

# THE EVOLUTION OF BIO? PROVEN EFFECTIVENESS. EVEN UNDER THE SUN-RAYS.



The organic trend has gone a step further with **SEWARD MEDITER BIO-PERFORMANCE**, the professional line for hair with **100% scientifically-tested organic-extracts**

**Five specific lines to satisfy different needs, both for him and her:**

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.

**NEW:** presenting BIO-PROTECTION, the summer treatment for stronger, shinier hair thanks to precious formulas to apply before, during and after sun exposure with Organic Sunflower Extract for an anti-oxidant protection and Organic Great mullein Extract, a natural sun filter with illuminating action. Seward Mediter BIO-PROTECTION is presented in a smart travel kit: **SHOWER SHAMPOO**, emollient and shine-enhancing hair and body shower shampoo, **DEEP MASK**, nourishing and shine-enhancing mask and **SHIELD OIL**, protective and shine-enhancing bi-phase oil.

**Innovative formulas enriched by 100% organic extracts, scientifically tested for a guaranteed professional result. Even under the sun's rays.**

**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.



**SEWARD MEDITER BIO-PROTECTION,**  
*the force of nature just to get pleasure of sun.*  
Travel Kit: **SHOWER SHAMPOO**, 100 mL -  
**DEEP MASK**, 100 mL - **SHIELD OIL**, 75 mL.

Discover the website dedicated to  
**SEWARD MEDITER BIO-PERFORMANCE**



[www.sewardmediterbio.it/en](http://www.sewardmediterbio.it/en)



## SEWARD MEDITER BIO-PERFORMANCE: 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% of raw materials from natural source.

### 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