



OUR STRENGTH
OUR HISTORY
YOUR FUTURE





Since 1981 we are an Italian Company that formulates, produces and distributes professional hair care products all over the world, with a special focus on color, our speciality. Today we are present in more than 40 countries worldwide.

VISION

We create unique colors, intended to represent Italian style, quality and innovation in the world.

MISSION

Finding new shades, interpreting trends, constantly improving the quality and impress. We support each professional with all the tools necessary to offer the customer an exclusive and complete service, made of high quality skills and products, born from an all-Italian taste inspired by beauty.



MADE IN ITALY
MADE BY ITALY

Good taste, creativity, technological innovation, mastery, have always characterized the Italian “know-how”. We developed an efficient, integrated, cutting-edge production system to include the treasure of a country.

From the formulation in the laboratory to the large-scale distribution: in the Company production plant it is possible to monitor the entire supply chain to ensure total control of the product life cycle, in order to manage the products safely and in full respect of the environment, products and raw materials. This choice allows a thorough and certified control of all the production phases, in line with the regulatory evolution that manages its activities. In this way we can show our partners with transparency not only our way of working, but also the environments in which the transformation and processing of raw materials take place. Guaranteeing the value of a safe, reliable and performing product.

RESPONSIBLE CARE

Circular economy offers a new business model in which the use of resources is optimized and the products are recyclable.

Guided by our Research and Development laboratory, we have undertaken a project aimed at reassuring our consumers about the degree of irritation of our products, producing specific lines that are dermatologically tested as non-irritant.



WE WORK
FOR THE SUCCESS
OF COLORISTS

—

A highly differentiating business model, focused on the color world to increase the competence and business volume of the PBF Hair Stylists. Four fundamental areas of development to build strong expertise in the color service, making the salon concretely unique.

PBF ACADEMY

Highly specialized creative and technical training courses. Everything the colorist needs to know and be able to do.

CHROMACUBES

A simple and reliable method that guides through the color reading and the consulting service. A color technician inside your salon.

SALON BUSINESS PROGRAM

A rich calendar of new services, tools, easy and profitable sell-out promotions to increase the number of color customers visits in the salon.

PRODUCT COLOR SYSTEM, CARE AND STYLE

An integrated product architecture, built around the color service. A complete range of colors, color care and styling products.



GREEN CHEMISTRY

Aware of the impact that the chemical world has on the environment, we have chosen a business model that can reconcile business objectives with social and environmental goals, guaranteeing full respect for animals (our products are cruelty free), of our Planet and its people.

Every action is aimed at promoting the sustainable development of our Company on the territory through water saving, the use of renewable sources, effluent treatment, biotechnological research.

Thanks to an extremely cutting-edge system, we have drastically reduced carbon dioxide emissions. We adhere to LifeGate program, an energy efficiency project that reduces carbon dioxide emissions and counterbalances them through carbon credits generated by measures to create and protect growing forests in the world. In the last year we have consumed 313.926 kWh and avoided the burning of 190 barrels of oil.

With this new approach we have avoided 166.695 Kg of CO², actually supporting concretely:

- measures of creation and protection of 1,627 sqm of forest growing in Madagascar (30% of total emissions);
- a renewable energy project from wind power plant in Gujarat India (70% of total emissions).

The goal of green chemistry for us does not only mean the cleaning of the environmental context, but to redesign the chemical processes at the origin, embracing a concept of clean chemistry for the entire production cycle, not just for the finished product. Product sustainability is our first value: **our packagings are in fact 100% recyclable and recycled.**





01. COLOR

01. COLOR



PERMANENT
COLOR



DEMIPERMANENT
COLOR



DIRECT
COLOR



DEVELOPERS



BLEACHING AND
LIGHTENING



REGENERATING
TREATMENT



01.

COLOR

Advanced product performance at the service of the colorist. An integrated color and bleaching system to create exclusive and personalized technical services. A rainbow of 200 nuances.

ABSOLUTE

HAIR PERMANENT COLOR CREAM

Dermatologically tested permanent color.
Cream Gel Formula with exclusive M.A.B. technology.

- Protection of the hair fiber during and after the color application
- Maximum color penetration, for intense and long-lasting results
- Uniform color equalization, even on porous hair, with precise and defined tone directions
- Cream gel, easy to apply and quick to rinse, it doesn't stain the scalp
- 3 levels of lightening

121 NUANCES

80 ml tube mix 1:2

M.A.B.

MONOETHANOLAMINE, AMMONIA, BASE

Exclusive technology that allows you to lighten, deposit and give reflections simultaneously during the entire setting time.

Advantages:

- gradual lightening for a more delicate action on the hair
- greater pigment deposit and longer color durability
- greater color saturation and reflection intensity



**100% BRIGHT COVERAGE WITHOUT
ADDING THE BASE***



**"ULTRA QUICK" SETTING TIME:
FROM 11 TO 35 MINUTES**



**ECONOMICAL:
MIXING RATIO 1:2**

**PERMANENT
COLOR**

*the red series cover up to 70%



LUMINITY

HAIR DEMIPERMANENT COLOR CREAM

Lamination demipermanent hair coloring, VEGETAL OK certified.
Ideal for variuos coloring services: tonalization, color deposit,
soft cover, refresh color, color lamination and neutralization.



- Cosmetic, alcohol and ammonia free, dermatologically tested
- With Luminescine and Hyaluronic Acid, ensures instant shine and compacts the hair fiber
- Versatile, creamy or fluid texture for precision services at the workstation or quick at the wash

50 SHADES

tube 80 ml

mix 1:2



**DARKENS MORE THAN 2 LEVELS
WITHOUT REPIGMENTATION**



**COVERS THE FIRST WHITE HAIR
UP TO 70-80% WITH MEDIUM
INTENSITY**



**COLORS TONE ON TONE, DOES NOT
CREATE REGROWTH EFFECT**

**DEMIPERMANENT
COLOR**

LUMINITY MELTING POTION

ACTIVATOR

A special activator that instantly transforms the texture
fluidifying it for fast services.



- Dermatologically tested, non irritant
- Vegetal OK certified, free from animal origin ingredients

bottle 1000 ml



**GUARANTEES A PERFECT
ADHESION TO THE HAIR**



DOES NOT DRIP



EASY TO APPLY

CODE
PF007447

**DEMIPERMANENT
COLOR**

MOLECULAR

DIRECT HAIR COLOR CREAM

Direct color in cream without oxydant with high regenerating power.
Cream formula with k-pro and special pigments.



- Strengthens hair cuticle and cortex during the color process
- Enhances and tones the natural colors
- Revives the color without overlays
- Eliminates the yellowing of gray or white hair
- Hides white hair up to 30% without visible regrowth effect

11 NUANCES

180 ml tube



11 NUANCES THAT CAN BE MIXED TOGETHER TO CREATE MANY NEW REFLECTIONS



**TEMPORARY EFFECT:
UP TO 8-10 SHAMPOOS**



**EASY TO WORK
ON POROUS HAIR**

**DIRECT
COLOR**

CRAZY

DIRECT HAIR COLOR GEL

Direct color without oxydant and without ammonia.
Gel formula with the exclusive Color Block technology.



- Surprisingly bright
- Easy to apply and rinse
- Gives softness and silkiness to the hair
- It is applied directly on bleached hair and on natural/colored blonde hair from lev. 8-9

7 NUANCES

60 ml tube



PURE AND INTENSE REFLECTIONS



**CREATE INFINITE PASTEL SHADES
(RED-ORANGE-FUCHSIA-BLU CHINA-GREEN CAN BE MIXED WITH OXIDATION COLORS)**



**EXTRAORDINARY LONG
LASTING COLOR**

**DIRECT
COLOR**



DEVELOPER

A single line of developers for the whole PBF Color System.



- Available in 5 formulations: 5, 10, 20, 30 and 40 volumes
- The acid pH of the formula controls the oxidative process
- It mixes perfectly with PBF colors and bleaching, creating a homogeneous compound
- A special additive prevents the product from swelling inside the bottle*

1000 ml bottle

* storage conditions indicated on the safety data sheet



**CREAMY TEXTURE,
EASY TO APPLY**



**STABLE MIXTURE DURING ALL THE
SETTING TIME**



**NON DANGEROUS GOODS
(LOW TRANSPORT COSTS)**

CODES
PF004196
PF000127
PF000128
PF000129
PF000130

DEVELOPERS

PRO WARM BROWN PRO COOL BROWN

COLOR REFRESHING HAIR MASK

Masks with pigments that brighten the brilliance of warm brown (WARM) and cool brown (COOL).



- With UV filters that help protect the color from sunlight
- With Sugar Cane extracts that, thanks to their acid pH, restore the hydrolipidic film barrier
- Without ammonia, without oxidant, with UV filters
- Highly nourishing, for a perfect antistatic control

200 ml bottle



ENHANCE THE COLOR INTENSITY



IDEAL FOR HOME USE, THEY DON'T STAIN HANDS OR SCALP



HIGHLY CONDITIONING: THEY DON'T WEIGH HAIR DOWN

BROWN
COLOR CARE

CODES
PRO COOL BROWN - PF004851
PRO WARM BROWN - PF004850

PRO WARM BROWN PLUS PRO COOL BROWN PLUS

COLOR REFRESHING HAIR MASK

Masks with pigments that recharge the warm brown (WARM) and cool brown (COOL).



- With extracts of sugar cane which, thanks to their acid pH, restore the hydrolipidic film barrier
- Without ammonia, without oxidant, with UV filters

500 ml bottle



QUICK SERVICE AT THE WASHBASIN



THEY CORRECT THE UNDESIRE REFLECTIONS AFTER A TECHNICAL TREATMENT



THEY RECHARGE THE PARTIALLY FADED COLOR

CODES
PRO COOL BROWN PLUS - PF004855
PRO WARM BROWN PLUS - PF004854

BROWN
COLOR CARE

PRO WARM BLONDE PRO COOL BLONDE

COLOR REFRESHING HAIR MASK

Masks with pigments and Hyaluronic acid that brighten the shine of warm blonde color (WARM) and cool blonde (COOL).

- Regenerate and compact the hair fiber
- With UV filters that help protect the color from sunlight
- Without ammonia, without oxidant

200 ml bottle



IDEAL FOR HOME USE: THEY DON'T STAIN HANDS OR SCALP



CONDITIONING WITHOUT WEIGHING THE HAIR DOWN



ENHANCE COLOR INTENSITY

BLONDE
COLOR CARE

CODES

PRO WARM BLONDE - PF004848
PRO COOL BLONDE - PF004849

PRO WARM BLONDE PLUS PRO COOL BLONDE PLUS

COLOR REFRESHING HAIR MASK

Masks with pigments and Hyaluronic acid that recharge the warm blonde color (WARM) and cool blonde color (COOL).

- Regenerate and compact the hair fiber
- Without ammonia, without oxidant, with UV filters
- Highly nourishing, for a perfect antistatic control

500 ml bottle



QUICK SERVICE AT THE WASHBASIN



CORRECT THE UNDESIRE REFLECTIONS AFTER A TECHNICAL TREATMENT



RECHARGE THE PARTIALLY FADED COLOR

CODES

PRO WARM BLONDE PLUS - PF004853
PRO COOL BLONDE PLUS - PF004852

BLONDE
COLOR CARE

PRO RED PRO COPPER

COLOR REFRESHING HAIR MASK

Masks with Roucou extract and pigments that brighten up the brilliance of red and copper hair.



- Contrast free radicals and protect against oxidative stress
- With UV filters that help protect the color from sunlight
- Without ammonia, without oxidant

200 ml bottle



IDEAL FOR HOME USE: THEY DO NOT STAIN HANDS OR SCALP



CONDITIONING WITHOUT WEIGHING THE HAIR DOWN



ENHANCE THE COLOR INTENSITY

**RED AND COPPER
COLOR CARE**

CODES

PRO RED - PF004547
PRO COPPER - PF004548

PRO RED PLUS PRO COPPER PLUS

COLOR REFRESHING HAIR MASK

Masks with Roucou extract and pigments that recharge the red and copper hair color.



- Regenerate and compact the hair fiber
- Without ammonia, without oxidant, with UV filters
- Highly nourishing, for a perfect antistatic control

500 ml bottle



QUICK SERVICE AT THE WASHBASIN



CORRECT THE UNDESIRE REFLECTIONS AFTER A TECHNICAL TREATMENT



RECHARGE THE PARTIALLY FADED COLOR

CODES

PRO WARM RED PLUS - PF004856
PRO COOL COPPER PLUS - PF004857

**RED AND COPPER
COLOR CARE**



BLONDHER



A complete and reliable bleaching and lightening system to create all types of blonde in complete safety, thanks to formulas rich in protective agents. All BLONDHER products have been designed to work in perfect connection with each other, thus guaranteeing high-performance and personalized results.

B-PLEX

BALAYAGE

HAIR BLEACHING POWDER

Bleaching powder.



- Clay texture, it clings to the hair perfectly, does not drop
- It dries quickly outside, continuing to act inside, avoiding stains
- It guarantees a precise and accurate result
- Formula enriched with B-PLEX, a complex that protects the hair fiber

400 gr jar

mix 1:2



**LIGHTENS UP TO 5 LEVELS ON NATURAL HAIR AND
4 LEVELS ON COLORED HAIR**



NATURAL BALAYAGE EFFECT



**TOP FOR FREE-HAND TECHNIQUES
CLAY TEXTURE**

**BLEACHING
SYSTEM**

CODE
PF006650

B-PLEX

ESSENTIAL

HAIR BLEACHING POWDER

Blue bleaching powder.



- Compact powder
- Versatile formula, easy to mix
- Does not inflate and maintains an optimum degree of humidity during application
- Formula enriched with B-PLEX, a complex that protects the hair fiber

900gr stand up bag

mix 1:2



LIGHTENS UP TO 7 LEVELS



IDEAL FOR TOTAL BLEACHING



TOP FOR TECHNIQUES WITH ALUMINIUM

**BLEACHING
SYSTEM**

CODE
PF006652

B-PLEX

PLUS

HAIR BLEACHING POWDER

Grey bleaching powder.



- Compact, non volatile powder
- Intense and precision lightening
- Neutralizes during lightening
- Formula enriched with B-PLEX, a complex that protects the hair fiber

500 gr jar

mix 1:2



LIGHTENS UP TO 9 LEVELS



IDEAL FOR RESISTANT HAIR



**TOP FOR FREE HAND TECHNIQUES
OR FOILS***

* 10-20 VOL. IF THE HAIR STRUCTURE ALLOWS IT

**BLEACHING
SYSTEM**

CODE
PF006651

B-PLEX

VELVET

HAIR BLEACHING CREAM

Hair bleaching cream.



- Soft white bleaching cream
- Overlapping with color to create smooth effects
- Also ideal for hair pickling and lines correction services
- Formula enriched with B-PLEX, a complex that protects the hair fiber

180 ml tube

mix 1:2



LIGHTENS UP TO 7 LEVELS



**IDEAL FOR SIMULTANEOUS COLORING
AND LIGHTENING SERVICES**



**TOP FOR FREE HAND TECHNIQUES
OR FOILS**

CODE
PF006653

**BLEACHING
SYSTEM**

K-PRO

HIGH LIFT

HAIR PERMANENT COLOR CREAM

Permanent hair color cream.



- Permanent hair color cream with ammonia
- Gel cream texture, allows quick and targeted application
- Used in combination with the bleach it allows to create warm/cold effects
- Formula enriched with K-PRO, a complex that strengthens the hair structure and protects the stem

5 NUANCES

80 ml tube

mix 1:3



**LIGHTENS UP TO 4 LEVELS FROM
NATURAL BASE 6 OR LIGHTER**



LIGHTENS AND TONES IN ONE STEP



**IDEAL FOR FAST LIGHTENING
SERVICES**

**LIGHTENING
SYSTEM**

CODE
From PF006655 to PF006659

K-PRO

DELIGHT

HAIR LIGHTENING OIL

Hair lightening oil.



- Ammonia-free lightening oil with self-locking technology
- Mixed with oxygen, it is transformed into gel, maximum grip to the hair
- Uniforms levels and removes pigment overloads
- Formula enriched with K-PRO, a complex that strengthens the hair structure and protects the stem

2 x 500 gr bottles

mix 1:1,5



**LIGHTENS UP TO 2 LEVELS ON COLORED HAIR
AND 3 LEVELS ON NATURAL HAIR**



CREATES NATURAL SUNKISS EFFECTS



**TOP FOR FREE-HAND TECHNIQUES (WITH SUPPORT
UNDER THE LOCK) AND WITH FOILS**

**LIGHTENING
SYSTEM**

CODE
PF006654

K-PRO

TONER

HAIR DEMIPERMANENT COLOR CREAM

Hair demipermanent color cream.



- Ammonia free hair demipermanent color
- Gel cream texture, allows quick and targeted application
- Neutralizes unwanted reflections on levels 8-9-10
- Formula enriched with K-PRO, a complex that strengthens the hair structure and protects the stem

7 NUANCES

80 ml tube

mix 1:2



CREATES MULTI-TONE EFFECTS



CUSTOMIZE ANY LIGHTENING



**FAST TONER REFRESH SERVICE,
BETWEEN ONE BLEACHING AND THE OTHER,
TO RENEW THE BLONDE**

TONING

CODE

From PF006660 to PF006666



POWER BOND

HAIR FORTIFYING TREATMENT

Fortifying treatment for destructured hair.



- Strengthens the internal bonds
- Prevents bonds breakage during technical services
- Guarantees greater deposit of active principles on the hair

tube 180 ml



STRENGTHENING



ANTI-BREAK



LIFTING EFFECT

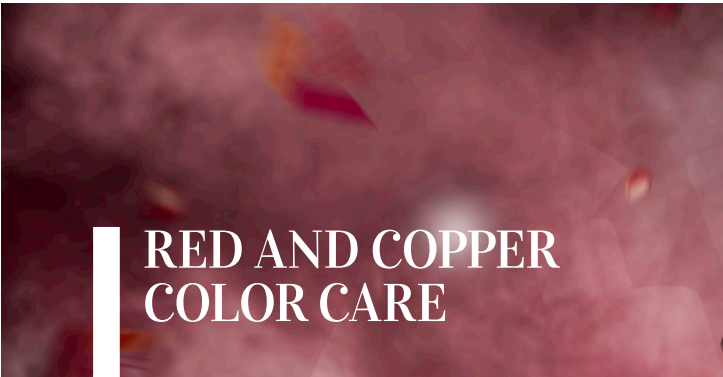
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REGENERATING
TREATMENT



02.
TREATMENT

02. TREATMENT





02.

TREATMENT



Specific products to preserve, protect and regenerate every cosmetic color.

REPAIR

RESTORATIVE SHAMPOO

Specific shampoo for treated and damaged hair.



- Gently cleanses
- Protects the hair fiber
- Enriched with Keraoil, restructuring

1000 ml bottle



REINFORCES THE HAIR STRUCTURE



REGENERATES DAMAGED HAIR



WITH FERMENTED SUNFLOWER EXTRACT,
PROTECTIVE AND NOURISHING

HAIR
STRUCTURE CARE

CODE
PF006564

REPAIR

RESTORATIVE MASK

Cosmetic elixir which, thanks to the acid pH <4, seals the reconstruction treatment in the salon and at home.



- With Keratin, Amino Acids and Argan and Macadamia oils to repair the structure
- Nourishing effect, nourishes the hair
- Protects the hair fiber

500 ml jar



SEALS THE REPAIR IN SALON
RECONSTRUCTION TREATMENT



GIVES EXTREME SOFTNESS



MAKES THE HAIR EASY TO COMB,
FACILITATING THE STYLING

HAIR
STRUCTURE CARE

CODE
PF006698

REPAIR

RESTORATIVE CREAM A

Cream with Keratin and Amino Acids to be mixed with Restorative Lotion B for a hair reconstruction treatment.



- Preserves the integrity of the Keratin, preventing it from breaking
- Contains thermo-active ingredients that amplify their action with the use of moist heat
- Helps reduce oxidative stress caused by chemical treatments
- Facilitates styling on particularly treated hair

500 ml jar



FILLER EFFECT, REPAIRS THE INTERNAL STRUCTURE



PROTECTS THE HAIR FIBER



MODULABLE A + B BLEND TO PERSONALIZE THE TREATMENT

**HAIR
STRUCTURE CARE**

CODE
PF006696

REPAIR

RESTORATIVE LOTION B

Lotion with moisturizing agents and Argan and Macadamia oils to be mixed with Restorative Cream A for a hair reconstruction treatment.



- The water-soluble oils reach the first cuticular layers without weighing the hair down
- Recreate the lipid film for a barrier effect
- Contains thermo-active ingredients that amplify their action with the use of moist heat
- Facilitates styling on particularly used hair

250 ml bottle



INFUSION EFFECT, RESTORES THE EXTERNAL STRUCTURE



PROTECTS THE HAIR FIBER



MODULABLE A + B BLEND TO PERSONALIZE THE TREATMENT

**HAIR
STRUCTURE CARE**

CODE
PF006697



COWASH

POST COLOR HAIR CREAM

Acidifying cream to be used after each color service.



- Brings scalp and hair back to physiological pH
- Helps stabilize the color
- Conditions the stem and smoothes the hair fiber

1000 ml bottle

pH 4 - 4.5



**KEEPS THE COLOR INSIDE
THE HAIR FIBER**



EXTRA DELICATE ACIDIFYING ACTION



MAKE THE HAIR EASIER TO COMB

**COLOR
CARE**

CODE
PF006562

PURE

ULTRA VIOLET SHAMPOO

Specific shampoo for platinum blonde, white and grey hair.



- Gently cleanses the hair
- Strong neutralizing action
- Protects the hair

1000 ml bottle

pH 5.5 - 6



**RICH IN PURPLE PIGMENTS TO NEUTRALIZE
WARM TONES INSTANTLY**



**WITH FERMENTED SUNFLOWER EXTRACT,
PROTECTIVE AND NOURISHING**



**GIVES EXTREME BRIGHTNESS
TO THE HAIR**

**COLOR
CARE**

CODE
PF006563

SUBLIME

COLOR SAVE SHAMPOO

Shampoo formulated for colored hair.



- Gently cleanses
- Enriched with a special protective filter
- Gives shine to the hair

1000 ml bottle

pH 5.5 - 6



UV FILTER



WITH FERMENTED SUNFLOWER EXTRACT,
PROTECTIVE AND NOURISHING



PRESERVES THE COLOR

COLOR
CARE

CODE
PF006560

SUBLIME

COLOR SAVE MASK

Specific mask for colored hair.



- Deeply nourishes the hair fiber
- Compacts the hair structure
- Highly conditioning and emollient

500 ml jar

pH 4 - 4.5



GIVES EXTREME SOFTNESS AND
SILKNESS



WITH FERMENTED SUNFLOWER EXTRACT,
PROTECTIVE AND NOURISHING



PRESERVES THE COLOR

COLOR
CARE

CODE
PF006561



20 FORYOU

MULTIFUNCTIONAL SPRAY

Intensive spray mask with immediate effect.
20 ACTIONS IN ONE.



- Helps repair damaged hair.
- Deeply nourishes.
- Detangles the hair.
- Helps moisturize dry hair.
- Conditions without weighing down.
- Prevents split ends.
- Performs an antioxidant action.
- Protects from heat.
- Gives softness and silkiness.
- Smooths the cuticle.
- Eliminates the frizz effect.
- Gives body and volume.
- Enhances shine.
- Prolongs the duration of the styling.
- Allows faster drying.
- Facilitates the use of flat and curling iron.
- Improves color retention.
- Quick to use.
- Relaxing aroma.
- Ensures an antistatic action.

120 ml bottle

pH 4 - 4.5

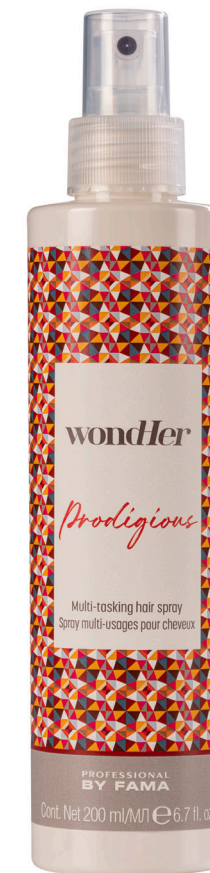
COLOR
CARE

CODE
PF006450

PRODIGIOUS

MULTI-TASKING HAIR SPRAY

Multifunctional no-rinse hair spray.



- Equalizes the porosity of the hair
- Conditions the steam
- Seals the cuticles for a compact and luminous result

200 ml bottle

pH 3.5 - 4



BEFORE A COLOR SERVICE TO EVEN OUT THE POROSITY OF THE HAIR



BEFORE AND DURING THE CUT, IT MAKES THE DIVISIONS EASIER



WITH FERMENTED EXTRACT OF SUNFLOWER AND PROTEIN, PROTECTIVE AND NUTRIENTS

CODE
PF006565

COLOR
CARE

ELISIR

GLOSSING HAIR SERUM

Brightening serum.



- Seals damaged splits
- Gives the hair silkiness and softness
- With Sunflower extract and Argan oil, protective and nourishing

100 ml bottle



GIVES A GLOSSY EFFECT



DOESN'T GREASE, IT DRIES QUICKLY



HELPS TO ELIMINATE THE FRIZZ EFFECT

COLOR
CARE

CODE
PF006566

MIRACLE

STRENGTHENING HAIR BALM

Strengthening treatment for treated and damaged hair.



- Compacts and strengthens the hair fiber, increasing its resistance
- Facilitates drying and prolongs the life of the styling
- With Sunflower extract and Hyaluronic acid, protective and nourishing

200 ml bottle

pH 4 - 4.5



IDEAL ALSO FOR COLORED HAIR



FACILITATES DRYING



PROLONGS THE LIFE OF THE STYLING

COLOR
CARE

CODE
PF006567

STRUCTURAL

MULTI-ACTION HAIR LOTION

Multi-action hair lotion.



- Has an intense emollient action
- Contrasts split ends leaving hair soft and shiny
- Versatile: it can be used after technical services or mixed with permanent colors, color and bleaching directly on the hair

90 ml bottle with dropper

24 vials of 7 ml

6 vials of 7 ml

pH 6.5-7



RESTORES THE HAIR INTENSELY



PROTECTS BEFORE-DURING-AFTER
TECHNICAL SERVICE



IDEAL FOR ALL HAIR TYPES

COLOR
CARE

CODE
PF006568
PF006569
PF006451

A woman with short dark hair and bangs, wearing a colorful patterned top and a high-waisted skirt, looking to the side. The background is a light blue wall with faint, abstract patterns.

BROWN.

Brown is the cosmetic color most sensitive to fading, due to UV rays.
It is necessary to protect it to keep it shining for a long time.

AUTHENTIC BROWN

DEFENDING SHAMPOO

Specific shampoo for brown hair.



300 ml bottle
pH 5.5-6

- Gently cleanses the hair
- Enhances the brilliance of the brown
- Helps prevent color fading



UV FILTER



FERMENTED COCOA EXTRACT
AND PROTECTIVE FILTER



AN ENHANCING FRAGRANCE,
WITH GOURMAND NOTES

CODE
PF006426

AUTHENTIC BROWN

DEFENDING CONDITIONER

Specific conditioner for brown hair.



250 ml tube
pH 4.5-5

- Instantly detangles and conditions the hair
- Enhances the brilliance of the brown
- Enriched with special pigments that contrast unwanted red and orange effects



LIGHT TEXTURE, ALSO IDEAL FOR
THIN HAIR



FERMENTED COCOA EXTRACT
AND PROTECTIVE FILTER



AN ENHANCING FRAGRANCE,
WITH GOURMAND NOTES

CODE
PF006428

AUTHENTIC BROWN

DEFENDING MASK

Specific mask for brown hair.



150 ml tube
pH 4-4.5

- Nourishes and softens the hair fiber
- Enriched with special pigments that contrast unwanted red and orange effects
- Preserves the brilliance of the brown color



RICH TEXTURE, IDEAL FOR DRY HAIR



FERMENTED COCOA EXTRACT
AND PROTECTIVE FILTER



AN ENHANCING FRAGRANCE,
WITH GOURMAND NOTES

CODE
PF006430

BLONDE. IT IS NOT ALL THE SAME.

As a result of heat and solar rays, blonde colored hair tends to fade to yellow during time, leaving brass reflections.

It is very important to compact and fill up the fiber, so that hair returns bright and soft and follows the movements of the brush.

The blonde colored hair, as a result of heat and solar rays, tend to fade to yellow during time, leaving brass reflections.

It is essential to protect the color with specific products that contain UV filters.



HYPNOTIC BLONDE

BRIGHTENING SHAMPOO

Specific shampoo for blonde hair.



300 ml bottle
pH 5.5-6

- Gently cleanses the hair
- Contrasts the typical brightness loss of blonde hair
- Preserves the color



**ENHANCES THE SHINE OF
BLONDE HAIR**



**WITH FERMENTED GINGER
AND LIGHTENING PEPTIDES**



**SWEET, FLOWERY AND FRUITY
FRAGRANCE**

CODE
PF006438

HYPNOTIC BLONDE

BRIGHTENING CONDITIONER

Specific conditioner for blonde hair.



250 ml tube
pH 4.5-5

- Instantly detangles and conditions the hair.
- Enriched with special pigments to give light to blonde hair
- Protects the color



**LIGHT TEXTURE, ALSO IDEAL FOR
THIN HAIR**



**WITH FERMENTED GINGER
AND LIGHTENING PEPTIDES**



**SWEET, FLOWERY AND FRUITY
FRAGRANCE**

CODE
PF006440

HYPNOTIC BLONDE

BRIGHTENING MASK

Specific mask for blonde hair.



150 ml tube
pH 4-4.5

- Nourishes and softens the hair fiber
- Enriched with special pigments to give light to blonde hair
- Gives softness and silkiness to the hair



**RICH TEXTURE, IDEAL FOR
DRY HAIR**



**WITH FERMENTED GINGER
AND LIGHTENING PEPTIDES**



**SWEET, FLOWERY AND FRUITY
FRAGRANCE**

CODE
PF006442



RED-COPPER COLORED HAIR.

It's by far the most sensitive to fading due to frequent washing.

It's therefore fundamental to preserve it with delicate products that protect and revitalize the cosmetic color.

MYSTIC RED

BOOSTING SHAMPOO

Specific shampoo for red and copper hair.



300 ml bottle
pH 5.5-6

- Gently cleanses the hair
- Helps prevent the color loss
- Protects the brilliance of reflections



ENHANCES THE COLOR



**WITH FERMENTED POMEGRANATE
AND SEALING POLYMERS**



**A DELICIOUS FRAGRANCE, FRUITY
ACCORDS AND SWEET WOODS**

CODE
PF006432

MYSTIC RED

BOOSTING CONDITIONER

Specific conditioner for red and copper hair.



250 ml tube
pH 4.5-5

- Instantly detangles and conditions the hair
- Enriched with special pigments to make red more alive
- Protects the color



**LIGHT TEXTURE, ALSO IDEAL FOR
THIN HAIR**



**WITH FERMENTED POMEGRANATE
AND SEALING POLYMERS**



**A DELICIOUS FRAGRANCE, FRUITY
ACCORDS AND SWEET WOODS**

CODE
PF006434

MYSTIC RED

BOOSTING MASK

Specific mask for red and copper hair.



150 ml tube
pH 4-4.5

- Nourishes and softens the hair fiber
- Enriched with special pigments to make reflexes more alive
- Gives softness and silkiness to the hair



**RICH TEXTURE, IDEAL FOR DRY
HAIR**



**WITH FERMENTED POMEGRANATE
AND SEALING POLYMERS**



**A DELICIOUS FRAGRANCE, FRUITY
ACCORDS AND SWEET WOODS**

CODE
PF006436

WHITE AND GREY HAIR.

It's sensitive to pollution, oxidative stress and tend to dehydrate.

It is essential to hydrate it deeply, treating it with specific products that protect and neutralize the unwanted yellow reflections, providing great softness and brightness.



ARCTIC ICE

VIOLET SHAMPOO

Specific shampoo for bleached blonde, white and gray hair.



300 ml bottle
pH 5.5-6

- Gently cleanses the hair
- Neutrizes yellow tones
- Leaves hair light and shiny



VIOLET PIGMENTS TO NEUTRALIZE THE UNWANTED YELLOW TONES



WITH FERMENTED WHITE TEA AND HYDRATING AGENTS



A WARM FRAGRANCE, GREEN AND ORIENTAL NOTES

CODE
PF006444

ARCTIC ICE

VIOLET CONDITIONER

Specific conditioner for bleached blonde, white and gray hair.



250 ml tube
pH 4.5-5

- Instantly detangles and conditions the hair.
- Violet pigments to neutralize the unwanted yellow tones
- Light up the color



LIGHT TEXTURE, ALSO IDEAL FOR THIN HAIR



WITH FERMENTED WHITE TEA AND HYDRATING AGENTS



A WARM FRAGRANCE, GREEN AND ORIENTAL NOTES

CODE
PF006446

ARCTIC ICE

VIOLET MASK

Specific conditioner for bleached blonde, white and gray hair.



150 ml tube
pH 4-4.5

- Nourishes and softens the hair fiber
- Enriched with special violet pigments to neutralize the unwanted reflections
- Gives softness and silkiness to the hair



RICH TEXTURE, IDEAL FOR DRY HAIR



WITH FERMENTED WHITE TEA AND HYDRATING AGENTS



A WARM FRAGRANCE, GREEN AND ORIENTAL NOTES

CODE
PF006448



STRONG ESSENCE

**The vitality of the color
depends on the structure of the hair.**

Genetics, hormonal changes, diet, stress and pollution negatively impact the structure of the hair and consequently its beauty.

Strengthening the hair fiber daily and acting from the inside on the loss of hair brightness become essential.

STRONG ESSENCE

RESTORATIVE SHAMPOO

Specific shampoo for treated and damaged hair.



- Gently cleanses
- Protects the hair fiber
- Enriched with Keraoil, restructuring

300 ml bottle



STRENGTHENS THE STRUCTURE



INCREASES BRIGHTNESS



WITH FERMENTED SUNFLOWER EXTRACT,
PROTECTIVE AND NOURISHING

HAIR
STRUCTURE CARE

CODE
PF006703

STRONG ESSENCE

RESTORATIVE MASK

Specific mask for treated and damaged hair.



- Sealing effect, counteracts split ends
- Increases the structure of the hair
- Enriched with Keraoil, restructuring

150 ml tube



REGENERATES THE HAIR



PROTECTS THE STRUCTURE



WITH FERMENTED SUNFLOWER EXTRACT,
PROTECTIVE AND NOURISHING

HAIR
STRUCTURE CARE

CODE
PF006704



SUN ADDICT

PROTECTIVE HAIR OIL

Sun oil for hair.



- Protects the hair fiber during sun exposure
- Deeply nourishes by counteracting dryness caused by sun, salt and chlorine
- With protective filter and vegetable oil Inca Inchi, nourishing and detangling

bottle 90 ml



HELPS TO ELIMINATE FRIZZ



GIVES SILKINESS AND SHINE



AN ENCHANTING FRAGRANCE, ORIENTAL, FLORAL, FRUITY AND CITRUS CHORDS

CODE
PF007413

SUN
PROTECTION



SCALPFORCOLOR

A specific line of dermatologically tested products to take care of the scalp skin in the salon and also at home. Balanced scalp, healthy hair, perfect color.

DETOX

CLAY MASK

Pink Clay cosmetic treatment with Alpha Hydroxy Acids from fruits.



500 ml jar

- Specific to detoxify the scalp skin
- Ideal for scalp skin with excess of sebum, dandruff and hair thinning
- Removes impurities and toxins stimulating microcirculation



PREPARES THE SCALP SKIN FOR SUBSEQUENT TREATMENTS



IDEAL BETWEEN A COLOR SERVICE AND THE NEXT ONE

CARE
OF THE SCALP

CODE
PF005893

DERMAL

EXTRA BALM

A concentrate of Camellia Japonica oil to rebalance the scalp skin.



100 ml bottle

- It helps strengthening the skin barrier
- Contrasts oxidative stress while hydrating
- Soothing agents help calm any irritations



EXCELLENT AS PROTECTIVE PRODUCT TO BE APPLIED BEFORE THE COLOR SERVICE



IDEAL FOR SENSITIVE AND DRY SCALP SKIN

CODE
PF005894

EQUILIBRIUM

SHAMPOO

A Prebiotic bath to purify the scalp.



1000 ml bottle

- Purifies and helps to eliminate residual product
- Helps improving microcirculation
- The Prebiotic promotes the growth of the skin microbiota



A SINGLE PRODUCT SUITABLE FOR ALL SKIN TYPES



PREPARES THE SCALP FOR SPECIFIC TREATMENTS

CODE
PF005895

CARE
OF THE SCALP

RECOVERY

LOTION

Lotion with Prebiotic and apple stem cells, specific for oily skin with dandruff.



3 bottles of 95 ml each.

- Helps to reduce the excess of sebum
- Regulates cellular proliferation avoiding the appearance of dandruff
- The Prebiotic promotes the growth of the skin microbiota



YOU CAN TREAT 2 SKIN ANOMALIES WITH A SINGLE PRODUCT



CONCENTRATED FORMULA, IDEAL FOR SALON AND HOME USE

CARE
OF THE SCALP

CODE
PF005897

RESTORE

LOTION

Lotion with Oat extract and Prebiotic, specific for dry and sensitive skin.



3 bottles of 95 ml each.

- Helps to hydrate the scalp
- Ideal to reinforce the natural skin barrier
- The Prebiotic promotes the growth of the skin microbiota



CONCENTRATED FORMULA, IDEAL FOR SALON AND HOME USE



SOOTHING ACTION ON THE MOST SENSITIVE SKIN

CODE
PF005896

REINFORCE

LOTION

Lotion with Energy Complex and Prebiotic for fragile hair that tends to thin.



3 bottles of 95 ml each.

- Helps improve microcirculation
- Energy Complex stimulates cellular metabolism
- The Prebiotic promotes the growth of the skin microbiota



CONCENTRATED FORMULA IDEAL FOR SALON AND HOME USE



FOR WOMEN AND MEN

CODE
PF005898

CARE
OF THE SCALP

RECOVERY

SHAMPOO

Shampoo with Prebiotic and apple stem cells, specific for oily scalp with dandruff.



250 ml bottle

- Helps reducing the excess of sebum
- Regulates cellular proliferation avoiding the appearance of dandruff
- The Prebiotic promotes the growth of the skin microbiota



YOU CAN TREAT 2 SKIN ANOMALIES WITH A SINGLE PRODUCT



SPECIFIC FORMULA FOR HOME USE

CARE
OF THE SCALP

CODE
PF005900

RESTORE

SHAMPOO

Shampoo with oat extract and prebiotic, specific for dry and sensitive skin.



250 ml bottle

- Helps to hydrate the scalp skin
- Ideal to reinforce the natural skin barrier
- The Prebiotic promotes the growth of the skin microbiota



SPECIFIC FORMULA FOR HOME USE



SOOTHING ACTION ON SENSITIVE SKIN

CODE
PF005901

REINFORCE

SHAMPOO

Shampoo with Energy Complex and Prebiotic for fragile hair that tends to thin.



250 ml bottle

- Helps to improve microcirculation
- Energy Complex stimulates cellular metabolism
- The Prebiotic promotes the growth of the skin microbiota



SPECIFIC FORMULA FOR HOME USE



FOR WOMEN AND MEN

CODE
PF005899

CARE
OF THE SCALP





03.

STYLING

A new concept of styling which emphasizes and protects the cosmetic color from external agents, pollution, hot tools and humidity.

All the STYLEFORCOLOR formulas contain:
COLOR PROTECTION COMPLEX,
mix of UV FILTERS, protective and anti-oxidative AMINO ACIDS.
FRIZZ CONTROL COMPLEX,
PROTEINS and anti-humidity and anti-frizz LIPOPEPTIDES.

PRIMER

NOURISHING MOUSSE

Nourishing Mousse ideal as stylistic preparer for every look.



- Hydrates and restructures the fiber. Ideal for treated, bleached and dry hair
- Smoothes the cuticle, gives body to treated and natural sensitized hair
- Intensely detangles curly or frizzy hair

250 ml cylinder



PROMOTES THE DISTRIBUTION OF THE NEXT STYLING PRODUCT



REDUCES THE DRYING TIMES



GUARANTEES A LONG LASTING STYLING

STYLING

CODE
PF005278

TWISTED

CURL DEFINING CREAM

Cream that defines or instantly creates the natural curl.



- Its “self-modeling” texture allows instant application that speeds up the styling process
- Extremely versatile: excellent for free-hand drying and/with diffuser; to build curls with beaks and other supports (helmet, hair dryer, ...) or to create long lasting stylings with the brush

150 ml bottle



DOES NOT DRY UP AND DOES NOT LEAVE DUSTY RESIDUES



REWORKABLE, ALLOWS TO CHANGE SHAPE



MEMORY EFFECT: RECREATE THE STYLING AT HOME

STYLING

CODE
PF005277

CREATOR

MODELING FLUID

Modeling fluid to design and create looks with hot tools.



- Amplifies the shape effect with special polymers that are activated at high temperatures
- Creates waves and movements with the brush: simplified work
- Creates the curl with tools such as iron or hair straightener

150 ml bottle



IT PROTECTS FROM THE HEAT
GENERATED BY HOT TOOLS



REWORKABLE, ALLOWS YOU TO
CHANGE THE SHAPE



GUARANTEES A LONG LASTING
HAIRSTYLE

STYLING

CODE
PF005665

SILKY

FRIZZ CONTROL SPRAY

Disciplining spray, it eliminates the frizz making the hair silkier.



- Progressive smoothing effect, application after application
- Gives brightness and extreme softness
- Conditions and moisturizes without weighing hair down

150 ml bottle



REDUCES THE DRYING TIMES



EXTENDS THE STYLING EFFECT



EXCELLENT TO KEEP THE HAIR
DISCIPLINED ALSO AT HOME

STYLING

CODE
PF005664

SMOOTH

FRIZZ CONTROL TREATMENT

Anti-frizz treatment with AHAs from fruits to neutralize the frizz effect.



- Disciplines hair and controls unwanted volume
- Smooths the hair structure, giving softness and brightness
- Ideal for revitalizing keratin straightening services, increasing their durability

2 bottles of 500 ml each.



QUICK SERVICE: 15-20 MINUTES



YOU CAN DO IT THE SAME DAY AS THE COLOR



PROGRESSIVE, REPEATABLE IN TIME

STYLING

CODE
PF005663

WAVE

SHAPING TREATMENT

Bio-related treatment with Cysteamine Chloride and vegetable proteins to create waves, volumes and natural movements.
Two different formulations, calibrated for natural hair and treated hair.



- Short setting times without fixing. The natural stabilization of the soft shape occurs through rinsing with water and with the natural oxidation of air
- It is possible to apply the Molecular color immediately after the Wave service and after 7/8 days with Absolute/Luminessence
- Allows you to perform different services:
with supports for a sustained result (duration up to 4/6 weeks);
free-hand for a soft effect (duration up to 2/3 weeks);
for volume effects in specific areas (lifting a flat fringe, changing the hairlines)

2 bottles of 500 ml each.



CREATE FASHION EFFECTS TO TEMPORARILY CHANGE THE LOOK



SAFE AND DELICATE: IT CAN BE REPEATED AFTER 6/8 WEEKS



FORMULAS WITHOUT THIOGLYCOLIC ACID, SALTS OF THIOGLYCOLIC ACID AND AMMONIA, FOR A TOTAL RESPECT OF THE HAIR

CODES
WAVE Shaping Treatment - TREATED HAIR - PF005821
WAVE Shaping Treatment - NATURAL HAIR - PF005822

STYLING

BUILDER

TEXTURIZING MOUSSE

Structuring mousse to create, amplify and extend the volume effect.



- Its light texture does not dry and does not leave residues
- On wavy hair, it defines the waves, ensuring the hairstyle hold
- On straight hair it gives support and facilitates the styling with brush and hairdryer

250 ml cylinder



INVISIBLE SUPPORT,
SUPER NATURAL EFFECT



IT CREATES A LONG LASTING
STRUCTURED STYLING



AMPLIFIES VOLUME
ON THIN HAIR

STYLING

CODE
PF005905

BODYLIFT

THICKENING & LIFTING SPRAY

Spray to give volume on the roots and body to the lengths.



- Ideal to bodify the lengths
- It does not weigh hair down
- Thanks to the special dispenser it directs the volume only where necessary

150 ml bottle



PRACTICAL, 2 PRODUCTS IN 1:
FOR ROOTS AND LENGTHS



IT FACILITATES THE STYLING WITH
HOT TOOLS



GIVES HOLD AND TEXTURE
TO MEDIUM AND THIN HAIR

STYLING

CODE
PF005906

BLOCK

EXTRA STRONG HOLD SPRAY

Extra strong hold hair spray.



- It protects from humidity
- Guarantees a longer lasting styling
- It does not dry, does not grease and does not leave residues

500 ml cylinder



**MAXIMUM CONTROL,
IDEAL FOR BRIDAL HAIRSTYLES**



**STRONG FIXING THAT
LASTS OVER TIME**



ANTISTATIC EFFECT

STYLING

CODE
PF005903

FLEX

MEDIUM HOLD SPRAY

Medium hold hairspray, reworkable.



- Thickening, gives body and structure to hair
- Modeling, used on damp hair it creates «soft and natural waves»
- Finishes the styling on dry hair also with free-hand techniques

500 ml cylinder



REWORKABLE



DRIES QUICKLY



DOES NOT LEAVE RESIDUES ON HAIR

STYLING

CODE
PF005902

SHINE

ILLUMINATING SPRAY

Super glossy light spray.



- Reduces static electricity
- Perfect as anti-frizz
- Gives softness and smoothness to the hair, without weighing it down

150 ml cylinder



INTENSIFIES BRIGHTNESS



PROTECTS FROM HUMIDITY



FOR A LONG LASTING HAIRSTYLE

STYLING

CODE
PF005904

ECO-FIXER

MEDIUM HOLD SPRAY

Medium hold eco hairspray.



- UV filter
- Does not weigh down
- Medium structured fixing
- Ecological

300 ml tank



EASY TO REMOVE



DOESN'T WET



NATURAL VOLUME TO THE ROOTS

STYLING

CODE
PF005907





04.

SHAPE

Perm without ammonia, performing and safe in the full respect of the structure of natural, treated and colored hair.

EXPERIENCE

Perm for the creation of perfect curls, with the utmost respect for natural and colored hair.



- With ammonium bicarbonate that reduces the pH keeping it constant throughout the service for a delicate action on the hair
- The undulating liquids guarantee a delicate action for soft and elastic curls
- The fixing is enriched with ceramide A2, which seals the disulfide bonds and strengthens the cohesion between the cuticular layers

500 ml bottle



**VOLUME, SUPPORT AND
PERMANENT CURLS**



**SPECIFIC SOLUTIONS FOR EVERY
KIND OF HAIR**



**THE FIBER LOOKS BRIGHTER,
SMOOTH AND PROTECTED**

SHAPE

CODES

- EXPERIENCE 0 Undulating liquid for difficult hair EXP0
- EXPERIENCE 1 Undulating liquid for normal hair EXP1
- EXPERIENCE 2 Undulating liquid for thin hair EXP2
- EXPERIENCE 3 Undulating liquid for treated hair EXP3
- EXPERIENCE FIX Conditioning fixer for all hair types EXPFISS

ADVANCED
PRODUCT
PERFORMANCE
AT THE SERVICE
OF THE COLORIST



