



BULBS&ROOTS

YOU. HAIR. WE CARE.



BULBS & ROOTS

Hair Color
Cream

1:1.5

WITH
LIQUORICE EXTRACT

Cont. Net 100ml/MP
3.4 fl.oz. U.S.



BULBS & ROOTS

Super Lightening
Hair Color Cream

1:2

WITH
LIQUORICE EXTRACT

Cont. Net 100ml/MP
3.4 fl.oz. U.S.

Conscious beauty

The best ingredients of natural origin, a conscious and sustainable formulation approach, great attention to the use of recycled materials, the use of cutting-edge technologies for water recycling: this is our way to safeguard your beauty.

Quality, compliance and product performance, but at the right price.



Eco-friendly identity

Bulbs & Roots is a project that has the person at its centre, a living organism that produces beauty and living beauty, that of nature. Thus, a story was born, guided by ethical behavior and social responsibility. In the range of products Bulbs & Roots the Italian way of living and working has been transferred, together with its pride, story, dedication and humanity.

We cultivate beauty.

A beauty rooted in the past, but always oriented to the future. Fertile soil on which to sow the seeds of innovation. To do this, you need skilled hands, the hearts of generous people, proud of and attached to their origin, and minds aware of the value of its fruits.

Bulbs & Roots embraces a concept
of wide-ranging sustainability.
Environmental, of the product, but above all, human.





Sustainable responsibility

Selected raw materials and naturally derived ingredients extracted from organic plants ensure maximum respect for the well-being of people, their hair and the environment in which they live.

The roots of our products come from the Earth. Once extracted, the formulations can't be separated from a production process with low environmental impact.

Guarded in an essential packaging,
using recycled plastics and extra-slim labels
from certified and eco-sustainable paper mills.





Recycled Pet bottles

Composed of regenerated post consumer plastics, through a specific purification process.

Recyclable aluminium bottles

Labels with low environmental impact

By certificate and eco-friendly paper factories.

They are composed of materials with a reduced weight that guarantees a decrease of:

16% in materials, 15% of energy and water consumption, 18% of greenhouse gas emissions = reduced transport impact.

Cases and carton box composed of FSC (forest stewardship council) paper

FSC (ONG) guarantees that the product has been made with raw materials deriving from properly managed forests.



Essentially natural

Curiosity about the world of plants has driven us to create something new, to experiment with a range of mixtures starting from plant extracts.

Guided by the awareness that what's good to eat is also necessarily beneficial for the skin and for our hair, we've selected the most reliable organic crops, choosing the highest quality of Italian producers who use a refining method able to preserve all the properties of the raw material.

This philosophy led us to develop Vegan Friendly formulas, created with a 100% Green oriented approach.





LAVENDER EXTRACT

Origin: Liguria

Properties: cleansing and antiseptic



VINE EXTRACT

Origin: Emilia Romagna

Properties: elasticizing and repair



CHESTNUT EXTRACT

Origin: Tuscany

Properties: repairing and sealing



PRICKLY PEAR EXTRACT

Origin: Sicilia

Properties: protective and nourishing



APPLE EXTRACT

Origin: Trentino-Alto Adige

Properties: sealing and protective



WALNUTS EXTRACT

Origin: Veneto

Properties: color protective and antioxidant



OLIVE EXTRACT

Origin: Marche

Properties: antioxidant and antiradical



TOMATO EXTRACT

Origin: Puglia

Properties: smoothing and moisturizing



LIQUORICE EXTRACT

Origin: Calabria

Properties: soothing and moisturising

Bulbs&Roots Color

Extraordinarily bright
and uniform colors.



Bulbs&Roots Color

WITH
LIQUORICE EXTRACT



Hair Color Cream

Based on a precious cosmetic cream, with soothing and nourishing Liquorice extract, Bulbs&Roots Color acts gently and with exceptional results on the hair, ensuring color stability and coverage of white hair. Bulbs&Roots Color achieves 3-4 levels of bleaching with primary colors, up to 4-5 levels with super-bright colors. The range: 64 nuances, 5 toners, 5 super bleach, 7 correctors.

Hair Color Cream

Mix 1:1.5

Size: 100 ml

Hair Color Cream Superlight

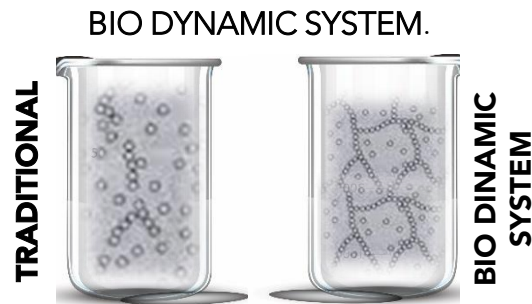
Mix 1:2

Size: 100 ml

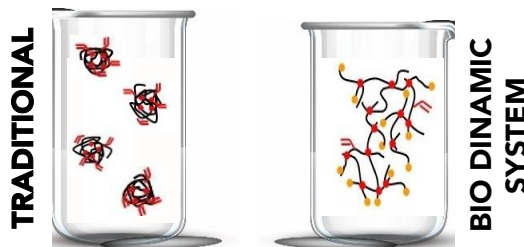


B&R Hair Color compositions

The coloring cream, obtained from the mixture of Hair Color Cream and Developer, is made of **fatty alcohols** and **plant origin emulsifiers** that, wisely calibrated, create a unique reticular structure:



BIO DYNAMIC SYSTEM guarantees:
an optimal migration of the dyes from the cream to the hair to give a **more intense and lasting color**, while using a lower quantity of dyes for **greater respect for the skin** and for a **better toxicological profile**.



Italian **LIQUORICE EXTRACT**

B&R Hair Color compositions

Licorice plants, organically grown and cultivated in **Calabria**, have been selected for their important **soothing and moisturizing properties**.

The licorice extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It calms the skin and moisturizes the stem during the coloring process.



LIQUORICE EXTRACT

Origini: Calabria

Properties: soothing and moisturizing



B&R Hair Color compositions

SELF-CLEANING POWER

The presence of surfactants derived from coconut, gives the color the ability to quickly emulsify in contact with water, in order to be easily removed **without stressing skin and hair**.

VEGAN FRIENDLY

Only raw materials of vegetable and technological origin that replace those of animal derivation, maintaining their cosmetic performances unaltered.

BEESWAX with its known emollient and nourishing actions has been replaced by its derivative
SYNTETHIC BEESWAX

FRAGRANCE

The aroma of licorice gives a pleasant sensation.



Bulbs&Roots Developer



Bulbs&Roots Developer ensures volume stability. The particular formulation in emulsion protects the hair during coloring and bleaching.

5 Vol. to obtain color depth without lightening. Time: 20-25 min.
10 Vol. to obtain color depth and 1 lightening level. Time: 20-25 min.
20 Vol. to cover white hair and 2 lightening levels. Time: 30-40 min.
30 Vol. to obtain 3 lightening levels and cover simultaneously. Time: 35-40 min.
40 Vol. for 4-5 lightening levels. Time: 40-45 min.

Size: 1000 ml



B&R Developer compositions

INSTANT MIXING

Smooth and stabilized texture that blends perfectly with B&R coloring and bleaching products, creating a homogeneous mixture that is easy to apply to hair.

RESULT SECURITY

pH 2,5 – 2,8

This pH range allows the formula a constant stability over time and a control of the oxidative process for the whole duration of the color service.

FRAGRANCE

The aroma of licorice gives a pleasant sensation.



Bulbs&Roots Hair Lightening Powder



Bleaching powder for hair. It allows you to achieve up to 6 lightening levels, even on thick hair and low volumes, while reducing the golden tones. A versatile, non-volatile, easy-to-mix formula suitable for all lightening techniques. It doesn't drip, it doesn't swell and maintains an optimum moisture level during application. Enriched with Rice Starch, recognized for its protective properties.

NO PERFUME INSIDE
Size: 1000 g – Mix 1:2



B&R Hair Lightening Powder composition

SAFETY

Compact powder, non-volatile to ensure greater comfort during the bleaching service, for both hairdressers and end customers.

NO FRAGRANCE

Fragrance-free to reduce reactions and sensitivity.

RICE STARCH

Formula enriched with Rice Starch that effectively protects the hair and, thanks to its texturing properties, makes the mixture compact and easy to apply.



Bulbs&Roots Care

A specific solution
for every hair need.

The beneficial properties of the
biological plants extracts, enclosed
in enchanting and creamy textures,
take care of the beauty
of hair, respecting its balance.





ORGANIC FARMING PLANTS

A low environmental impact cultivation method which allows only the use of natural substances, excluding the use of chemical synthesis substances (fertilizers, weedkillers, insecticides).

Natural Extraction

Plant extracts obtained with a particular method of **extraction in water**.

GRINDING

The plants are cold milled, avoiding overheating.
This allows the properties to remain unchanged.

INFUSION

The ground plants are immersed in water, the natural solvent par excellence.
There they slowly transfer all their active ingredients.

FILTRATION

After several filtration steps, the extracts are ready to be inserted into cosmetic formulations.



BULBS & ROOTS

Color Care
Conditioner

WITH
WALNUT EXTRACT



BULBS & ROOTS

Color Care
Shampoo

WITH
WALNUT EXTRACT



Bulbs&Roots Color Care

WITH
WALNUT EXTRACT



Color Care Shampoo

Mild Shampoo for colored hair. With Walnut extract, highly protective and antioxidant, it ensures a better seal of the color and gives the hair extreme vitality and shine

Sizes: 1000 ml – 300 ml



Color Care Conditioner

Specific conditioning for colored hair. With Walnut extract, well-known protective and antioxidant, it ensures a better seal of the color and gives the hair softness and brightness.

Sizes: 1000 ml – 300 ml



B&R Color Care formulas

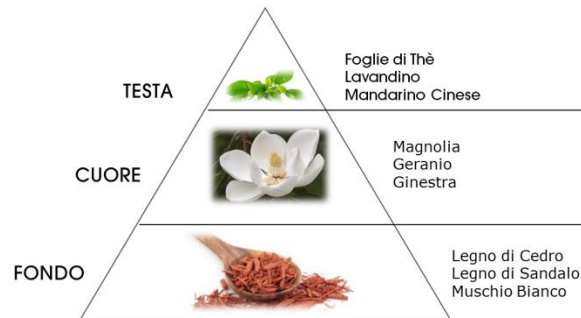
COLOR RETENTION

Color Care Shampoo thanks to the use of biodegradable surfactants provides a gentle cleansing action and helps to keep the cosmetic color longer.

Color Care Conditioner thanks to its acid pH (4-4.5) seals the cuticles limiting the loss of cosmetic color.

FRAGRANCE

The fruity and woody fragrance gives a pleasant sensation during use.



Italian **WALNUT EXTRACT**

B&R Color Care formulas

The Walnut tree, from organic farming of the Venetian lands, has been chosen for its protective and antioxidant properties.

Walnut extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It protects the cosmetic color and carries out an intense antioxidant action.



WALNUT EXTRACT

Origin: Veneto

Properties: color protective and antioxidant





BULBS & ROOTS

Silver
Shampoo

WITH
LICORICE EXTRACT



Bulbs&Roots Silver

WITH
LIQUORICE EXTRACT



Silver Shampoo

Specific shampoo for blonde or grey hair, it contains a particular violet pigment which neutralizes unwanted yellow reflections.

Enriched with a Liquorice extract, highly soothing and moisturizing for a soft, luminous and vital hair.

Sizes: 1000 ml – 300 ml



B&R Silver formulas

NO YELLOW


Silver Shampoo based on biodegradable surfactants, contains a special VIOLET pigment able to contrast yellow reflections without dirtying the skin.

With licorice extract, soothing and moisturizing: an excellent ally even for bleached hair.

FRAGRANCE

The licorice aroma gives a pleasant sensation during the color service.





Italian **LIQUORICE EXTRACT**

B&R Silver formula

Licorice plants, organically grown and cultivated in **Calabria**, have been selected for their important **soothing and moisturizing properties**.

The licorice extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It calms the skin and moisturizes the stem during the coloring process.



LIQUORICE EXTRACT

Origini: Calabria

Properties: soothing and moisturizing





Bulbs&Roots Nourishing

WITH
VINE EXTRACT



Nourishing Shampoo

Nourishing shampoo specifically formulated for dry hair. Enriched with Vine extract, with recognized elasticizing and repairing properties, it restores the right hydrolipidic balance to the hair giving it softness and brightness

Sizes: 1000 ml – 300 ml



Nourishing Conditioner

Specific conditioning to nourish dry hair. Enriched with Vine extract, with recognized elasticizing and repairing properties, it restores the right hydrolipidic balance to the hair giving it softness and brightness.

Sizes: 1000 ml – 300 ml



Italian VINE EXTRACT

B&R Nourishing formulas

The vines, organically grown in Emilia Romagna, have been chosen for their elasticising and repairing properties.

The Vine extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It gives elasticity to the stem and repairs dry and damaged hair.



VINE EXTRACT

Origin: Emilia Romagna

Properties: elasticizing and repair





BIOLOGICS

Daily
Conditioner

WITH
OLIVE EXTRACT

VEGAN
FORMULA



BIOLOGICS

Daily
Shampoo

WITH
OLIVE EXTRACT

VEGAN
FORMULA

Bulbs&Roots Daily

WITH
OLIVE EXTRACT



Daily Shampoo

Shampoo that gently cleanses for frequent use. Enriched with Olive extract, a well-known antioxidant, it protects and gives the hair vitality and shine without weighing it down.

Sizes: 1000 ml – 300 ml



Daily Conditioner

Specific conditioning for frequent use, highly moisturizing. Enriched with Olive extract, which protects the hair from oxidative stress, giving it new vitality and softness.

Sizes: 1000 ml – 300 ml





Italian **OLIVE EXTRACT**

B&R Daily formulas

Olives, from organic farmer in the Marche, have been chosen for their protective qualities.

The olive extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It protects hair from oxidative stress.



OLIVE EXTRACT

Origin: Marche

Properties: antioxidant and antiradical






MULTISKILL
Multiskill 20
Instant Hair Mask
ITALIAN PRICKLY PEAR EXTRACT
Cont. Net 100 ml / 3.3 fl. oz. U.S.

Bulbs&Roots Multiskill

WITH
PRICKLY PEAR EXTRACT



Multiskill 20 Instant Hair Mask

Size: 150 ml



1. it helps to seal cuticles.
2. it nourishes deep down.
3. it detangles hair.
4. it prevents split ends.
5. it helps to protect hair from environmental stress.
6. it protects hair from heat.
7. it eliminates frizz.
8. it boosts body and volume.
9. it enhances shine.
10. it makes the use of the straightener easier.
11. it enhances the color last.
12. it equalizes the porosity.
13. It moisturizes dry hair.
14. it conditions without weighing hair down.
15. It gives softness and silkiness.
16. it smoothes the cuticle.
17. it extends the duration of the hairstyle.
18. it speeds up the drying.
19. it scents the hair with a relaxing effect.
20. it ensures an antistatic action.





Italian **PRICKLY PEAR** **EXTRACT**

B&R Multiskill formula

The plants of Prickly Pear, from organic farming and cultivated in Sicily, have been selected for their important nourishing and protective properties.

The prickly pear extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It protects and nourishes the hair fiber.



PRICKLY PEAR EXTRACT

Origin: Sicily

Properties: protective and nourishing






BIOLAB
Reparative Booster
WITH
ITALIAN CHESTNUT EXTRACT

Cont. Net 150 ml / Net e 5.0 fl.oz U.S.


BIOLAB
Reparative Shampoo
WITH
ITALIAN CHESTNUT EXTRACT

Cont. Net 300 ml / Net e 10.1 fl.oz U.S.


BIOLAB
Reparative Mask
WITH
ITALIAN CHESTNUT EXTRACT

Cont. Net 300 ml / Net e 10.1 fl.oz U.S.

Bulbs&Roots Reparative

WITH
CHESTNUT EXTRACT



Reparative Shampoo

Specific shampoo for damaged hair. Enriched with Chestnut extract, known for its repairing and sealing properties on cuticles, it gives elasticity and vitality to the hair.

Sizes: 1000 ml – 300 ml



Reparative Mask

Specific mask for damaged hair. Enriched with Chestnut extract, known for its repairing and sealing properties on cuticles, it helps to restructure the hair, giving body.

Size: 300 ml



Bulbs&Roots Reparative

WITH
CHESTNUT EXTRACT



Reparative Booster

Booster for very damaged hair. A concentrate of Chestnut extract, known for its repairing and sealing properties on cuticles, to be used in combination with Bulbs&Roots Reparative Mask for an enhanced repair service.
FOR PROFESSIONAL USE ONLY.

Size: 150 ml



Italian **CHESTNUT EXTRACT**

B&R Reparative formulas

Chestnuts, from organic farming of the Tuscan Apennines, have been chosen for their repairing properties.

Chestnut extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It seals cuticles and gives vitality to the hair.



CHESTNUT EXTRACT

Origin: Tuscany

Properties: repairing and sealing





Bulbs&Roots Curly Hair

WITH
TOMATO EXTRACT



Curly Hair Shampoo

Delicate shampoo for curly hair. Enriched with Tomato extract, with moisturizing properties, it defines and frees hair from frizz, without weighing it down.

Sizes: 1000 ml – 300 ml



Curly Hair Conditioner

Specific conditioner for curly hair. Enriched with Tomato extract, with moisturizing properties, it defines and has a frizz freeing effect, giving hair softness without weighing it down.

Sizes: 1000 ml – 300 ml



Bulbs&Roots Curly Hair

WITH
TOMATO EXTRACT



Curly Hair Revitalizer Jelly Fluid

Revitalizing fluid gel, specific for curly hair. Enriched with Tomato extract, with moisturizing properties, it revives the curl, controlling and promoting its protection from environmental stress.

Size: 150 ml





Italian **TOMATO EXTRACT**

B&R Curly Hair formulas

Tomatos, from organic farming of Puglia, have been chosen for their disciplining properties.

Tomato extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It moisturizes and define the hair.



TOMATO EXTRACT

Origin: Puglia

Properties: smoothing and moisturizing





Bulbs&Roots Discipline

WITH
APPLE EXTRACT



Discipline Shampoo

Specific shampoo for straight or unruly hair. Enriched with Apple extract that seals the cuticles and frees hair from frizz, enhancing shine and silkiness.

Sizes: 1000 ml – 300 ml



Discipline Conditioner

Specific conditioner for straight or unruly hair. Enriched with Apple extract that seals the cuticles and frees hair from frizz, making it shiny and soft.

Sizes: 1000 ml – 300 ml



Bulbs&Roots Discipline

WITH
APPLE EXTRACT



Discipline Hair Spray Potion

Specific spray for straight or unruly hair. Enriched with Apple extract, with anti-frizz and detangling action, it helps to protect the hair from humidity and from stress of hot tools.

Size: 150 ml





Italian **APPLE EXTRACT**

B&R Discipline formulas

Apples, from organic farming of Trentino Alto-Adige, have been chosen for their sealing properties.

Apple extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It frees the hair from the frizzy effect and makes it shinier.



APPLE EXTRACT

Origin: Trentino-Alto Adige

Properties: sealing and protective





Bulbs&Roots Hair Ritual Sealing Serum

WITH
PRICKLY PEAR EXTRACT



Hair Ritual Sealing Serum

Cuticles sealing serum to be used daily to free hair from frizz, making it softer and brighter. It is enriched with Prickly Pear extract, with protective and nourishing properties.

Size: 100 ml





Italian **PRICKLY PEAR** **EXTRACT**

B&R Hair Ritual Sealing Serum formula

The plants of Prickly Pear, from organic farming and cultivated in Sicily, have been selected for their important nourishing and protective properties.

The prickly pear extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It protects and nourishes the hair fiber.



PRICKLY PEAR EXTRACT

Origin: Sicily

Properties: protective and nourishing





Bulbs&Roots Shield

WITH
ANTIBACTERIAL AND LAVENDER EXTRACT

HAIR HYGIENE AND PROTECTION



Shield Deep Cleansing Shampoo

Delicate shampoo for frequent use. It is the daily solution to cleanse hair gently but deeply. Enriched with an antibacterial ingredient and Lavender extract, with sanitizing properties, and Moringa Seed extract, with anti-pollution properties, for a deep cleansing of scalp and lengths.

Sizes: 1000 ml – 300 ml



Shield Hair Guard Conditioner

No rinse spray conditioner for frequent use. Perfect after shampooing to create a shield on hair that helps it protect itself from environmental stress, even on the next day. Enriched with an antibacterial ingredient and Lavender extract, with sanitizing properties, and Moringa Seed extract, with anti-pollution properties, for a complete protection of the hair from environmental stress.

Size: 150 ml



Bulbs&Roots Shield

WITH
ANTIBACTERIAL AND LAVENDER EXTRACT

HANDS HYGIENE AND CARE



Shield Hand Cleaner

No rinse gel for hand hygiene, ideal to sanitize hands in all daily situations. Enriched with Aloe Vera, with renowned antiseptic and refreshing properties, and Vegetable Glycerin, with moisturizing and emollient qualities.

Sizes: 1000 ml – 250 ml



Shield Hand Cleaner Spray Alcohol-free!

No rinse spray for hand hygiene you can take anywhere to hygienize your hands comfortably and quickly in all daily situations. The alcohol-free formula makes the product more gentle and delicate, perfect for those with sensitive skin. Enriched with an antibacterial ingredient.

Size: 150 ml



Bulbs&Roots Shield

WITH
ANTIBACTERIAL AND LAVENDER EXTRACT




Shield Moisturizing Hand Cream

Moisturizing cream that takes care of the hands, nourishing them effectively. A velvety texture, ideal for dry skin. Enriched with an antibacterial ingredient and Aloe Vera, with moisturizing and emollient properties.

Size: 50 ml





Italian LAVENDER EXTRACT

B&R Shield formulas

The lavender flower, from Italian organic agriculture, has been chosen for its renowned antibacterial properties.

The lavender extract, obtained thanks to a particular method of extraction in water, keeps its properties intact.

It cleans deeply and protects the hair.



LAVENDER EXTRACT

Origin: Liguria

Properties: cleansing and antiseptic





BULBS & ROOTS

Color Care



WITH
WALNUT EXTRACT

Silver



WITH
LIQUORICE EXTRACT

Multiskill 20



WITH
PRICKLY PEAR EXTRACT

Nourishing



WITH
VINE EXTRACT

Daily



WITH
OLIVE EXTRACT

YOU. HAIR. WE CARE.



BULBS & ROOTS

Reparative



WITH
CHESTNUT EXTRACT

Curly Hair



WITH
TOMATO EXTRACT

Discipline



WITH
APPLE EXTRACT

Hair Ritual Sealing Serum



WITH
PRICKLY PEAR EXTRACT

Shield



WITH ANTIBACTERIAL AND
LAVENDER EXTRACT

YOU. HAIR. WE CARE.




BULBS&ROOTS

YOU. HAIR. WE CARE.

For us, sustainability means
guaranteeing to future generations
the best quality of Life.

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