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ABSOLUTE CURL

THE CURLY ROUTINE FOR PERFECT CURLS

Helen Seward
MILANO

Seward Mediter

WHEN NATURAL BECOMES HYPER-TECH



Looking after curly hair is easy with the **MEDITER ABSOLUTE CURL** line.

A few simple steps is all it takes to achieve natural, bouncy and well-defined curls.

The professional products in the **MEDITER ABSOLUTE CURL** line are formulated to perfectly cleanse and discipline wavy, curly and rebellious hair, restoring its combability and shine.

The formulas, enriched with **Activated ORGANIC Hemp Oil and ANTIFRIZZ SHIELD**, hydrate the hair fibre, performing a powerful anti-frizz action and giving the hair long-lasting natural definition.

ABSOLUTE CURL TRIO is the maintenance program for curly hair made up of three products for professional use designed as a *curly routine*.

Regular use of the products ensures:

- anti-frizz disciplining action
- hydrating action with improved elasticity and quality of the hair
- perfect combability
- heat protection
- definition and hold.

The KIT includes the Helen Seward special Curl Comb: an antistatic wide-tooth wooden comb,

- perfect for evenly spreading the mask after shampooing,
- gently combs wet or dry hair, restoring its natural wave pattern.

A PERFECT COMBINATION OF INGREDIENTS OF NATURAL ORIGIN FOR THE PROFESSIONAL TREATMENT OF CURLY HAIR.

ABSOLUTE

ELASTICIZING ANTI-FRIZZ FOR CURLY AND REBELLIOUS HAIR

With Activated Organic Hemp Oil and
ANTIFRIZZ SHIELD, anti-frizz protective natural origin ingredients



BENEFITS

POWERED BY
ACTIVATED BIO-ENERGY

ANTI-FRIZZ DISCIPLINING ACTION

HYDRATION AND ELASTICITY

DETANGLING

HEAT PROTECTION

DEFINITION AND HOLD

CITRUS FRUIT GREEN FRAGRANCE WITH
FLORAL HEART NOTES WITH MUSK ACCENTS



Cod. 1706C

ABSOLUTE CURL SHAMPOO 8/S1 - 300ml

ANTI-FRIZZ ELASTICIZING SHAMPOO
for curly and rebellious hair with Activated Organic Hemp Oil +
ANTIFRIZZ SHIELD. Cleansing for curly, unruly hair, eliminating
all impurities: anti-frizz taming action, enhances the curl and
restores vigour, tone and elasticity.

92.5% natural-origin ingredients
SULFATE FREE - EASY RINSE SYSTEM

- 1 - RESTORATIVE CLEANSING ACTION
- 2 - ANTI-FRIZZ DISCIPLINING ACTION
- 3 - HYDRATION AND ELASTICITY
- 4 - SHINE



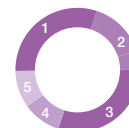
NEW
SIZE

ABSOLUTE CURL MASK 8/M1 - 200ml

ANTIFRIZZ ELASTICIZING MASK
for curly and rebellious hair with Activated Organic Hemp Oil + AN-
TIFRIZZ SHIELD. With a powerful taming action, it helps to restore
elasticity to curly hair, eliminating the anti-frizz effect, making it
much easier to detangle hair and restoring shine. USE: leave it to
act for 5-10 minutes and then rinse.

91% natural-origin ingredients

- 1 - COMBABILITY
- 2 - HYDRATION AND ELASTICITY
- 3 - ANTI-FRIZZ DISCIPLINING ACTION
- 4 - HEAT PROTECTION
- 5 - SHINE

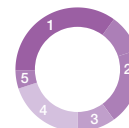


ABSOLUTE CURL FLUID 8/F1 - 150ml

STYLING ANTI-FRIZZ FLUID
for curly and rebellious hair with Activated Organic Hemp Oil +
ANTIFRIZZ SHIELD. Elasticizing modelling fluid defines the curl
with a powerful taming action, eliminating the frizz effect.
Guarantees flexible hold with long-term styling control and
protection from humidity. USE: apply to wet hair and style to
define curls.

93% natural-origin ingredients

- 1 - DEFINITION AND HOLD
- 2 - ANTI-FRIZZ DISCIPLINING ACTION
- 3 - HYDRATION AND ELASTICITY
- 4 - HEAT PROTECTION
- 5 - SHINE

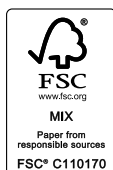




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DESK CHART



P/1706
CURL COMB



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Proteggiamo la vendita dei nostri prodotti attraverso il canale professionale parrucchieri e combattiamo attivamente la vendita in canali non autorizzati.
We protect the sale of our products via professional hair stylist channel and actively combat sales via unauthorised channels.

