

MORPHOSIS

HAIR TREATMENT LINE

WE CHANGE. IT'S NATURAL.





CONSCIOUS BEAUTY

OUR INSPIRATION

I think, therefore I am. And, what's more, I think, therefore I choose. Now, aspiring to personal wellness goes hand in hand with care for the environment which, in turn, needs looking after.

The search for holistic beauty and knowing that all our actions leave a footprint call us to walk down the path of sustainability with determination.

In keeping with this consumer-inspiring initiative, we have rethought and reformulated the **Morphosis Scalp and Hair Treatment line** to offer you products that are increasingly more innovative and sustainable. Perfect for answering all your Conscious Beauty needs.

OUR VALUES

**Still the symbol of science meeting nature,
now MORPHOSIS gives hair the greatest FUNCTIONAL
and COSMETIC RESULTS WITH REDUCED
ENVIRONMENTAL IMPACT.**

- **Locally-sourced ingredients**
- **A technology that preserves the bio-availability of key ingredients**
- **Recyclable packaging and communication materials from sustainable certified processes**

Our choices for a Salon that is in tune with a changing world are not a trend,
but shared values.
Because we change. It's natural.



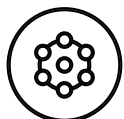
THE FORMULAS



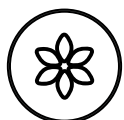
Vegan



Gluten FREE



SLES & SLS FREE



Paraben FREE



Synthetic color FREE

Technologically advanced to provide the best results in terms of effectiveness and aesthetics,

the Morphosis Scalp and Hair Treatment lines are formulated with up to 98% natural ingredients, most of them from the Mediterranean regions.



THE FRAGRANCES

Enveloping, gentle and exciting, fully sustainable fragrances that meet the need for inner wellness. So, Conscious Beauty means a balance of the senses and a harmony of the mind.

SUSTAINABILITY

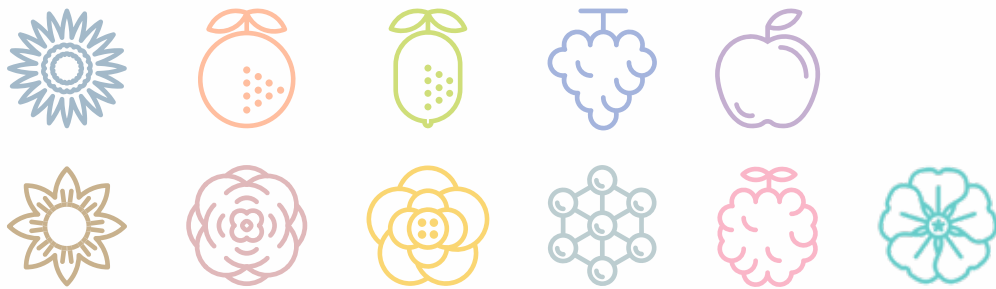
For years now, our processes have been designed with energy and water savings in mind. Looking to the future, our efforts for sustainability are also focused on:

PACKAGING: as much POST CONSUMER RECYCLED PLASTIC (PCR) as possible

CERTIFIED FSC PAPER (from sustainably-managed, deforestation-free forests)

FORMULAS involving as many cold processes as possible

A FEW FIGURES



- **13** surfactants of which **12** plant-based ones
- **17** natural oils with **3** essential ones
- **5** protein extracts + **3** amino acids
- **8** vitamins
- **20** multifunctional extracts, with **7** fermented ones
- **69** key ingredients



SCALP

SENSITIVE, DRY OR IRRITATED SCALP?

CHARACTERISTICS:

- REDDENED SCALP
- DEHYDRATION



MORPHOSIS SCALP

FOR DEEP CLEANSING AND INSTANT RELIEF

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

REVITALIZED SCALP



THINNING HAIR AND SENSITIVE SCALP?

CHARACTERISTICS:

- THINNING SHAFT
- PAINFUL SCALP



MORPHOSIS DENSIFYING

TO THICKEN AND NOURISH FRAGILE HAIR

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

CERTIFIED, VISIBLE RESULTS EVEN IN TEXTURE



THINNING HAIR AND OILY SCALP ?

CHARACTERISTICS:

- ASPHYCTIC SCALP
- EXCESS OF SEBUM



MORPHOSIS REINFORCING

TO STRENGTHEN HAIR AND GIVE IT BODY

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

VISIBLE, DOCUMENTED RESULTS



SCALP

SCALP WITH EXCESSIVE OIL?

CHARACTERISTICS:

- HAIR WEIGHS DOWN AND GETS DIRTY EASILY
- OILY HAIR



MORPHOSIS BALANCE

TO **REBALANCE** AND **GIVE SCALP WELLNESS**

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

NORMALISED SCALP
CLEAN, LIGHTER HAIR FOR LONGER



SCALP DRY AND ITCHY?

CHARACTERISTICS:

- **VISIBLE PEELING**
- **ITCH AND INFLAMMATION**



MORPHOSIS PURIFYING

TO **PURIFY** AND **RELIEVE CONGESTION**

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

DRY, ELASTIC SCALP



HAIR

EXTREMELY DAMAGED HAIR THAT BREAKS?

CHARACTERISTICS:

- EVIDENT DAMAGE TO THE STRUCTURE
- NO TONE AND BODY



MORPHOSIS RESTRUCTURE

FOR COMPLETE RECONSTRUCTION

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

HAIR INSTANTLY STRENGTHENED, REPAIRED AND FILLED OUT



HAIR THAT IS FRIZZY AND LIFELESS?

CHARACTERISTICS:

- TWO COLORED, ROUGH HAIR
- NEGATIVE REACTION TO WEATHER CONDITIONS
- REPEATED LIGHTENING



MORPHOSIS ULTIMATE CARE

FOR A REVITALISING, IMMEDIATELY DISCIPLINING CURE

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

IMMEDIATE VITALITY
SMOOTHNESS SHINE
FRIZZ FREE



DRY, DULL, DAMAGED AND EXPLOITED HAIR?

CHARACTERISTICS:

- HIGHLY SENSITIVE TO TECHNICAL TREATMENTS
- EXCESSIVE USE OF HOT INSTRUMENTS



MORPHOSIS REPAIR

TO NOURISH AND REPAIR IN DEPTH

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

STRONGER HAIR AND ABSOLUTE SOFTNESS



HAIR

VISIBLY DEHYDRATED, DRY HAIR?

CHARACTERISTICS:

- OPAQUE AND DIFFICULT TO COMB
- SPLIT ENDS
- IDEAL FOR CURLS OR WAVES



MORPHOSIS SUBLIMIS OIL

TO GIVE HAIR INTENSE **HYDRATION** AND **SHINE**

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

SHINY, SILKY HAIR



COLOR HAIR?

CHARACTERISTICS:

- **FADING**
- **LOSS OF SHINE**



MORPHOSIS COLOR PROTECT

TO **PROTECT** THE **COSMETIC COLOR** AND **ENHANCE** ITS SHINE

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

PROTECTED HAIR IN PERFECT CONDITION



HAIR WITH EXTENSIONS?

CHARACTERISTICS:

- **KNOTS FORMING**
- **HAIR BREAKING**



MORPHOSIS LOVE EXTENSION

TO **PRESEVE** THE **BEAUTY** OF **EXTENSIONS**

TRY THE RITUAL IN THE SALON AND THE ROUTINE AT HOME

HAIR EASY TO MANAGE AND NATURAL VOLUME



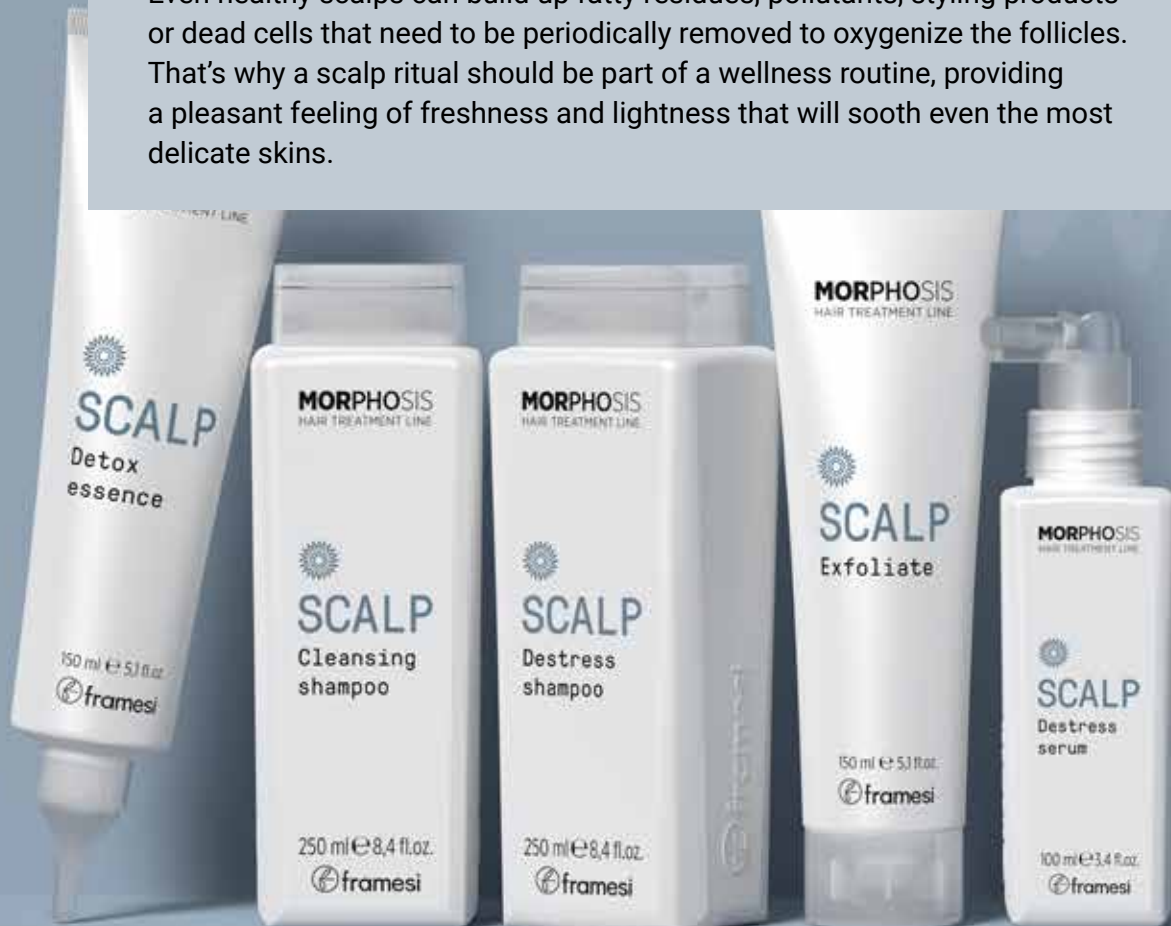


SCALP

Caring for the scalp

THE NEED, THE ANSWER

The scalp is highly sensitive to a person's general health. Excessive sebum, dryness or sensitivity can come from stress, a poor diet or a temporary imbalance with symptoms such as redness, dehydration and rash. Even healthy scalps can build up fatty residues, pollutants, styling products or dead cells that need to be periodically removed to oxygenize the follicles. That's why a scalp ritual should be part of a wellness routine, providing a pleasant feeling of freshness and lightness that will soothe even the most delicate skins.





KEY INGREDIENTS



Fermented Organic Arnica extract is produced through an exclusive hyper-fermentation process.

A natural remedy known for centuries for its beneficial medical properties, now used to treat the scalp.

The hyper-fermentation process makes this extract a high-performing anti-oxidant and nourishing ingredient.



Zeolite it is a natural mineral with a highly porous texture that effectively binds heavy metals, pollutants and free radicals. By removing them, it helps fight inflammation and regenerate cells.



Microencapsulated Vitamin B12 soothes sensitive or stressed skin, protects the skin barrier from inflammation, and plays a key role in accelerating cell recovery and regeneration. With its deep anti-inflammatory effect, it helps reduce rash, redness and itchiness in atopic dermatitis. 100% natural, from bio-fermentation.



Kiwi Seeds are the result of an upcycling process, coming from the conversion and reuse of food waste: an ingredient that is worth more than the original material. With their natural texture and perfectly rounded shape, they gently exfoliate the skin and improve blood circulation.



Coffee Seed extract is produced by upcycling green coffee seeds from food waste. The micro-grains of the Coffee Seed extract have a gentle scrubbing effect that helps renew the skin surface and leaves it smooth and clean. Rich in plant-based nutrients and natural caffeine, chlorogenic acid, alkaloids, proteins, minerals and vitamins, it boosts circulation in the follicles and in the scalp, improving oxygenation and hydration. It is a powerful anti-oxidant that protects the scalp and hair from daily exposure to pollutants.

SCALP Exfoliate



150 ml 5,1 fl. oz.

An intensive pre-shampoo exfoliator that thoroughly cleanses the scalp. Enriched with Fermented Organic Arnica extract and finely-ground Coffee Seeds, it contains apple pulp, Arginine, Zinc-PCA, Vitamin B6, Shea Butter, Menthol, Peppermint and Tea Tree Essential Oils. It removes sebum, dandruff, impurities and the build-up from styling products. Provides precious nutrients that increase the oxygen flow and blood circulation.

DIRECTIONS

Apply to dry scalp before shampoo and massage for a few minutes. Rinse well and then use the most suitable MORPHOSIS treatment.

SCALP Detox Essence



150 ml 5,1 fl. oz.

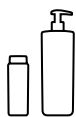
A pre-shampoo detoxifier for an in-depth cleansing of sensitive, dull and stressed scalps. Enriched with Natural Zeolite, Fermented Organic Arnica extract, purifying Cypress extract, Tea Tree Oil, Lemon Essential Oil, Arginine and Vitamin E, it removes impurities while protecting the scalp from pollutants.

DIRECTIONS

Apply to dry scalp before shampoo and massage for a few minutes. Rinse well and then use the most suitable MORPHOSIS treatment



SCALP Cleansing Shampoo



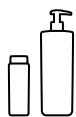
250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

An in-depth cleanser for all hair and scalp types; ideal as part of a regenerating scalp treatment. Enriched with Fermented Arnica, Lavender and Rosemary extracts, Peppermint Essential Oil, Organic Baobab Oil, it effectively removes pollutants and build-ups.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.

SCALP Destress Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

A soothing, balanced-pH cleanser for sensitive scalps. Enriched with Fermented Organic Arnica and Chamomile extracts, Vitamin B12, Licorice extract, Arginine, Trimethyl glycine, Vitamin E, Menthol and Vegetable Glycerin, it leaves the hair clean and refreshed, while soothing the scalp.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.



SCALP Destress Serum



100 ml 3,4 fl. oz.

Enriched with Vitamins B12 and E, Licorice extract, Arginine, Trimethyl glycine, Trehalose, Hyaluronic Acid, Menthol and Menthyl Lactate. This pool of actives improves scalp oxygenation, soothes inflammation and promotes cell regeneration. After shampoo, on towel-dried hair, apply on the scalp and massage gently. Do not rinse.

DIRECTIONS

After shampoo, on towel-dried hair, apply on the scalp and massage gently. Do not rinse.



THE FRAGRANCE

Mint, tea

Tea tree, lemon and peppermint essential oils, menthol and tea leaves: a scent that exudes a healthy, fresh and light vibe, for a thorough scalp-reviving ritual.



DENSIFYING

DENSIFYING ANTI-LOSS

For thinning hair & sensitive scalps

THE NEED, THE ANSWER

Sometimes, thinning hair can be associated with a sensitive scalp: irritation and pain are combined with a thinner shaft that is less resistant to traction. This densifying ritual aims to reinforce both hair and scalp. Its vasodilator effect promotes the absorption of minerals and vitamins while soothing and protecting the scalp, leaving the hair thick and strong again. Key ingredients and the bio-technology of the Morphosis Densifying treatment deliver certified, visible results in the hair texture too.





KEY INGREDIENTS



Apple Stem Cells are micro-encapsulated in liposomes to penetrate the scalp more deeply. Rich in Peptides and essential nutrients for cell metabolism, this ingredient increases the vitality and longevity of scalp cells and follicles. It also protects from oxidative damage and delays cellular ageing.



I Tri-C-Peptides



Vanillyl Butyl Ether



DENSIFYING Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

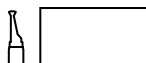
Enriched with Apple Stem Cell extract, Arginine, Vitamins E and B6, Magnesium and Menthol, this densifying shampoo can be part of a hair loss* treatment; suitable for sensitive scalps and especially for women. A prolonged massage boosts skin micro-circulation.

DIRECTIONS

Spread over wet hair and scalp, massage carefully to favour skin microcirculation and then rinse.

*Helps to prevent hair loss. For non-pathological hair loss.

DENSIFYING Activator



7 ml 0,2 fl. oz. x12

A densifying activating serum for weak hair, suitable for sensitive scalps and especially for women. It boosts micro-circulation, increases the oxygen flow and stimulates the natural regrowth of hair, while reinforcing its structure. It heats the scalp with beneficial effects. The certified effectiveness of this anti-loss* ritual comes from a rich formula with 19 functional ingredients, such as Apple Stem Cell extract, the exclusive Tri-C-Peptides™ biotechnology, Vanillyl Butyl Ether, Magnesium, Nigella Oil, Arginine and Trimethyl Glycine, Vitamins B6, E and H, Zinc-PCA, Azelaic Acid, hydrolyzed Olive extract.

DIRECTIONS

Apply the content of half a phial to a dry or towel-dried scalp, 3 to 7 times a week. Massage thoroughly with circular movements until completely absorbed. Do not rinse.



THE FRAGRANCE

Citrusy, flowery, tea, woody

An elegant, sophisticated bouquet. The first fresh notes of bergamot, lemon and lime zest make room for the intense scent of freesia, tea leaves and blackcurrants, then blend into mineral amber, cedarwood and white musk.



REINFORCING

REINFORCING ANTI-LOSS
For thinning hair & oily scalps

THE NEED, THE ANSWER

Weak hair can be associated with excess sebum, whose deposits reduce the supply of blood and clog the follicles, resulting in thinning hair that loses its mechanical resistance.

With its certified bio-technological formula, this reinforcing ritual has a sebum-regulating and vasodilating effect that boosts circulation, nourishes and stimulates the follicles, and leaves the hair stronger and bouncier. With visible, certified results.





KEY INGREDIENTS



Vine Stem Cells, with hydrolyzed Rocket and Walnut extracts, contain Peptides and essential nutrients that boost cell metabolism and reduce hair loss. The key ingredients increase the vitality and longevity of the scalp and follicles, improve micro-circulation, and effectively protect the cells from oxidative damage.



I Tri-C-Peptides



Vanillyl Butyl Ether



REINFORCING Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

A reinforcing shampoo that can be part of a hair loss* treatment; suitable for greasy scalps, especially for men. Enriched with Vine Stem Cell extract, Vitamins B6 and E, Menthol and Arginine. A prolonged massage boosts skin micro-circulation.

DIRECTIONS

Spread over wet hair and scalp, massage carefully to favour skin microcirculation and then rinse.

*Helps to prevent hair loss. For non-pathological hair loss.

REINFORCING Activator



7 ml 0,2 fl. oz. x12

A reinforcing activating serum for weak hair, suitable for sensitive scalps and especially for men. It boosts micro-circulation, increases the oxygen flow and stimulates the natural regrowth of hair, while reinforcing its structure. It heats the scalp with beneficial effects.

The certified effectiveness of this hair loss* ritual is based on a formula with 20 functional ingredients, including the exclusive TRI-C-Peptides™ biotechnology, Vine Stem Cell extract, Azelaic Acid, Zinc-PCA, Arginine and Trimethyl Glycine, Vitamins B6, E and H.

DIRECTIONS

Apply the content of half a phial to a dry or towel-dried scalp, 3 to 7 times a week. Massage thoroughly with circular movements until completely absorbed. Do not rinse.



REINFORCING Energizing Spray



150 ml 5,1 fl. oz.

Energizing treatment for scalp and weak hair. Supports and extends the effect of the hair loss* ritual with a pool of 14 functional ingredients, such as Plant Stem Cells extracts, Arginine and Trimethyl Glycine, Inositol, Vitamins E and B6, Magnesium, Menthol, Vegetable Keratin, purifying Red Grape, Ginger and Incense extracts. Brings beneficial nutrients to the skin. Leaves the hair thick and bouncy, without weighing it down.

DIRECTIONS

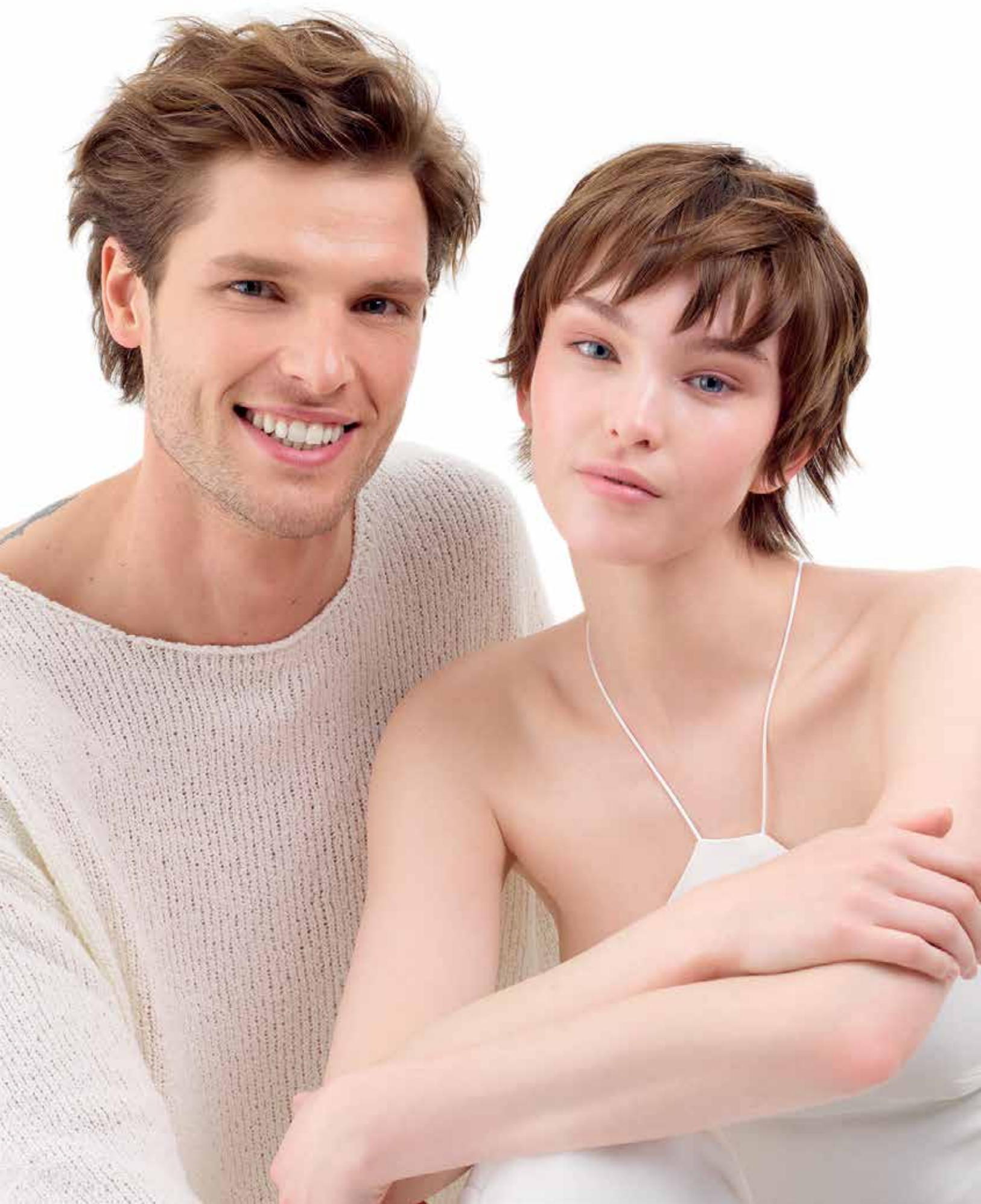
Apply to a towel-dried scalp and hair and massage with circular movements. Do not rinse.



THE FRAGRANCE

Aromatic, citrusy, watery, woody, musky

A bitter, pungent note dissolves into a fragrance of rose and green freshness, then lingers on in a scent of wood and amber.





Tri-C-Peptides™

The exclusive Framesi research innovation
in anti-hair loss

BIO-TECHNOLOGY

The micro-encapsulated, biomimetic peptides are biotechnological active elements with a low molecular weight. The micro-encapsulation technology protects them and increases their biological-availability when applied, effectively transporting them into skin layers, down to the hair bulb, guaranteeing prolonged release over time. There are three peptides, for a full, synergic action on the hair bulb's entire life cycle.

1. Copper Tripeptide - 1

Reinforces and stimulates the follicle, revitalizing and increasing its size reducing hair loss. It also stimulates the production of collagen, elastin and fibroblasts, for a healthy scalp, and has an anti-age, anti-inflammatory function.

2. Octapeptide - 2

Accelerates hair growth, increases the cell proliferation of keratinocytes and fibroblasts, increasing cell adhesion and the production of collagen and hyaluronic acid.

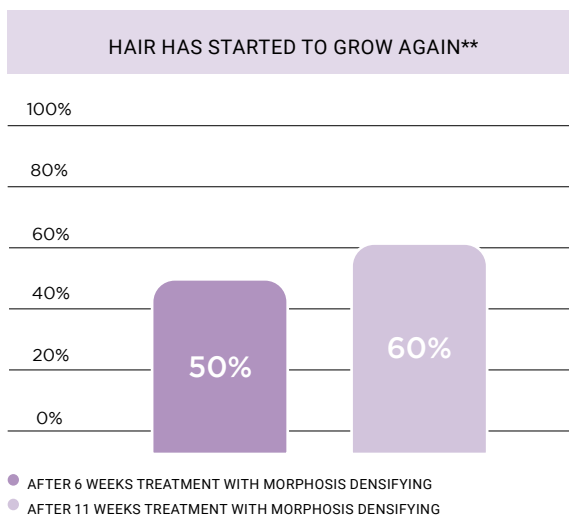
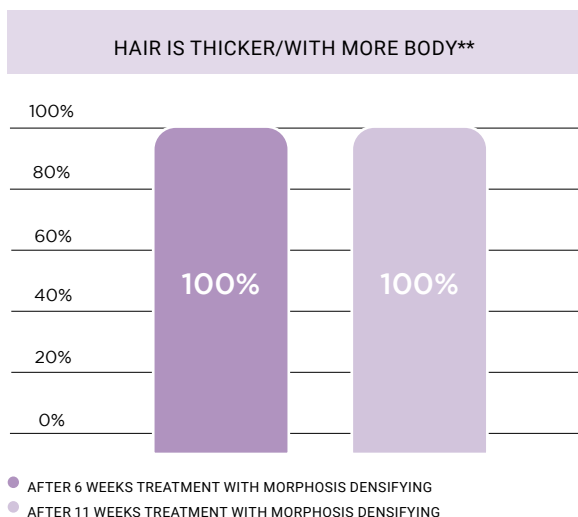
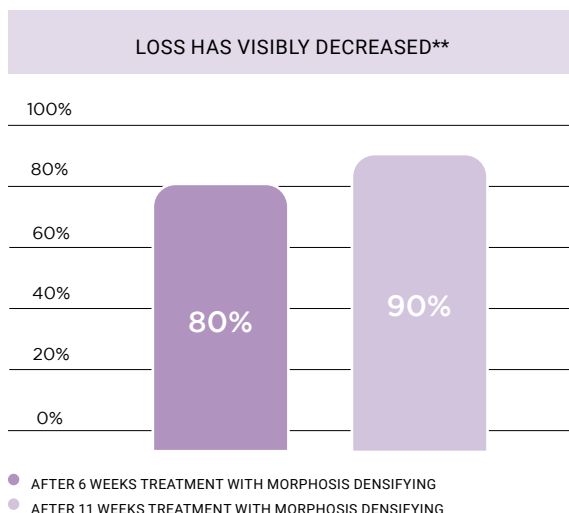
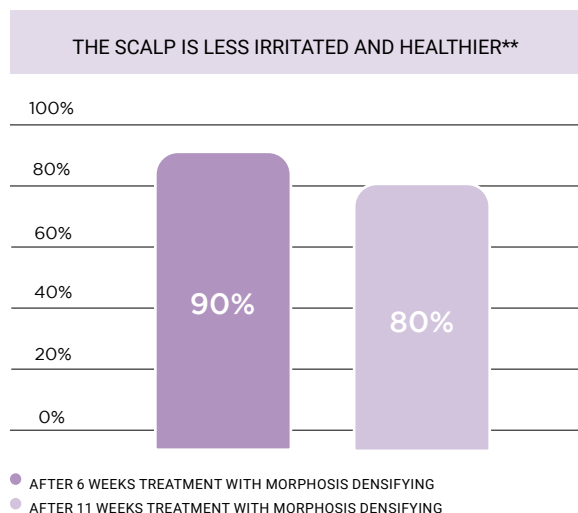
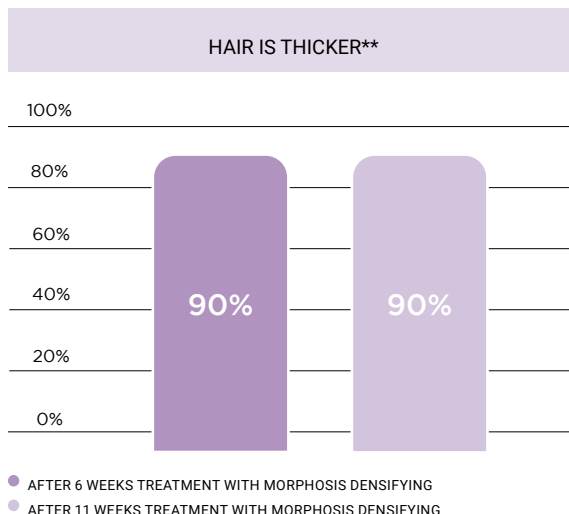
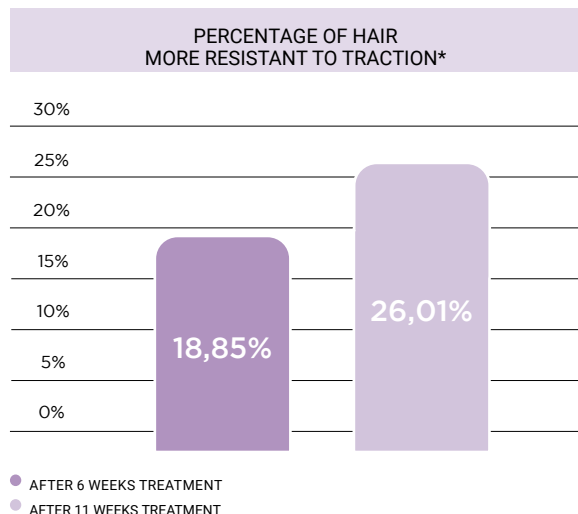
3. Oligopeptide - 42

Accelerates hair growth, increases blood microcirculation, revitalizing follicles.

Vanillyl Butyl Ether is an anti-hair loss main principle providing a pleasant, prolonged sensation of heat to the skin. Stimulates blood microcirculation directly, inducing the release of neurotransmitters promoting vasodilation. This mechanism improves absorption of all the main principles, calms inflammation and favours synthesis of the hair's main growth factors in the follicle.

THE SCIENTIFIC DENSIFYING TEST

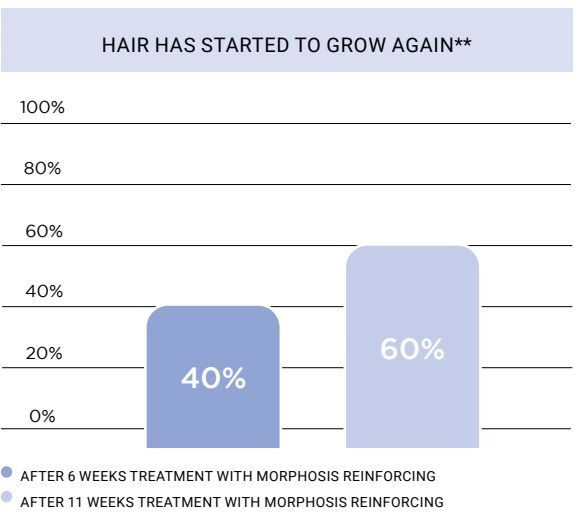
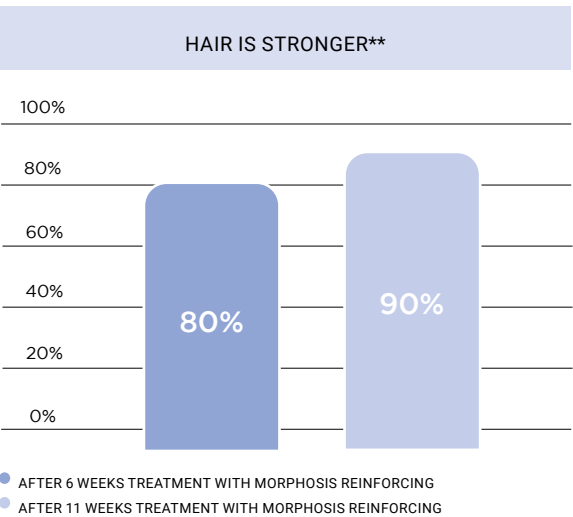
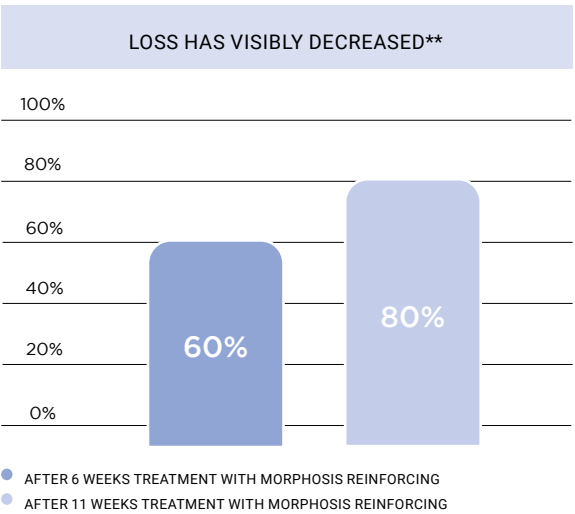
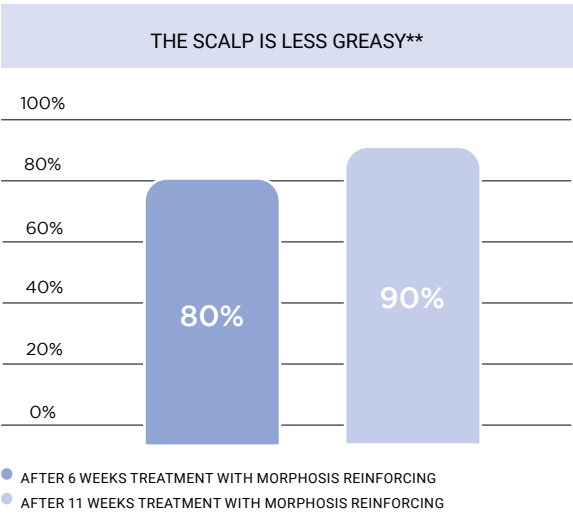
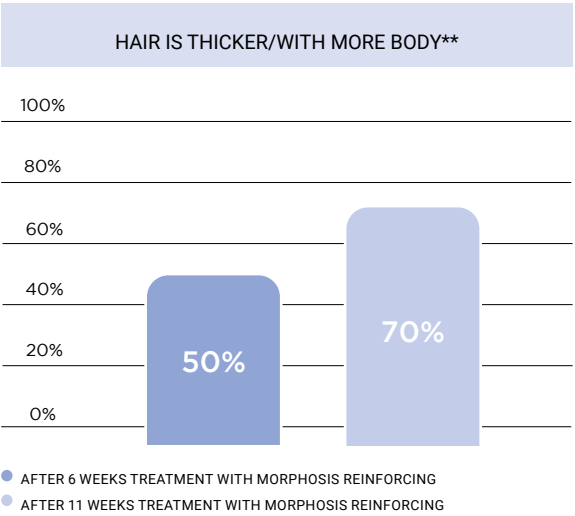
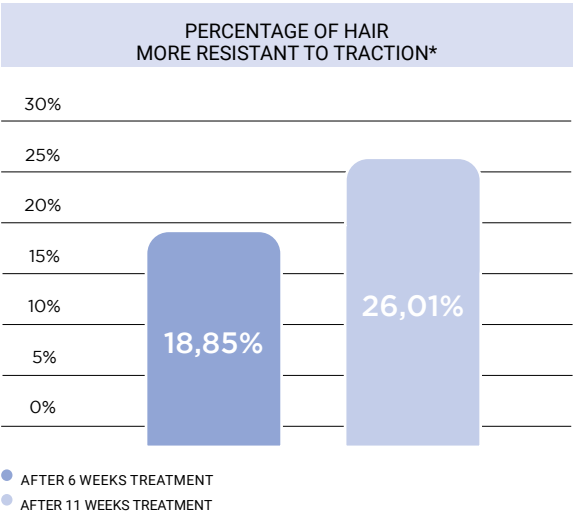
The effectiveness and self-assessment tests carried out by Eurofins of Roma, have detected top performance in the intensive MORPHOSIS DENSIFYING treatment.



*Double blind clinical Study on 40 subjects **Self-assessment test conducted on 10 women

THE SCIENTIFIC REINFORCING TEST

The effectiveness and self-assessment tests carried out by Eurofins of Roma, have detected top performance in the intensive MORPHOSIS REINFORCING treatment.



*Double blind clinical Study on 40 subjects ** Self-assessment test conducted on 10 men



BALANCE

For greasy, oily scalps

THE NEED, THE ANSWER

When we talk about “greasy hair”, what we really mean is a scalp condition; the scalp produces too much sebum, which can be seen and felt from the roots all the way down to the ends. So, this rebalancing ritual is aimed at treating the scalp, with astringent, refreshing ingredients that leave the hair soft and clean for longer. The most effective way to fight excess sebum is a combination of Morphosis Balance and a professional pre-ritual purifying product.





KEY INGREDIENTS



Lemon extract comes from the rind, rich in natural bioflavonoids that help improve the healthy growth of skin cells. This 100% natural botanic extract has astringent, purifying and sebum-regulating properties that help refresh the scalp and remove impurities, leaving the hair glossy and hydrated.



100%-natural **Mint Essential Oil** purifies greasy scalps, soothes irritation and leaves long-lasting freshness.

BALANCE Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

Enriched with Zinc-PCA, Organic Lemon extract, Peppermint, Lemon and Tea Tree Essential Oils, Arginine and Vitamin B6, it rebalances and regulates sebum activity, leaving the scalp fresh and healthy, with hair that stays light and clean for longer.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.



Zinc-PCA is a 5-alpha-reductase enzyme inhibitor and has a normalizing, sebum-regulating effect on the scalp, with a deep bacteriostatic action against the micro-organisms that cause scalp conditions.



THE FRAGRANCE

Peppermint and lemon

A lastingly fresh feeling left by the intense scent of essential oils and tea tree oil. 100% natural fragrance.





PURIFYING

For dry, itchy scalp

THE NEED, THE ANSWER

Dryness can come in two forms: dry, with thin, light scales, or greasy, with wide, flat scales that stick to the scalp. Either way, it is an easily visible and recognizable flaw. If treated aggressively, dryness tends to replicate itself. This purifying ritual acts gradually, making scales disappear and restoring a dry, elastic scalp. Its antiseptic, decongesting and moisturizing ingredients visibly improve the hair's condition.





KEY INGREDIENTS



Bio-technological Chinotto extract, produced by solvent-free enzymatic bio-liquefaction, preserves 100% of the vegetable complexes in an active bio-available form. The Bitter Orange fruit is known for its anti-oxidant, decongestant, sebum-regulating, antiseptic, purifying and anti-inflammatory properties.



II Tea Tree Oil, well-known and appreciated for its anti-microbial and anti-fungal properties, is perfect for treating several skin problems.



PURIFYING Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

Enriched with Chinotto extract, Tea Tree Oil, Piroctone Olamine, Climbazole, Zinc-PCA and Salicylic Acid, it gently cleanses and soothes the scalp, while fighting and preventing a dry and itchy scalp.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.

PURIFYING Spray



100 ml 3,4 fl. oz.

A purifying and refreshing spray that combats dryness and soothes itchy and sensitive scalps, with 15 functional ingredients, including Chinotto extract, purifying, astringent and disinfectant Lemon and Tea Tree Essential Oils, specific anti-dryness Piroctone Olamine and Climbazole, Vitamins E and B6, Licorice, Cypress, Red Grapes, Ginger and Incense extracts.

DIRECTIONS

Wash and towel-dry hair, spray on scalp and massage gently. Do not rinse.



THE FRAGRANCE

Citrusy, tea, flowery, green

Bergamot, orange, pink grapefruit and clementine, mixed with basil and ivy, are the first notes, followed by an intense scent of cyclamen, green tea leaves and apple flowers. The base notes blur into musk and cedarwood.

REFER TO THE CHART PROVIDED TO ASCERTAIN YOUR UNIQUE SCALP AND
TREATMENT FOR YOUR PERSONAL

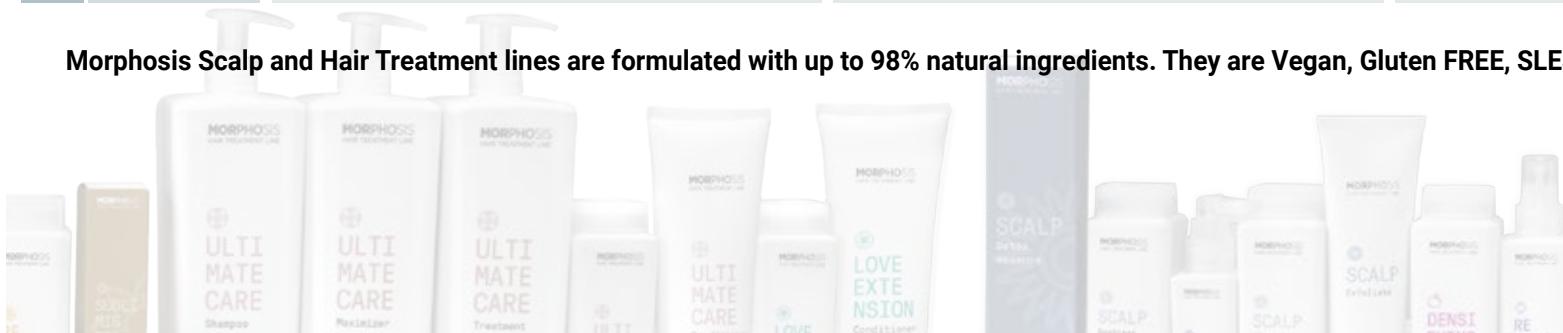
MORPHOSIS

HAIR TREATMENT LINE

SCALP

		NORMAL	FINE/THINNING	SCALP
HAIR	DRY DULL, CUTICLE DAMAGE	<p>SCALP EXFOLIATE REPAIR SHAMPOO REPAIR CONDITIONER REPAIR RICH TREATMENT REPAIR VELVET SUBLIMIS OIL PURE</p>	<p>SCALP EXFOLIATE DENSIFYING SHAMPOO REINFORCING ENERGIZING SPRAY REPAIR PUMPING MOUSSE LEAVE-IN</p>	<p>SCALP EXFOLIATE SCALP CLEANSING SHAMPOO</p>
	EXTREME DAMAGE/ HAIR BREAKAGE	<p>SCALP EXFOLIATE RESTRUCTURE SHAMPOO RESTRUCTURE CONDITIONER RESTRUCTURE HAIR BEAUTY ELIXIR REPAIR VELVET</p>	<p>SCALP EXFOLIATE DENSIFYING SHAMPOO RESTRUCTURE CONDITIONER RESTRUCTURE HAIR BEAUTY ELIXIR REINFORCING ENERGIZING SPRAY REPAIR VELVET</p>	<p>SCALP EXFOLIATE SCALP CLEANSING SHAMPOO</p>
	FINE/ THINNING	<p>SCALP EXFOLIATE SCALP CLEANSING SHAMPOO DENSIFYING SHAMPOO REPAIR PUMPING MOUSSE LEAVE-IN</p>	<p>SCALP EXFOLIATE DENSIFYING SHAMPOO REINFORCING ENERGIZING SPRAY REPAIR PUMPING MOUSSE LEAVE-IN</p>	<p>SCALP EXFOLIATE</p>
	THICK FRIZZY, LIFELESS	<p>SCALP EXFOLIATE ULTIMATE CARE SHAMPOO ULTIMATE CARE MAXIMIZER ULTIMATE CARE TREATMENT ULTIMATE CARE SHAMPOO ULTIMATE CARE CONDITIONER</p>	<p>SCALP EXFOLIATE ULTIMATE CARE SHAMPOO ULTIMATE CARE MAXIMIZER ULTIMATE CARE TREATMENT DENSIFYING SHAMPOO ULTIMATE CARE CONDITIONER REINFORCING ENERGIZING SPRAY</p>	<p>SCALP EXFOLIATE ULTIMATE CARE SHAMPOO</p>
	EXTENSIONS	<p>SCALP DETOX ESSENCE LOVE EXTENSION SHAMPOO LOVE EXTENSION CONDITIONER</p>	<p>SCALP DETOX ESSENCE DENSIFYING SHAMPOO LOVE EXTENSION SHAMPOO LOVE EXTENSION CONDITIONER REINFORCING ENERGIZING SPRAY REPAIR PUMPING MOUSSE LEAVE-IN</p>	<p>SCALP DETOX ESSENCE SCALP CLEANSING SHAMPOO</p>

Morphosis Scalp and Hair Treatment lines are formulated with up to 98% natural ingredients. They are Vegan, Gluten FREE, SLE



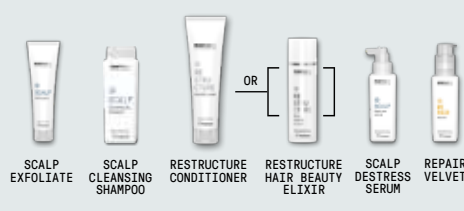
AND HAIR NEEDS AND THEN SELECT THE MOST APPROPRIATE MORPHOSIS
USE AND FOR YOUR CLIENT.

LP

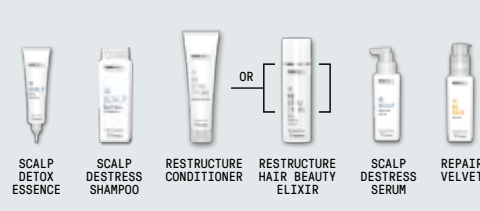
DRY, ITCHY



OILY



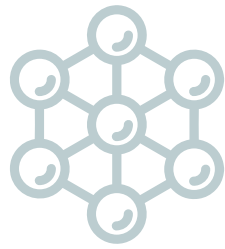
SENSITIVE, IRRITATED



S & SLS FREE, Paraben FREE and Synthetic color FREE.

To view the entire line please visit www.framesprofessional.com





RESTRUCTURE



For damaged hair



THE NEED, THE ANSWER

The most effective remedy for hair with structural damage and loss of tone and body, that looks dry, dull and dehydrated, is this shaft-restructuring ritual. In three steps, it restores collagen and proteins; the hair is instantly plumped and reinforced in its most damaged parts, so it is perfectly regenerated. For a professional ritual, at least four sessions are recommended: the first two to be had two weeks apart, then once a month. The home maintenance ritual helps achieve longer-lasting results faster and more effectively.

SALON TREATMENT





KEY INGREDIENTS



Fermented Rice extract is produced through an exclusive hyper-fermentation process. An enzymatic pre-treatment in water enriches the water before the fermentation process. The hyper-fermentation process increases antioxidant power by 20%, protein content by 61%, and amino acid content by 200%. The result is a healthy, strong, hydrated and glossy hair.



Vegan Collagen is plant-derived collagen in different molecular weights from fermented soybeans, rich in active ingredients, such as Peptides, Amino Acids, Lactic Acid, Vitamins and Coenzyme Q10. Actives that are easily absorbed by the skin and scalp and increase cell activity, improve blood flow and prevent cellular aging.



Sulphur-rich plant-derived **Peptides** and **Amino Acids**, very similar to hair keratin, reconstruct and replenish keratin in damaged hair. Natural hair shafts are deeply hydrophobic, depending on the content of nonpolar amino acids. This exclusive blend of plant-derived peptides improves the hydrophobic profile of the hair, thus more effectively nourishing the inner structure of the shaft than a hydrolyzed blend of keratin, increasing the content of such key elements as sulphur and hydrophobic amino acids, and reconstructing the hair fibers.

RESTRUCTURE Revitalising Shampoo *STEP 1*



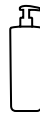
1000 ml 33,8 fl. oz.

Enriched with Fermented Rice extract, Vegan Collagen and plant-derived Peptides, Hyaluronic Acid, Vitamin E and Vegetable Glycerin, it deeply cleanses, removes impurities and leaves the hair soft, hydrated and ready to receive the regenerative treatment.

DIRECTIONS

Apply 10 - 15 ml of product, depending on the amount and length of the hair, and massage gently. Rinse well, thoroughly towel-dry, then move on to STEP 2.

RESTRUCTURE Express Filler *STEP 2*



1000 ml 33,8 fl. oz.

A reparative hair gel with plant-derived Peptides. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, Vitamin E and Trimethyl Glycine, it plumps up, repairs and transforms the hair fibers.

DIRECTIONS

Separate the hair into chunky locks and apply 15 - 20 ml of product with a brush, depending on the amount and length of the hair. Comb thoroughly through the hair, to make the ingredients penetrate deeper. Leave on for 15 - 20 minutes under a source of heat, rinse well and towel dry. Move on to STEP 3.



RESTRUCTURE Precious Fluid

STEP 3



1000 ml 33,8 fl. oz.

An intensive hair taming treatment. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, plant-derived Peptides and a 100% plant-derived long-lasting film-forming resin, it repairs the natural structure of the hair fibers, while smoothing and plumping up the cuticles. Leaves damaged hair extremely soft, silky and glossy, for a truly healthy look.

DIRECTIONS

Apply 15 - 20 ml of product, depending on the amount and length of the hair. Massage thoroughly and leave on for at least 5 minutes, then rinse well and style.



THE FRAGRANCE

Powdery, flowery, fruity, gourmand

The lovely scent of delicate roses bursts into a sparkling bouquet of red fruits, mixed together in a rich blend of woody and sweet notes.



TOTAL RECONSTRUCTION TREATMENT

The **MORPHOSIS RESTRUCTURE** treatment uses **plant-derived Peptides, Fermented Rice extract, Hyaluronic acid and Vegan Collagen** to target specific areas of the hair, reconstructing and strengthening the structure of the shaft.

Outstanding effectiveness for truly regenerated hair.

The hair instantly feels:

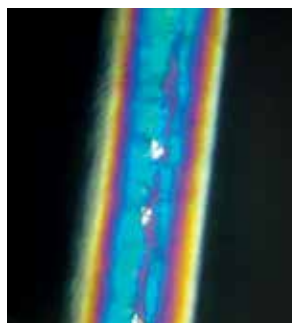
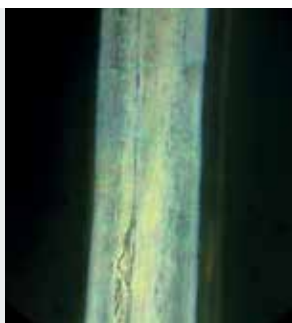
- Strong
- Bouncy
- Soft
- Full
- Shiny

PLM-tested restructuring effect

PLM analyses (Polarized Light Microscopy) can look “into” the hair and measure the regenerative effect of the treatment in “polarization colors”. Such colors show the state in which the keratin structures of each part of the hair is organized.

The **MORPHOSIS RESTRUCTURE** treatment has been proven to deliver extremely impactful, deep and complete regenerative results, while the images of the hair after the application of the control treatment looked weak and dull, due to the keratin having completely lost its crystal structure.

BEFORE
using the
**MORPHOSIS
RESTRUCTURE**
treatment



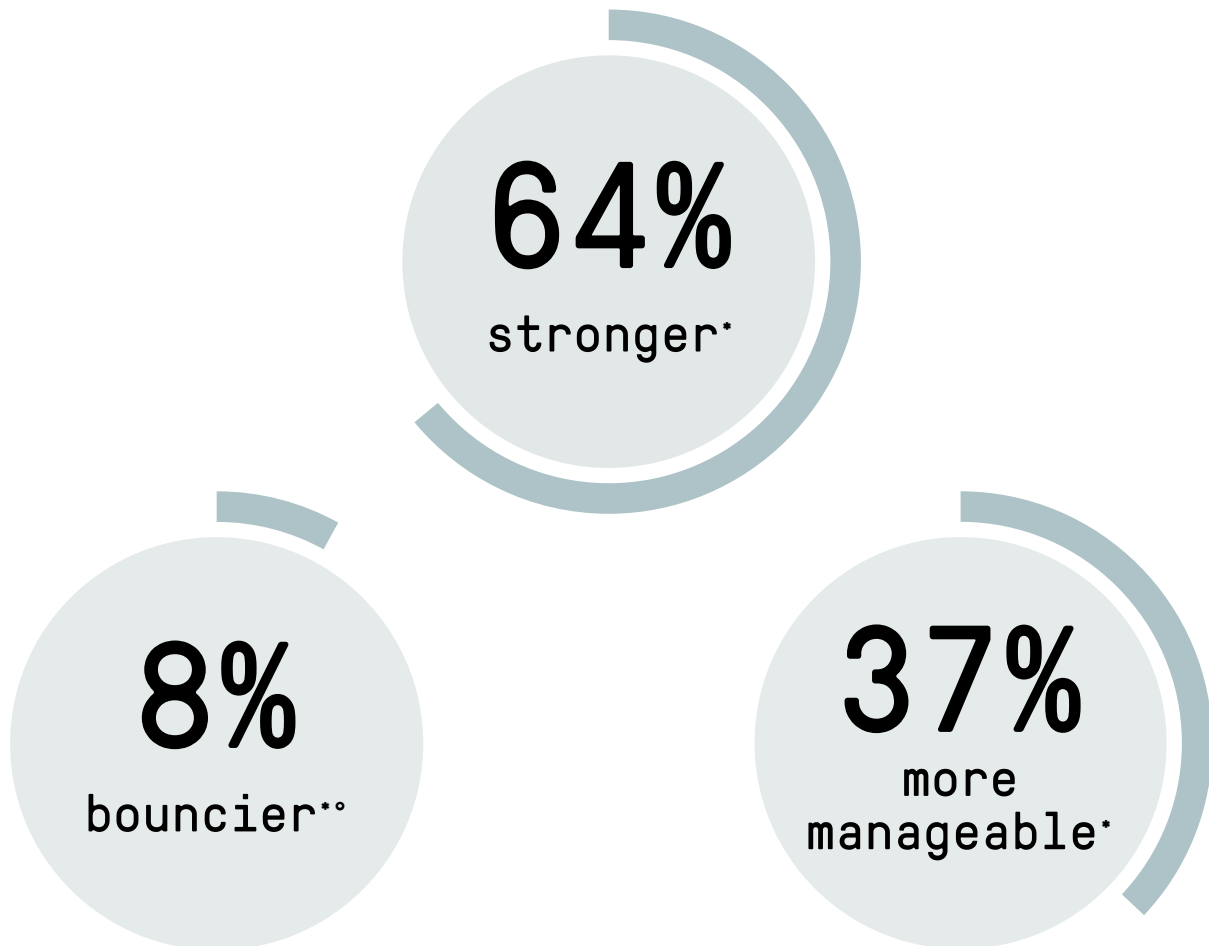
AFTER
using the
**MORPHOSIS
RESTRUCTURE**
treatment*

*A DEEP REGENERATIVE effect all over the hair, the cuticles, the shaft and the medulla: IMAGES OF THE PLM ANALYSIS

SCIENTIFIC EVIDENCE

The effectiveness of MORPHOSIS RESTRUCTURE has been jointly tested by the cosmetics Research and Development Laboratory of the Department of Chemistry, University of Naples Federico II, using highly accurate instruments.

These tests have shown that, after using the MORPHOSIS RESTRUCTURE treatment, the hair is:



* Ex vivo test on dyed, deeply damaged Caucasian hair, treated with Morphosis Restructure 1+2+3, vs a standard Shampoo and Conditioner restructuring treatment.

° Average increase in hair diameter 8% after the treatment

HOME TREATMENT



RESTRUCTURE

Hair Beauty Elixir

Express Deep Conditioner



150 ml 5,1 fl. oz.

Regenerating, restructuring mask for hair. Enriched with Extract of Fermented Rice, Plant Peptides, Phyto Collagen and Hyaluronic Acid, restores the natural hair fibre structure. With 100% of plant origin polymer, repairs the damaged parts, recompacting and sealing cuticles.

DIRECTIONS

After shampoo, apply 15-20 ml of product to lengths and ends. Massage and leave on for 5 minutes. Rinse and style.



RESTRUCTURE

Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

A revitalizing, restructuring shampoo that extends the beneficial effects of salon treatments. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen and plant-derived Peptides, it repairs the hair shafts from within.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.

RESTRUCTURE

Conditioner



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, Vitamin E and a 100% plant-derived long-lasting film-forming resin, it reinforces and restores the natural hair fibers.

DIRECTIONS

Apply after shampooing on lengths and ends with a gentle massage. Leave on for a few minutes, then rinse thoroughly.

RESTRUCTURE

Leave-in



150 ml 5,1 fl. oz.

A revitalizing emulsion for damaged hair. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, Vitamin E, a 100% plant-derived long-lasting film-forming resin and an organic multifunctional anti-UV plant-derived complex, it conditions and revives the hair, leaving it soft and shiny.

DIRECTIONS

Spray evenly on towel-dried hair, then comb through. Do not rinse.



ULTIMATE CARE

For frizzy, lifeless hair

The need, the answer

Hair can be naturally frizzy or due to repeated treatments. In the most extreme cases it is also opaque and lifeless, because the rough shaft does not allow for a good luminous effect, penalizing color shine. So, you get the need to discipline and light up the hair shaft with an instant solution, ideal for improving style results both in the salon and at home. Morphosis Ultimate Care is the instant revitalising and no-frizz treatment for a luxury Salon ritual and an effective home routine, for hair that remains soft, disciplined and protected against atmospheric agents. A CARE&GO service that gives hair back its vitality and manageability in just few minutes.

SALON TREATMENT





THE MAIN PRINCIPLES



Fermented Extract of Peony has hydrating, purifying, anti-oxidant, regenerating and soothing properties. In Morphosis Ultimate Care we use the Peony Officinalis of European origin. Our extract is produced in Italy using the eco-sustainable, patented, hyper fermentation technology, with two steps: the first is bio-liquefaction that frees the plant phyto-complexes; the second is fermentation which even transforms inert fibres into main principles. The anti-oxidising power and richness of the amino acids of the fermented Extract of Peony help scalp and hair get back their health, balance, perfect hydration and softness.



Hyalorice is a new conditioning main principle of plant origin approved by Ecocert and Cosmos. It comes from the combination of hydrolyzed glycoaminoacids with hydrolyzed rice proteins and hyaluronic acid. Hydrolyzed glycoaminoacids increase the bio-availability and cosmetic activity of water-soluble principles. Hyalorice helps considerably reduce the negative electrostatic charges on hair while forming a mono-molecular layer of hyaluronic acid that strengthens the positive charges. Hair has renewed softness, becoming more disciplined and easier to comb.



Ascorbyl Tetraisopalmitate is a multi-functional by-product of vitamin C, shows an excellent percutaneous absorption and effectively converts into free vitamin C in the skin, to perform several physiological functions. It reduces the cell/DNA damage induced by UV rays, prevents skin ageing and promotes the synthesis of collagen. It has a reparatory, disciplining effect on hair.



ULTIMATE CARE Shampoo STEP 1



1000 ml 33,8 fl. oz.

Shampoo for frizzy, lifeless hair. Its formula enhanced with Fermented Extract of Peony and Hyalorice disciplines and hydrates the hair fibre with an in-depth, anti-frizz, revitalising effect. With the addition of an olive oil by-product, plant origin conditioners and anti-humidity agents, it guarantees cosmetic color protection.

DIRECTIONS

Apply 10 - 15 ml of product, based on hair quantity and length, and massage gently. Rinse well, towel-dry carefully and move on to step 2.

ULTIMATE CARE Treatment STEP 3



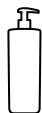
1000 ml 33,8 fl. oz.

Treatment that instantly revitalises frizzy, lifeless hair. Enriched with Fermented Extract of Peony, Hyalorice and a stable by-product of Vitamin C, completes the disciplining treatment by sealing the hair fibre with a protective film that counters the frizz effect and protects against damp. Hair is instantly transformed.

DIRECTIONS

After ULTIMATE CARE MAXIMIZER, apply 15-20 ml of product to towel-dried hair based on quantity and length. Leave on for 3- 5 minutes and then rinse carefully.

ULTIMATE CARE Maximizer STEP 2



1000 ml 33,8 fl. oz.

Instant disciplining, enhancing serum for frizzy, lifeless hair. Enriched with Fermented Extract of Peony, Hyalorice and Shea Butter helps restore the hair fibre's hydro-lipidic barrier in depth, nourishing hair and amplifying the glossy effect.

DIRECTIONS

After ULTIMATE CARE SHAMPOO, apply 15-20 ml of product to towel-dried hair, based on quantity and length. Massage carefully so that the principles penetrate uniformly. Leave on for 3- 5 minutes and rinse carefully. Towel-dry hair and move on to step 3.



THE FRAGRANCE

Flowery, citrusy, balsamic

On a languid sunny morning, the sensuality of white flowers balances the freshness of bergamot, mandarin and orange. A musk and vanilla perfume adds that truly pleasant, dark touch.

HOME TREATMENT





ULTIMATE CARE Shampoo



250 ml 8,4 fl. oz.

Revitalising shampoo for frizzy, lifeless hair. Its formula enhanced with Fermented Extract of Peony and Hyalorice disciplines and hydrates the hair fibre with an in-depth anti-frizz effect.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.

ULTIMATE CARE Conditioner



250 ml 8,4 fl. oz.

Disciplining, revitalising, glossy effect conditioner for frizzy, lifeless hair. Enriched with Fermented Extract of Peony and Hyalorice it penetrates and nourishes the hair fibre making it soft.

DIRECTIONS

Apply to towel-dried hair. Spread on lengths and ends and massage gently. Leave on for a few minutes and rinse well.



REPAIR

For dry, dull hair

THE NEED, THE ANSWER

Repeated treatments and an overuse of straighteners can remarkably sensitize the hair. Split ends, tangled hairs and a rough feel are the most obvious symptoms of a damaged hair that can get its strength and softness back from this ritual.





KEY INGREDIENTS



Camellia Oil contained in Morphosis Repair is organic. Naturally rich in Oleic Acid, Omega-3 and Vitamins, it is widely used as a beauty product for its moisturizing, softening, nourishing, soothing and anti-oxidant properties.

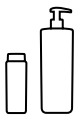


Vegetable micro-Keratin contains micronized plant-derived proteins, produced through a sustainable enzymatic process, and its composition is quite similar to natural hair keratin. It repairs the hair shaft by reducing hair porosity. With its low molecular weight, it penetrates into the innermost layers of the fibers, for stronger, bouncier hair.



Phyto-Ceramides are plant-derived actives. They have a strong affinity with the scalp and hair, so they effectively protect them and restore the hydrolipid film, for deep moisturization.

REPAIR Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

Enriched with Camellia Oil, hydrolyzed Vegetable micro-Keratin and Plant Ceramides, it deeply repairs and revives the hair fibers with tangible moisturizing and restorative results.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.

REPAIR Conditioner



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

For normal and fine hair. Its rich formula with Camellia Oil, hydrolyzed Vegetable micro-Keratin, plant Ceramides, Glycerin and Vitamin E, repairs the hair shafts, leaving the hair soft and shiny without weighing it down.

DIRECTIONS

Apply after shampoo; leave on for a few minutes, then rinse thoroughly.



REPAIR Rich Treatment



250 ml 8,4 fl. oz.

For medium-thick hair, the combination of Camellia Oil and the softening and nourishing power of Hyaluronic Acid, Glycerin, Panthenol and Vitamin E leaves damaged hair soft and manageable. With hydrolyzed Vegetable micro-Keratin and plant Ceramides.

DIRECTIONS

Apply after shampoo and leave on for 5-15 minutes, then rinse thoroughly.

REPAIR Velvet



100 ml 3,4 fl. oz.

A repairing fluid that plumps up the hair. Enriched with Camellia Oil and Hyaluronic Acid, it fills porous hair, leaving it smooth and plump, and removing frizz. With hydrolyzed Vegetable micro-Keratin, plant Ceramides, and an organic multifunctional anti-UV plant-derived complex.

DIRECTIONS

Apply before styling. Do not rinse.



REPAIR Plumping Mousse



150 ml 5,1 fl. oz.

Leave-in conditioner for fine hair. With Camellia Oil, hydrolyzed Vegetable micro-Keratin and plant Ceramides; it conditions and moisturizes the hair, leaving it manageable, bouncy and shiny.

DIRECTIONS

Apply before styling. Do not rinse.



THE FRAGRANCE

Flowery and vanilla notes

The bittersweet scent of bergamot sorbet, lucky bamboo and jasmine blends into a green, balsamic mix of heliotrope, violet petals and rice powder, while the lingering base notes come from white musk, vanilla cream and cashmere wood.



SUBLIMIS OIL

For visibly dry, dehydrated hair

THE NEED, THE ANSWER

Natural or color-treated, long or short, straight or curly: any hair type can be dehydrated as a consequence of bad health or a poor lifestyle. Tangled and unmanageable, frizzy and dull, dry and dehydrated hair needs a softening ritual that won't weigh it down.





KEY INGREDIENTS



Passionflower Seed Oil has a light, silky touch. It is rich in Essential Linoleic Acid and vitamin E, which effectively plump up the hair fibers and the scalp, leaving them softer and shinier and protecting them from loss of hydration. It helps protect the natural hydrolipidic barrier of the scalp.



Apricot Oil, made from the fruit's kernel, is a good source of Vitamins A and E, which are excellent antioxidants. It is rich in essential fatty acids, effective in hydrating and nourishing the skin and hair, strengthens the hydrolipidic film of the scalp and leaves the hair shiny.



Argan Oil, known since time immemorial for its cosmetic properties, mainly contains unsaturated fatty acids and is rich in sterols and vitamins. It prevents dehydration and ageing, combats free radicals, and revives the hair.

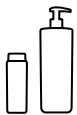


100% natural organic **Baobab Oil** is made from cold-pressed seeds to preserve all its nourishing properties: fatty acids, Omega-6 and-9, Palmitoleic, Oleic and Linoleic Acids, plant Sterols, Tocopherols and Vitamin E. Because of its multiple properties, it is an excellent antioxidant, nourishes and protects the scalp and hair, and leaves the hair glossy.



Stabilized, fat-soluble **Vitamin E** has intensive antioxidant properties, fights free radicals and oxidative damage in the cells and follicles. It has a hydrating, protective and soothing action.

SUBLIMIS OIL Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

With Passionflower Seed Oil and plant-derived cuticle-protecting molecules, Hydrolyzed Soy Proteins and an exclusive blend of moisturizing agents, it repairs the hair fibers and replenishes hydration and shine, for a soft, silky hair.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.

SUBLIMIS OIL Conditioner



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

For normal and fine hair. Passionflower Seed Oil and Argan Oil bring hydration and shine back for a hair that is instantly manageable, full and bouncy. Enriched with Vitamin E, Arginine, Organic Lemon extract and plant-derived cuticle-protecting molecules.

DIRECTIONS

Apply after shampooing; leave on for a few minutes, then rinse thoroughly.



SUBLIMIS OIL Deep Treatment



250 ml 8,4 fl. oz.

For medium-thick hair. An in-depth moisturizing treatment, rich in Passionflower Seed Oil, Argan Oil and Baobab Oil. This intensely softening pack replenishes minerals and nutrients, leaving very dry hair beautiful and revived. With Trehalose, Vitamin E, hydrolyzed Soy Proteins and plant-derived cuticle-protecting molecules.

DIRECTIONS

Apply after shampooing; leave on for 5-15 minutes, then rinse thoroughly.

SUBLIMIS OIL All Day Emulsion



150 ml 5,1 fl. oz.

An instantly-effective emulsion for dehydrated hair. Enriched with Passionflower Seed Oil, Argan Oil and Baobab Oil, it hydrates and leaves the hair soft and silky.

DIRECTIONS

Spray on towel-dried hair and comb through. Do not rinse.



THE FRAGRANCE

Flowery, fruity and creamy

Lush and smooth, a precious bouquet of white flowers, releasing delicate notes of lemon and fruity cream that leave an unexpected flowery trail in the hair.

SUBLIMIS OIL Pure



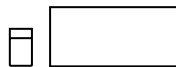
100 ml 3,4 fl. oz.

For medium-thick hair. Enriched with Passionflower Seed Oil, Argan Oil and a Vitamin C derivative, it hydrates the hair, leaving it shiny, soft and manageable.

DIRECTIONS

For an intensive treatment, mix 3 - 5 drops with 20 ml of conditioner or mask (can be mixed with other Morphosis lines), leave on, then rinse.
For an effective anti-frizz action, apply on the most damaged areas of the hair, massage gently, then dry. Do not rinse.
For more intensive shine and moisturization, apply on dry hair.

SUBLIMIS OIL Serum



15 ml 0,5 fl. oz. x6

An intensive, instantly-effective and hydrating treatment that gives dull and dry hair back its natural brilliance. Enriched with Hyaluronic Acid, Passionflower Seed Oil, Apricot Oil and a plant-derived complex, it re-compacts shaft surface leaving hair with a silky soft touch.

DIRECTIONS

After shampoo, towel dry your hair and spread the serum. Massage to create a rich emulsion. Leave on for 5-15 minutes and rinse well. Use the line's other products based on hair needs.



COLOR PROTECT

For colored hair

THE NEED, THE ANSWER

Cosmetic dyes are pigments that do not bind to the hair fibers. That's why repeated washes, weather conditions, such as sun and wind, pollutants and the mechanical action of brushes, hair-dryers and straighteners can cause the color to fade and lose its shine. The hair then looks dull and porous. Treating it with a specific ritual is essential to make the colorist's work last longer and keep the hair in perfect condition till the next appointment.





KEY INGREDIENTS



Raspberry Extract supports healthy cuticles and leaves the hair full, glossy and bouncy. It is rich in anti-oxidants that deliver thorough protective and purifying benefits on the scalp and on colored hair.



Certified organic **Bio liquefied Olive Extract** is made in Italy through a solvent-free process. This biotechnological process increases the effectiveness of the active agents, with the stable and intensive anti-oxidant power of Vitamin C becoming a precious ally against free radicals.





COLOR PROTECT Shampoo



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

Hydrates and protects colored hair. Enriched with Raspberry and Hydrolyzed Olive fruit extracts, protective plant-based Cationic Polymers and a Natural Moisturizing Factor, it gently cleanses the hair to stop color from fading.

DIRECTIONS

Apply to wet hair and massage gently. Rinse well.

COLOR PROTECT Conditioner



250 ml 8,4 fl. oz. / **1000 ml** 33,8 fl. oz.

For normal and fine hair. Formulated with Raspberry and Hydrolyzed Olive fruit extracts, Shea Butter and Vitamin E, it protects the hair fibers from external aggressions and keeps the color rich and glossy.

DIRECTIONS

Apply after shampooing; leave on for a few minutes, then rinse thoroughly.



COLOR PROTECT Intensive Treatment



250 ml 8,4 fl. oz.

For medium-thick hair. Hydrates and protects colored hair. It contains Raspberry Extract, Shea Butter, Vitamin E, Arginine, Hydrolyzed Olive fruit extract and Brewer's Yeast that nourish and plump up the hair.

DIRECTIONS

Apply after shampooing; leave on for 5-15 minutes, then rinse.



THE FRAGRANCE

Flowery, fruity and green

Mandarin orange and bergamot blend with notes of peony, rose and cyclamen, then merge with the sharp woodiness of cedar and sandalwood.



LOVE EXTENSION

For the care and protection of hair with an extension

THE NEED, THE ANSWER

Longer and thicker after a session with your hairdresser. Extensions give you spectacular results, only obtained naturally after months and months of waiting patiently. What's more the locks used in the best salons are of increasingly higher quality and are applied using techniques that protect the customer's hair. This is a truly precious professional service. But means treating hair carefully, to keep it soft and disciplined for a long time, protecting lock shine and color and stopping impossible knots from forming. Through a specific ritual, Morphosis Love Extension hydrates and nourishes hair, preserving the beauty of locks applied and making the entire head of hair easy to comb and manage with natural volume.





ACTIVE PRINCIPLES



Fermented Extract of Althea obtained through an exclusive hyper-fermentation process, guaranteeing an excellent supply of anti-oxidant, nourishing elements. The gelatinous substances contained in Althea roots and flowers provide the plant with exceptional strength against stress and long flowering periods; whereas the high concentration of mucilaginous substances in its roots provide calming, soothing, softening, protective and humidifying properties. The Extracts of Althea added to the formula help soothe an easily irritated scalp providing a protective film on hair, with a disentangling, hydrating and protective effect.



Hydrolysed, organic Soy Proteins are naturally similar to the keratin of skin and hair, with recognised hydrating, nourishing, elasticising properties. They help improve hair shine, consistency and manageability.



LOVE EXTENSION Shampoo



250 ml 8,4 fl. oz.

Enriched with Fermented Extract of Althea and Hydrolysed Soy Proteins, with soothing, softening properties, cleanses gently and hydrates without weighing hair with extensions down, making it easy to disentangle.

HOW TO USE

Apply the shampoo to your scalp, create foam by massaging gently and then run it down the lengths without rubbing, always going from roots to ends. Rinse well.

LOVE EXTENSION Conditioner



250 ml 8,4 fl. oz.

Enriched with Fermented Extract of Althea, Arginine and Shea Butter, helps disentangle the knots that could form where the extension is applied. Hair remains extremely easy to comb, soft and silky.

HOW TO USE

Spread on lengths and ends combing hair with your fingers, moving from the roots towards the ends. Leave on for a few minutes and rinse well Towel dry hair without rubbing or twisting it..



THE FRAGRANCE

Citrus fruit, flowers, wood

With citrus essences such as bergamot, blood orange and mandarin; lavender, orange blossom and Tahitian vanilla; cedar and cashmere wood and, last of all, soft musk, the perfume of Morphosis Love Extension is a real "mood booster". Its positive action on emotions has been tested by the neuroscientific studies of EmotiWaves™ Neuroscientific Technology.



900905-000
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