

**seward  
mediter**<sup>®</sup>  
h a i r c a r e

## PURPLE

THE BEAUTY RITUAL  
FOR PERFECT BLONDES



*Helen Seward*  
MILANO

# Seward Mediter

WHEN NATURAL BECOMES HYPER-TECH



**PURPLE, THE BEAUTY RITUAL TO RENEW PERFECT AND SHINY BLONDS, HAS BEEN ENRICHED WITH THE NEW RENOVATING SERUM DEDICATED TO BLONDE AND LIGHTENED HAIR**

The new no rinse formula, with **HYDRO-PRO** and **HyperFermented Organic Mauve Extract**, repairs the sensitised and porous hair fibre, visibly reducing surface damages and restoring fullness, radiance and softness to healthy hair.

Its hydrating action offers thermo-protective efficacy and actively protects the color of blonde and lightened hair, preventing fading. The serum can be used as a pre-styling product or as a renovating night care.

The new Serum is the ideal completion of the **MEDITER PURPLE** Line dedicated to enhancing and protecting all shades of blonde.

**PURPLE TRIO** is the new maintaining program for blonde and lightened hair that offers:

- anti-brass neutralizing action
- anti-fade protection
- surface damage repair
- intensive hydrating action
- harmonious and natural shine

**FOR EXTRAORDINARILY SOFT, LIGHT AND SHINY HAIR.**

# PURPLE

## SHINE AND COLOR CORRECTION FOR BLONDE AND LIGHTENED HAIR

With HyperFermented Organic Mauve Extract, OPTICAL-V, balanced system of corrective pigments, and HYDRO-PRO, Smoothing and illuminating High-Tech polymers



**POWERED BY  
HYPERFERMENTATION**

ANTI-BRASS NEUTRALIZING ACTION ON YELLOW-ORANGE REFLECTIONS FOR COOL BLONDES

ILLUMINATING ACTION, HYDRATION AND INTENSIVE ANTI-FADE PROTECTION

ANTI-POROSITY ACTION

PLEASANT FRAGRANCE WITH FRUITY NOTES BALANCED BY FLORAL NOTES



Cod. 1399C

## PURPLE TRIO

Maintaining program for blonde and lightened hair, ideal for use in case of unwanted golden-warm reflections or for the perfect maintaining and enhancement of cold and metallic blondes. Also suitable for natural grey or white hair, to which it restores a shiny silvery appearance.

*In case of treated and highly sensitised hair fibres, the use of PURPLE SERUM is recommended both as a pre-styling protection and as a renovating night care.*

## PURPLE SHAMPOO 12/S - 300ml

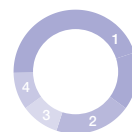
SHINE AND COLOR-CORRECTION SHAMPOO

for blonde and lightened hair, with HyperFermented Organic Mauve Extract + OPTICAL-V. Instantly neutralises unwanted reflections and intensifies the brightness of cool blondes.

USE: Leave it to act for 2 minutes depending on the degree of neutralisation desired, then rinse.

93.5% natural-origin ingredients  
SULFATE FREE - EASY RINSE SYSTEM

- 1- SCALP/HAIR RESPECTFUL CLEANSING ACTION
- 2 - ANTI-BRASS EFFECT/COLOR CORRECTION
- 3 - HYDRATION
- 4 - SHINE



## PURPLE MASK 12/M - 200ml

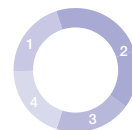
SHINE AND COLOR-CORRECTION MASK

for blonde and lightened hair with Hyperfermented Organic Mauve Extract + OPTICAL-V. Hydrating and protective formula, allows unwanted reflections to be neutralised and intensifies the brightness of cool blondes. If used regularly, it has a long-lasting effect.

USE: distribute the product evenly on washed and towel-dried hair, massaging lengths and tips. Leave it to act for 3 to 5 minutes depending on the degree of neutralisation desired, then rinse.

95.5% natural-origin ingredients  
EASY RINSE FORMULA

- 1 - HYDRATION
- 2 - ANTI-BRASS EFFECT/COLOR CORRECTION
- 3 - COMBABILITY
- 4 - SHINE



NEW

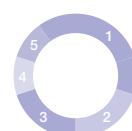
## PURPLE SERUM 12/F - 150ml

RENEWING AND COLOR-CORRECTION SERUM

for blonde and lightened hair, with HyperFermented Organic Mauve Extract + HYDRO-PRO. Instantly absorbed, it renovates and smooths hair fibres, protects the color of blonde and lightened hair and prevents fading. It offers a heat-protective action and makes the hair extraordinarily soft, light and shiny. *No rinse.* USE - *Pre-styling:* apply a small amount of product on damp hair taking care to distribute it evenly on strands and ends, then style. *Renovating night care:* apply to the strands of dry hair before going to bed for an intensive, regenerative effect.

95.5% natural origin ingredients  
NO-RINSE FORMULA

- 1 - RENEWING SMOOTHING ACTION
- 2 - COLOR PROTECTION
- 3 - THERMO-PROTECTION
- 4 - HYDRATION
- 5 - SHINE







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hair care

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

**PURPLE TRIO**

IL RITUALE DI BELLEZZA  
PER CAPELLI BIONDI E  
DECOLORATI.

THE BEAUTY RITUAL  
FOR BLONDE AND  
LIGHTENED HAIR.

IL PROGRAMMA CHE RESTITUISCE  
LUMINOSITÀ E MORBIDEZZA.  
Con Estratto da Malva Bio  
Ipersperimentato + Optical-V e Hydro-Pro

THE PROGRAM THAT RESTORES  
RADIANCE AND SOFTNESS.  
With Hyperperformed Organic Mauve  
Extract + Optical-V and Hydro-Pro

*Helen Seward*

P/1399  
DESK CHART



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

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