

**seward
mediter**
hair treatment

SEWARD MEDITER BIO PERFORMANCE



**NATURE, SCIENCE, EFFICACY.
BIO SUPPORTERS EXPECT IT ALL.**

Mediter BIO-PERFORMANCE, the new professional hair care line with tested for efficacy Organic Extracts.

Meet us at COSMOPROF BOLOGNA: HALL 25 BOOTH B90-C89

Helen Seward
hair products 

www.helenseward.it

THE EVOLUTION OF BIO? PROVEN EFFECTIVENESS

The organic trend has gone a step further with the 100% scientifically- tested organic-extracts line

SEWARD
MEDITER
BIO
PERFORMANCE

BIO GENERATIONS WANT SEWARD MEDITER BIO:
NATURE, SCIENCE, EFFICACY. BIO SUPPORTERS EXPECT IT ALL.

Organic products are a well-established presence in hair salons, to the point where the most up-to-date professionals have been waiting for the trend to evolve for some time now. The next step has been taken by Helen Seward researchers, who together with a number of Italian university institutions, have introduced a true revolution with the creation of a BIO-inspired line with scientifically-tested effectiveness.

**THE RESULT IS MEDITER BIO-PERFORMANCE,
100% SCIENTIFICALLY- TESTED ORGANIC EXTRACTS**

The formulas contain extracts from organically-grown Mediterranean plants, whose effectiveness has been tested in vivo and in vitro. Each product consists of a mix of primary functional organic extracts together with complementary organic extracts. Used in the salon, they provide the pleasure of something new with the certainty of a professional result.

Just 13 top products are needed to create 5 specific lines:

BIO-NURTURING: deeply nurtures and repairs dry, damaged hair.
BIO-REVIVING: illuminates and protects colored hair.

BIO-CALMING: provides relief for itchy, sensitive scalp.

BIO-VOLUMIZING: gives volume and lift to fine or limp hair.

BIO-RESTORING: moisturizes and gives elasticity to all hair types.

NATURAL, ECO-FRIENDLY ORIGIN

Dermatologically-tested, Mediter BIO-Performance is made with at least 95% of raw materials from natural sources and everything surrounding it is eco-friendly too. 100% recyclable materials, eco-sustainable printing, soya ink, self-locking packaging to limit the use of chemical adhesives. Mediter BIO-Performance is a 100% Italian result. Conception, research, development and production are all strictly Made in Italy, and the Helen Seward name is a guarantee of high quality.

Find out more on helenseward.it
or come and see us at
COSMOPROF BOLOGNA,
HALL 25, BOOTH B90-C89



FORMULA FACT

BIO-PERFORMANCE

Organic extracts only, with scientifically proven efficacy, assessed by professionals to guarantee professional results.

HIGH NATURAL COMPONENT

All products contain a minimum of 95% natural raw materials.

MADE IN ITALY

100% Italian made project: from conception to development and production, thanks to an expert team of formulators, technicians and artists.

BIO-MEDITERRANEAN

All extracts and oils are obtained from organically certified farms, distributed throughout the Mediterranean basin.

HIGH-PERFORMING NATURAL HI-TECH

We use a high percentage of plant-based conditioning active ingredients and delicate, natural surfactants.

100% NATURAL FRAGRANCE

All our products are enhanced by natural perfumes featuring citrus and floral notes, using essential oils such as bergamot, lavender, orange and lemon.

DERMATOLOGICALLY TESTED

All formulas have been subjected to clinical trials, attesting to their excellent skin tolerance.

NICKEL-TESTED

All products are tested to check for traces of nickel, guaranteeing levels below the maximum limit of 0.1 parts per million.

PRODUCT FEATURES:

SULPHATE-FREE - SILICON-FREE
 NO ARTIFICIAL COLORANTS
 NO MINERAL OILS
 NO PARABENS
 NO FORMALDEHYDE RELEASERS