

**seward
mediter**[®]
h a i r c a r e

WHEN NATURAL BECOMES HYPER-TECH

INTRODUCING THE NEW MEDITER.

The new care solutions for hair beauty starts in the heart of the Mediterranean.

An empowered nature that offers to Cosmetics a new range of hair treatments solutions.

Powered by hyper-tech nature



Helen Seward
MILANO

Discover more on www.helenseward.it

SEWARD MEDITER

HYPER-TECHNOLOGICAL thanks to the enhanced natural ingredients, combined with new highly performing molecules for a more visible efficacy that characterizes the new and innovative cosmetic treatments in a complete range with tailor-made solutions.



REFORCE

Fortifying thickening, for weak hair and hair with loss problems.



REMEDY

Reconstruction with anti-breakage action, for fragile and damaged hair.



VOLUME

Volumizing, bodifying, for fine and flat hair.



COMFORT

Eudermic hydrating and soothing, for sensitized scalp.



NUTRIVE

Deep-down nourishment and shine, for dry, dehydrated hair.



PURPLE

Shine and color correction, for blonde and lightened hair.



HYDRA

Intense hydration, brilliance and color protection, for colored and treated hair.



ALCHEMY

Nutri-hydration and brilliance, for all types of hair.



BOTANICAL

Brilliance and nourishment with a high organic content, for all types of hair.



THERAPY

Purifying normalising, microbiome protection of the scalp and hair with dry and oily dandruff. Sebum-balancing, microbiome protection for scalp and oily hair.



ABSOLUTE

Curl: elasticizing anti-frizz, for curly and rebellious hair.
Smooth: anti-frizz smoothing action, for unruly hair.



HELEN SEWARD CHOICES

For a constantly evolving project

HyperFermentation

VEGETAL PHYTOCOMPLEXES, selected and exclusive, obtained through Organic certified farming, are empowered in their effectiveness thanks to the HyperFermentation process.

Enzymatic Process

ORGANIC OILS, activated by an enzymatic process, offer an amplified cosmetic action on the hair fiber and new sensoriality.

High natural-origin component

The Seward Mediter plant-based active ingredients grow in the heart of the Mediterranean. Natural ingredients stemming from our traditions are carefully selected and treated with latest-generation technology to guarantee efficacy and boosted performance.

100% made in Italy

From the concept to production of the products.

Formulas

Proven effectiveness professional formulas, dermatologically tested and nickel tested. Vegan friendly.

SEWARD MEDITER WI-FI DIAGNOSTIC PROGRAM

From diagnosis to personalized treatments

Introducing a new professional method to support professional hair care specialists in the salon based on an innovative system that integrates an advanced analysis technology with application techniques and precise actions. An even more exclusive and complete customer-oriented service, to accompany her throughout the time spent in the salon: from the accurate DIAGNOSIS thanks to a new Seward Mediter web application and a wireless trico camera to the identification of the cause and the personalised treatment for its resolution, with PROFESSIONAL PROGRAMS in the salon and MAINTENANCE PROGRAMS at home.



NEWS

NEW

Scan the QR CODE on all products and discover the new world of Mediter!



More info: www.helenseward.it

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