



SESSIO

HERY *by*  
BERRY

## 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 conscious consumer

**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  
CHILDHOOD TASTES &  
MEMORIES

*Blueberry Palette*



# 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.



# 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?



## LIPID MASK 250 ml

Lipids are a hot hair trend.  
They add volume by repairing the structure.

Rich formula, perfect for coarse, high-porosity hair.

## OVERNIGHT REPAIR 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.