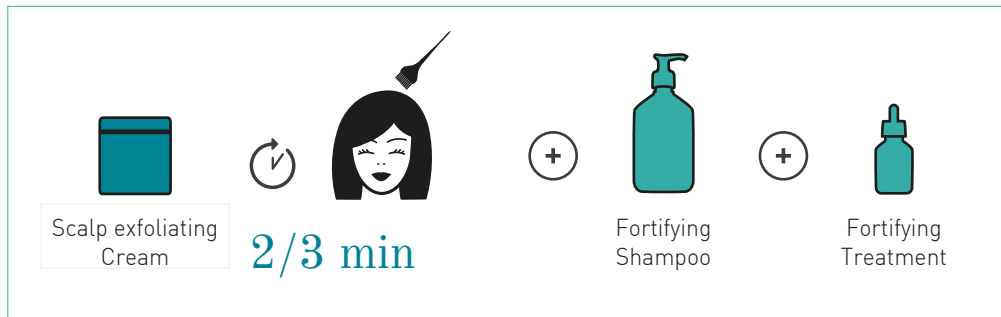
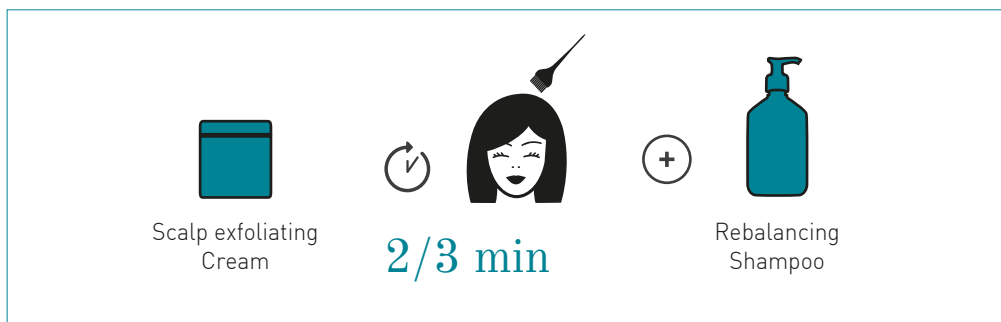
code IRE120 size 180 ml

## HOW TO USE

# Scalp exfoliating Cream

Performing a scalp exfoliation can be very useful for the health and beauty of the hair: **Insight Scalp Exfoliating Cream** aims to clear the scalp from dead cells, residues of technical products and impurities, reactivating the microcirculation. The **lavender and sage organic extracts** play a **soothing and calming effect**, while the **andiroba scrub purifies the skin** in synergy with the well-known **antibacterial properties** of the **tea tree oil**. **Suitable for all hair kind**.

**HOW TO USE:** Apply directly on dry scalp 20 - 30 gr. of product (depending on a more or less thick hair), using the brush. Massage for 2/3 minutes. Rinse carefully and proceed with the following and most suitable treatment (rebalancing, anti-dandruff, loss control).



# INSIGHT

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## STYLING

The Insight STYLING line allows to **express and reinvent themselves every day**.

Among the range of products you can choose those which best suit your personality and your style. At the same time they protect and **moisturize the hair**, thanks to the nourishing oils and organic extracts, which give strength and vigor to the hair.



# STYLING



## STRONG STYLING

### GEL

- + Organic Aloe Extract
- + Organic Ginkgo Biloba Extract

Strong hold, shine effect.  
Styles all kinds of hair styles for a long time.

#### HOW TO USE

Apply to damp or dry hair.



code IST108 size 250 ml

## HOLD CEMENT

### GEL

- + Organic Aloe Extract
- + Organic Ginkgo Biloba Extract

Extra strong hold, shine effect.  
For structured styling.

#### HOW TO USE

Apply to damp or dry hair.



code IST072 size 250 ml

## OIL

### NON OIL

- + Organic Aloe Extract
- + Organic Ginkgo Biloba Extract

Defines and shapes hair in a natural way.  
Eliminates frizz. It gives volume.

#### HOW TO USE

Apply on dry or wet hair.



code IST025 size 250 ml

## LIQUID

### CRYSTALS\*

- + Organic Flaxseed Oil
- + Organic Sesame Oil

It makes the hair shiner and easier to comb, protecting from  
humidity and external atmospheric agents.

#### HOW TO USE

Apply a few drops on dry or wet hair, on the lengths.

\* It contains silicones



code IST027 size 100 ml

# STYLING



ELASTIC

## MOLDING WAX

- + Organic Ginger Extract
- + Organic Green Tea Extract

Medium hold, shine effect.  
Ideal to obtain a dynamic and trendy look.

### HOW TO USE

Apply on dry hair and style.



code IST069 size 90 ml

ELASTIC

## FIBRE PASTE

- + Organic Olive Oil
- + Organic Sweet Almond Extract

Medium-strong hold, matt effect.  
Styles and defines every detail of the hairstyle.

### HOW TO USE

Apply on dry hair and style.



code IST070 size 90 ml

SHAPING

## CREAM\*

- + Argan Butter
- + Organic Cherry Extract

Strong hold, long lasting. It controls and shapes waves and curls. Suggested for medium to thick hair.

### HOW TO USE

Apply on damp or dry hair and style.

\* It contains silicones



code IST068 size 150 ml

HAIR REPAIR

## COMPLEX\*

- + Rosehip Oil
- + Organic Repair Phytocomplex  
(Organic Extracts of Mallow, Althea and Calendula)

It helps seal split ends by sealing and protecting the hair from heat and moisture stress.

### HOW TO USE:

Distribute some drops on the ends.  
Use on wet or dry hair. No rinse.

\* It contains silicones



code IST071 size 50 ml

# STYLING



## MEDIUM HOLD

### ECOSPRAY

- + Organic Rosehip Extract
- + Passion Fruit Oil

Medium hold. Formula without gas, it contrasts the humidity and dries quickly.

#### HOW TO USE

Spray on clean and dry hair.  
Workable for 2/3 minutes after spraying.



code IST102 size 250 ml

## STRONG HOLD

### ECOSPRAY

- + Organic Peach Extract
- + Cotton Oil

Strong hold. Formula without gas, provides definition and support throughout the day.

#### HOW TO USE

Spray on clean and dry hair.  
Workable for 2/3 minutes after spraying.



code IST067 size 250 ml

## SHAPING VOLUMIZING

### ECOMOUSSE

- + Organic Karkadé Extract
- + Organic Hawthorn Extract

Strong hold. Formula without gas, gives volume and defines the curls. Suggested for medium to fine hair.

#### HOW TO USE

Distribute evenly with a comb or with the hands on towel dried hair. Proceed with styling.



code IST105 size 150 ml

## HAIR AND BEARD

### FLUID GEL

- + Organic Date Extract
- + Organic Goji Extract

Medium hold, shine effect.  
Defines and shapes the beard, mustache and hair.

#### HOW TO USE

Take a small amount of product and spread over dry beard or hair.



code IST101 size 100 ml





# INSIGHT

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## INCOLOR

Insight offers INCOLOR, a high quality dye system, with a low ammonia content, highly hydrating and protective.

Guarantees intense colors and long-life reflections, while protecting the hair fiber.

## INCOLOR / HYDRA-COLOR® SYSTEM

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Hydra-Color® is an innovative blend of esters of natural origin (Lauryl Lactate, Octyldodecyl Lactate, Tristearyl Citrate), derived from Lactic and Citric Acids, with a protective, but above all moisturizing, action.

During coloring, from these esters, by fission, derive:

- some acids that degrade the skin pH
- some neutral salts formed by the combination with the liberated ammonia, for example ammonium lactate, a component of the NMF, which is a fundamental factor for cutaneous and capillary hydration. In this way the water is retained inside the hair.

### THE EXTRACTS

#### + Vegetal Phytokeratin

Composed by hydrolyzed wheat, corn and soy proteins, with amino acids similar to those found in hair and nails, strengthens the hair fiber and gives volume and shine.

#### + Organic Argan Oil

Referred to as "liquid gold" because of its benefits, this oil makes the hair soft, elastic and easy to comb. Being rich in vitamin E, linoleic acid, Omega 3 and 6 and fatty acids, this oil contrasts the action of free radicals, promoting the elasticity of the hair. It also makes them softer and easier to comb, feeding and protecting them during coloring.

#### + Grapeseed Butter

Rich in vitamins and polyphenols, it's well known for its antioxidant properties. It has energizing and restructurizing qualities, which allow a better control of the moisture level of the hair.

# INCOLOR / HYDRA-COLOR® SYSTEM

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## Characteristics

- 100 ml tube (60 ml for the correctors);
- Standard application 1:1,5 with the desired activator;
- Incolor Nourishing Activator, enriched with Rice Proteins;
- Processing time: 35-40 minutes.

## Results

- Soften, nourished and restored hair;
- Higher protection of the scalp during coloring;
- 100% coverage of the most difficult gray hair;
- High duration of the color treatment;
- Intense and deep nuances.

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## INCOLOR pluses

### LOW CONTENT OF AMMONIA

The **Hydra-color®** phytoproteic coloring cream contains a **low percentage of ammonia**, which can vary according to the chosen shade.

### VEGAN OK CERTIFICATION

Incolor is **VEGAN OK certified**. This standard was established to foster the dissemination of a culture of **respect for life and the environment**, so that such values can be a common heritage for all.

### PRE-NATURALIZED COLOR

**Incolor** is a **pre-naturalized color**: hence it **doesn't need to be mixed with a color base** to reach the desired effect, even if in case of grey hair.

### NICKEL TESTED

**All our formulas are nickel tested, < 0,5 PPM**, to guarantee greater safety in case of hypersensitivity.

### TREATING BASE WITH HIGH CONDITIONING POWER

Thanks to its formula enriched with active ingredients, the **Hydra-Color®** coloring cream leaves the hair soft and easy to comb.

### HIGH PERCENTAGE OF NATURALITY

**Hydra-Color®** formula contains a **high percentage of natural derived ingredients**. On average, **more than 90% of the total formula** is composed of raw materials of natural origin.

### ALLERGEN FREE FRAGRANCE

We have chosen to **use a fragrance without allergens**, to minimize the risk of irritation.

# INCOLOR

TO OBTAIN A STABLE, CREAMY AND SCENTED MIXTURE,  
IT'S ALWAYS ESSENTIAL TO USE THE INCOLOR NOURISHING ACTIVATOR.



## NOURISHING COLOR ACTIVATOR

+ Rice Proteins

Stabilized activator for colouring and bleaching. It ensures the perfect development of every micro-pigment, to obtain intense shades. Available in 6, 10, 20, 30, 40 vol.



code	INC137	size	900 ml	6 vol.
code	INC089	size	900 ml	10 vol.
code	INC052	size	900 ml	20 vol.
code	INC054	size	900 ml	30 vol.
code	INC056	size	900 ml	40 vol.
code	INC135	size	150 ml	20 vol.
code	INC136	size	150 ml	30 vol.

## WHEN BLONDE OR GREY HAIR TURNS YELLOW, LOSES VITALITY AND SHINE.

This also happens because of the weather conditions and pollution, which penetrate into the hair making it dull.

For this reason we have decided to include in the INCOLOR line a Anti-yellow Shampoo, to remove the undesired yellow reflections typical of grey or blonde hair (both natural and bleached).



## ANTI-YELLOW SHAMPOO\*

+ Organic Chamomile Extract  
+ Saffron Extract  
+ Organic Lemon Extract

Enhances and brightens grey and bleached hair, neutralizing the tendency to yellow. Gently cleanses, leaving the hair soft and enhancing the shine.

### HOW TO USE

Apply on damp hair, massage mainly on the most critical areas. Leave on for 2/3 minutes and rinse thoroughly.

\* It contains a colorant, essential for the action of the product.



code	INC107	size	900 ml
code	INC106	size	400 ml



# POST CHEMISTRY

AFTER THE COLORING SERVICE, THE HAIR NEEDS TO RECEIVE A SPECIFIC TREATMENT TO RESTORE THE NATURAL PH OF THE HAIR AND TO HELP CLOSE THE SCALES ON HAIR'S CUTICLE.

These products help to maintain a long-lasting beautiful color, ensuring the protection and wellness of the hair.



## NEUTRALIZING SHAMPOO

- + Phytokeratin
- + **Protective Phytocomplex**  
(Organic Raspberry, Black Currant Extracts and Pomegranate Extract)

It cleanses gently, sealing the pigments inside the hair. Prolongs and enhances the color lasting.

### HOW TO USE

Apply to wet hair, distributing evenly. Rinse thoroughly.



code INC064 size 900 ml

## NEUTRALIZING MASK

- + Phytokeratin
- + **Protective Phytocomplex**  
(Organic Raspberry, Black Currant Extracts and Pomegranate Extract)

It helps to slow down the oxidation process after the coloring service. Improves the hair elasticity and shine.

### HOW TO USE

Distribute evenly on wet hair. Leave on for 5/10 minutes, then rinse.



code INC066 size 500 ml

# INCOLOR

**A PROPER APPLICATION OF THE BLEACHING PRODUCTS IS EXTREMELY IMPORTANT.**  
When we talk about bleaching hair, we're referring to a chemical process that lightens the natural pigment of the hair's fibre, melanin.



## WHITE BLEACHING POWDER WITH AMMONIA

+ Organic Argan Oil

Compact, dust free bleaching powder. It acts quickly and does not release bad smell during application.

### HOW TO USE

**Mixing:** Mix 1:2 with the desired activator, until you get a creamy consistency.

**Processing time:** up to 45 minutes. Leave to act on the hair until the desired level of lightening is reached.



code INC073 size 500 gr

## BLEACHING PASTE WITH AMMONIA

+ Organic Shea Butter  
+ Organic Olive Oil

Bleaching paste, preserves the right moisture level during the chemical process. It has conditioning properties.

### HOW TO USE

**Mixing:** Mix 1:2 with the desired activator.

**Processing time:** up to 50 minutes. Check the lift regularly until you obtain the shade you want.



code INC118 size 500 gr

# INCOLOR



## BLUE BLEACHING POWDER WITH AMMONIA

- + Organic Amaranth Oil
- + Organic Safflower Oil

Compact anti-yellow powder, dust free. It maintains the level of hydration of the hair during the bleaching process.

### HOW TO USE

**Mixing:** Mix 1:2 with the desired activator, until you get a creamy consistency.

**Processing time:** up to 45 minutes. Leave to act on the hair until the desired level of lightening is reached.



code INC142 size 500 gr

**FOR A MORE NATURAL AND DELICATE LIGHTENING ACTION FOR A COLOR CLEANING:**  
the Incolor clearing fluid is a valid ally to perform multiple technical services in the salon.



## BLEACHING FLUID

- + Organic Rice Extract
- + Phytokeratin

Multifunctional formula, which can be used for:

- pre-color treatment
- natural lightening
- softening of the re-growth effect
- hair polishing and elimination of color overload

### HOW TO USE

**Mixing:** Mix the Bleaching fluid in a non-metallic container with the selected INCOLOR activator, in a 1: 1 ratio, until a homogeneous cream is obtained. Apply to dry or well-damped hair.

**Processing time:** from 5 to 20 minutes, depending on the desired result and the structure of the hair.



code INC145 size 260 ml

# INSIGHT

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## INCOLOR MAN

INCOLOR MAN is a **high-quality coloring system**, designed for **men's hair**.

Its low-ammonia formula is moisturising and protective.

# INCOLOR MAN

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## Characteristics

- Tube 40 ml;
- Standard application 1:1 with the desired activator;
- Nourishing activator enriched with rice protein;
- Processing time: 10 minutes.

## Results

- Soft, moisturized hair;
- Greater scalp protection during colouring;
- Coverage with natural results;
- Long-lasting colouring treatment over time.

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## INCOLOR MAN pluses

- Vegan Ok certification;
- Nickel tested;
- High percentage of natural ingredients;
- Low ammonia content;
- Base treatment with extreme conditioning power;
- Allergen free fragrance.

### + Hydra-color blend

Like the INCOLOR line, INCOLOR MAN also contains Hydra-Color® Blend: an innovative blend of esters of natural origin, with protective and - most of all - moisturising properties.

### + Organic Baobab Oil

Rich in fatty acids and vitamins, it is a worthy ally in protecting hair from weather elements and pollution. Helps nourish damaged hair, giving it strength and softness.

### + Walnut Extract

Known for its high antioxidant properties, this extract helps protect hair from UV rays and the harmful effects of free radicals.



# INSIGHT

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## PIGMENTS

For those who want to change their look or revive their reflections, INCOLOR offers **Enhancing direct pigments**, a new, easy-to-apply formulation in gel form.

It **intensifies** the hair's natural colour and accentuates cosmetic colour, tones highlights and lets you create **vibrant fashionable reflections**.

# ENHANCING PIGMENT SYSTEM

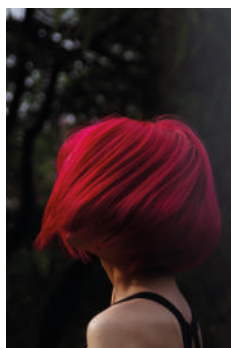
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## Characteristics

- Ready to use product, does not require an activator;
- Easy to apply;
- Moisturising formula;
- Fragrance without allergens;
- Two sizes: 100 ml and 250 ml;
- 12 available shades;
- Processing time: max 20 minutes.

## Results

- Revived colour;
- Intense reflections;
- Soft and shiny hair;
- Fades gradually, without root regrowth effect.





## ENHANCING PIGMENT SYSTEM

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### ENHANCING PIGMENTS

- + Organic Mongongo Oil
- + Organic Argan Oil

The shades can be used pure to achieve intense reflections. Otherwise they can be mixed with the special mask, for easier application and a more natural result. The product, mixed with the mask, can even be applied right after a chemical treatment.



size 250 ml  
size 100 ml



### DIRECT PIGMENT MASK

- + Organic Mongongo Oil
- + Organic Argan Oil

To achieve a more delicate result, the direct pigments can be mixed with this mask, up to a maximum of 40% pigments in the total mixture.

+ **Mongongo Oil** belongs to a range of oils of the African beauty tradition and derives from a tree that grows in the desert areas of southern Africa.

The use of this oil in the field of natural cosmetics has a wide potential. Thanks to its gloss and combing qualities it's perfect for the use after coloring. Furthermore, one of its essential characteristics is the ability to help the hair to retain its pigment and protect it from sunlight.



code INC121 f.to 250 ml



## HOW TO USE

# Enhancing Pigment System

The amount of color to apply varies depending on the length and the state of health of the hair; the natural pigments present in the hair will influence the final shade result. **It doesn't cover grey hair.**

### HOW TO USE

SHAKE BEFORE USE. Distribute the color (pure or diluted) evenly on clean and dry hair, leave on maximum 20 minutes, then rinse with just water

### RECOMMENDATIONS FOR USE

#### NATURAL NUANCES

They can be used pure, to obtain a more intense color.

Duration: 4 / 6 washes

#### FANTASY NUANCES

Considering the intensity of these colors, it's advisable to dilute them (up to 40%) in the mask, to revive the color or counteract unwanted reflections. For example, Silver can be used as anti-yellow, to counteract the yellow and golden reflections typical of white or bleached hair. If you want to achieve a fashion effect, you can use the fantasy shades pure, without dilution.

Duration: 6 / 10 washes, depending on the chosen nuance and on the hair porosity.

### WARNINGS

- Do not apply on very sensitized hair;
- Do not use in case of high percentage of grey hair;
- Shake before use;
- Do not mix with oxidation color;
- Use gloves during application;
- Do not use heat sources.





# INSIGHT

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## INTECH

INTECH is the line dedicated to the **technical products** of INSIGHT.

The products of the technical area are professional treatments designed to facilitate the daily offer of innovative services in the salon.

# PROFESSIONAL PERMANENT SYSTEM

Professional permanent system for obtaining perfect curls. Its formula, based on cysteamine, contains no free ammonia or thioglycolates and it is enriched with naturally derived active ingredients, such as the Aminoacidic Complex, which helps protect and nourish the hair during the technical service. Hair becomes elastic and shiny, with regular, long-lasting waves from roots to tips. It does not alter the hair's natural pH or require sources of heat.



## INTENSE PERM 1A

- + Almond Proteins
- + Arginine
- + Sodium PCA
- + Organic Coconut Oil

Professional permanent system for obtaining perfect curls, for natural, resistant hair. Never use under a heat source.



code INT152 size 400 ml

## SOFT PERM 1B

- + Almond Proteins
- + Arginine
- + Sodium PCA
- + Organic Coconut Oil

Professional permanent for waving coloured, sensitised hair. Never use under a heat source.



code INT153 size 400 ml

## NEUTRALIZER

- + Almond Proteins
- + Arginine
- + Sodium PCA
- + Organic Coconut Oil

Neutralising solution that allows restoring the disulfide bonds, stabilising the hair's new shape.



code INT154 size 400 ml

## HOW TO USE

# Perm system

## Intense perm 1A

**SHAKE BEFORE USE. WAIT 48 HOURS AFTER TREATMENT BEFORE WASHING HAIR.**

After shampooing and thorough rinsing, wrap hair around rollers of the desired shape. Place cotton wool along the hairline. Carefully apply Perm 1A on each roller, starting from the back. Cover with a cap and leave on for 10 to 20 minutes max., checking at 5 minute intervals. Rinse thoroughly with lukewarm water, roller by roller. Towel dry thoroughly and apply the neutralizer product, leaving it in for no more than 10 minutes. Unroll the rollers without pulling the hair and reapply the neutralising product, leaving it in for a few minutes. Rinse thoroughly with water only. If necessary, apply a small amount of conditioner, leaving it in for a few minutes, then rinse. Dry.

## Soft perm 1B

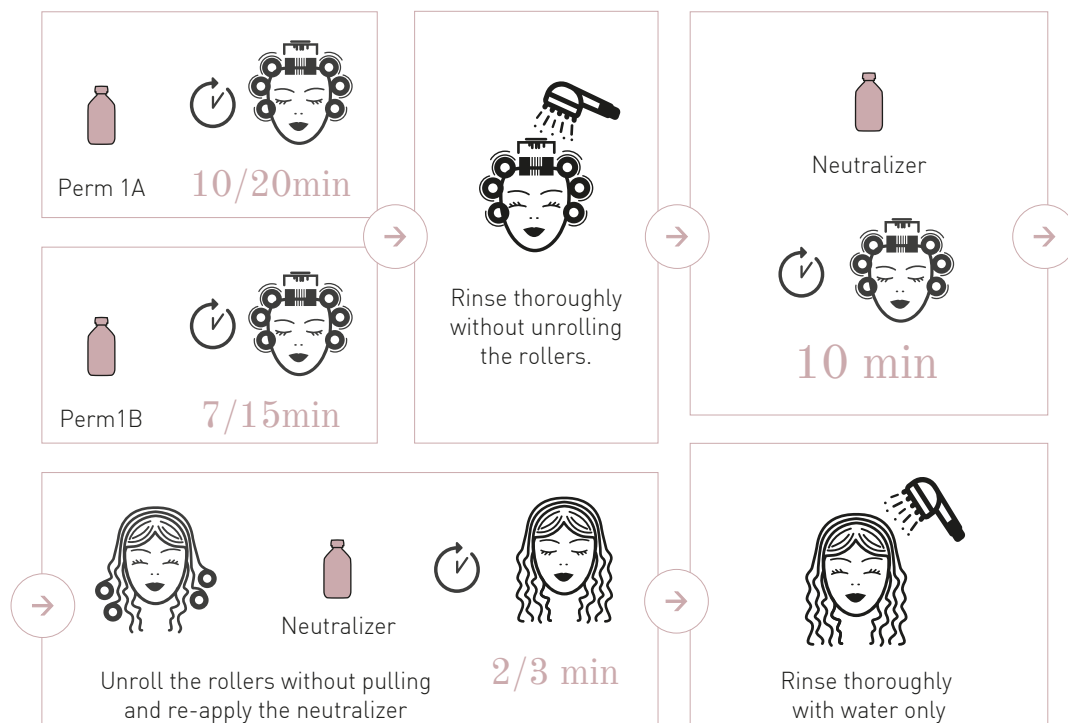
**SHAKE BEFORE USE. WAIT 48 HOURS AFTER TREATMENT BEFORE WASHING HAIR.**

After shampooing and thorough rinsing, wrap hair around rollers of the desired shape. Place cotton wool along the hairline. Carefully apply Perm 1B on each roller, starting from the back. Cover with a cap and leave on for a minimum of 7 minutes to a maximum of 15 minutes, checking at 3 minute intervals. Rinse thoroughly with lukewarm water, roller by roller. Towel dry thoroughly and apply the Neutralizer product, leaving it in for no more than 10 minutes. Unroll the rollers without pulling the hair and reapply the neutralising product, leaving it in for a few minutes. Rinse thoroughly with water only. If necessary, apply a small amount of conditioner, leaving it in for a few minutes, then rinse. Dry.

## Neutralizer

**SHAKE BEFORE USE. WAIT 48 HOURS AFTER TREATMENT BEFORE WASHING HAIR.**

After using Perm 1A or 1B, towel dry thoroughly and apply the Neutralizer product, leaving it in for no more than 10 minutes. Unroll the rollers without pulling the hair and reapply the neutralising product, leaving it in for a few minutes. Rinse thoroughly with water only. If necessary, apply a small amount of conditioner, leaving it in for a few minutes, then rinse. Dry.



# PROFESSIONAL SMOOTHING SYSTEM

Long-term professional smoothing system. Improves the texture of frizzy hair, often disordered and unruly, leaving it easier to comb. Ideal for wavy hair. Formulas are enriched with a smoothing complex based on fermented oils, with a moisturizing and anti-frizz effect.



## SMOOTHING TREATMENT

- + Organic Oats Extract
- + Smoothing Phytocomplex  
(Fermented Oils of Argan, Green Tea Seeds, Camellia Seeds, Sunflower Seeds and Sweet Almond Seeds)

Long-lasting, straightening and taming formula with anti-frizz action.

### WARNINGS

Avoid contact with the eyes. If the product should come into contact with the eyes, rinse immediately and for a prolonged time with water. Seek medical advice. Use suitable gloves. **The product contains glyoxylic acid.** Keep out of the reach of children. Stop using in case of irritation. **Prepare and use in a ventilated area. Do not inhale or swallow the product. Wait 48 hours after treatment before washing hair.** For professional use only.



code INT149 size 400 ml

## SMOOTHING MASK

- + Organic Amaranth Oil
- + Smoothing Phytocomplex  
(Fermented Oils of Argan, Green Tea Seeds, Camellia Seeds, Sunflower Seeds and Sweet Almond Seeds)

Double-action straightening and nourishing formula to help extend the effect of hair-straightening treatments. Gives hair a soft and silky touch, providing the right hydration and nutrition it needs.



code INT155 size 250 ml

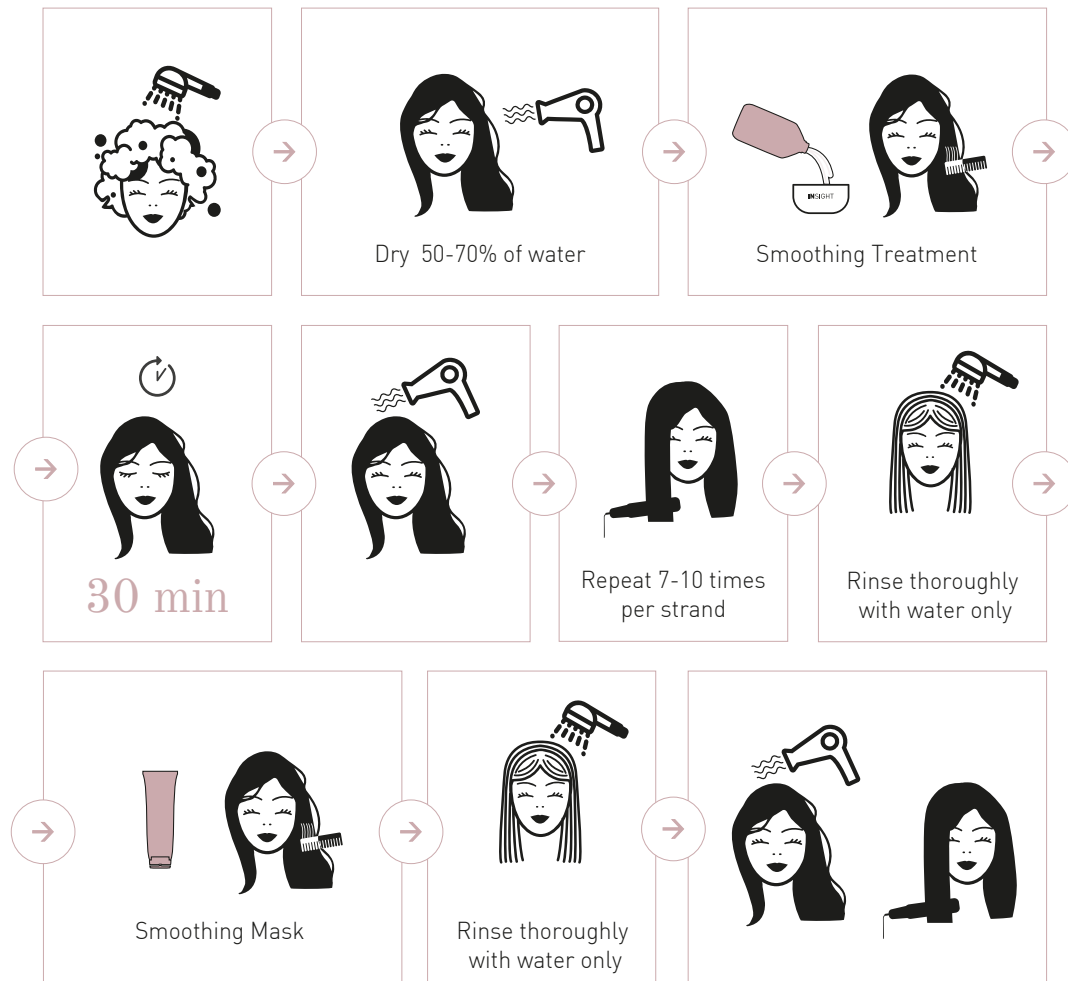
## HOW TO USE

# Smoothing System

Cleanse hair with the **Pre-treatment Shampoo**, then rinse. Dry hair, until 50 to 70% of water is removed. Apply the **Dermal protector** on nape, face contour and neck. Shake the **Smoothing Treatment** before use, pour it into a plastic bowl and apply it over the entire head, lock by lock, with the help of a wide-tooth comb. Do not apply on scalp, but leave 0.5 cm from the root. Leave on for about 30 minutes, remove any excess product with a towel, then dry hair with a hair dryer, without rinsing. Straighten each lock (max thickness 0.5 cm) with the ceramic hair straightener at 170 - 210 degrees, at least 7/10 times per strand, starting from the nape. Rinse thoroughly and apply a small amount of **Smoothing Mask**, leaving it in place for 2/3 minutes. Rinse, dry and finish your styling with the hair straightener. The mask can also be used at home to maintain straightened hair, with 5/10 minute applications.

HAIR TYPE	TEMPERATURE	HAIR STRAIGHTENER STEPS
Thick or resistant hair	200° - 210° C	8 - 10 times
Normal hair	190° - 200° C	6 - 8 times
Coloured hair	170° - 180° C	6 - 8 times
Fine, damaged or strongly bleached hair	160° - 170° C	7 - 9 times

Product application can lighten coloured hair:  
in this case, we recommend setting the hair straightener at 160° - 170° C.





# PROFESSIONAL STRAIGHTENING SYSTEM

Professional permanent straightening system.

It guarantees long-lasting results, with a natural smooth, polish and shiny effect. Also recommended for curly hair. Formulas are enriched with a smoothing complex based on fermented oils, with a moisturizing and anti-frizz effect.



## STRAIGHTENING CREAM

- + Organic Olive Oil
- + Smoothing Phytocomplex  
(Fermented Oils of Argan, Green Tea Seeds, Camellia Seeds, Sunflower Seeds and Sweet Almond Seeds).

Permanent straightening for natural or resistant hair.

**WARNINGS:** Follow the instructions for use on the label. Never use under a heat source. Examine the customer's scalp: in case of bruises or inflammation, do not use the product. Check for hair condition and integrity (bleached hair, poor elasticity, general hair structure). Perform a preliminary test on a hair lock. Avoid contact with the eyes. If the product should come into contact with the eyes, rinse immediately and for a prolonged time with water. Seek medical advice. Use suitable gloves. Keep out of the reach of children. The product contains thioglycolates. **Prepare and use in a ventilated area. Do not inhale or swallow the product. Wait 48 hours after treatment before washing hair.** For professional use only.



code INT147 f.to 250 ml

## NEUTRALIZER FOR STRAIGHTENER

- + Organic Olive Oil
- + Smoothing Phytocomplex  
(Fermented Oils of Argan, Green Tea Seeds, Camellia Seeds, Sunflower Seeds and Sweet Almond Seeds).

Neutralizing for straightening.

**WARNINGS:** Contains hydrogen peroxide. Avoid contact with the eyes. If the product should come into contact with the eyes, rinse immediately and for a prolonged time with water. Keep out of the reach of children. Shake before use. Use suitable gloves. **Prepare and use in a ventilated area. Do not inhale or swallow the product. Wait 48 hours after treatment before washing hair.** For professional use only.



code INT148 size 250 ml

## HOW TO USE

# Straightening System

Pour the **Straightening Cream** into a plastic bowl. Wash, comb and divide the hair into 4 sections. Apply the **Dermal Protector** on neck and face contour, then start the application from the nape. For natural curls, take 1 cm locks. In case of permed hair, take larger locks and apply the product quickly. Evenly apply the Straightening Cream over the entire head, though not directly on the scalp, but leaving 0.5 cm from the root. After you applied the product on the first hair section, thoroughly comb with a wide-tooth comb, exerting sufficient pressure to stretch and smoothen hair. Quickly apply the product on the remaining sections, proceeding in the same way. Carefully comb all hair, exerting moderate pressure, ensuring that the product sufficiently covers all the hair, and that strands are kept straight. Comply with application times, which may vary according to hair type. At the application time, rinse for 5 minutes, keeping the hair straight. Towel dry hair.

HAIR TYPE	NATURAL CURLS	PERMED HAIR
Natural hair	Up to 20 minutes	Up to 10 minutes
Resistant hair	Up to 25 minutes	From 10 to 20 minutes
Coloured hair (up to 20 Vol.)	From 10 to 15 minutes	From 3 to 10 minutes

Proceed with the **Neutralizer for Straightener**. Pour it into a plastic bowl, divide the hair into 4 sections and apply by taking locks of about 1 cm. Leave on for 5 minutes, keeping the hair straight. Rinse thoroughly with lukewarm water. Proceed with styling.



# INTECH

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INTECH line also includes two protective formulas: the first to protect the skin health from chemical treatments, including coloring. The second to protect the hair from the heat of the hair dryer or the flat iron, thus preserving its hydration and shine.



## DERMAL PROTECTOR

+ Organic Hemp Oil

If used before the chemical treatments, it creates a protective barrier to preserve the health and integrity of the scalp.

### HOW TO USE

Add 3 or 4 drops to the technical product before application, or apply directly to scalp, face contour, nape and behind the ears before treatment.



code INT158 size 150 ml

## HEAT PROTECTION SHIELD

+ Yeast Extract  
+ Organic Linseed and Bamboo Extracts

Protective hair spray, specially formulated for hair treated with hair straightener, hair dryer or curling irons. Lightweight and suitable for all hair types, its formula helps prevent damage caused by hot tools.

### HOW TO USE

Spray on damp hair before you blow dry, or on dry hair before using hot tools.



code INT157 size 150 ml

# INTECH

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In order to achieve the best results with the permanent, smoothing or straightening systems, it's advisable to use a pre-treatment shampoo to make the hair more receptive. After the treatment, for the maintenance at home, a sulfate free shampoo is instead the most suitable and gentle solution.



## PRE-TREATMENT SHAMPOO

- + Phytokeratin
- + Organic Extracts of Hypericum and Hawthorn

The shampoo formula carefully cleanses hair, preparing it to receive the subsequent technical treatments.

### HOW TO USE

Before technical treatment, apply to damp hair, massage, and rinse.



code INT156 size 900 ml

## GENTLE EMOLLIENT SHAMPOO

- + Organic Althea,  
Witch-hazel and Apple Extracts

A gentle sulfate-free shampoo recommended for maintenance after straightening or other technical treatments.

### HOW TO USE

Apply to damp hair, massage, and rinse. Apply a small amount of Smoothing Mask at the end of treatment.



code INT151 size 400 ml



COSMOS  
NATURAL

# INSIGHT

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## CERTIFIED LINES FOR HAIR

In addition to traditional lines, the INSIGHT Hair family also includes two natural-certified mini-lines, with reference to the **Cosmos Natural** certification standards.

Products formulated for the entire family, **dermatologically and nickel tested on sensitive skins** to guarantee maximum dermo-compatibility.



## COSMOS STANDARD AND ENVIRONMENTAL SUSTAINABILITY

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This internationally recognised strict standard was developed by the five main European certifying agencies for natural and organic cosmetics (BDIH - Germany, COSMEBIO & ECOCERT - France, ICEA - Italy, SOIL ASSOCIATION - United Kingdom) and it establishes the **requirements to be met in order for a cosmetic product to be called organic and/or natural**.

These rules are:

- **Promote the use of products from organic agriculture**, respecting biodiversity;
- **Use of natural resources in a responsible way**, respecting the environment;
- Use of processes and productions that are clean and **respectful of human health and of the environment**;
- Integration and development of the **Green Chemistry** concept.

Its purpose is the application of the **principles of sustainable development** throughout the cosmetics supply chain, from the characterisation of the raw materials to the distribution of the finished products.

Hence the final goal is to deal with the issues that are essential for the environment and for the well-being of humans on the planet, to **promote the development of more and more natural and organic cosmetic products**. This is necessary for the respect of consumers, who must be informed in a clear and transparent manner so that they themselves can be players in sustainable development.



# COSMOS NATURAL

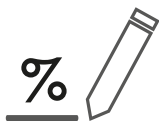
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The formulation must  
a hig percentage of  
**natural origin ingredients.**



The **packaging**  
must be **minimal** to decrease  
the impact on the environment.



The **percentage** of components  
of natural origin must be obligatorily  
**indicated on the finished product.**



**Products dermatologically  
tested** on sensitive skin.

## OUR PLUSES

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Our formulas contain a high percentage of skin-friendly and environmentally-friendly raw materials with a low environmental impact. Let's look at a few of them:



### PLANT - DERIVED GLYCERINE

It stands out due to its moisturising property, protecting the skin from drying out. Moreover, inside a cosmetic product, glycerine is able to convey active ingredients, enhancing their beneficial effects on the skin. It is a very gentle, entirely non-irritating substance.

### CERTIFIED ORGANIC EXTRACTS AND OILS

In all our formulations we use oils and extracts from organic farming, coming from certified crops, which do not use GMOs, pesticides or other chemical agents harmful to health and to the environment.

### SKIN-FRIENDLY THICKENERS

Completely plant-derived, these ingredients reduce any irritations caused by the cleansing action. They also enhance the formula's moisturising properties.

### NON-ETHOXYLATED SURFACTANTS

Of natural origin, mainly from Coconut Oil, these surfactants are easily biodegradable and highly compatible with the skin, whilst maintaining a balanced cleansing power. They respect even the most sensitive skin, protecting its health and its hydro-lipid film.

### GENTLE EMOLLIENT AGENTS

Like the above ingredients, these are also plant-derived. They boost the nourishing and silk-like effect of the formulas, improving their sensation on the skin.

### NATURAL ORIGIN FRAGRANCES

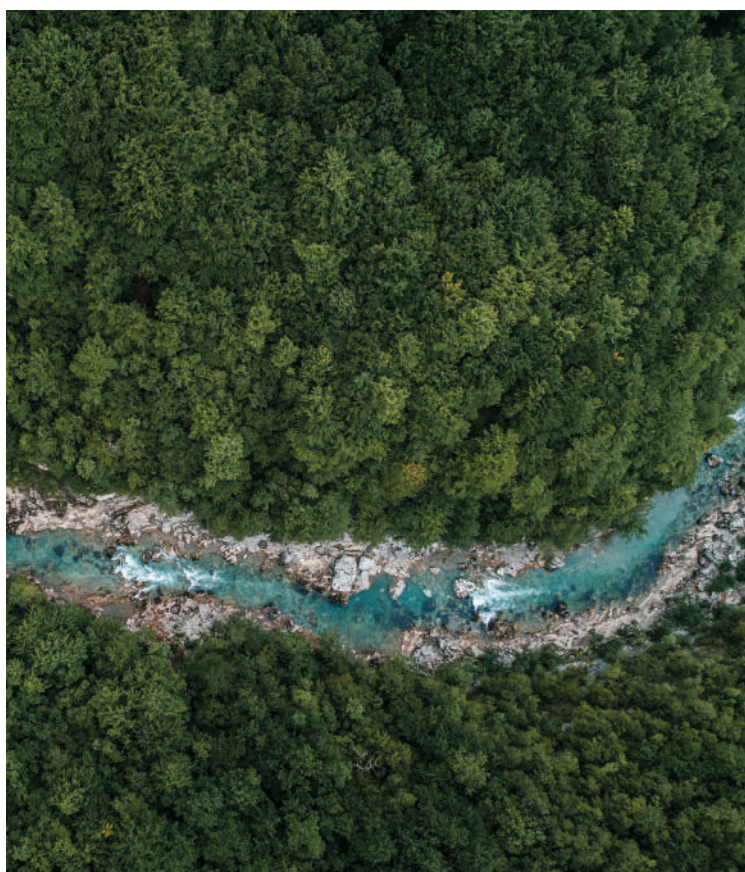
We use only 100% natural origin fragrances.

## SENSITIVE AND LENITIVE LINES

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The scalp is exposed daily to numerous factors that weaken it: pollution, stress, climatic conditions, allergies or the use of aggressive cleansers. In turn, exposure, may produce a high level of sensitivity and vulnerability, in the form of itching, dryness, redness or excessive reactivity to the touch.

**We created the SENSITIVE and LENITIVE lines to meet the needs of those who suffer from hypersensitive skin and need to preserve their scalp's health using very gentle yet effective products.**



# SENSITIVE

LINE CREATED FOR PEOPLE WITH SENSITIVE OR IRRITABLE SCALP.

We have created the INSIGHT SENSITIVE line for all those who suffer from hypersensitive skin or who simply want to keep their scalp healthy using gentle yet effective products.



## SENSITIVE SKIN

### SHAMPOO

- + Organic Pumpkin Extract
- + Organic Quince Extract

This highly dermo-compatible formula is suitable for the entire family, including children. It respects the scalp's hydro-lipid balance, without irritating it.

#### HOW TO USE

Apply to damp hair, distributing evenly. Rinse thoroughly.



code ISE111 size 900 ml  
code ISE112 size 400 ml  
code ISE113 size 100 ml

## SENSITIVE SKIN

### CONDITIONER

- + Organic Pumpkin Extract
- + Organic Quince Extract

Detangling and taming formula, for all types of hair. Moisturises and shines. Makes hair soft and naturally radiant.

#### HOW TO USE

Apply to damp hair, distributing evenly. Leave in place for 3/5 minutes. Rinse thoroughly.



code ISE114 size 900 ml  
code ISE115 size 400 ml  
code ISE116 size 100 ml

## SENSITIVE SKIN

### MASK

- + Organic Pumpkin Extract
- + Organic Quince Extract

Owing to its special formula, this mask nourishes the hair deep down, protecting it from external aggressions. It restructures the hair fibre, restoring its shine.

#### HOW TO USE

Apply to damp hair, distributing evenly. Leave in place for 5 to 10 minutes. Rinse thoroughly.



code ISE109 size 500 ml  
code ISE110 size 250 ml



# LENITIVE

## SCALP REDNESS OR INFLAMMATION?

To eliminate the skin inflammation that causes the redness, it is essential to use suitable products with a soothing, calming function, like those of the LENITIVE line.



### DERMO-CALMING SHAMPOO

- + Indian Fig Extract
- + Organic Aloe Extract
- + Organic Mallow Extract

Intensive moisturising, calming and rebalancing action for the irritated scalp. Moisturizes the hair, leaving it silky and soft.

#### HOW TO USE

Massage on damp scalp and hair. Rinse.



code ILE124 size 900 ml  
code ILE125 size 400 ml  
code ILE126 size 100 ml

### SCALP COMFORT CREAM

- + Indian Fig Extract
- + Organic Aloe Extract
- + Organic Mallow Extract

Rebalances the epidermal function of the scalp and gives a pleasant sensation of freshness.

#### HOW TO USE

After washing hair with the dermo-calming shampoo, apply the cream directly to the reddened areas of the scalp. Massage gently then dry. It can also be used on dry hair.



code ILE127 size 100 ml





# INSIGHT

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## ICEA ECO BIO CERTIFIED LINES

ICEA, Institute for Ethical and Environmental Certification, is a consortium that monitors and certifies companies that carry out their activity in **respect of people and the environment**, protecting the dignity of men and women at work and consumer rights.

We have chosen the **Eco Bio Cosmetics certification** level for INSIGHT SKIN, our body line, and for INSIGHT MAN, the line dedicated to men's wellness.

## ICEA PRODUCT CERTIFICATION

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ICEA is one of the most recognised bodies in the Environmental and Ethical Certification sector. **Eco Bio Cosmesi certification** first of all meets the need to respect the body's well-being: choosing a certified product is therefore the best guarantee for protecting it. This means using products whose raw materials have been chosen and selected following strict procedural guidelines whose principles are based on the concepts of Organic, Ecological and Natural.

### Why choosing ICEA

- **Because**  
it is a body that certifies the quality of healthy and safe products, through **strict and thorough controls on all the ingredients and on the finished product**; it protects the health of consumers, meeting their expectations through a correct, transparent and complete definition of Eco Bio Cosmetics;
- **Because**  
it requires **strict dermatological tests** (also for sensitive skin) on the finished product, guaranteeing **pure and skin-friendly formulas** that are more suitable for sensitive, delicate skin;
- **Because**  
it promotes and **spreads the culture and values associated with the Organic sector**, also by organising events and awareness campaigns.



## ECO BIO COSMETICS PRODUCT CHARACTERISTICS

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The use of **raw materials**  
derived mainly from  
**organic farming**



The reduced environmental impact due to the  
**reduction in** unnecessary  
or non-recyclable **packaging**



The **absence** in the finished products **of questionable**  
**materials from the ecological standpoint,**  
in both the product and the packaging



Products dermatologically  
tested

## OUR PLUSES

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Our formulas contain a high percentage of skin-friendly and environmentally-friendly raw materials with a low environmental impact. Let's see which ones they are:



### PLANT - DERIVED GLYCERINE

It stands out due to its moisturising property, protecting the skin from drying out. Moreover, inside a cosmetic product, glycerine is able to convey active ingredients, enhancing their beneficial effects on the skin. It is a very gentle, entirely non-irritating substance.

### HYPOALLERGENIC FRAGRANCES

We can reduce the risk of skin irritations by using only hypoallergenic fragrances.

### NICKEL TESTED

Our formulas are nickel tested, < 0,5 PPM, to ensure greater safety in case of hypersensitivity.

### SKIN-FRIENDLY THICKENERS

Completely plant-derived (from Coconut Oil, Palm Kernel Oil, Corn Starch), these ingredients reduce any irritations caused by the cleansing action. They also enhance the formula's moisturising properties.

### CERTIFIED ORGANIC EXTRACTS AND OILS

In all our formulations we use oils and extracts from organic farming, coming from certified crops, which do not use GMOs, pesticides or other chemical agents harmful to health and to the environment.

### GENTLE EMOLLIENT AGENTS

Like the above ingredients, these are also plant-derived, from Coconut Oil and Palm Kernel Oil. They boost the nourishing and silk-like effect of the formulas, improving their sensation on the skin.

### NON-ETHOXYLATED SURFACTANTS

Of natural origin, mainly from Coconut Oil, these surfactants are easily biodegradable and highly compatible with the skin, whilst maintaining a balanced cleansing power. They respect even the most sensitive skin, protecting its health and its hydro-lipid film.

# INSIGHT

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## SKIN

The **skin** is our body's most extensive organ, a true **ecosystem to be respected and protected**. It is the first and most important defence, the barrier that protects our body from external agents.

Atmospheric pollution, exposure to sunlight and an unbalanced diet can damage the appearance of the skin: for this reason, it is important to protect it daily with the use of **skin-friendly cosmetics**, such as INSIGHT SKIN.



## BIG CHANGES BEGIN WITH SMALL GESTURES

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Our goal is a more natural lifestyle that is sustainable and less harmful for us and for the planet that hosts us. Insight Skin, a high quality, **ICEA ECO BIO certified** skincare line is based on these premises.

The entire line originated from the need to guarantee efficacy and genuineness in respect of the person and of nature. **Nourishing, natural and gentle formulations**, also **suitable for the most sensitive skin**, to be used daily to take care of your body.

The certification, together with the tests performed, guarantees safe products that are well tolerated by the skin and that have natural elasticising and moisturising properties, thanks to the organic oils and extracts that they contain.



# CLEANSING

A proper cleansing, combined with a gentle exfoliating action, prepares the skin to receive the following moisturizing and nourishing treatments.



## BODY

### CLEANSER

- + Organic Rooibos Extract
- + Organic Liquorice Extract
- + Organic Venere Rice Extract

This skin-friendly formula cleanses gently, maintaining the skin's hydro-lipid balance and natural defences unaltered. It has an antioxidant, soothing and moisturising effect.

#### HOW TO USE

Apply a sufficient amount of product on the wet skin, massage gently and rinse.



code ISK084 size 400 ml  
code ISK085 size 100 ml

## BODY

### SCRUB

- + Organic Rooibos Extract
- + Cherry Scrub
- + Quartz Scrub

Body scrub is a treatment that improves the appearance of the skin, eliminating the dead cells. Stimulates the blood circulation and it returns to the epidermis its natural hydration and luminosity.

#### HOW TO USE

Massage on damp skin, then rinse.



code ISK119 size 200 ml

# HYDRATING

After bathing or showering, it's advisable to use the most suitable product for your skin, to nourish and restore the skin's hydrolipidic film.



## NOURISHING BODY

### CREAM

- + Organic Rooibos Extract
- + Organic Hypericum Extract
- + Organic Shea Butter

A rich mixture of active ingredients and emulsifying agents of natural origin make this cream the ideal product to nourish the skin deep down and improve its compactness, leaving it more toned and velvety.

#### HOW TO USE

After the bath or shower, massage the whole body until full absorption.



code ISK086 size 250 ml  
code ISK091 size 50 ml

## REGENERATING BODY

### OIL

- + Organic Rooibos Extract
- + Organic Argan Oil
- + Organic Sunflower Oil

Moisturising and protection in a single product: thanks to the selection of organic oils, this formula guarantees the skin deep nourishment and elasticity. It also contains a natural antioxidant complex, which counteracts free radicals, preserving the skin's vitality.

#### HOW TO USE

Apply on clean skin and absorb with a gentle massage.



code ISK088 size 150 ml  
code ISK098 size 50 ml

## HYDRATING HAND

### CREAM

- + Organic Rooibos Extract
- + Organic Honey Extract
- + Organic Shea Butter

An invaluable emollient and nourishing treatment even for the most chapped hands. It is easily absorbed, giving instant softness and preserving skin elasticity.

#### HOW TO USE

Massage on dry skin until full absorption.



code ISK087 size 75 ml

# INSIGHT

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## MAN

We live in a frenetic world, where too often we only concentrate on the destination, losing sight of the journey. To travel means to experience, to change opinions, to break down prejudices. To discover new points of view and new ways of life.

Our goal with INSIGHT MAN is to recapture the sense of discovery even in small daily gestures ... starting from **body care with a view to wellness**, in which the creation of **one's own style** becomes its expression.

## # STAY GROOMED

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The INSIGHT MAN line originated from the need to take care of our bodies, without giving up an **eco-friendly formulistic choice**. The **ECO BIO certification**, together with the dermatological tests performed, guarantees safe, effective formulas with multiple functional properties, **thanks to the organic oils and extracts that they contain**.

Beard grooming - using specific products for cleansing, softening and nourishing it - plays an important role in this line, so that you always look trim and neat.

The **shaving soap**, the latest addition to the line, is different from other products in terms of certification (Cosmos natural rather than Eco bio), though its formula too is highly skin-friendly and delicate.





## PERSONAL CARE



### EMOLLIENT FACE AND AFTERSHAVE

## CREAM

- + Organic Date Extract
- + Organic Neem Oil
- + Organic Myrtle Extract

Specifically designed for the most demanding and sensitive skins, it soothes skin irritations caused by shaving. It hydrates the skin, giving it softness and elasticity all day long. Also indicated for daily hydration. It gives comfort and hydration to the skin, not greasy..

### HOW TO USE

Apply right after shaving on clean, dry face and neck.



code IMA096 size 100 ml



### HAIR & BODY

## CLEANSER

- + Organic Date Extract
- + Tea Tree Oil
- + Organic Aloe Extract

Gentle cleansing solution for hair and body. Indicated for frequent washing, it respects the skin's hydro-lipid balance. it respects the skin's hydro-lipid balance.

### HOW TO USE

Apply a sufficient amount of product on wet skin and on hair, gently massage and rinse.



code IMA097 size 250 ml  
code IMA143 size 100 ml



# BEARD CARE



## BEARD CLEANSER

- + Organic Date Extract
- + Organic Nut Extract
- + Organic Ginger Extract

Formulated with gentle surfactants, it cleanses and at the same time moisturises facial hair, helping keep your beard soft and hydrated. Recommended for daily cleansing.

**HOW TO USE**  
Shake before using, apply to wet beard, massage, and rinse thoroughly.



code IMA092 size 250 ml  
code IMA093 size 100 ml

## NOURISHING BEARD OIL

- + Organic Date Extract
- + Organic Sunflower Oil
- + Organic Hemp Oil

Nourishing oil to soften and give shine to your beard, without weighing it down. It performs a rebuilding and softening action. Untangles the beard and fights frizz effect.

**HOW TO USE**  
Apply a few drops on your hands, massage on beard and moustache to nourish and give shine.



code IMA094 size 50 ml

## MULTIFUNCTIONAL BEARD AND SHAVING OIL

- + Organic Date Extract
- + Organic Sunflower Oil
- + Organic Sweet Almond Oil

A product with a dual function, which can be used to soften skin and beard, making shaving easier, or as a nourishing oil to detangle your beard. For shaving or to soften the beard.

**HOW TO USE**  
Apply a few drops on your face before shaving to soften facial hair and prevent irritations. As a beard softener, apply a few drops on your hands, massage on beard and moustache to nourish and give shine.



code IMA095 size 50 ml

# BEARD CARE

Its formula, **COSMOS NATURAL** certified,  
makes this product the ideal choice even for the most sensitive skin:  
it also contains the Aloe Vera Juice, with a **soothing and calming action**,  
perfect for delicate skin that tends to redden.



## SHAVING

## SOAP

- + Organic Date Extract
- + Organic Fenugreek Extract
- + Organic Aloe Juice

## HOW TO USE

It's advisable to perform the shaving routine in the morning, after rinsing the face with warm water to encourage the pores to dilate and reduce the risk of irritation. Moisten the brush with warm water and wipe it on the soap, with circular movements, in order to obtain a soft foam. Spread the foam on the beard and proceed with shaving.



COSMOS  
NATURAL

## + COSMOS NATURAL certified

The **COSMOS NATURAL** certification implies the use of a high percentage of ingredients of natural origin, as stated on end product labels (for more information on Cosmos standards, refer to pages 58 and 59).

## + Natural origin fragrance

The soap fragrance differs from the rest of the INSIGHT MAN line and is **100% naturally derived**.



code IMA144 size 125 gr



**INSIGHT**

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**MERCHANDISING**

# FURNITURE



## WOODEN EXPO

+ Poplar wood in-salon display

Poplar wood shelved display, with INSIGHT logo on the front. Ideal to store products and create a retail corner in the salon.

The product is supplied unassembled.

Unit of sale: 1 pc

code PMIN010



## STAIR WOODEN EXPO

+ Poplar wood in-salon display

Poplar wood ladder display, with INSIGHT logo on the front. Easy to handle and assemble, it is recommended for window display or a corner of the salon.

The product is supplied unassembled.

Unit of sale: 1 pc

code PMIN052

# FURNITURE



## WOODEN EXPO CUBE

### + Poplar wood display cube

Poplar wood display with INSIGHT logo on two sides. Individually removable shelves. It can contain up to 48 100 ml INCOLOR tubes, as well as other products (ex: 150 ml Activators, 150 ml Dermal Protector...).

**Unit of sale:** 1 kit of 2 cubes

code PMIN062



## CUBE DISPLAY

### + Cardboard display cube

Cardboard display, made up of 9 stackable cubes, with INSIGHT logo on two sides. Useful for creating a modular display, in the window as in the salon. It can contain all the line formats available, including 900 ml bottles.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 9 cubes

code PMIN003



# FURNITURE



## CATALOGUES EXPO DESK

### + Poplar wood catalogue display

Poplar wood catalogue display with INSIGHT logo print on the front. It can be used to lay it on the counter or a display, or hang it on the wall with hooks (not supplied in the package).

**Unit of sale:** 1 kit of 2 pcs

code PMIN063



## NOTICE BOARD

### + Poplar wood price list holder

Poplar wood price list or communication holder, with the INSIGHT logo on the front. Black metal paper weight.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 6 pcs

code PMIN064

## FURNITURE



HAIR KIT CROWNER



CERTIFIED KIT CROWNER

### HAIR KIT CROWNER

+ 5-crowner kit with poplar wood base

Kit includes 5 crowners (12.5 x 26 cm) with 5 different graphics dedicated to the hair line. Convenient and versatile, they can be used on a display, next to products, on a counter or in the window.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 5 pcs (5 crowners + 5 wooden bases)

code PMIN043

### CERTIFIED KIT CROWNER

+ 5-crowner kit with poplar wood base

Kit includes 5 crowners (12.5 x 26 cm) with 5 different graphics dedicated to the Icea Eco Bio and Cosmos Natural certified lines. Convenient and versatile, they can be used on a display, next to any reference products, on a counter or in the window.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 5 pcs (5 crowners + 5 wooden bases)

code PMIN044

## FURNITURE

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### INSIGHT SKIN EXPO DESK

+ Counter display made of poplar wood

Counter display made of poplar wood, dedicated to SKIN line. The kit includes a 30x40 cm cardboard crowner.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 2 pcs (2 crowners + 2 wooden bases)

code PMIN046



### INSIGHT MAN EXPO DESK

+ Counter display made of poplar wood

Counter display made of poplar wood, dedicated to MAN line. The kit includes a 30x40 cm cardboard crowner.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 2 pcs (2 crowners + 2 wooden bases)

code PMIN049



## FURNITURE



SUN

### EXPO DESK

+ Counter display made of poplar wood

Counter display made of poplar wood, dedicated to Antioxidant line. The kit includes a 30x40 cm cardboard crown.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 2 pcs (2 crowners + 2 wooden bases)

code PMIN033



MINI ROUTINE

### CROWNER

+ Crowner with poplar wood base

30x40 cm cardboard crowner for (100 ml) pocket size shampoos and conditioners. The crowner is fitted with a poplar wood base.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 2 pcs (2 crowners + 2 wooden bases)

code PMIN045



PIGMENTS

### EXPO DESK

+ Counter display made of poplar wood

Poplar wood counter display dedicated to the INCOLOR Enhancing Direct Pigments line. The kit includes a 12.5x26 cm cardboard crown.

The product is supplied unassembled.

**Unit of sale:** 1 kit of 2 pcs (2 crowners + 2 wooden bases)

code PMIN053

# INCOLOR

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INCOLOR HYDRA-COLOR®

## COLOR CHART

3-leaf colour chart, with removable locks, dedicated to the INCOLOR Hydra-color line. Magnet closure.

Unit of sale: 1 pc

code PMIN054/01

PIGMENTS

## COLOR CHART

2-leaf colour chart, with removable locks, dedicated to the INCOLOR line of Enhancing Direct Pigments. Magnet closure.

Unit of sale: 1 pc

code PMIN055/01

INCOLOR MAN HYDRA-COLOR®

## COLOUR CHART

2-leaf colour chart, with removable locks, dedicated to the INCOLOR MAN line. Magnet closure.

Unit of sale: 1 pc

code PMIN069



## INCOLOR + EXTRA

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### BRUSH

Wood-waste plastic brush engraved with the INSIGHT logo on one side. It can be used for the application of Hydra-color colours, pigments or specific treatments, such as the Scalp Exfoliating Cream.

**Unit of sale:** 24 pcs

code PMIN040

### WHEAT BOWL

Wheat straw plastic bowl with INSIGHT logo print. It can be washed (even in the dishwasher) and reused endlessly.

The bowl is in a case.

**Unit of sale:** 12 pcs

code PMIN035

### BAMBOO SPATULA

Bamboo spatula to apply the restorative Booster of the Damaged Hair line.

**Unit of sale:** 12 pcs

code PMIN036



# EXTRA



## SACHET HAIR

Twin sachets dedicated to four mini lines, containing 10 ml Shampoo and 10 ml Conditioner

Unit of sale: 30 pcs

DRY HAIR  
DAILY USE  
COLORED HAIR  
SENSITIVE

code PMIN006/01  
code PMIN007/01  
code PMIN008/01  
code PMIN058



## NATURAL CARE KIT

Kraft-finish cardboard case with internal and external prints. The interior consists of a cardboard shelf, fitted with 3 slots to accommodate a 400 ml bottle, a 250 ml tube and a 100 ml bottle.

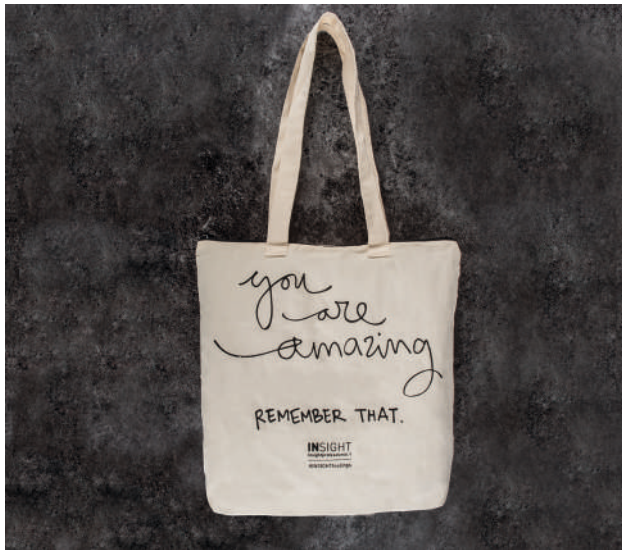
The product is supplied unassembled.  
The products in the picture are not included in the package.

Unit of sale: 1 kit of 12 pcs

code PMIN066

## EXTRA

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### COTTON SHOPPING BAG

100% cotton bag, printed on one side with water ink. It features a practical zipper and can be reused endlessly. 100% made in Italy.

**Unit of sale:** 12 pcs

code PMIN032



### SHOPPER

Recycled paper bag, printed on both sides, can hold all formats, 900 ml and 400 ml bottles included. 100% made in Italy.

**Unit of sale:** 50 pcs

code PMIN009/01



### NATURAL COTTON BAG

100% cotton bag, printed on two sides with water ink. Drawstring closure, 100% made in Italy. It can hold 2 100 ml or 50 ml products.

**Unit of sale:** 24 pcs

code PMIN012



### GIFT BOX

FSC-certified cardboard case, printed on two sides. 100% made in Italy.

**Unit of sale:** 48 pcs

code PMIN042



## SKIN

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### COTTON POCHETTE

100% cotton bag, printed on one side with water ink. Practical zipper closure, 100% made in Italy. It can hold up to 4 100 ml or 50 ml products.

**Unit of sale:** 24 pcs

code PMIN029



### SACHET SKIN

Twin Sachets dedicated to the SKIN line, containing 10 ml Body Cleanser and 10 ml Body Cream.

**Unit of sale:** 30 pcs

code PMIN020



### EXFOLIATING GLOVE



Exfoliating body glove, to be combined with INSIGHT SKIN Body Scrub. Made of 70% linen and 30% cotton, it is GOTS certified. 100% made in Italy.

**Unit of sale:** 12 pcs

code PMIN041



## MAN

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### BEARD & HAIR

## COMB

Sandalwood beard and hair comb. It can be used in combination with the beard oils of the INSIGHT MAN line.

**Unit of sale:** 24 pcs

code PMIN027

## COTTON BAG

100% cotton bag, printed on one side with water ink. Practical zipper closure, 100% made in Italy. It can also hold a 250 ml tube.

**Unit of sale:** 24 pcs

code PMIN028



## SOAP BOX

Aluminium soap box, with hinge on one side and engraving of the INSIGHT logo on the lid.

**Unit of sale:** 12 pcs

code PMIN065

### SHAVING

## BRUSH

Beard shaving brush. It features an Ovangkol wood handle, INSIGHT logo print, and synthetic fibre bristles. 100% made in Italy. The bowl is in a case.

**Unit of sale:** 12 pcs

code PMIN060

# CATALOGUE AND POCKET BROCHURE



## INSIGHT CATALOGUE

General catalogue including all lines: HAIR, INCOLOR, SKIN AND MAN. Size: A4.

Unit of sale: 6 pcs

code PMIN068-EN

## CONSUMER POCKET BROCHURE

Pocket brochures for final customers, divided by line: HAIR, SKIN, MAN. Size: A6.

Unit of sale: 20 pcs

HAIR code PMIN057-EN/01  
SKIN code PMIN048-EN/01  
MAN code PMIN051-EN/01