

**EMME**  
D I C I O T T O  
MADE BY A VISIONHAIR

# philosophy

Your image and expressivity  
find in your face and hair the essential visual point.  
Treat your hair as if it was your skin,  
take care of it every day, through cleansing, appropriate protection  
using our treatments; you will obtain brightness, shininess, softness,  
delicacy, strength, pureness.  
Your hair will be able to communicate the best of you, your beauty:  
The extreme terms of your charm  
the unicity of a code made of simple gestures  
that interprets ancient wisdoms  
to live our times.



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# 4 healthy beauty hair

## HAIR AND SCALP HAND IN HAND WITH NATURE

In Emmediciotto a 'natural green line' for the 'healthy' well-being of hair and scalp is born. A line **sustainable** in all its aspects; from the formula of the products of **new generation** based on the effectiveness of **active principles totally natural**, to the recyclable packaging that chooses materials like **glass and aluminium** with a use of **plastic reduced to 1%**, in the complete respect of the environment. The line is based on the benefits of **pino mugo, rosemary and basil plant extracts and vegetable oils**, all **typicalities of italian origin and production**. Emmediciotto is a **cruelty free** brand and produces cosmetic products in accordance with ethical standards. **Healthy Beauty Hair**, a purifying line for the health of **hair and scalp**.



Typical Italian  
extracts



Not tested on  
animals



Recyclable  
packaging



Recyclable  
aluminum

# Healthy Beauty Hair



# healthy beauty hair



## Pinus Mugo shampoo PARABEN/ SULFATE FREE

Pinus Mugo Shampoo is a natural cosmetic based on Italian pino mugo extract. Cleanses and purifies the scalp, improves the natural softness and shine of the hair for healthier scalp and hair.

**INSTRUCTIONS FOR USE**  
Apply on wet hair and massage.  
Repeat the operation.  
Rinse and apply Rosmarinus Mask.

250 ml - 8.45 fl. oz. 1 L. - 33.8 fl. oz.



with PINUS MUGO EXTRACTS and ESSENTIAL OIL

- ✓ ANTIMICROBIAL
- ✓ NATURAL
- ✓ ANTI-INFLAMMATORY
- ✓ RICH OF PROTEINS
- ✓ VITAMIN E

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## Rosmarinus mask PARABEN FREE

Natural, nourishing mask based on rosemary extract and vegetable proteins for hair and scalp. A newly-developed mask that performs a dermo-compatible hydrating action, purifies the scalp and revitalizes the hair.

**INSTRUCTIONS FOR USE**  
After shampooing apply a generous amount on scalp and hair.  
Leave on for a few minutes, rinse and then dry.

125 ml - 4.22 fl. oz. 1 L. - 33.8 fl. oz.



with ROSEMARY EXTRACTS and ESSENTIAL OIL

- ✓ ANTISEPTIC
- ✓ STIMULATING
- ✓ TONING
- ✓ ENERGIZING



# healthy beauty hair

## Basilicum oil

INSTRUCTIONS FOR USE  
Apply a few drops of oil  
on the hair and massage.

Basil oil is rich in vitamins  
and vegetable oils  
that reinforce  
the keratin layer of the hair.  
New energy and splendour  
for hair and scalp.



100 mL - 8.45 fl. oz.



with BASIL + VEGETABLE OIL

✓ GLOSSY  
✓ ENERGY

✓ VITAMIN E

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# care



## 01 EVERY DAY SHAMPOO

Extra delicate shampoo for everyday use on all types of hair. Cornflower and camomile extracts have soothing action and give the hair a particular scent that lingers.

INSTRUCTIONS FOR USE  
Apply to wet hair and massage delicately.  
Repeat the treatment.  
Rinse thoroughly and continue with 01 Every Day Conditioner.

250 ml. - 8.46 fl. oz. 1 L. - 33.8 fl. oz.



8



## 01 EVERY DAY CONDITIONER

A light cream to apply daily, just like a face cream, to provide nourishment to your hair. Cornflower and camomile have soothing action, panthenol and sweet almond oil leave the hair soft with a satin look. Ideal for frequent use.

INSTRUCTIONS FOR USE  
Apply to damp hair after 01 Every Day Shampoo and leave it act for a few minutes.  
Rinse and continue with the styling.

250 ml. - 8.46 fl. oz. 1 L. - 33.8 fl. oz.



# care

## TONIC SHAMPOO



### INSTRUCTIONS FOR USE

Apply to wet hair and massage delicately. Repeat the treatment leaving the conditioner act for a few minutes to obtain the maximum refreshing effect. Rinse thoroughly and continue with 07 Tonic Conditioner.

250 ml. - 8.46 fl. oz. 1 L. - 33.8 fl. oz.



Formulated with energizing substances such as creatine and ginseng extract to give strength and volume to hair. Mint essential oil and its derivatives stimulate and refresh the scalp. Ideal to remove the excess of sebum.

9

## TONIC CONDITIONER



### INSTRUCTIONS FOR USE

Apply to damp hair after shampooing and leave act for one minute. Then rinse.

250 ml. - 8.46 fl. oz. 1 L. - 33.8 fl. oz.



The ideal tonic conditioner that adds strength and shine to hair. Contains ingredients with specific tonifying properties like ginseng, creatine, guar gum, vitamin E.

# care



## 08 NUTRITIVE SHAMPOO

Nutritive shampoo for stressed and dry hair. Made of particular skin tolerant ingredients. Olive oil, aloe vera and milk proteins feed and moisturize dry hair, making it soft, shiny and easy to comb.

INSTRUCTIONS FOR USE  
Apply to wet hair and massage delicately. Repeat the treatment. Rinse and apply 08 Nutritive Conditioner.

250 mL - 8.46 fl. oz. 1 L - 33.8 fl. oz.



## 08 NUTRITIVE CONDITIONER

A pool of vitamins in a cosmetic preparation that nourishes and revitalizes tired and weak hair. Milk proteins, aloe vera and panthenol give the hair a healthy soft look from the very start. Ideal for dry hair.

INSTRUCTIONS FOR USE  
Apply to damp hair after 08 Nutritive Shampoo and leave it act for a few minutes. Rinse and continue with the styling.

250 mL - 8.46 fl. oz. 1 L - 33.8 fl. oz.



10

# treatment

## 09 OLD SOLUTION



The old gesture evolved in 'the solution' for you. It renovates the hair with a 'collagen effect' that eliminates totally the damaged zones. The regular use at least 4 times a month, allows to reach amazing results.

INSTRUCTIONS FOR USE  
Apply the product with your hands on length and ends.  
"In 9 minutes" in the salon: To be used under a heat source for max 15 minutes.  
"In 9 hours" at home: With a minimum time of 3 up to 9 hours (no heat source).  
After the treatment with 09 Old Solution wash the hair with 07 Tonic Shampoo. The treatment application doesn't limit the freedom to go out. No greasy.

200 mL - 6.76 fl. oz.



## SHAMPOO COLORED HAIR

**INSTRUCTIONS FOR USE**  
 Apply on wet hair  
 and massage delicately.  
 Repeat the application.  
 Rinse and apply  
 14 Conditioner Colored Hair.

250 ml - 8.46 fl. oz. 1 L. - 33.8 fl. oz.



This shampoo fixes  
 the color with pH 4.  
 Wheat proteins, solar filters  
 of the latest generation and the  
 delicate way of cleansing the hair  
 make the color last longer and  
 be shinier. Its pleasant fragrance  
 makes you enjoy your hair.



## CONDITIONER COLORED HAIR

**INSTRUCTIONS FOR USE**  
 After cleansing with  
 14 Shampoo Colored Hair,  
 apply on slightly towel-dried hair.  
 Leave on for a few minutes.  
 Rinse off and go on styling.

250 ml - 8.46 fl. oz. 1 L. - 33.8 fl. oz.



14 Conditioner Colored Hair  
 has a rich formula with pH 4  
 that maintains the color and  
 nourishes the hair. It contains 14  
 main ingredients, including the  
 most important for colored hair  
 such as guar gum, panthenol,  
 aloe vera, solar filters UV of the  
 latest generation. The results is:  
 protection against the damage of  
 the hair structure and protection  
 against the loss of color.



# treatment

## EXTRA HYDRATING MASK

Extra-hydrating restructuring  
 treatment for the hair well-being  
 thanks to a rich mix of vitaminic,  
 hydrating and shine-giving  
 principles. The hair appears  
 well-hydrated, shiny, soft to the  
 touch and healthier from  
 the very first application.  
 The melon fragrance  
 contributes to psychic  
 and physical relaxation.

**INSTRUCTIONS FOR USE**  
 After shampooing, apply the required amount  
 to the entire length of the hair. Leave on hair for at least 15  
 minutes with or without heat. Rinse thoroughly and continue  
 styling.  
 Intensive hydrating reconstruction  
 Apply 08 Nutritive Shampoo on wet hair. Repeat the  
 application and rinse. Remove with a towel the excess of  
 water and apply generously 15 extra hydrating mask over the  
 hair length. Divide the hair into 15 sections.  
 Tap 15 times every lock with a hot iron wrapped in silver paper.  
 Leave get cool  
 and then a rinse thoroughly.

250 ml - 8.46 fl. oz. 1 L. - 33.8 fl. oz.



00 line

# 00 SHAMPOO

*Infinite Shade*



00



## SILVER SHAMPOO

Concentrated creamy shampoo with blue/violet pigment to brighten up blond, white, grey hair and highlights, neutralizes yellow effect.

Enriched with olea europea and conditioning ingredients it gives a lot of hydration and nourishment to the hair that becomes soft and shiny.

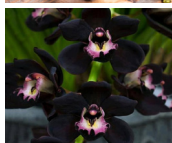
### INSTRUCTIONS FOR USE

Put on wet hair and massage delicately. Repeat the application. For a deeper result leave on for 5/10 minutes. Rinse thoroughly.

250 ml. - 8.46 fl. oz. 1L. - 33.8 fl. oz.

12

00



## BLACK SHAMPOO

Concentrated shampoo with pigment blue/black, revives and illuminates, black, grey, white and brown hair. Tones and unifies black/brown hair, helps fight unwanted orange tones. Enriched with conditioners and Mullein oil extract, it strengthens hair, protects it from external damage and restores hydration and shine.

### INSTRUCTIONS FOR USE

Put on wet hair and massage delicately. Repeat the application. For a deeper result leave on for 5/10 minutes. Rinse thoroughly.

250 ml. - 8.46 fl. oz.

# 00 SHAMPOO

## *Infinite Shade*

00 line

INSTRUCTIONS FOR USE  
Put on wet hair and massage delicately.  
Repeat the application.  
For a deeper result  
leave on for 5/10 minutes.  
Rinse thoroughly.

250 ml. - 8.46 fl. oz.

### VANILLA SHAMPOO

Concentrated shampoo with vanilla pigment, revives and illuminates the intensity of natural and colored hair reflections. Tones and unifies colored blond, golden blond, copper blond or highlighted hair, it gives warm highlights. Enriched with conditioners and Mullein oil extract, it strengthens hair, protects it from external damage and restores hydration and shine.

00



13

INSTRUCTIONS FOR USE  
Put on wet hair and massage delicately.  
Repeat the application.  
For a deeper result  
leave on for 5/10 minutes.  
Rinse thoroughly.

250 ml. - 8.46 fl. oz.

### CHOCO SHAMPOO

Concentrated shampoo with chocolate pigment, revives and illuminates the intensity of reflections in natural and colored hair. Tones and warms the hair from dark brown to medium blond, gives warm reflections. Enriched with conditioners and Mullein oil extract, it strengthens hair, protects it from external damage and restores hydration and shine.

00



**EMME**<sup>®</sup>  
D I C I O T T O  
MADE BY A VISIONHAIR

a modern-day  
vision of  
creativity for  
the women  
of today





# styling & finishing

## SMOOTHING MILK

# 02

### INSTRUCTIONS FOR USE

Spray on clean, slightly towel-dried hair.  
Comb the hair to even the product up, go on  
drying the hair.

It is smoothing spray that creates a slim  
invisible protection for hair making it  
luminous, brilliant and removing the  
frizzy effect.

The rice oil base and bamboo milk  
hydrate the hair giving  
it softness and brightness  
and improving  
the capillary structure.

125 ml. - 4.23 fl. oz.



## VOLUMIZING TOUCH

# 16

INSTRUCTIONS FOR USE  
Spray 16 Volumizing Touch  
on wet hair and dry as desired.

This volumizing spray for all types of hair  
helps increase hair body and structure.  
Its formulation enriched with wheat  
proteins and mix of hydrating and  
fixative principles exalts hair volume  
making it brilliant and voluminous from  
the roots.

125 ml. - 4.23 fl. oz.



15

## DENSE HAIR

# 12

### INSTRUCTIONS FOR USE

Apply to wet hair.  
For a natural effect,  
allow to dry at ambient  
temperature.  
For a vibrant finish,  
dry using the appropriate  
method.

Gel to repair, revitalize and give body to  
the hair. Contains marine oligoelements,  
has a light fixing power.

50 ml. - 1.69 fl. oz.



# styling & finishing

## 05

### BRIGHT SHINE MODELLING

Styling cream, adds shine to all hair types. Honey and panthenol nourish and protect the hair.

#### INSTRUCTIONS FOR USE

Apply a small amount by your hands to highlight the form of any hair style and to add it lustre and a delightful scent.



50 mL - 1.69 fl. oz.

## 11

### NO-RINSE CONDITIONER

No-rinse styling conditioner to make the hair soft, hydrated and maintain the styling. Silk derivative and red poppy extract have a restructuring action. A delicate apricot fragrance makes enjoy its application.

#### INSTRUCTIONS FOR USE

Apply the product to washed hair before styling, distributing the necessary amount over the entire length of the hair. Dry and style the hair as required.



150 mL - 5.07 fl. oz.

## 17

### NATURAL FORM

A perfect support that hydrates and adds shine to curly hair without making it heavy. Orange extract and rice proteins protect the hair throughout the day.

#### INSTRUCTIONS FOR USE

Apply 17 Natural Form to damp hair and dry naturally to separate the curls. Dry with a hair-dryer for a natural shape and soft look. Repeat the application during the following days to keep the style.



200 mL - 6.76 fl. oz.

# styling & finishing

## MEDIUM-HOLD MOUSSE

# 10

INSTRUCTIONS FOR USE  
Wash and towel-dry hair.  
Apply the desired amount  
of mousse. Distribute evenly.  
Massage into hair with hands.  
Do not rinse.  
Proceed with drying.

Soft and firm medium-hold conditioner  
mousse, for a flexible and durable hold.  
Gives great results with all types of  
hair style. Silk proteins protect the hair  
structure from the atmospheric agents  
by creating an invisible sheath making  
your hair brighter and softer to the  
touch. For all types of hair.

250 ml. - 8.80 fl. oz.



## EXTRA-HOLD MOUSSE

# 10

INSTRUCTIONS FOR USE  
Wash and towel-dry hair.  
Apply the desired amount  
of mousse. Distribute evenly.  
Massage into hair with hands.  
Do not rinse.

Soft and firm extra-hold conditioner  
mousse, for a extra hold and durable.  
Gives great results with all types of  
hair style. Panthenol protect the hair  
structure from the atmospheric agents  
by creating an invisible sheath making  
your hair brighter and softer to the  
touch. For all types of hair.

250 ml. - 8.80 fl. oz.



17

## LIQUID HAIR SPRAY

# 18

INSTRUCTIONS FOR USE  
Spray on hair directly holding  
20-30 cm away from it at the end  
of a hair-set otherwise on the  
locks directly to shape a hairdo.

Ecological hair spray that assures a  
strong fixing and highlights the volume  
of any hairdo. It is ideal to give a fixed  
form to the hair and to keep it under  
control. It doesn't leave any residue and  
gives an excellent shine. It contains sun  
filters to protect from UV rays. Sunflower  
seeds extract protects the hair from the  
aggressive action of UV rays and blocks  
a dangerous action of free radicals.

250 ml. - 8.80 fl. oz.



# styling & finishing



## HAIR SPRAY

Strong high performance natural hairspray. New formulation that confers an efficacious support without weighting the hair. It quickly vaporizes and doesn't leave residues. It can be used for all the types of hair and can be eliminated by few shots of brush. Formulated to be used with hot tools (flat and curling iron). It doesn't contain CFC.

INSTRUCTIONS FOR USE  
Spray at a distance of 20 to 30 centimetres from hair.

400 ml - 14.08 fl. oz. 100 ml - 3.38 fl. oz.



## HAIR SPRAY EXTRA STRONG

Natural extra strong hold hair spray for a long-lasting style control everyday. Gives an extra fullness and lift to your hair, ideal for extra strong hold, ensures a perfect hold. Evaporates instantly, does not leave residue. Suits all types of hair, it is brushed off easily. Does not contain CFC.

INSTRUCTIONS FOR USE  
Spray at a distance of about 20-30 centimetres from hair.

400 ml - 14.08 fl. oz.



## STRONG GUM

A very strong and bright hair gel. Shapes and enhances volumes, keeps most demanding and extravagant shapes. Non greasy, dries quickly, leaves no residues. Apply on all types of hair, either wet or dry.

INSTRUCTIONS FOR USE  
Apply required quantity of 19 STRONG GUM on hands. Apply evenly on dry hair for the most extravagant shapes or on wet hair for a glossy wet look.

150 ml - 5 fl. oz.

# styling & finishing

## EXTRA MATT

# 21

Extra matt, texture, movement and definition.

### INSTRUCTIONS FOR USE

Apply with hands to separate and sculpture with an EXTRA fixing. The new Paste Matt by Emmediciotto helps create a modern "extra" look.

50 ml. - 1.69 fl. oz.



## WATER WAX

# 21

Separates and defines with an extra control.

### INSTRUCTIONS FOR USE

Warm up some quantity of the product in your hands and apply it on wet or dry hair to create your style.. exaggerate!

75 ml. - 2.5 fl. oz.



19

## WATER GLOSS

# 21

Gloss effect for a cool look.

### INSTRUCTIONS FOR USE

Warm up some quantity with your hands and apply it on dry hair. Design your look, flexible and fashion.

75 ml. - 2.5 fl. oz.



# styling & finishing

## 21 YOUR STYLE dust

### 21 YOUR STYLE DUST



DUST is a styling and fixing powder for hair, with matt effect. Formulated with natural silica in micronized powder. It gives volume, versatility, control and style the hair with simple gestures. Easy and immediate, no brush or hair-dryer is needed. Micro particles act on the hair giving it strength. Resistant to humidity.

INSTRUCTIONS FOR USE  
Spray on dry hair or apply on roots.  
Proceed with a desired styling.

35 mL / 1.18 fl. oz.

20

# light & style

## SPLIGHT ARTISTIC LIGHTENING SPRAY

### SPLIGHT



Liquid lightener spray, no rinse. Finishing that allows to create instant lights on dry hair to achieve an artistic touch to your look. No residues. For all type of hair.

INSTRUCTIONS FOR USE  
Spray the product at 1 cm from the selected strand of hair, use the iron to lighten and create your style. It is mandatore the use of gloves. Avoid the contact of the product with eyes and skin. Rinse eyes and skin immediately with water.

150 mL - 5.07 fl. oz.

# body care

## NOURISHING CALENDULA body cream

INSTRUCTIONS FOR USE  
Apply generously  
all over the body  
and massage thoroughly.

Body cream Nourishing calendula thanks to the Plant Oils (marigold, almond, wheat germs) reach in natural substances nourishes, hydrates and regenerates body skin making it soft and elastic.

250 ml. - 8.46 fl. oz.



## SWEET MAGNOLIA bath foam

INSTRUCTIONS FOR USE  
Pour a quantity of product  
in water before the bath  
or directly on the sponge  
in case of use in the shower.  
Massage gently  
the body with the soft  
foam and rinse.

The shower gel is formulated without SLS and without parabens. The formulation offers a mild, not-irritating cleanser, in full respect of the skin. The detergent action protects the natural hydration of the skin enhancing the lipid layer. Leave the skin soft and velvety and pleasantly scented of magnolia.

250 ml. - 8.46 fl. oz.



21

## I LOVE EMMEDICIOTTO eau de toilette

WITH:  
Bouquet Of Citrus, White Flowers, Lemon Peel, Coconut Milk, Wild Gradenia, Light Jasmine, Ylang-Ylang from Comoros Islands, Yellow Peach, Damask Plum, Nutmeg, Sandalwood, Cedarwood of Marocco, Tonka bean, Burnt Malt, Vanilla berries of Madagascar.

New fragrance  
Emmediciotto.  
An intense perfume  
of jasmine and citrus.

100 ml. - 3.38 fl. oz.





22 LUXURY  
ARGAN

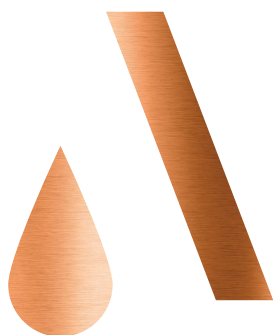
*Feeling luxury*

## 22 treatment

Argan Oil has precious protective, **hydrating** and **nourishing action** and maintain the hair shiny and **visibly healthy** as the time goes by. 22 Luxury Argan line of Emmediciotto includes products based on Argan Oil and the other **precious active ingredients** that **hydrate** and **remineralize** all types of hair.

### RESULTS

The hair becomes **healthier, shiny, full of body** and **without frizzy effect**. Thanks to the **remineralizing** action and protein content the capillary fibre visibly improves as the time goes by.



“ I caress your hair and recognize the fragrance of the world I’d love. ”



# treatment

## 22 LUXURY ARGAN SHAMPOO

INSTRUCTIONS FOR USE  
Apply on wet hair and massage delicately.  
Repeat the application.  
Rinse and apply 22 Luxury Argan Mask.

Is much more than a shampoo, it is a delicate cream to cleanse delicately and give the ultimate hydration. 22 Luxury Argan Shampoo suits the needs of fragile, dry and shineless hair. Its formulation with millet extract, remineralizes and reinforces the hair. Has excellent cosmetic properties that act in synergy to assure hydration and nourishment to the hair making it soft, silky and fit.



200 ml - 6.76 fl oz | 1000 ml - 33.8 fl oz

## 22 LUXURY ARGAN MASK

INSTRUCTIONS FOR USE  
After the shampoo remove the excess of water and apply an abundant quantity of the product on the hair. Leave it on for a few minutes with or without source of heat. Rinse thoroughly and dry the hair.

22 Luxury Argan Mask with argan oil, panthenol, aloe vera and milk proteins gives high hydration to dry and damaged hair, reinforces its structure, assures natural shine and makes the hair easy to comb. The result is completely regenerated hair, full of body, fit and shiny, very natural looking.



200 ml - 6.76 fl oz | 1000 ml - 33.8 fl oz

## 22 LUXURY ARGAN OIL

INSTRUCTIONS FOR USE  
Massage the amount necessary of 22 Luxury Argan Oil into wet hair and continue drying according to preferences. Massage little quantity on dry hair every day. It dries very quickly.

22 Luxury Argan Oil is a non-greasy restructuring oil based on an ultra-light formula, ideal for all types of hair that gives to the hair shine, softness and nourishment thanks to the properties of argan.



100 ml - 3.38 fl oz / 20 ml - 0.67 fl oz

# treatment

## 22 LUXURY ARGAN BRIGHTSHINE SPRAY

With golden dust



Polishing with Argan Oil and golden dust doesn't weigh down hair.

### INSTRUCTIONS FOR USE

Shake before use, spray in every style, gives definition before and during cut.

100 ml - 3.38 fl oz

## 22 LUXURY ARGAN VOLUME



22 Luxury Argan Volume gives volume and shine to the hair, support to the roots. Its efficacious formula with argan oil, panthenol and keratin offers a natural style. For all types of hair.

### INSTRUCTIONS FOR USE

Spray on root on wet, towel-dried hair. Proceed with the blow-dry for a volume effect.

Apply on dry hair to support the volume, spray on roots and style with the blow-dryer.

100 ml - 3.38 fl oz

## 22 LUXURY ARGAN SECRET



Innovative modelling untangling no rinse spray. The secret for perfect silky hair. Effective in eliminating frizzy hair, preventing split ends and giving back thickness to thin hair without weighing it down. Perfect to protect the hair against flat iron, hair dryer and UV. It untangles and protects the hair against all kind of external factors.

### INSTRUCTIONS FOR USE

Vaporize 22 Luxury Argan Secret on washed and towel -dried hair, do not rinse and apply on lengths and ends. Proceed with styling: modelling and defining. Vaporized on dry hair it fixes and it's perfect for styling.

100 ml - 3.38 fl oz

## 22 LUXURY ARGAN CURL

### INSTRUCTIONS FOR USE

Apply Argan Curl generously on wet hair, use a diffuser or allow to air dry. Apply Argan Curl every day on dry hair to shape and support curls.

150 ml - 5.07 fl oz

Structuring cream to create, support and strengthen natural or permed curls. Enriched with Argan oil, panthenol, wheat proteins and keratin which give vitality and shine to curly hair.



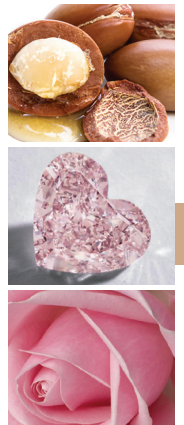
## 22 LUXURY ARGAN HAIR SPRAY

### INSTRUCTIONS FOR USE

Spray at a distance of 20 to 30 centimetres from hair.

300 ml - 10.14 fl oz

22 Luxury Argan Hair Spray with argan oil, gives shine and grants a high cosmetic result. High performance medium hold hair spray, daily use. It quickly vaporizes and doesn't leave residues. It can be used for all the types of hair and can be eliminated by few shots of brush.



**22 Luxury Argan LAMINEX 1 TREATMENT** is a treatment that values hair structure giving it a plumping and anti-frizz effect, protecting it from humidity and damage caused by oxidation, as well as mechanical stress and pollution. The clearest effect of 22 Luxury Argan LAMINEX 1 TREATMENT is brightness.

### INSTRUCTIONS FOR USE

wash the hair with 22 Luxury Argan Shampoo (2 times) + dry the hair up to 80% + mix 50 gr of 22 Luxury Argan Mask + 20 gr 22 Luxury Argan LAMINEX 1 TREATMENT + 5 ml of 22 Luxury Argan Oil then distribute the product and massage the hair with your hands and comb, then use the flat iron at 180° wrapping it with aluminum foil, dab all the hair strands, wait 5 minutes, then rinse for 5 minutes, apply 22 Luxury Argan Laminex 2 Final Treatment, and leave on for 5 minutes, rinse, and proceed with drying.

**22 Luxury Argan LAMINEX 2 FINAL TREATMENT** is the last phase in the LAMINEX service. Thanks to its active ingredients it defines and prolongs the anti-frizz and plumping effect giving maximum hydration and brightness to the hair.

### INSTRUCTIONS FOR USE

Apply 22 Luxury Argan Laminex 2 Final Treatment on hair, leave act for 5 minutes, wash hair, dry off and proceed to styling.

## ARGAN LAMINATION

NOURISHMENT  
CONTROL  
BRIGHTNESS

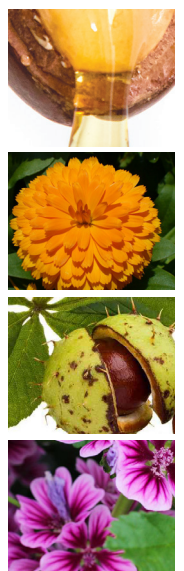


10 sachets 20 ml of 22 Luxury Argan LAMINEX 1 TREATMENT



22 LUXURY ARGAN

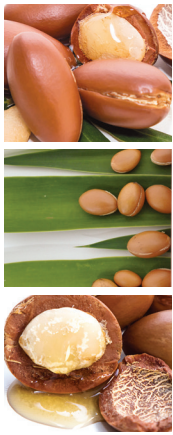
LAMINEX



10 sachets 20 ml of 22Luxury Argan LAMINEX 2 FINAL TREATMENT

# argan skin care

## 22 LUXURY ARGAN HAND CREAM



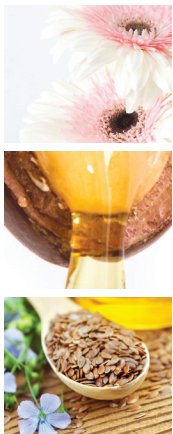
Moisturizing and perfumed cream. Enriched with Argan oil and panthenol, which give hydration and protect your skin from external agents. To keep your hands soft, hydrated and healthy thanks to the deep nutrition of Argan oil.

**INSTRUCTIONS FOR USE**  
Apply 22 Luxury Argan Hand Cream on dry hands as often as necessary.  
Not greasy.

65 ml - 2.19 fl oz

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## 22 LUXURY ARGAN PATCH MASK



Disposable viscose mask. Based on Argan oil and hyaluronic acid which hydrate and plump your skin. Immediate anti-aging effect.

**INSTRUCTIONS FOR USE**  
For an **INTENSIVE PLUMPING** effect  
After washing and patting your face, apply the patch mask and leave on for 10 minutes. Rinse and perform a massage.  
For a **REGENERATING MOISTURIZING** effect  
After washing and patting your face, apply the patch mask and leave on for 5 minutes. Massage until completely absorbed.

18 ml - 0.60 fl oz

# argan body care

## 22 LUXURY ARGAN BODY OIL CLEANSING

INSTRUCTIONS FOR USE  
Apply on wet skin with  
a light massage, then rinse.

A refined combination of oils that cleanses your body delicately. The main ingredient Argan Oil nourishes deeply and protects the skin barrier. With Sunflower oil rich in Vitamin E, antioxidant. Easy to rinse off, no residues. Ideal for sensitive skin. The skin is clean, fragrant and soft.

150 ml - 5.07 fl oz



PARABEN FREE  
SILICON FREE  
NO ALCOOL  
SLES FREE  
SLS FREE  
PRESERVATIVE FREE  
NO SODIUM CHLORIDE

PARABEN FREE  
SILICON FREE  
NO ALCOOL

## 22 LUXURY ARGAN BODY MIST MOISTURIZING

INSTRUCTIONS FOR USE  
After shower spray and massage to  
let absorb. Ideal for everyday use.

Top hydration for your body skin concentrated in nebulized drops. Refined milk that hydrates, makes your skin beautiful and leaves a pleasant scent. Argan oil antioxidant and regenerating, Shea butternourishing, sodium Hyaluronate antiage, Sunflower oil and sweet Almond for a velvet skin, D-Pantenol hydrating and amollient.

150 ml - 5.07 fl oz



27



## 28 treatment

### A UNIQUE REGENERATING SYSTEM WITH LIFTING EFFECT

IMAGINE TO REDUCE THE AGING PROCESS GIVING THE HAIR THE SAME NOURISHMENT WE OBTAIN FROM THE AIR WHICH SURROUNDS AND PROTECTS US.

Ozone represents also an essential element that slows down the aging process.

From Emmediciotto research and development laboratories a new **treatment delivering health, strength and shine to hair.** I-potion 3 is a regenerating treatment for all types of hair.

Acts inside the hair stem **giving it a new structure, making it stronger, full of body and visibly younger.**

# I-potion 3®

## Lifting for hair



# treatment I-potion 3.®



## OZONE SHAMPOO

It has a deep and at the same time delicate cleansing action. Its formulation with ozonated argan oil gives the hair a new life. It is a perfect base to boost the treatment effect. SULFATE FREE, PARABEN FREE, NOT TESTED ON ANIMALS.

INSTRUCTIONS FOR USE  
Apply on wet hair and massage delicately. Repeat the application. Rinse well and apply Ozone Treatment.

250 ml - 8.46 fl. oz. 1 L. - 33.8 fl. oz.

30



## OZONE TREATMENT

Regenerating treatment for all types of hair. Acts inside the hair stem giving it a new structure, making it stronger, full of body and visibly younger.

INSTRUCTIONS FOR USE  
SALON  
ON MEDIUM-LONG HAIR  
Apply 1-2 doses on each section (11 sections). Massage with your hands following the scales. The heat of your hands with the massage will let the product penetrate in the best way. In this way the ozone carried by the argan oil will give its benefits to the hair. Comb with Tangle Mouse and leave on for 10 minutes.  
ON VERY SHORT APPLY HALF DOSE ON EACH SECTION.

dropper 50 ml. - 1.69 fl. oz.

IMAGINE TO REDUCE THE AGING PROCESS  
GIVING THE HAIR THE SAME NOURISHMENT  
WE OBTAIN FROM THE AIR WHICH SURROUNDS  
AND PROTECTS US.



# I-potion 3<sup>®</sup> treatment

INSTRUCTIONS FOR USE  
Apply abundantly on wet hair,  
do not rinse and style.  
Use as maintenance together  
with Ozone Treatment.

125 ml. - 4.23 fl. oz.

## OZONE WATER

Ozonated hydrating water.  
The properties of ozonated argan oil  
inside this highly  
hydrating water.  
It gives body and shine  
to the hair making it easy  
to comb. The ozone has  
an antiaging action that  
gives the hair a new life.



31

INSTRUCTIONS FOR USE  
MAINTENANCE AT HOME USE  
Wash the hair with  
Ozone Shampoo and towel dry.  
Divide the hair into two sections  
in the centre and apply  
Ozone Treatment phial.  
Leave on for 5/10 minutes  
and proceed to dry.  
Repeat the treatment  
one time a week for one  
month together with Ozone Water.

8 phials 10 ml - 0.33 fl oz | 2 phials 10 ml - 0.33 fl oz

## OZONE TREATMENT

Regenerating treatment  
for all types of hair.  
Acts inside the hair stem giving it a new  
structure, making it stronger,  
full of body and visibly younger.



I-potion 3 is an **EFFECTIVE REGENERATING SYSTEM**  
**WITH LIFTING EFFECT** that acts on every hair type.  
Penetrates in the hair and re-build the hair fiber.  
Acts externally giving body and brightness.



## 32 preventive

**STEM-C**  
P R E V E N T I V E

“Take care of your hair as you do with your skin” is a real mission for Emmediciotto. Our trichological research of innovative products has developed a complete curative line STEM-C, that includes specific products formulated to meet any need of hair and scalp and to give experience of an ultimate well-being.

# STEM-C

## PREVENTIVE



# preventive

33



# preventive

## STEM-C fortify



### HAIR LOSS PREVENTIVE PHIALS

Anti hair loss treatment with improved formulation that fights the progressive and persistent hair loss. The effectiveness of anti hair loss result of STEM-C treatment is given by the technology based on active stem cells of grape and Follicusan.

#### INSTRUCTIONS FOR USE

STEP 1) Wash the hair with Fortify Hair Loss Preventive Shampoo;  
STEP 2) apply STEM-C Fortify phial, separating the hair and applying the product directly on the scalp;  
STEP 3) make a soft pressure with fingers in a circular way on the scalp to perform a scalp massage for 5 minutes.

#### SUGGESTIONS (PHIALS):

A) In case of significant loss of hair it is recommended to use STEM-C Fortify phial every day for 1 month.  
B) In case of moderate loss of hair it is recommended to apply STEM-C Fortify phial at least 3 times a week for 1 month.  
C) In case of thin, exhausted hair it is recommended to apply STEM-C Fortify phial at least 2 times a week for 2 month.

Contains 8 phials of 10 ml. / 0.33 fl.oz.

### HAIR LOSS PREVENTIVE SHAMPOO



Dermo-cosmetic preventive shampoo adjuvant of anti hair loss treatment. It fortifies scalp and hair thanks to the action of active stem cells of grape and Follicusan.

It is recommended to use always Fortify Hair Loss Preventive Shampoo during anti hair loss treatment.

#### INSTRUCTIONS FOR USE

STEP 1) Apply Fortify Hair Loss Preventive Shampoo on wet hair, emulsion delicately;  
STEP 2) rinse off and repeat the application, leave on for 5 minutes.

Rinse off well and proceed drying.

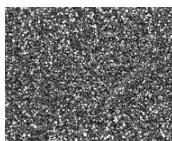
#### SUGGESTIONS (SHAMPOO):

The product is used before the application of STEM-C Fortify treatment phial, and it is ideal for maintenance. It is recommended everyday use.

During hair loss period it is recommended to wash hair and scalp frequently to avoid the bulb atrophy.

250 ml. / 8.46 fl. oz. - 1000 ml. / 33.8 fl. oz.

## STEM-C colloidal silver



### STEM-C COLLOIDAL SILVER soothing scalp treatment

Colloidal silver is a well-known ally for scalp health.

Its purifying properties offer relief and well-being on red and irritated scalp. Recommended for use after technical treatments.

#### INSTRUCTIONS FOR USE

Spray Colloidal Silver on the scalp, morning and evening, do not rinse.

125 ml. / 4.22 fl.oz.

# preventive

## INSTRUCTIONS FOR USE

STEP 1) The phial STEM-C Purify is applied before washing the hair. Separate the hair and apply the product directly on the scalp;

STEP 2) make a soft pressure on the scalp with fingers in a circular way to realise it from dandruff;

STEP 3) wash the hair with Purify Dandruff Preventive Shampoo.

## SUGGESTIONS (PHIALS):

A) In case of significant dandruff it is recommended to apply the phial at least 2 times a week during the first month.

B) In case of moderate dandruff presence, for maintenance or prevention it is recommended to apply STEM-C Purify phial 1 time a week for 1 month.

Contains 8 phials of 10 ml. / 0.33 fl.oz.

## DANDRUFF PREVENTIVE PHIALS

Anti-dandruff purifying treatment based on active stem cells of grape and piroctone olamine, efficacious in normalizing and purifying the scalp and giving freshness to the hair. It slows down the production of dandruff.

## STEM-C purify



## DANDRUFF PREVENTIVE SHAMPOO

## INSTRUCTIONS FOR USE

STEP 1) Apply Purify Dandruff

Preventive Shampoo on wet hair, emulsion delicately;

STEP 2) rinse off and repeat the application. Leave on for 5 minutes, then rinse off well and proceed drying.

## SUGGESTIONS (SHAMPOO):

It is recommended its every day use.

250 ml. / 8.46 fl. oz. - 1000 ml. / 33.8 fl. oz.

This anti-dandruff purifying shampoo based on active stem cells of grape and piroctone olamine prolongs the action of purifying treatment and slows down dandruff production. It soothes and relieves the scalp giving an immediate "effect of renewed scalp." This sensation lasts for several days.



## STEM-C detoxify

## 2in1 SEBUM BALANCING TREATMENT

## INSTRUCTIONS FOR USE

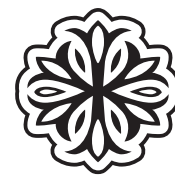
STEP 1) Wet the hair, apply Detoxify separating the hair to cleanse the scalp, massage softly and rinse off; STEP 2) distribute Detoxify on scalp again, perform a delicate massage with circular movements for 10 minutes; STEP 3) caress the hair length and ends with a massage ; STEP 4) rinse off, apply the most suitable conditioner, rinse off and proceed drying.

200 ml. / 6.76 fl.oz.

An innovative anti-grease treatment created by Emmediciotto research laboratories. Its formulation is based on two actions: 1 treatment - 2 cleansing. All-in-one product enriched with active stem cells of grape, purest marine salt and bisabolol that make the scalp healthy and pure.



# men's line



# spa-ce®

THE RITUAL IS AN ESSENTIAL AND COMPLETE LINE DEDICATED TO MAN THAT PROPOSES A PERFECT SHAVE, OFFERS SOLUTIONS FOR THE BEARD CARE FOR THOSE WHO LOVE MAINTAINING IT, PROTECTS WITH ATTENTION MEN'S SKIN.

THE RITUAL FRAGRANCE RECALLS BROWN ALGAE, FRESH PEPPERMINT, SPICES OF GREEN TEA AND GINGER WHILE PRECIOUS OILS OF ARGAN, ALMOND AND GRAPE SEEDS OFFER THE ULTIMATE SENSORIAL PLEASURE.



## TAORMINA SHAVING CREAM



Rich cream with green tea and ginger extracts. Thanks to its creamy texture it embraces the beard making it soft and preparing it to an accurate and deep shave. It leaves the skin pleasantly fresh, smooth and soft.

*INSTRUCTIONS FOR USE*  
Massage delicately with the brush before shave.

100 ml - 3.38 fl.oz. 20 ml - 0.67 fl.oz.

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## FIRENZE AFTER SHAVE BALM



Light emulsion with the peppermint extract for a soothing and anti-redness action. It gives an immediate sensation of freshness and comfort to the skin.

*INSTRUCTIONS FOR USE*  
Apply on the skin after shave performing a light massage till a complete absorption.

100 ml - 3.38 fl.oz. 20 ml - 0.67 fl.oz.



# spa-ce®

## men's line

*INSTRUCTIONS FOR USE*  
Every day after washing your face  
apply the product and massage till  
it is absorbed completely.

50 ml. - 1.69 fl. oz.

### VENEZIA ANTI-AGE FACE CREAM

Light and at the time rich and velvety cream. Thanks to the Brown Algae (Pelvetia Caniculata) rich in antioxidants, it stimulates the production of collagen and hyaluronic acid, reduces wrinkles and gives a more relaxed look. It gives hydration and comfort to dry skin.



*INSTRUCTIONS FOR USE*  
Distribute on the beard  
or apply before shave.

50 ml. - 1.69 fl. oz.

### CAPRI ALL-IN-ONE BEARD OIL

Oil with a refined combination of emollient vegetable oils: almond, grape seeds and argan oils. Thanks to this formulation it carries a multiple action: it assures an efficient and at the same time delicate and precise shave, gives lustre and softness to more important beards.



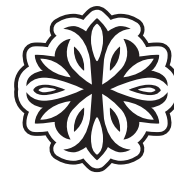
### CORTINA BEARD & HAIR SHOWER SHAMPOO

*INSTRUCTIONS FOR USE*  
Apply on wet beard, hair and body with a gentle  
massage, then rinse.

150 ml./5,07 fl.oz.

It gently cleans beard, hair and body, respecting its integrity. The hair is soft, the beard clean and the skin is hydrated. Formula enriched with Bamboo extract that stimulates the hair growth and reduces the skin's sebum production. Mint extract that stimulates the microcirculation balancing the sebaceous secretion. Aloe with its soothing and hydrating action and E vitamin ideal for frequent use.





# spa-ce®

## BARBER BRUSH



Pure bristle shaving brush. Beech wood handle. Dimensions mm. 110

## MINI BARBER BRUSH



Travel shaving brush with pure bristles and black plastic grip. Dimension mm. 73 h.

38



## POTASSIUM ALUM POCKET

Handy pocket stick for small cuts or skin reddening. 20 applications. Wet before use. 100% cleansing.

*INGREDIENTS*  
Potassium Alum



# men's line



man

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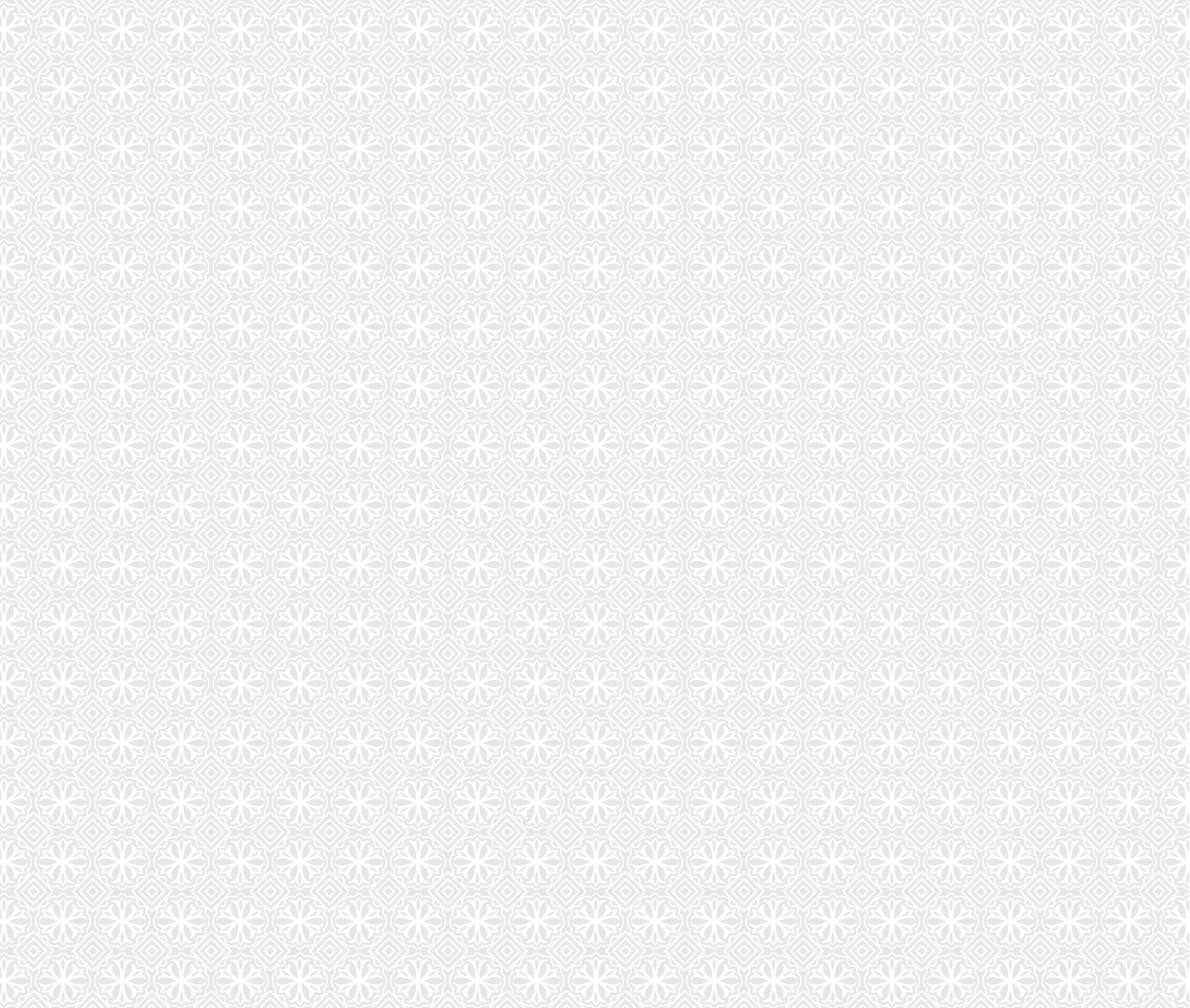


# philosophy

Spa-ce is a new brand created  
and distributed by Emmediciotto srl.

Spa-ce is a space  
where well-being is an absolute priority.

Spa-ce is an everyday ritual  
to dedicate to yourself only.



**EMME**  
D I C I O T T O  
MADE BY A VISIONHAIR

  
**spa-ce**<sup>®</sup>

[emmediciotto.com](http://emmediciotto.com)

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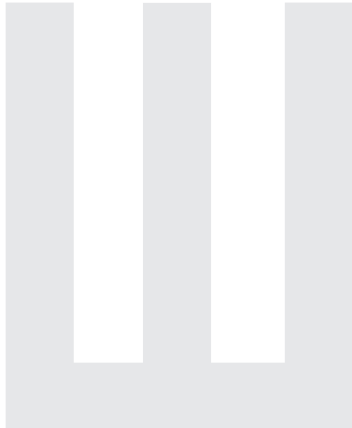
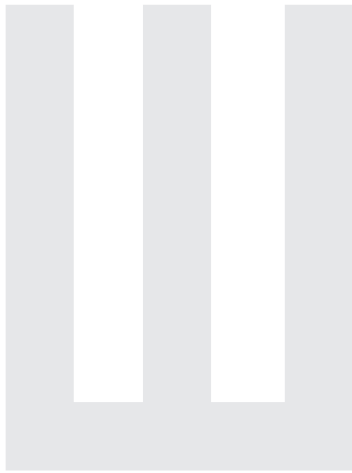


**COLORS  
& TECHNICAL  
PRODUCTS**

**EMME**  
DICIOTTO  
MADE BY A VISIONHAIR







COLOR CREAM PPD FREE

*Passion*

COLOUR OIL

colour oil ammonia free anti - age

*brightcolor*

DIRECT COLOR

**MP**

COMPLEX

HAIR INTEGRITY PROTECTOR

VITA  
MINIC

**Liss**  
VELVET  
SEDUCTION

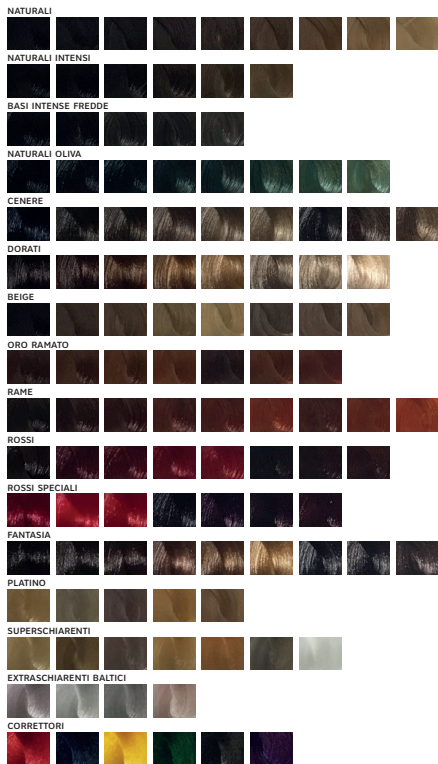
**BE**  
**9+**

*plex protection*

**SPLIGHT**

ARTISTIC LIGHTENING SPRAY

# PERMANENT COLORS



## THE EVOLUTION OF COLOR

MIA color cream, PPD Free, with **PASSION FRUIT** is a cream color with very high performance which represents a point at the top in professional coloring.

MIA color cream guarantees **perfect and total coverage of white hair** giving it **vibrant shades** that become more fascinating as the time goes by. With **UV FILTER**.







## COLOR CREAM

### ACTIVE INGREDIENTS

#### PASSION FRUIT

Passion Fruit is one of the most precious and appreciated ingredients on the market of cosmetics for hair and skin.



#### WHEAT MICRO-PROTEINS

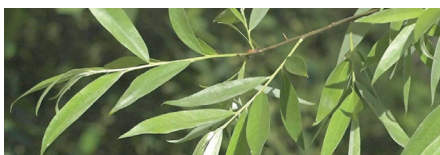
Thanks to their low molecular weight and to their high affinity with the amino acids of the hair structure, wheat micro-proteins **REPAIR THE HAIR IN DEPTH** and in a completely natural way giving back its natural volume.



#### LACTOSAFE

It consists in a mix of lipophilic acids derived from apples, oranges, red and black currant that help to protect the scalp from irritations, thus making MIA Color Cream a very gentle and secure product. Lipophilic acids have **SOOTHING PROPERTIES** and give an excellent texture to the product.

**ALPHA-LIPO DERIVATIVE FROM WILLOW** Is a molecule with relevant **polishing properties** that confers, together with ultra-pure pigments, **HIGH SHINE UV FILTER**.



Pack 3 tubes of 100 ml.  
**116 shades**

**SOOTHING, POLISHING, NOURISHING, HYDRATING, SILKY TOUCH, NON-GREASY FOR HAIR.**

Its exclusive formulation **PARAPHENYLENEDIAMINE (PPD) FREE** with **low ammonia concentration** (1,5-4,5%) assures excellent levels of lift and respects the hair thanks to the substitute of the PPD, the molecule that takes part of the **diaminotoluene** group, a substance with its own well-defined technical and safety profile. It is a very precious product **that treats the hair fibre in a much safer way.** **Mia color cream** contains active ingredients of the highest vitaminic and cosmetic value among which the **PASSION FRUIT**.

The **PASSION FRUIT** is cultivated throughout Brazil, Peru and Colombia.

Its seeds are cold pressed to extract a golden coloured, aromatic oil.

This oil is then filtered and refined to achieve the purity of its numerous properties: **SOOTHING, POLISHING, NOURISHING, HYDRATING, SILKY TOUCH, NON-GREASY FOR HAIR.**

**Mia Color Cream** includes the range **Special Base (SB)** with the shades that assure perfect coverage and natural nuance.

**Mia Special Base** contains the **Shea Butter**.



**Mixing ratio: Mia color 1+1,5**

**Mia SB 1+1**

*Passion*

colour oil ammonia free anti - age

COLOUR OIL



## OIL HAIR DYE AMMONIA FREE

Passion Colour Oil **AMMONIA-FREE** it is a coloring with **anti-aging** result on the hair, the result of the most advanced researches.

It is a **highly cosmetic oil hair dye without ammonia** that allows to **colour the hair delicately** and makes it luminous, full of energy and shine, pleasant to the touch.

The **full respect of skin and hair** is assured and a **100% grey hair coverage** with **long-lasting results** is guaranteed.

**Ethanolamine** is the ammonia substitute.

Passion colour oil is a **multifunctional colour** that permits to perform:

**> permanent colour > demi permanent colour > toning**

*Passion colour oil has created a line of new colours, making particular combinations able to create light effects that fascinate colour professionals so much.*



Mixing ratio:  
**Passion Color Oil 1+1**

Pack 3 bottles of 100 ml. - 78 shades

---

# Passion

colour oil ammonia free anti - age

## COLOUR OIL

### GREEN TEA AND OLIVE LEAVES

*This line of hair dyes represents the most recent employment of some of the most ancient natural recipes coming from the Chinese and Mediterranean tradition, which make use of the extraordinary biodynamic properties of Green tea and Olive Leaves.*

The **GREEN TEA PLANT** thanks to a mix of molecules known as **polyphenols** protects its own biological defences, assuring energy and brightness, shine and **colour resistance** to its the leaves.

The **OLIVE TREE** is well known for high concentrations of **tannins** and **polyphenols** that can be described as the **"P Factor"**.

The **"P" Factor** is the property thanks to which the living organisms protect themselves against biological deterioration caused by the action of external agents (Pollution and Climate), as well as internal agents, such as premature ageing.

The P factor and the polyphenols are provided with exceptional **anti-oxidant properties**, which are able to capture **free radicals** and then counteract them.

**In hair and follicles, the P factor contrasts typical ageing effects**, it fights against grey hair and the typical atonic aspect of the hair after the thirties.



# brightcolor

## DIRECT COLOR



### DIRECT COLOR WITHOUT ACTIVATORS

**Brightcolor creates the shiniest shades** on all types of hair even in case of those clients who has problems with permanent colors or on damaged hair.

It is possible thanks to the formula of direct color without any kind of activator. Brightcolor **doesn't contain ammonia** or its by-products.

**It is deposited on the cuticle layer** and thus reflects the hair.

Gives an **amazing shine** and **conditions** the hair making it **soft, flexible** and **brilliant**. **Easy to use**.

	LIGHT BLONDE	BLOND	LIGHT BROWN	DARK BROWN
CLEAR				
crystal				
yellow				
honey				
apricot				
coppery				
red				
cherry				
violet				
lavander				
green				
tobacco				
chocolate				
dark brown				
blue				

> 15 ORIGINAL SHADES

> TO SATISFY EVEN "STRONG" COLORS

> PURE COLOR (ONLY DEPOSIT) AND TRANSPARENT (MAXIMUM SHINE)

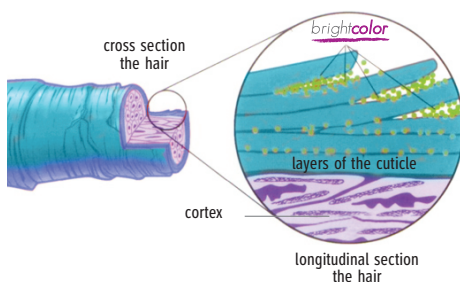
> ALCOHOL/AMMONIA/ PEROXIDE FREE

> RICH IN PROTEINS AND CONDITIONING ELEMENTS

> CAN BE USED WITH PERMANENT COLORS, CREATES A BRILLIANT FILM

> ADDS A NEW BRILLIANT SERVICE TO THE SALON

Illustration of the deposit of Brightcolor layers of the cuticle of the hair



# brightcolor

## DIRECT COLOR



### RICH IN PROTEIN CONDITIONERS

#### PAPAYA (*Carica Papaya*)

Is a fruit with very important **energizing** and **antioxidant properties** (slows down cellular aging). It has **nutritive qualities** and is **rich in vitamins** (A, C, E), **antioxidants** (selenium, carotene, flavonoids), **minerals** and **oligoelements**. That's why ancient indigenous populations called it "golden tree of the eternal youth".



#### WHITE TEA (*Camellia sinensis*)

Is considered to be the most precious and sought-after one and even was called "Tea of the Emperor". Its germ is collected only two times a year and only in perfect climate conditions. It contains many precious elements among which stand out **tannins, polyphenols, flavonoids, vitamins** and many others. It is considered to be one of the most powerful natural antioxidants currently known.



Bottles of 280 ml. - 15 shades





## HAIR INTEGRITY PROTECTOR

### SUPPLEMENT OF BEAUTY



#### WHAT IS IT

From now on every hairstylist in the world has a new “ally” to perform his **technical services (bleach and colour)** without weakening the hair structure.

**MP COMPLEX** is a new **revolutionary** technical service. It is a **high performance product that is added to the bleach or color mix** to reduce considerably the risk of hair damage.

It **works safely** on bleached or very damaged hair. If used on healthy hair it preserves its natural beauty without damaging it.

#### HOW DOES IT WORK

It is a **revolutionary product** that “recognizes” damaged hair. So, it works effectively on the broken bonds.

It **acts as an integrator “healing” the parts damaged** by previous decolorations. It **restores** and **protects** the hair assuring the bleaching process is safe and the hair is in perfect condition.

#### WHY SHOULD YOU CHOOSE IT

It is **unique** because:

- > It doesn't slow down the processing time;
- > It doesn't slow down the bleaching power;
- > It is not necessary to increase the volume of oxygen;
- > It is perfect for all hair types.

#### ALL IN THE UNIQUE PRODUCT!



## HAIR INTEGRITY PROTECTOR

**THE RESULT  
IS PERFECT  
HAIR  
AND SHINY  
COLOR  
THAT LASTS  
LONGER.**

### HOW IS IT USED

**MP COMPLEX** is added to the mix in the following ratio according to the quantity of bleach being used:

**30** gr of bleach

**5** ml of **MP COMPLEX**

**60** gr of bleach

**10** ml of **MP COMPLEX**

Mix well with the color brush.

### AFTER BLEACHING

As soon as the processing time is over, rinse well, wash with **07 Tonic Shampoo** (2 applications), towel dry and apply again **5** ml of **MP COMPLEX** + **5** ml of water (in case of thin hair mix with 10 ml of water) only on bleached parts.

Do not rinse off, towel dry and proceed with the blow dry.

### COLOR BLEND

**MP COMPLEX** can be used with the **color mix** in the following ratio:

**50** gr of color cream

**5** ml of **MP COMPLEX**

**100** gr of color cream

**10** ml of **MP COMPLEX**

As soon as the usual processing time is over, wash the hair with **14 Colored Hair** line.

**MP COMPLEX**  
*You won't be  
able to  
do without!*



## TECHNICAL AREA

### OXYGEN



Pack 1000 ml bottles

This creamy and fragrant **oxidizing emulsion** with a **soft, homogeneous consistency** and **fragrance**, assures a more **comfortable use** of the product.

Thanks to **protective moisturizing ingredients** among which **PANTHENOL** that has anti-irritating properties, it helps **Passion Colour Oil** ammonia free and Mia Color Cream ppd-free to protect the hair and assure the best results in hair colouring and bleaching, making the hair shinier and letting the **colour last more**.

Available in **10/20/25/30/40 volumes**.



Pack 1000 ml bottles

### ACTIVATOR 0.05

The **creamy fragrant Activator** created especially **to obtain not permanent highly cosmetic** light effect (reflections) without changing the base and can be mixed with any Passion and MIA shade.

Highlights mèches and creates play of colours and light effects **without changing the base**.

**Perfectly tolerable, it does not cause irritation, does not drip, delicate to skin and hair.**

### PROTECTION

**Passion Protection** is a protective treatment with **GUAIAZULENE** and **LIPOPHILIC FRUIT ACIDS** to apply before technical procedures.

The **extraordinary soothing action** of Guaiazulene together with the tamponing modulated action of Lipophilic Fruit Acids allows to **prevent with success possible irritations and reddening** caused by hair dyes alkalinity, perms for hair waving and bleaching.

**Passion Protection isolates the skin, protects it actively** and doesn't interfere with following technical treatment.



Pack 250 ml bottles



OXYDANT

# BE 9+ SYSTEM

BE9+ BLUE CREAM 3% - 6% - 9% - 12%

*plex protection*

A unique blue oxidizing cream, enhanced with **Plex Protection** which guarantees the right level of hair **hydration**. The **blue pigment inhibits yellowing** during bleaching/coloring services. **Polyamino sugar** ensures optimal **protection** of the keratin structure of the hair, **papaya** guarantees **hydration**. With a pleasant fragrance to guarantee a pleasant service.



UP  
TO 7  
LEVELS

# BE 9+ SYSTEM *argan protection*

## BLEACH POWDER ARGAN PROTECTION

**BE9+ Bleach Powder Argan Protection** is a compact bleaching powder for a high quality result in hair bleaching.

With a delicate highly protective formula thanks to **Guar gum**, a natural ingredient of vegetable origin, which makes the cuticles thicker and has a **protective function** on the hair.

An antioxidant action is favored by **Argan Oil** which, with the important presence of fatty acids, has **emollient and softening** properties, making it ideal for scalp and hair. For bleaching **up to 7 levels**.

With **NON-VOLATILE FORMULA**: the product is not inhaled during preparation and application. Creamy texture and easy to prepare.

**Vegan-friendly.**

Highly versatile at different mixing ratios.



Pack 500 gr box

# BE 9+ SYSTEM *high definition*

**UP  
TO 8+  
LEVELS**

## BE9+ BALAYAGE HIGH DEFINITION

**Balayage High Definition** is a 'freehand' powder created to improve the creative performance of the most demanding colourists.

It can be applied without the aluminum foil, because it remains clinging to the hair during the entire duration of the installation, thanks to the **Kaolin** (white clay), which **guarantees compactness**.

It bleaches up to **8+ levels** and ensures a very precise and detailed application.



Pack 400 gr box



## BLEACHES



# BE 9+ plex protection



## BLEACH POWDER PLEX PROTECTION

The structure of blond hair is more delicate and for this reason the colorist has the duty to **grant a perfect quality of the hair** offering the client a **spectacular result**.

**BE9+** protection is granted by the **Plex Protection**, a new technology that protects the hair and allows to obtain an **intense bleaching in complete safety**.

It creates a perfect balance between **extreme bleaching** and **protection**. The protective function is granted by a fundamental active ingredient, the **"cane sugar"**, a precious element that **ensures maximum protection to the keratin structure** during the whole bleaching process. The active ingredient is the result of the condensation between **amino acids** and **sugars**, molecules having inherent conditioning properties thanks to the high capacity to retain water and to their film-forming power. The combination of the two elements allows to obtain a **molecule** having a **high affinity with the hair** and with a **strong conditioning power** for a **healthy** and **soft** hair.

**BE9+ PLEX PROTECTION** Is a bleaching powder for hair to be mix with the oxydizing emulsion **20/30/40** vol.

**DOSES** 1 measuring cup **30 gr** of **BE9+** with **60 ml** of oxydizing emulsion **20/30/40** vol.

**PREPARATION** Pour the compact powder in a non-metallic bowl and mix until you get a smooth cream.

**APPLICATION** *Bleaching*: start from the darkest areas (from the low part of the nape), apply the product **1 cm** from the root.

**PROCESSING TIME** From **25** up to **45 minutes** depending on the lightening level to reach. The product has a progressive lightening power. After **45 minutes** the lightening action stops. We suggest to frequently check. Once obtained the desired result, rinse well with lukewarm water and wash the hair with **14 Shampoo Colored Hair + 14 Conditioner Colored Hair**. "It's possible to tone if you want a different result".

**BE9+** service includes, lightening, bleaching and the coverage of white hair granting up to **10 levels of lift**. It grants a superior quality of the hair even in case of very damaged hair.

**BE9+** if personalized with the **MIA Special base Metallic Irisée** series, according to the type of hair, creates amazing and **one-of-a-kind blonds**.

**BE9+** is a service easy to use, ready to use and always grants **perfect results**.



Pack 500 gr box

BE  
9+



pH alkaline to acid  
TRANSFORMER

BE9+ pH TRANSFORMER



before

after

**pH TRANSFORMER, TRANSFORMS THE COLOR FROM PERMANENT OXYDATION IN TONING COLOR.**

*pH Transformer allows you to switch from an alkaline to an acid pH, so from a pH 8,5/9 to a pH 4". pH Transformer is a fluid with ALOE VERA to transform a permanent color into a **toning color WITHOUT LIGHTENING THE NATURAL BASE.** In the color service pH Transformer is used as **TONING** for lightenings like balayage, meches, shatush **WITHOUT INTERFERING WITH THE NATURAL BASE.** A fluid, created to instantly transform the oxydant color in a toning color containing protective **ALOE VERA.** It prolongs the brightness and shine of the color. It promotes the best texture of the ideal color for an easy and fast use (application). **USE:** After balayage, meches, shatush, wash the hair with shampoo and apply the desired color shade of **MIA Color Cream** or **Passion Colour Oil.** Mix: **100 ml** of color with **16 ml** di pH Transformer and with **150 ml** of Oxygen 10 vol. (3%) Use gloves. Processing time is **5/20** minutes.*

**ADVANTAGES:**

- > IT INSTANTLY TRANSFORMS BALAYAGE, MECHES, SHATUSH INTO THE COLOR DESIRED
- > IT DOES NOT LIGHTEN THE NATURAL BASE
- > IT GIVES LONG-LASTING BRIGHTNESS AND SHINE
- > EASY USE
- > IT INCREASES SALES OF COLOR SERVICE IN THE SALON
- > IT REMOVES THE NEED OF USING DIFFERENT COLOR RANGES



Pack 3 bottle x 100 ml

LIGHTENING SPRAY

SPLIGHT  
ARTISTIC LIGHTENING SPRAY



Bottle 150 ml

**SPLIGHT: ARTISTIC LIGHTENING SPRAY**

**SPLIGHT** is a new concept of spray & light. A no-rinse lightening spray for finishing. It creates immediate lightening on dry hair. It adds an artistic touch to a new look. It enables the hairdresser to offer an impressive service to his clients. *Innovation by Emmediciotto in the best salons exclusively.* No-rinse liquid lightening spray. Finishing product that allows to lighten instantly on dry hair to add an artistic touch to any look. No residue. Suitable for any hair type. **USE:** Spray the product at 1 cm from the root on a chosen strand, slide the iron to lighten and create a style. It is recommended use of gloves. Avoid the contact of the product with eyes and skin. Rinse eyes and skin immediately with water.





# VITA MINIC

## CURLTHERAPY CURLING LOTION AMMONIA FREE | THIOGLYCOLIC ACID FREE

Hair curling lotion with wheat proteins, without thio glycolic acid and without ammonia. Its formula suits all hair types. It allows to shape perfect curls, elastic and full of body that stick to a roller form. Do not use on bleached hair.

### INSTRUCTIONS FOR USE:

- 1. STEP** > wash the hair well with O1 Every Day Shampoo;
- 2. STEP** > Put on rollers, and apply CURLTHERAPY on natural hair. On sensitive and treated hair add HYDRAPROTECTION;
- 3. STEP** > Repeat the application of CURLTHERAPY 3 minutes later, cover the hair with a plastic cap and control the elasticity of curls every 5 minutes, when the indicated time is over rinse abundantly for 5/10 minutes approximately;
- 4. STEP** > Dry delicately with a towel and apply the NEUTRALISING on each roller, leave on for 5 minutes; then remove the rollers and apply the NEUTRALISING once again, leave it on for 5 minutes more. Rinse thoroughly, dry and style.

### PROCESSING TIME AND MIXING:

**NATURAL HAIR:** 20 minutes, check every 5 minutes.

**TREATED HAIR:** 15 minutes, with HYDRAPROTECTION (20 ml every 100 ml of CURLTHERAPY) check every 5 minutes.

**SENSITIVE HAIR:** 10 minutes maximum with HYDRAPROTECTION (30 ml every 100 ml of CURLTHERAPY) check every 3 minutes.



**0%** THIOGLYCOLIC ACID  
**0%** AMMONIA  
**100%** CURLY

## HYDRAPROTECTION WHEAT PROTEIN

Formulated to be used only mixed with CURLTHERAPY and K-STRAIGHTCREAM on treated hair. It protects and hydrates the hair from roots to ends during the treatment and it prevents damages. The high concentration of hydrating and restructuring elements acts on damaged zones. HYDRAPROTECTION strengthens the hair structure and improves the treatment result; the hair is more elastic and cosmetic.

### INSTRUCTION FOR USE:

> Mix 30 ml of HYDRAPROTECTION every 100 ml of K-STRAIGHTCREAM or CURLTHERAPY and proceed with the desired treatment.





# VITA MINIC

## K-STRAIGHTCREAM WITH KERATIN AMMONIA FREE - THIOGLYCOLIC ACID FREE

Permanent straightening cream with keratin, formulated to "SHAPE" totally all hair types with "straight effect" in total safety. Do not use on bleached hair.



### INSTRUCTIONS FOR USE FOR PERMANENT HOT STRAIGHTENING (lasting for 3 months):

1. **STEP** > Wash the hair well with O1 Every Day Shampoo;
2. **STEP** > towel-dry the hair;
3. **STEP** > apply K-STRAIGHTCREAM on the all length;
4. **STEP** > comb frequently for a better straightening, check the lock every 3/5 minutes;
5. **STEP** > when processing time ends rinse well for 5/10 minutes;
6. **STEP** > dry well with a towel, divide the head in locks of about 2 cm, use the flat iron to dry up to 80% to fix straightening;
7. **STEP** > proceed applying NEUTRALISING at the basin and leave on for 10 minutes, comb frequently. Rinse accurately.



## VITAMINIC ACTIVE INGREDIENTS

### WHEAT PROTEINS

> nourishment and restructuring action

### KERATIN

> rebalancing action

### SILICONES

> soothing and polishing action

### PANTHENOL

> moisturizing and rebalancing action

### VITAMINS

> tonic action

### WITHOUT AMMONIA

### WITHOUT THIOGLYCOLIC ACID

### PROCESSING TIME AND MIXING:

**NATURAL HAIR:** 20 minutes, check every 5 minutes.

**TREATED HAIR:** 15 minutes, with HYDRAPROTECTION (20 ml every 100 ml of K-STRAIGHTCREAM) check every 5 minutes.

**SENSITIVE HAIR:** 10 minutes maximum with HYDRAPROTECTION (30 ml every 100 ml of K-STRAIGHTCREAM) check every 3 minutes.

## NEUTRALISING WITH PANTHENOL

Neutralizing lotion with **vitamins** and **pathenol** that acts inside the hair fixing permanently the curling/straightening treatment.

**It gives brilliance** and makes the hair **easy to comb**.

It **fixes** and **cleanses** deeply thanks to the shampoo micro particles that also give the hair a pleasant fragrance.

Panthenol helps to keep the hair **elastic, shining** and **silky**.





## Hair smooth and silky as velvet with LISS VELVET!

LISS VELVET is a **high quality smoothing treatment** that gives hair a smooth look, soft and disciplined thanks to its highly performing **natural active ingredients**.

Its **fluid formula** improves distribution and penetration into the hair and its innovative formulation based on precious amino acids makes it suitable to satisfy every straightening need, guaranteeing safety and high cosmetic quality. Furthermore, **the deep restructuring action reduces frizz, controls volume, facilitates styling and gives shine to the hair**.

LISS VELVET is suitable for all hair types, including curly, frizzy, blonde, bleached, white and damaged hair.

The expected duration of treatment is 4-6 months.

### Straightening agent : **GLYOXYLIC ACID**



**ALOE VERA**  
Restore the pH of scalp and hair.



**CHAMOMILE EXTRACT**  
Chamomile extract it has equilibrating, soothing and anti-inflammatory properties.



**GUAR GUM**  
With softening and nourishing properties, it creates a film that protects against the use of flat iron.



**Amino acids of SILK**  
Precious amino acids giving softness and a sensation of smoothness.



**SOY and WHEAT amino acids**  
Are proteins with a low molecular weight easily absorbable, they create a keratin vegetal structure able to re-create the hair naturally.



**KERATIN and COLLAGEN**  
Natural proteins, 2 fundamental elements for the hair balance.



**ARGAN OIL**  
It makes the hair soft and shiny and fights against frizzy effect. It deeply hydrates for a shiny and safe hair.

### 1 PREPARING SHAMPOO

Natural\* shampoo for a deep cleansing of hair and scalp with its pH 7.5 is perfect for all kind of hair.

Aloe Vera regulates the pH of hair and scalp.

Chamomile extracts have balancing, soothing and anti-inflammatory properties. It perfectly cleans hair and scalp. It prepares hair to receive the straightening treatment.

\* Sustainable production process, without use of organic solvents, easily biodegradable.

**FREE FROM  
PARABENS,  
PETROLATUM,  
SILICONS,  
COLORANTS.**



# LISS

## VELVET

### SEDUCTION

## 2 PERFECT SMOOTHING and 2 PLUS ABSOLUTE SMOOTHING HAIR

Keratin straighteners that create an 'absolute natural smooth' technical service. Keratin and collagen give strength and resistance to the stem. **The straightening agent glyoxylic acid + soy amino acids + wheat amino acids + silk amino acids** ensure perfect straightness by nourishing and plumping the hair.

**PHASE 1: SHAMPOO** Clean the hair with **1 Preparing Shampoo**, performing two steps, first massage and then rinse off.

**PHASE 2: DRYING** Proceed with blow drying.

**PHASE 3: TREATMENT** Divide the hair into 4 sections starting at the back of the neck with 1cm horizontal sections. Apply LISS 2 with the dispenser or LISS 2 PLUS with the brush and comb each strand to facilitate the penetration of the product into the capillary fibres.

Hair type	% drying
Natural / Afro natural	100%
Colored / Bleached up to 50%	70%
Bleached 50% to 70% / White	50%

**SUGGESTED QUANTITY** > from 40 g to 60 g > check that the product is well distributed over the entire hair structure, if necessary increase the quantity.

### ZERO PROCESSING TIME

**PHASE 4: DRYING** Start drying your hair with a hairdryer and brush starting from the back of your neck until you have completed the entire hair.

**PHASE 5: STRAIGHTENING** Straighten, **adjusting the temperature based on the type of hair**, starting from the back with horizontal sections of 1 cm. Pass the straightener several times from root to tips, depending on the type of hair, see diagram below, insisting on a greater number of passes in the most difficult areas (nape/regrowth/area front). After having straightened all the hair, proceed with an abundant **rinse for about 5 minutes**, and move on to the last step Final Conditioner.

Hair type	Flat iron temperature	Flat iron steps
Natural / Afro natural / Colored	220°C 428°F	9-10
Lighten 50% to 70%	200°C 392°F	8-9
White / Blond / Bleached	170°C 338°F	7-8

**PHASE 6: CONDITIONER** Apply **3 Final Conditioners**, leave on for 5 minutes. Rinse with warm water and proceed with drying.

## 3 FINAL CONDITIONER

it's the last phase to complete straightening treatment.

It contains natural keratin, a protein which is one of the fundamental elements for hair equilibrium. Rich in natural ingredients like Argan oil and collagen. It considerably increases the hydration level, nourishes and improves hair conditions reducing the excess of volume and prolonging the straightening effect duration.

Results: The hair is strong, deeply nourished, smooth and bright. 3 Final Conditioner makes fibers resistant against external factors, avoiding hair breakings and split ends.

The hair will be stronger and healthier.

Suitable to maintain the smoothing treatment.



PREPARES TREATS TREATS COMPLETES  
NATURAL ABSOLUTE  
SMOOTH SMOOTH

# TECHNICAL SUPPORTS



**CARR/5**  
BLACK  
WORK STATION



**CARR.1**  
WORK STATION  
S.PLUS BLACK



**CIOT**  
COLOUR BOWL

**PENN**  
COLOUR BRUSH



**MISU**  
MEASURING CUP



**C.CHART** PASSION / MIA / BRIGHTCOLOR - COLOUR CHART



**MCLIP**  
WHITE CLIP  
COLOR  
EMMEDICIOTTO  
(1 blister 6 pcs)



**MANT**  
COLOUR  
PLASTIC CAPES  
pc.30 /  
SINGLE-USE



**PIASTRA18**  
TITANIUM IRON  
TOURMALINE  
DIGIT.230°



**BRUSH**  
EMMEDICIOTTO  
TOURMALINE

**EMME16**  
16mm. DF1481

**EMME25**  
25mm. DF1461

**EMME33**  
33mm. DF1451

**EMME43**  
43mm. DF1441

**EMME53**  
53mm. DF1431



**PHON18**  
BLOW DRYER  
EMMEDICIOTTO PROFESSIONAL  
Col. BLACK



**GEM/HD**  
PAINTING BOARD  
EMMEDICIOTTO



**GEM/HDT**  
PAINTING TABLET in wood  
EMMEDICIOTTO



**HAT**  
HAT COLOR  
EMMEDICIOTTO



**FRISB**  
FRESBEE  
EMMEDICIOTTO  
COLOUR



**SAF/KIT**  
SAFETY KIT  
(cape, gloves, mask)



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MADE BY A VISIONHAIR

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