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DETA
collection
IL S

Helen Seeward
MILANO

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DETAILS
Collection



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On the cover: DETAILS Collection
 by Helen Seward

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Everything you need in one handy kit, ideal for protecting, moisturizing and adding shine to your hair, even after exposure to the sun. A choice of three formulations enriched with valuable functional active ingredients: Mediterranean MicroAlga Extract from Blue Biotechnology for UV protection and shine, TRY-GLICINE for super hydration and LUXPLANT for an illuminating effect.



ALL OVER SHAMPOO

Super hydrating Shower-Shampoo, with mediterranean MicroAlga Extract and TRY-GLICINE. Very gently cleanses eliminating sand, salt and chlorine residue. Its powerful moisturizing action helps to prolong tans and makes the hair soft, light and shiny. SULPHATE-FREE formula.

TRY-GLICINE is a natural compound extracted from sugar beet, it provides enhanced hydration, ensures protection and prolongs your tan. It has a fortifying, anti-breakage effect and an anti-frizz smoothing effect while enhancing hair shine.

RECOVERY MASK

Extra-shine deep conditioning hair Mask with mediterranean MicroAlga Extract and LUXPLANT. Restores the hair fibre thanks to its reconstructing action. The detangling and disciplining anti-frizz formula leaves the hair fibre extremely soft and shiny, offering longer-lasting cosmetic colouring. Luxplant is an active ingredient of plant origin. It guarantees a brightening effect and prevents split ends and hair fibre breakage, ensuring hydrated, soft hair.



OIL GEL

Mediter Suncare features a novelty: Oil Gel. Extra-shine hair protective Oil-Gel with mediterranean MicroAlga Extract and LUXPLANT. Waterproof formulation. Used before and during exposure to the sun, it protects against UV rays, leaving the hair extra shiny, soft, natural and flexible, without weighing it down. The Mediterranean MicroAlga Extract is an ingredient obtained using an environmentally friendly and sustainable BLUE BIOTECHNOLOGY process. The innovative active ingredient protects the hair fibre from damage caused by UV rays and improves the condition of your hair, enhancing shine.



THE SEA: A IMMENSE AND INVALUABLE RESOURCE TO BE PROTECTED. WITH MEDITER SUNCARE, OUR "BLUE" COMMITMENT CONTINUES through:

- THE SUPPORT FOR SEA SHEPHERD AND ITS GHOSTNET CAMPAIGN for the removal of abandoned plastics fishing gear in the Mediterranean Sea.
- THE FORMULATIONS WITH A LOW ENVIRONMENTAL IMPACT and a high percentage of biodegradable ingredients.
- THE INNOVATIVE BLUE BIO-TECHNOLOGY PROCESS thanks to which it has been created functional active ingredients for our formulations, using the resources offered by the oceans in a green and sustainable way: this is where our Mediterranean MicroAlga Extract comes from.

More info: www.helenseward.it Helen Seward Milano
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