

TREND personalization

Hair care selection is no longer about choosing a shampoo and conditioner with the same function.

WE NOW CHOOSE FROM A VARIETY OF LINES,

INGREDIENTS, AND EFFECTS.

IDEA

hair care a'la carte

The consious consument

SHE CHOOSES WHICH PRODUCTS SUIT HER HAIR BEST ON A GIVEN DAY.

She mixes a classic shampoo with conditioners and/or finishers depending on the effect she wants to achieve.

projekt

Developed and tested by Influencers

A SHAMPOO THAT EVERYONE LIKES.

Conditioners – both a rinse-out and a mask.

Plus, finishing care products – fluid, serum, and cream.



A DELICIOUS BERRY SCENT

A NOSTALGIC RETURN TO CHILDCHOOD TASTES & **MEMORIES**





WHAT DO YOUR HAIR FEEL LIKE TODAY?



- BLUEBERRY EXTRACT AN ANTIOXIDANT SUPERFOOD FOR THE HAIR. PROTECTS AGAINST DAMAGE.
- CERAMIDES REPAIR STRUCTURAL DAMAGE, "SEAL" THE HAIR CUTICLE.





WŁOSY CIENKIE, BEZ OBJĘTOŚCI

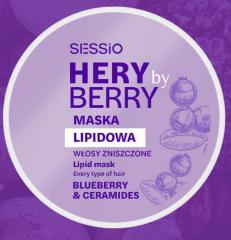
Daily shampoo
Thin hair without volume

BLUEBERRY & CERAMIDES













WHAT DO YOUR HAIR FEEL LIKE TODAY?

EVERYDAY SHAMPOO 300 ml

Moisturizing, because all hair needs hydration. Based on the MANGO shampoo that everyone loves. Creamy foam, wonderful berry fragrance.

MOISTURIZING CONDITIONER 300 ml

Because well-moisturized hair is elastic. Light formula – even very fine hair will appreciate it. Super soft results.

SMOOTHING OLEO - CERAM 100 ml

Tames unruly strands.

Controls frizz.

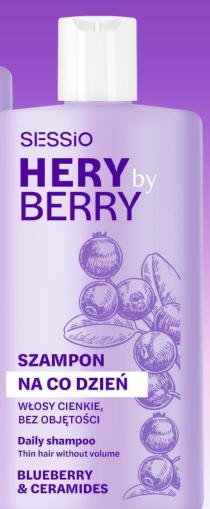
Smooths the hair cuticle.

Super shine.

Leave-in.







WHAT DO YOUR HAIR FEEL LIKE TODAY?



Silicone serum





LIPID MASK 250 ml

Lipids are a hot hair trend.

They add volume by repairing the structure.

Rich formula, perfect for coarse, highporosity hair.

OVERNIGHT REAPIR FLUID 100 ml

Massage into hair.

Wait for absorption or blow-dry.

Leave on overnight.

Wash in the morning and be amazed by shiny, nourished hair.

SILICONE SERUM 50 ml

Modern, lightweight silicones.
Doesn't clump or stick!
Protects against further damage.
Leave-in.