

seward
mediter[®]
hair treatment



Helen Seward 
hair products



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WE HAVE HARVESTED
THE ESSENCE
OF NATURE

to extract
the best ingredients.

WE HAVE TAKEN
THE BEST OF RESEARCH
to identify the latest
generation active components.

SEWARD MEDITER
the bio-effective choice
for hair treatments
and beauty.

SEWARD MEDITER: KNOWLEDGE AND COMPETENCE ASSURING INNOVATION

Careful and constant Research is the basis of Mediter project. A line in continuous evolution that grows and develops on the founding principles of the Green-Mind philosophy.

We select **natural ingredients** derived exclusively from the **Mediterranean** and extracted with innovative technology aimed at preserving intact their characteristics and properties. In the selection, we favor the active principles of **organic agriculture**.

We use raw materials that ensure **high** and **constant standards**.

The attention towards the issue of Green and in general, the environment leads us to **regularly update the formulations** incorporating new active ingredients with low environmental impact without giving up the effectiveness of our products.



DERMATOLOGICALLY
TESTED
FORMULAS

PROVEN
PROFESSIONAL
EFFECTIVENESS

NICKEL-TESTED
NO FORMALDEHYDE
RELEASERS

SEWARD MEDITER:

Specific programmes for the PROFESSIONAL TREATMENT OF HAIR AND SCALP, starting inside the SALON

DIAGNOSIS

Simple and reliable, with advanced diagnostic MVS Evolution System. Thanks to the easy-to-use guided scheme, it allows analysing in depth both scalp and hair and identifying, in a simple yet reliable way, the cause of the problem and the best decisive treatment.

MVS Evolution System is the essential tool supporting the professional in the salon.

THE SYSTEM

Seward Mediter provides excellent and exclusive service. A professional method based on clear application techniques and precise gestures, for providing customers with the best assistance while accompanying them along the whole treatment path, from diagnosis to the resolution of the problem.

THE PROGRAMME

Mediter philosophy is based on specific treatment 'Programs' classed as:

Professional programmes:

designed to follow well defined steps for the application of each specific product; exclusively performed in the salon.

Maintenance programmes: to be performed at home. They integrate and complete the path started in the salon, ensuring the maintenance of the achieved results



REFORCE

FORTIFYING PROGRAMME

- / Adjuvant preventing hairloss
- / Anti-ageing action with Botanical Extracts and BIOTINYL-Complex

REFORCE professional treatment, thanks to active principles, which purify, stimulate microcirculation and offer anti-ageing protection, is the ideal solution for hair loss.

If promptly and regularly performed, **REFORCE** Programme can favor the functional recovery of hair follicles, promoting the growth of healthier and stronger hair while slowing down hair loss.

THE PROGRAMME IN SALON

With **i-hair**, the brush that combines the action of infrared rays, microelectroporation and ions it is possible to **enhance vascularisation** and cell metabolism.



STEP 1

REFORCE Detoxifying Tonic:

Detoxifying preparation and unsticking massage.

STEP 2

REFORCE Fortifying Shampoo:

Fortifying cosmetic cleansing.

STEP 3

REFORCE Fortifying Concentrate:

Fortifying redensifying action and allocation massage.

seward mediter
hair treatment

REFORCE

preparatore cute
detossificante
olio essenziale da abete
+ detox-complex

detoxifying
scalp activator
silver fir essential oil
+ detox-complex

1/T
DETOXIFYING TONIC

4.22 Fl.Oz.

MADE IN ITALY

Helen Seward

seward mediter
hair treatment

REFORCE

preparatore cute
detossificante
detoxifying
scalp activator

1/T
DETOXIFYING TONIC

4.22 Fl.Oz.

MADE IN ITALY

Helen Seward

seward mediter
hair treatment

REFORCE

ridensificante
prevenzione caduta
estratti phyto-tech
+ biotinyl-complex

re-densifier
preventing hair loss
phyto-tech extracts
+ biotinyl-complex

1/L
FORTIFYING CONCENTRATE

MADE IN ITALY

Helen Seward

seward mediter
hair treatment

REFORCE

ridensificante
prevenzione caduta
estratti botanici
+ pro-vitamine B5

re-densifier
preventing hair loss
botanical extracts
+ pro vitamin B5

1/S
FORTIFYING SHAMPOO

4.22 Fl.Oz.

MADE IN ITALY

Helen Seward

seward mediter
hair treatment

REFORCE

ridensificante
prevenzione caduta
estratti phyto-tech
+ biotinyl-complex

re-densifier
preventing hair loss
phyto-tech extracts
+ biotinyl-complex

1/L
FORTIFYING CONCENTRATE

4.22 Fl.Oz.

MADE IN ITALY

Helen Seward

seward mediter
hair treatment

REFORCE

ridensificante
prevenzione caduta
re-densifier
preventing hair loss

1/L
FORTIFYING CONCENTRATE

4.22 Fl.Oz.

MADE IN ITALY

Helen Seward

REMEDY

**seward
mediter**
hair treatment

**protettivo sigillante
capelli danneggiati
polifenoli da uva
+ microemulsione elastomerica**

protective fluid
for damaged hair
grapes polyphenols
+ elastomeric microemulsion

7/L

SEALING FLUID

MADE IN ITALY

Helen Seward



**seward
mediter**
hair treatment

REMEDY
bagno preparatore
capelli danneggiati
polifenoli da uva
+ hairsphere®

preparing hair bath
for damaged hair
grapes polyphenols
+ hairsphere®

7/S

ACTIVATOR SHAM

16.9 FL.Oz.

MADE IN ITA

Helen Seward



**seward
mediter**
hair treatment

REMEDY
polifenoli da uva
+ aminoacidi da grano
grapes polyphenols
+ wheat aminoacids

7/M

FILLER MASK

Helen Seward

REMEDY

MULTI-ACTIVE PROGRAMME

- / Progressive reconstruction
- / Anti-ageing programme with White Grapes Polyphenols and Hairsphere®

Professional Programme in salon **REMEDY** is a professional treatment dedicated to full long-lasting hair reconstruction, the definitive solution to rely on when your hair is particularly damaged and lifeless.

This treatment is exclusively performed in salons.

THE PROGRAMME IN SALON

With **Trico-Activator**, the special COLD ironplate with combined technology (Infrareds + Ultrasounds) it is possible to POTENTIATE the **Internal Reconstruction** developed by Filler Mask.



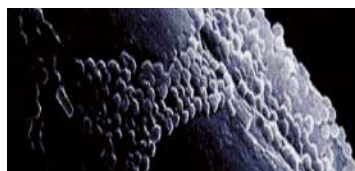
STEP 1

REMEDY Activator Shampoo:
Hair preparation.



STEP 2

REMEDY Filler Mask:
Internal reconstruction.



STEP 3

REMEDY Sealing Fluid:
External reconstruction



THERAPY

PURIFYING PROGRAMME

/ Purifying action anti-dandruff with Botanical Extracts and PRE-BIOTIC System

Professional treatment designed to fight dandruff, which is a very common scalp problem often combined with excessive sebum, itching and redness.

PURIFYING line is able to keep the original causes of both dry and oily dandruff under control and restores the optimal functional conditions for scalp, improving its look and feeling.



THE PROGRAMME IN SALON



With **Mediter BREEZE**, the professional tool that allows to increase the sprayable fluid products and enhance the treatment's results.

STEP 1
REFORCE Detoxifying Tonic:
Detoxifying preparation and unsticking massage.

STEP 2
THERAPY Peeling Gel:
Exfoliant cleansing.

STEP 3
THERAPY Purifying Shampoo:
Targeted purifying cleansing.

STEP 4
THERAPY Purifying Fluid:
Normalizing purifying action and allocation massage





THERAPY

BALANCING PROGRAMME

- / Sebum-regulating action
- / Delicate cleansing with Botanical Extracts and BIO-Complex

BALANCING professional treatment, if performed regularly and constantly, improves the state of oily scalp and hair.

The products in this line offer gentle cleansing and purifying action while fully respecting the scalp and are also effective in controlling microbial colonization and improving the hair conditions, restoring body and volume.

THE PROGRAMME IN SALON

THERAPY BALANCING focuses on aesthetics and sensorial experience, with targeted cleansing treatments (specific for oily hair and dry hair).

STEP 1

REFORCE Detoxifying Tonic:

Detoxifying preparation and unsticking massage.

STEP 2

THERAPY Clay Mask:

Deep purifying cleansing treatment.

STEP 3

THERAPY Balancing Shampoo:

Targeted cosmetic cleansing.



COMFORT

seward mediter
hair treatment

**eudermico
cute sensibile
estratti marini
+ calm-complex**

eudermic action
for sensitive scalp
sea extracts
+ calm-complex

9/L
ACTIVE LOTION

MADE IN ITALY

Helen Seward



seward mediter
hair treatment

COMFORT

eudermico
cute sensibile
estratti marini
+ pro-vitamina B5

eudermic action
for sensitive scalp
sea extracts
+ pro-vitamin B5

9/S
SOOTHING SHAMPOO
SULFATE FREE

10-14 FL. OZ.

MADE IN ITALY

Helen Seward



COMFORT

SOOTHING PROGRAMME

- / Soothing action
- / Anti-inflammatory with Sea Extracts and CALM-Complex

Scalp is defined sensitive when, after coming into contact with substances or external agents, it over-reacts with itching, burning feeling, redness and desquamation.

COMFORT line ensures delicate yet effective cleansing for sensitive and sensitized scalp, soothing irritation by performing a specific action, for a feeling of wellbeing and relief.

RECOMMENDED

- / In case of sensitized, irritated scalp.
- / Before and after chemical hair treatments (coloring, bleaching, perms and straightening), which can cause allergic reactions and hypersensitisation.
- / As a specific treatment that helps oily scalp and scalp with dandruff.





ALCHEMY

SHINY PROGRAMME

- / Shining action
- / Smoothing and protective action with Organic Argan Oil and GLOSSYLIANCE-Complex

The action of environmental (sun, excess of humidity, wind, dust, pollution, free radicals), chemical or mechanical microaggressions (aggressive brushing, hot blow dry) can lead to different damages.

ALCHEMY Shiny Programme is the shining, smoothing and protective programme assuring softness and shine, restoring the natural beauty of the hair fibre.

RECOMMENDED

- / For all types of hair.
- / If the hair looks dull and lacks brilliance.
- / To enhance the shine of the hair fibre and of the natural or cosmetic color.
- / To provide: pre-styling protection, split-ends prevention, color hold, anti-ageing action.





NUTRIVE

REPAIR PROGRAMME

- / Deep nourishment
- / Restructuring action with Bio-Tech Ceramides and OLEA-Complex

The aggressive action of external agents can cause insufficient hair lubrication, the result is a dull, dry, damaged and frizzy hair, prone to tangling.

NUTRIVE Repair Programme is the nourishing and restructuring treatment able to restore the natural and original conditions of the hair fibre, for thick and shiny hair, easy to be combed.

RECOMMENDED

/ For the treatment of dry, frizzy hair.

/ In case of dry hair with particularly sensitized and porous areas, a differentiated equalizing treatment intervening selectively on the most depleted and damaged areas is recommended. The Treatment includes the application of NUTRIVE Olea Mask, leaving it act for just 3-5 minutes, followed by the application of NUTRIVE Repair Lotion.





HYDRA

HYDRATING PROGRAMME

- / Intensive hydration
- / Color protection with Fruit Extracts and ACE-Complex

Colored and bleached hair is more exposed to external micro-aggressions. Over time, cosmetic color can turn dull and lose its shine, hair becomes weak, losing elasticity and moisturization, with the formation of "split ends".

HYDRA Hydrating Programme is a specific treatment able to protect the structure and color of treated hair, preventing dehydration and repairing surface alterations, guaranteeing healthy hair and brilliant, intense, long lasting cosmetic color.

RECOMMENDED

- / For the treatment of colored/treated and sensitized hair.
- / After a coloring treatment, to rebalance the pH of the hair fibre.
- / For colored/treated and particularly thin hair, the application of HYDRA Hydrating Shampoo followed by HYDRA Hydrating Fluid is suggested.
- / In case of very damaged hair, the application of HYDRA Hydrating Mask is suggested.





RADIANT

ANTI-POLLUTION PROGRAMME

- / Daily protection
- / Pre-styling thermo-protection with Red Grapes Polyphenols and POLYFRUCTOL-Complex

Nowadays we know just too well how modern life style and pollution, typical of the urban environment in which we live, can be extremely stressful for all types of hair.

RADIANT line offers specific solutions – for unruly, thin or normal hair - ensuring moisturizing, shine together with pre-styling protection.

RECOMMENDED

- / In case of stressed hair, as thermo-protective treatment before styling.
- / In case of normal, thin hair, as cosmetic daily treatment.
- / In case of unruly hair, as cleansing treatment to control frizz.



REFORCE



DETOXIFYING TONIC 1/T

Scalp activator tonic with detoxifying action, with Silver Fir Essential Oil and DETOX-Complex. It prepares the scalp for the subsequent treatments through “neutralization” of environmental pollutants, the removal of impurities and the active stimulation of blood micro-circulation.

125ml / cod. 107

FORTIFYING SHAMPOO 1/S

Fortifying shampoo, adjuvant for preventing hair loss, with Botanical Extracts and pro-Vitamin B5. With its purifying and toning action, it is perfect for optimizing the hygienic conditions of the scalp, preparing it to receive specific subsequent treatments and obtaining the greatest benefits from them.

1000ml / cod. 0109 • 300ml / cod. 109 • 75ml / cod. 1090

FORTIFYING CONCENTRATE 1/L

Fortifying anti-ageing lotion, adjuvant for preventing hair loss, with redensifying action. With Phyto-Tech Extracts and BIOTINYL-Complex. A concentrated gel-lotion for an improved adjuvant treatment in preventing hair loss, it performs fortifying anti-ageing action on the hair follicle.

24 x 10ml / cod. 1080 • 8 x 10ml / cod. 108 • 125 ml / cod. 0108

MAINTENANCE FORTIFYING SHAMPOO / FORTIFYING CONCENTRATE

REMEDY



ACTIVATOR SHAMPOO 7/S

Preparing hair bath for damaged, lifeless hair, with Grapes Polyphenols and Hairsphere®. The specially selected cleanser base is enriched with emollient components which guarantee the delicacy of the cleansing action.

500ml / cod. 0791

FILLER MASK 7/M

Replenishing gel-mask for damaged, lifeless hair, with Grapes Polyphenols and Wheat Aminoacids. High performance replenishing gel-mask, it has been specifically designed to restore body and buoyancy to the impoverished hair fibre and represents the ‘heart’ of Remedy programme.

500ml / cod. 0792

SEALING FLUID 7/L

Protective sealing fluid for damaged, lifeless hair, with Grapes Polyphenols and Elastomeric Microemulsion. The valuable and essential finishing touch to this exclusive and highly professional treatment.

24 x 8ml / cod. 0793

COMFORT



SOOTHING SHAMPOO 9/S

Eudermic shampoo specific for sensitive scalp, with Sea Extracts and pro-Vitamin B5. An advanced formula with high cutaneous tolerability that guarantees delicate cleansing, promoting scalp health. **SULFATE FREE**

1000ml / cod. 0907 • 300ml / cod. 907 • 75ml / cod. 9070

ACTIVE LOTION 9/L

Soothing eudermic lotion for sensitive scalp, with Sea Extracts and CALM-Complex. Concentrated and balanced lotion for an improved soothing treatment: it intensely rehydrates and protects the sensitive and irritated scalp, leaving a pleasant sensation of wellness.

8 x 10ml / cod. 908 • 24 x 10ml / cod. 0908

PURIFYING

BALANCING



PEELING GEL 6/P

Anti-dandruff peeling gel for hair, with Botanical Extracts and PRE-BIOTIC System. This cleansing gel is the anti-dandruff intensive treatment that performs a deep purifying and regulating action while fully respecting the hair fibres. It tones up the scalp and thus produces a pleasant sensation of freshness.

100ml / cod. 694

PURIFYING SHAMPOO 6/S1

Purifying anti-dandruff shampoo, specific for oily scalp and hair, with Myrtle and Nettle Extracts and PRE-BIOTIC System. Specific shampoo for the treatment of oily scalp with dandruff, it delicately cleanses, completely removing impurities and dandruff residues without stimulating sebaceous secretion.

1000ml / cod. 0693 • 300ml / cod. 693 • 75ml / cod. 6930

PURIFYING SHAMPOO 6/S2

Purifying anti-dandruff shampoo, specific for dry scalp and hair, with Nettle and Mallow Extracts and PRE-BIOTIC System. This is the specific cleansing treatment dedicated to the fairly frequent problem of dandruff in combination with treated and damaged hair.

1000ml / cod. 0692 • 300ml / cod. 692 • 75ml / cod. 6920

PURIFYING FLUID 6/F

Purifying anti-dandruff hair treatment fluid, with Botanical Extracts and PRE-BIOTIC System. Innovative anti-dandruff treatment, it protects and reinforces the natural cutaneous defence mechanisms, promoting the normalization of the flawed appearance due to oily or dry dandruff.

100ml / cod. 695

MAINTENANCE

PURIFYING SHAMPOO 6/S1 / PURIFYING FLUID /
PURIFYING SHAMPOO 6/S2

CLAY MASK 3/M

Rebalancing sebum-adsorbing hair mask, with Natural Clays and BIO-Complex. This is an innovative intermediate cleansing treatment: thanks to the clays in the formula, it purifies the scalp by natural absorption without stimulating sebaceous secretion. It tones up by performing a sebum-balancing action and leaving a pleasant feeling of freshness. It also produces an effective soothing action, reducing itchiness.

500ml / cod. 0392

BALANCING SHAMPOO 3/S1

Sebum-balancing shampoo specific for oily scalp and hair, with Natural Clays and BIO-Complex. The rich, softly textured shampoo with clay delicately cleanses, completely removing impurities without stimulating sebaceous secretion and offering an unusual and pleasant sensory experience when used and generates an unusually abundant foam.

1000ml / cod. 0390 • 300ml / cod. 390 • 75ml / cod. 3900

BALANCING SHAMPOO 3/S2

Sebum-balancing shampoo specific for oily scalp and dry hair, with Botanical Extracts and BIO-Complex. This is the specific cleansing treatment dedicated to the fairly frequent problem of oily scalp associated to treated and damaged hair length.

1000ml / cod. 0391 • 300ml / cod. 391 • 75ml / cod. 3910

MAINTENANCE

BALANCING SHAMPOO 3/S1
BALANCING SHAMPOO 3/S2

NUTRIVE



REPAIR SHAMPOO 4/S

Nourishing shampoo for dry hair, with Bio-Tech Ceramides and OLEA-Complex. A rich cosmetic formula, it offers complete, delicate cleansing of the dry, frizzy hair fibre in conjunction with specific cosmetic restructuring action.

1000ml / cod. 0414 • 300ml / cod. 414 • 75ml / cod. 4140

OLEA MASK 4/M

Deeply nourishing mask for dry hair, with Bio-Tech Ceramides and OLEA-Complex. Designed for the specific treatment of dry and frizzy hair: it deeply nourishes, improving body, resistance and elasticity.

500ml / cod. 0415 • 250ml / cod. 415 • 75ml / cod. 4150

REPAIR LOTION 4/L

Intensive restructuring lotion for dry hair, with Olive Extract and Functionalized Wheat Proteins. It acts selectively where the hair fibres are more damaged and sensitized.

8 x 10ml / cod. 417

OLEA FLUID 4/F

Nourishing straightening fluid for dry and frizzy hair, with Botanical Oils and Vitamin E. Disciplines the hair without weighing it down, restoring softness, manageability and improving the body and elasticity of dry and frizzy hair.

125ml / cod. 416

ALCHEMY



ARGAN SHAMPOO 13/S

Shining shampoo with **ORGANIC Argan Oil** and GLOSSYLIANCE-Complex. Gently cleanses and eliminates all impurities, while its dedicated smoothing action illuminates the hair with pure shine. Hair is left easy to comb and visibly softer. Its moisturizing and restoring action gives body, strength, tone and lightness to the hair.

1000ml / cod. 1302 • 300ml / cod. 1301 • 75ml / cod. 1308

ARGAN MASK 13/M

Shining nourishing mask with **ORGANIC Argan Oil** and GLOSSYLIANCE-Complex. Nourishes deep down with repairing and restoring action. Its dedicated smoothing action substantially improves the condition of the hair by closing and sealing the raised cuticle scales. The effect is extreme shine and softness. Leaves hair easy to detangle and neutralizes static without weighing it down.

500ml / cod. 1307 • 250ml / cod. 1306 • 75ml / cod. 1309

ARGAN OIL 13/O

Shining, protective oil with **ORGANIC Argan Oil** and Vitamin E. Its conditioning, filmogenic and smoothing action ensures softness enhancing the brightness of the hair fiber. Leaves the hair manageable and easy to comb, protects against heat from the hairdryer and aids styling. The rapidly absorbed formula ensures daily protection against oxidative stress and environmental microaggressions, immediately illuminating the natural or cosmetic color of the hair.

125ml / cod. 1303 • 30ml / cod. 1310

ARGAN SPRAY MASK 10 in 1 13/F

10 in 1 spray mask with **ORGANIC Argan Oil** and GLOSSYLIANCE-Complex. The highly versatile formula can be used as both a pre-styling product and a conditioning treatment, and offers "10 benefits".

- Repairing action
- Excellent de-tangling
- Anti-frizz effect
- Heat protection
- Easier, quicker styling
- Extraordinary body and softness
- Maximum shine
- Styles hold longer
- Prevents split ends
- Anti-age protection/Longer lasting color hold

125ml / cod. 1305

HYDRA



HYDRATING SHAMPOO 5/S

Intensive hydrating shampoo for colored and treated hair, with Fruit Extracts and ACE-Complex. A rich hydrating cosmetic formula offers delicate and complete cleansing of colored and treated hair, fully respecting the cosmetic color. It improves the hair's smoothness and manageability, restoring softness and shine.

1000ml / cod. 0525 • 300ml / cod. 525 • 75ml / cod. 5250

HYDRATING CONDITIONER 5/C

Intensive hydrating conditioning treatment for colored and treated hair, with Fruit Extracts and Vitamin E. An intensely hydrating conditioning treatment that actively protects the hair's natural and cosmetic color, increasing its resistance against external micro-aggressions with antiageing action.

1000ml / cod. 0527 • 300ml / cod. 527 • 75ml / cod. 5270

HYDRATING MASK 5/M

Deeply hydrating Mask for colored and treated hair, with Fruit Extracts and Vitamin E. It provides deep rehydration, restoring extraordinary touch and shine to colored and very damaged hair, with excellent anti-static properties. It also offers superior anti-ageing and anti-oxidant protection of cosmetic color.

500ml / cod. 0531 • 250ml / cod. 531 • 75ml / cod. 5310

HYDRATING FLUID 5/F

Instant hydrating bi-phase for colored and treated hair, with Red Orange Biophenols and Vitamin E. A concentrated formula for active protection of cosmetic color and treated hair: it increases the hair's resistance to external aggressions, also restoring manageability and extraordinary shine.

200ml / cod. 529 • 75ml / cod. 5290

RADIANT



RELAX SHAMPOO 2/S1

Smoothing glowing shampoo for unruly hair, with anti-pollution protection. With Blackcurrant Oil and POLYFRUCTOL-Complex. Rich cosmetic formula that smoothes the unruly hair fibres, it offers delicate cleansing, completely removing dust particles and pollutants, guaranteeing control of hair that tends to be frizzy and difficult to 'tame'.

1000ml / cod. 0254 • 300ml / cod. 254 • 75ml / cod. 2540

DAILY SHAMPOO 2/S2

Replenishing glowing shampoo for normal hair – frequent use, with anti-pollution protection. With Pomegranate Extract and POLYFRUCTOL-Complex. It completely cleanses the hair, removing dust and smog residues for daily hair health.

1000ml / cod. 0255 • 300ml / cod. 255 • 75ml / cod. 2550

VOLUME SHAMPOO 2/S3

Volumizing glowing shampoo for thin hair, with anti-pollution protection. With Fruit Vinegar and POLYFRUCTOL-Complex. With volumizing action, this formula mildly cleanses thin, stressed hair, completely eliminating impurities.

1000ml / cod. 0256 • 300ml / cod. 256 • 75ml / cod. 2560

ABSOLUTE CONDITIONER 2/C

Glowing conditioning treatment for stressed hair, antipollution protection. With Red Grapes Polyphenols and POLYFRUCTOL-Complex. Cream conditioner with an innovative texture, it rapidly and effectively conditions and smooths without weighing hair down.

1000ml / cod. 0258 • 300ml / cod. 258 • 75ml / cod. 2580

THERMO-ACTIVE FLUID 2/F

Thermo-protective glowing fluid for stressed hair, with anti-pollution protection. With Red Grapes Polyphenols and POLYFRUCTOL-Complex. A conditioning thermo-protective fluid, its use is ideal before styling: in fact, it offers effective protection, maintaining a high degree of hydration within the hair and making it more resistant to thermal treatments.

125ml / cod. 257

COMMUNICATION INSIDE THE SALON

to inform and involve the customer

/ THE SALON IS THE CENTER OF THE PROFESSIONAL ACTIVITY OF HAIR AND SCALP'S TREATMENT
/ HERE THE PROFESSIONAL HAIRSTYLIST ACTS TO RESTORE BEAUTY AND HEALTH OF THE HAIR.
/ HERE SEWARD MEDITER PRODUCTS ARE THE UNDISPUTED STARS.

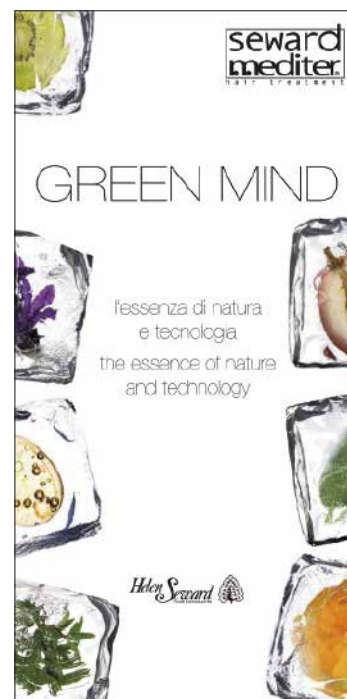
Mediter Programmes are enhanced by the maintenance paths using the products regularly and constantly.

The results are visible when an appropriate sales activity follows the service in salon.
There are many dedicated tools that make this activity easier.



LEAFLET P/531

All information about
Mediter products.



WINDOW CHART P/416

The window-chart is the ideal solution
for catching customers' attention by
creating expectation through
captivating communication.



DESK DISPLAY P/391C

Focus on the newest products
or on a specific promotion.



SHOPPER P/115

To carry or to give the products as a present.



EXPO TOTEM P/527

An attractive 2 in 1 display case and expo (23x23xh96 cm).



SAMPLES

Ideal as tester or as practical weekend sizes.



TRAVEL POCLETTE P/4140

To try the products or as an idea for travel (for minisizes of 75 ml).



SEWARD BOXES P/0039

Customized box for the treatments.



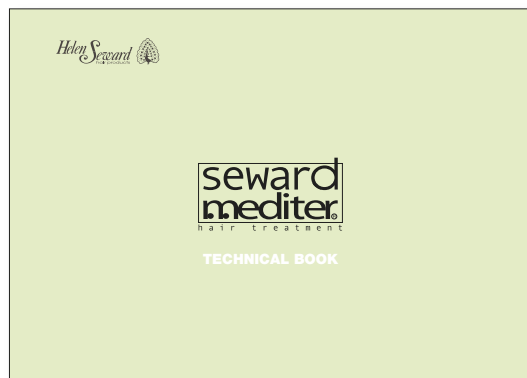
FLOOR DISPLAY P/119

The products are clearly displayed.

TRAINING AND INFORMATION

TRAINING FOR
THE HAIRSTYLIST

THE DAYS IN SALON
FOR THE CUSTOMER



PRESENTATION OF THE MEDITER TREATMENT LINE WITH ITS SPECIAL "GREEN MIND" PHILOSOPHY.

**MATERIAL PROVIDED:
TECHNICAL BOOK P/109**

Following analysis of the condition of the hair, as well as the main anomalies of the scalp and hair, the best salon or home solutions to meet clients' health and beauty needs will be demonstrated.



OPEN DAY
DEDICATED TO THE FREE SCALP AND HAIR ANALYSIS; THE HAIRSTYLIST WILL SHOW HIS PROFESSIONALISM AND WILL BE ABLE TO SUGGEST MEDITER PRODUCTS AND SERVICES.

**SUPPORTING MATERIAL
INVITATION P/694**

An Invitation P/694 to be given to the customer as a reminder of the meeting in salon.

THE PROFESSIONAL TOOLS



Trico-Activator
P/0792



i-Hair Kit
P/108



Pen Microscope
P/107C



Breeze Professional
P/0993



MVS Evolution System
P/1080



**seward
mediter**[®]
hair treatment

Helen Seward
hair products 



**seward
mediter**
hair treatment



Helen Seward
hair products 

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design Visualmade, Milano

P/4 17GB