

# EXPORT MAGAZINE

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# SUNCARE NATURE THAT PROTECTS

PROTECT YOUR HAIR  
UNDER THE SUN.  
SUPER-HYDRATING FORMULAS  
FOR EXTRA SHINE.



DISCOVER MORE ON  
[www.helenseward.it](http://www.helenseward.it)



*Helen Seward*  
MILANO

# SEWARD MEDITER SUNCARE NATURE THAT PROTECTS



## THE POWER OF NATURE, THE BEAUTY OF YOUR HAIR.

Let yourself be enveloped by the regenerating power of Mediterranean nature: MEDITER SUNCARE formulas combine botanical extracts, plant oils, and natural filters to provide invisible protection against the sun, saltwater, and wind. Each application is a gesture of care: the formulations prioritize ingredients of natural origin and biodegradable raw materials, respecting the sea and marine environment. The functional actives are selected to deeply hydrate, strengthen, and preserve the vitality of the hair, keeping it soft and strong even after a long day in the sun: Organic Date Extract for hydration and protection, TRY-GLICINE for deep moisturizing action, and LUXPLANT for elasticity and shine.

**From nature, a caress that protects and defends your natural radiance, even under the most intense sun.**

## THE SEA: AN INESTIMABLE TREASURE TO PRESERVE. WITH MEDITER SUNCARE, WE CONTINUE OUR "MISSION IN THE BLUE".

SUPPORT FOR SEA SHEPHERD AND ITS CLEAN WAVES CAMPAIGN dedicated to removing plastic from the waters, seabeds, and beaches of the Mediterranean Sea to protect marine life.

THE FORMULATIONS WITH A LOW ENVIRONMENTAL IMPACT and a high percentage of biodegradable ingredients.

A COMMITMENT TO MORE SUSTAINABLE PACKAGING: bottle made with 50% recycled materials, with respect for the environment.





**ALL OVER SHAMPOO  
- AFTER SUN -**

Super-moisturizing shower shampoo, with Organic Date Extract + TRY-GLICINE. Gently cleanses, removing sand, salt, and chlorine residues: its intense moisturizing action helps prolong the tan and leaves hair soft, light, and shiny. *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  
- AFTER SUN -**

Intensive conditioning mask for extra shine with Organic Date Extract + LUXPLANT. Renews the hair fibre thanks to its restructuring action. The detangling and smoothing, anti-frizz formula restores extreme softness and shine, while prolonging the life of cosmetic color. *LUXPLANT is an active ingredient of plant origin. It guarantees a brightening effect and prevents split ends and hair fibre breakage, ensuring hydrated and soft hair.*



**AQUA VEIL  
- IN SUN -**

Invisible-effect, super-moisturizing, protective hair spray with Organic Date Extract + TRY-GLICINE. Applied before or during sun exposure on damp or dry hair, it protects hair color and fibre from UV rays: intensely hydrates, smooths, and disciplines, improving combability and leaving hair naturally light, soft, and very shiny. After shampooing, it provides immediate rehydration, making hair shiny and easy to comb. *The Organic Date Extract, particularly rich in natural sugars and antioxidant actives, provides hydrating and protective action.*



**NEW SUNCARE  
GADGET**

With your suncare kit, receive the exclusive beach backpack in technical material. From a pouch into a backpack in one move: light, compact and always stylish.

More info:

[www.helenseward.it](http://www.helenseward.it)

Helen Seward Milano

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