



BULBS&ROOTS

YOU. HAIR. WE CARE.

BULBS&ROOTS

YOU. HAIR. WE CARE.



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.



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.





VINE EXTRACT

Origin: Emilia Romagna
Properties: elasticizing and repair



CHESTNUT EXTRACT

Origin: Tuscany
Properties: repairing and sealing



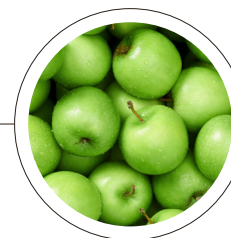
MYRTLE EXTRACT

Origin: Sardinia
Properties: moisturizing and protective



PUMPKIN EXTRACT

Origin: Lombardy
Properties: energizing, purifying, calming



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



PRICKLY PEAR EXTRACT

Origin: Sicily
Properties: protective and nourishing



LIQUORICE EXTRACT

Origin: Calabria
Properties: soothing and moisturising

Bulbs&Roots **Color**

WITH
LIQUORICE EXTRACT



Hair Color Cream

Color allows you to obtain extraordinarily bright and uniform colors. 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: 71 nuances, 5 toners, 5 super bleach, 7 correctors.

Hair Color Cream
Mix 1:1.5

Size: 100 ml

Hair Color Cream Superlightening
Mix 1:2

Size: 100 ml



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 - 150 ml (available just in 10, 20, 30 and 40 Vol.)



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

Bulbs&Roots Care

A specific solution for every hair need.

The beneficial properties of biological
plant extracts enclosed
in enveloping and creamy textures
that take care of the beauty
of the hair respecting its balance.

PRICKLY PEAR EXTRACT



WALNUTS EXTRACT



PUMPKIN EXTRACT



VINE EXTRACT



OLIVE EXTRACT



CHESTNUT EXTRACT



TOMATO EXTRACT



APPLE EXTRACT



LIQUORICE EXTRACT





Bulbs&Roots **Multiskill and Hair Ritual Sealing Serum**

WITH
PRICKLY PEAR EXTRACT



Multiskill 20 Instant Hair Mask

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.

Size: 150 ml



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

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 and 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 and 300 ml




BULBS & ROOTS
Color Care Conditioner
WITH
ITALIAN WALNUT EXTRACT

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


BULBS & ROOTS
Color Care Shampoo
WITH
ITALIAN WALNUT EXTRACT

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



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 and 300 ml

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 and 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 and 300 ml





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 and 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 and 300 ml

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 and 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

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



BULBS & ROOTS

Reparative Booster

WITH ITALIAN CHESTNUT EXTRACT



Cont. Net 150 ml/mℓ e 5.0 fl.oz.U.S.



BULBS & ROOTS

Reparative Shampoo

WITH ITALIAN CHESTNUT EXTRACT



Cont. Net 300 ml/mℓ e 10.1 fl.oz.U.S.



BULBS & ROOTS

Reparative Mask

WITH ITALIAN CHESTNUT EXTRACT



Cont. Net 300 ml/mℓ e 10.1 fl.oz.U.S.



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 and 300 ml

Curly Hair **Conditioner**

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

Sizes: 1000 ml and 300 ml

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

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 and 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 and 300 ml

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




BULBS & ROOTS
Discipline
Hair Spray Potion
WITH
ITALIAN APPLE EXTRACT

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


BULBS & ROOTS
Discipline Conditioner
WITH
ITALIAN APPLE EXTRACT

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


BULBS & ROOTS
Discipline Shampoo
WITH
ITALIAN APPLE EXTRACT

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



curative detox


BULBS & ROOTS

Pre-shampoo
Clay Mask

WITH
ITALIAN PUMPKIN EXTRACT


VEGAN


97


Certified

Cont. Net 100 ml / 3.3 fl. oz.

curative detox


BULBS & ROOTS

Pre-shampoo
Clay Mask

WITH
ITALIAN PUMPKIN EXTRACT


VEGAN


97


Certified

Net 100 ml / 3.3 fl. oz.

curative detox

Bulbs&Roots **Curative**

WITH
PUMPKIN EXTRACT



Pre-shampoo Clay Mask

Clay mask for all types of scalp. Rich in purifying Pumpkin extract, it cleanses deeply, helping to restore the balance of the scalp. It gently exfoliates, preparing the scalp for specific treatment.

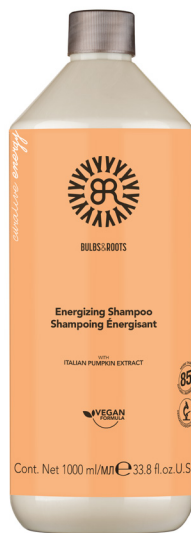
Dermatologically tested formula.
Natural formula: more than 97% natural ingredients.

Size: 100 ml

Bulbs&Roots **Curative**

WITH
PUMPKIN EXTRACT

curative energy



Energizing Shampoo

Gentle shampoo with a strengthening effect for weakened hair prone to falling out. Rich in energizing Pumpkin extract, it helps to strengthen the hair from the roots to the ends.

Dermatologically tested formula.
Natural formula: more than 85% natural ingredients.

Sizes: 1000 ml and 300 ml

curative balance



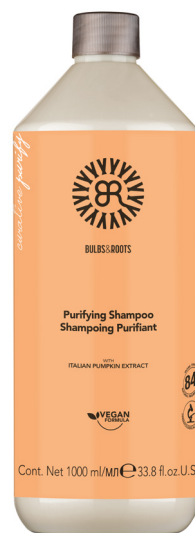
Rebalancing Shampoo

Gentle shampoo with a normalizing action for oily scalp. Enriched with purifying Pumpkin extract, it helps to restore the balance of the scalp, contributing to the reduction of excess sebum.

Dermatologically tested formula.
Natural formula: more than 85% natural ingredients.

Sizes: 1000 ml and 300 ml

curative purify



Purifying Shampoo

Gentle shampoo with a normalizing action for hair with dandruff. Rich in purifying Pumpkin extract, it helps to restore and maintain the balance of the scalp, delaying the appearance of dandruff.

Dermatologically tested formula.
Natural formula: more than 84% natural ingredients.

Sizes: 1000 ml and 300 ml





curative intense

Bulbs&Roots **Curative**

WITH
PUMPKIN EXTRACT



Triple Action Hair Lotion

Triple action intensive lotion for a balanced scalp:

- it helps reinvigorate weakened hair prone to falling out;
- it helps normalize oily scalps;
- it helps balance the scalp with dandruff.

With Pumpkin extract, with energizing and purifying properties.

FRAGRANCE FREE.

Dermatologically tested formula.

Natural formula: more than 97% natural ingredients.

Size: 12 vials x 7 ml



80% of the volunteers believe that the product helps to reduce hair loss.*

+28% increase in strength.**

+13% decrease in sebum.**

Improvement of hair density in **40%** of subjects.***

Desquamation reduction in **70%** of volunteers.***

*Result of self-assessment tests on 20 volunteers.

**Average result obtained during a clinical study conducted on 20 volunteers.

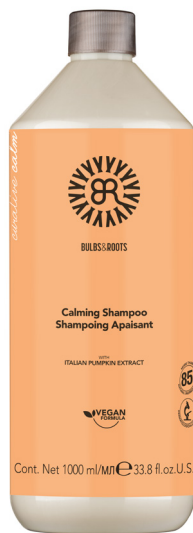
***Result obtained in a clinical study on 20 volunteers.

Results obtained using the product twice a week for 4 weeks,
and once a week for the next 4 weeks.

curative calm

Bulbs&Roots **Curative**

WITH
PUMPKIN EXTRACT



Calming Shampoo

Gentle shampoo that gives relief to sensitive and dry scalp.
Enriched with Pumpkin extract with soothing properties,
it helps to relieve sensitized scalp.

Dermatologically tested formula.
Natural formula: more than 85% natural ingredients.

Sizes: 1000 ml and 300 ml



Calming Oil Not Oily

Oil with a special formula that does not grease for sensitive and dry
skin. Rich in Pumpkin extract, with calming properties.
FRAGRANCE FREE.

Dermatologically tested formula.
Natural formula: more than 93% natural ingredients.

Size: 100 ml



style and finish

Bulbs&Roots

All the best of Made in Italy to raise and fix the shape of every beauty, naturally.

Products easy to use but essential for experimenting with new looks... to add immediately to hair beauty routine!



Fixing Eco-Hairspray

Reworkable gas-free hairspray. With Myrtle extract, moisturizing and protective, it fixes the hairstyle naturally and gives volume to the roots without weighing hair down. It dries quickly without leaving any residue.

HOLD: medium
Size: 300 ml

style and finish

Bulbs&Roots **Style&Finish**

WITH
MYRTLE EXTRACT



Sculpting Gel

Strong modeling gel ideal to create naturally messy and modern looks. With Myrtle extract, moisturizing and protective, it defines the strands leaving elastic and soft hair.

HOLD: strong
Size: 150 ml



Texturizing Ocean Spray

Texturizing salt spray perfect for recreating a seaside look. With Myrtle extract, moisturizing and protective, it gives volume to the roots and body to the lengths, without weighing hair down, giving life to "crunchy" waves.

HOLD: none
Size: 150 ml



Designing Glaze Gel

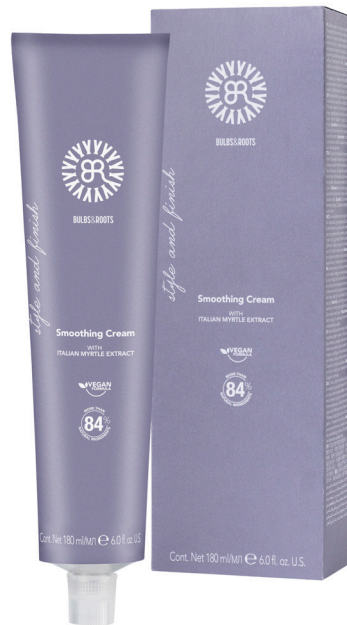
Structuring gel perfect to use with hairdryer and diffuser to build the look in a simple and natural way. With Myrtle extract, moisturizing and protective, it gives volume and support to the hair, without weighing it down.

HOLD: medium
Size: 150 ml

style and finish

Bulbs&Roots **Style&Finish**

WITH
MYRTLE EXTRACT



Smoothing Cream

Ideal cream to create a straight hair look. Perfect for rebellious and unruly hair, it controls frizz, protects from heat and humidity, detangles and speeds up drying, leaving hair soft, light and shiny. With Myrtle extract, protective and moisturizing.

HOLD: light
Size: 180 ml



Bodifying Spray

Spray that gives fullness, texture and flexibility to fine hair. With Myrtle extract, protective and moisturizing, it helps protect from heat and humidity, leaving the hair soft and light.

HOLD: light
Size: 150 ml



Memorizing Spray

Spray to memorize the movements of the look. During styling, it fixes the undulations obtained with the hot tools. During finishing, by cooling the lock, it freezes the movement and memorizes it. With Myrtle extract, protective and moisturizing.

HOLD: medium
Size: 150 ml





BULBS&ROOTS

YOU. HAIR. WE CARE.

For us, sustainability means
to guarantee future generations
the best quality of life.



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