

seward
mediter[®]
hair care



Helen Seward
MILANO

Seward Mediter

WHEN NATURAL BECOMES HYPER-TECH



The **REFORCE** line has been enhanced by a new product, **REFORCE MASK**, a light mask for regenerating lengths, which, thanks to its volumizing and strengthening anti-breakage action, makes hair thicker and stronger, leaving it light, soft, bright and resistant.

The REFORCE professional treatment offers an effective response as a complementary action in the prevention of hair loss:

- improving the condition of the scalp,
- protecting the skin's microbiome,
- preventing inflammation (formation of dandruff, seborrhea) which could prevent the normal growth of hair and accelerate the onset of hair loss,
- strengthening and protecting weakened hair structure, by with a volumizing action and anti-breakage protection.

AT HOME TODAY, **REFORCE TRIO**, THE MAINTENANCE PROGRAMME THAT INTEGRATES AND COMPLEMENTS THE PROFESSIONAL SALON PROGRAMME.



1000 ml - cod. 1398

IN-SALON PROGRAM

STEP 1

REFORCE SHAMPOO 1/S

Cleansing and repairing action with volumizing effect.

STEP 2

REFORCE MASK 1/M

Conditioning action for fortifying and bodifying effect.

STEP 3

MEDITER SCALP MASSAGER

Scalp stimulation massage using the MEDITER SCALP MASSAGER. Allows you to massage the scalp with a combined vibrating action, reactivating blood microcirculation and encouraging the relaxation of the dermal connective tissue.

STEP 4

REFORCE SPECIFIC 1/L

Intensive fortifying thickening action by massaging the product in. RECOMMENDED APPLICATION WITH MEDITER BREEZE: helps to distribute the product evenly over the scalp.

REFORCE

FORTIFYING THICKENING FOR WEAK HAIR AND HAIR WITH LOSS PROBLEMS

With Organic Rocket and Oak extracts and with PROCARE Complex and FiberHance™, natural active ingredients with a fortifying and bodifying action



BENEFITS

**POWERED BY
ORGANIC NATURE**

INNOVATIVE THICKENING AND VOLUMIZING ACTION

ANTI-BREAKAGE PROTECTION

FORTIFYING ACTION

MICROBIOME PROTECTION

FRESH CITRUS NOTE WITH A FLORAL HEART
AND WOODY AND MUSKY BASE



REFORCE TRIO

Fortifying and thickening maintenance programme for weak hair and hair with loss problems. Ideally offered 2 or 3 times a week, it starts at the same time as the salon treatment and is continued for up to 8 weeks (2-3 cycles per year).

In the event of particularly severe hair loss, increase the frequency of application of REFORCE TONIC to daily use.

STEP 1

REFORCE SHAMPOO 1/S – 300 ml
FORTIFYING THICKENING SHAMPOO

for weak hair and hair with loss problems, with Organic Rocket Extract + PROCARE Complex. With a strengthening and volume-building action, it delicately cleanses the hair and scalp, restoring the hair fibre's resistance, volume and shine.

90.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

NEW

STEP 2

REFORCE MASK 1/M – 200 ml
FORTIFYING BODIFYING MASK

for weak hair and hair with loss and breakage problems with Organic Oak Extract + FiberHance™. It fortifies the hair shaft with an effective anti-breakage action, giving the hair new body and lightness and making it noticeably soft and shiny.
USE: apply to towel-dried hair and leave on for 5-10 minutes, then rinse.

98% natural-origin ingredients

STEP 3

REFORCE TONIC 1/T – 100 ml
FORTIFYING THICKENING MAINTENANCE TONIC

for weak hair and hair with loss problems, with Organic Rocket Extract + PROCARE Complex. Maintains good condition of the hair bulb, improving the quality of the hair fibre. USE: distribute evenly on the scalp, with wet or dry hair, and a light massage. Do not rinse.

95% natural-origin ingredients

- 1 - VOLUMIZING AND BODIFYING ACTION
- 2 - COADJUVATING ACTION IN PREVENTING HAIR LOSS
- 3 - FORTIFYING ANTI-BREAKAGE ACTION
- 4 - MICROBIOME PROTECTION



**seward
mediter**
hair care

**QUANDO IL NATURALE
DIVENTA HYPER-TECH**
*WHEN NATURAL
BECOMES HYPER-TECH*

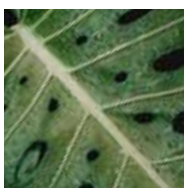
REFORCE TRIO
FORTIFICA CAPELLI INDEBOLITI
E CON PROBLEMI DI CADUTA
CON AZIONE ISPESSENTE
*FORTIFIES WEAK HAIR AND
HAIR WITH LOSS PROBLEMS
WITH THICKENING ACTION*

Con Estratti da Ruca
e Quercia Bio + Procare
Complex e FiberHance™
*With Organic Rocket
and Oak Extracts + Procare
Complex and FiberHance™*



Helen Seward

P/1396
DESK CHART



WE PROTECT THE SALE OF OUR PRODUCTS VIA PROFESSIONAL HAIR STYLIST
CHANNEL AND ACTIVELY COMBAT SALES VIA UNAUTHORISED CHANNELS.

Icsea Helen Seward, azienda certificata ISO 9001:2015 - via A. De Gasperi 8/a - Lainate (Mi) Italy
Tel. +39 02 93570057 - Fax +39 02 93571418 - E-mail: helen.seward@helenseward.it
www.helenseward.it