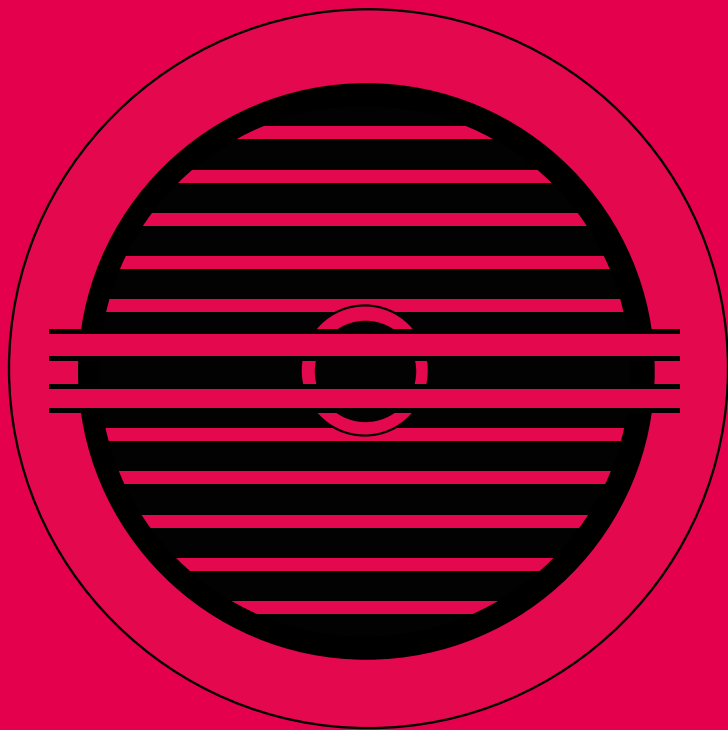
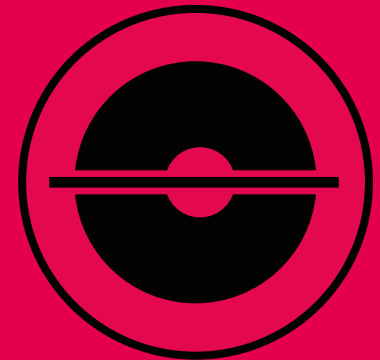


Music is
freedom



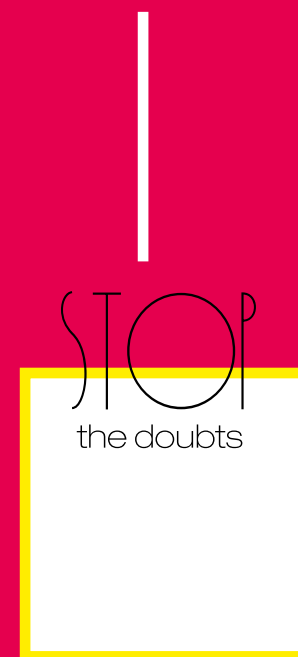
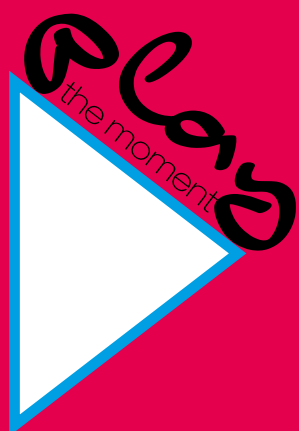
Free the music
that's in you with

NOW
next generation



SELECTIVE
PROFESSIONAL





NOW
next generation



SIMPLE, PRATICAL and surprisingly
DYNAMIC thrilling results.
5 FAMILIES to achieve the desired final effect.

TEXTURE

Control
Definition
Elasticity

THERMO

Protection
Hydration
Softness

CURL

Strength
Movement
Vitality

FINISH

Gloss
Perfection
Final definition

FRIZZ CONTROL

Glossiness
Shine
Silkiness

6 SCALES OF HOLD

to freely manage hold, control and definition.



1 Control



2 Disciplining



3 Natural



4 Strong



5 Extra Strong



6 Hyper Strong

TEXTURE

Control - Definition - Elasticity



extreme

EXTREME HOLD ULTRA RESISTANT GEL

Ideal for medium-short hair,
to create **extreme looks** with **absolute hold**.

- Gives STRENGTH, ENERGY and STRUCTURE, for indestructible looks.
- Gives DEFINITION and EXTREME HOLD, without weighing down.
- Guarantees SHINE and GLOSS, for an extra-shiny wet look.

HOLD INDEX

6

Hyper Strong



200 ml

punk

I'm rebel, and you?

250 ml



volumizer

VOLUMIZING MOUSSE

Ideal for all hair types,
to **style** and **condition** with
a **strong** and **decisive** hold.

- Guarantees lasting VOLUME and SUPPORT, without leaving hair sticky or hard.
- SHAPES and CONDITIONS, with a strong and decisive hold.
- Makes it extremely easy to COMB and RESTYLE hair.

HOLD INDEX



Strong

ROCK

I'm over-the-top, and you?



flexy touch

ELASTIC LOOK STYLING WAX-GEL

Ideal for all hair types, for a look that is **easy to restyle**,
fixing hair in a **natural** and **elastic** way.



100 ml

HOLD INDEX

3

Natural

BRITPOP

I'm simply extraordinary, and you?

- SEPARATES and DEFINES with clean and flexible control.
- SHAPES and STYLE with extreme ease.
- GENTLE HOLD for looks that are easy to restyle.

crazy hand

FIBROUS TEXTURIZING WAX

Ideal for medium-short hair,
to give your look a **destructured style**.



100 ml

- SCULPTS and RESTYLES, for a dynamic and creative look.
- CREATES DESTRUCTURED STYLES, guaranteeing shape and vitality to hair.
- Gives any look a LIVED-IN EFFECT.

HOLD INDEX

3

Natural

MOD revival

I'm original, and you?

liquify

SCULPTED-LOOK LIQUID WAX

Ideal for medium-short hair, to define and give clear separation to each lock.



100 ml

- Creates long-lasting DESTRUCTURED and SCULPTED SHAPES.
- Guarantees SEPARATE LOCKS even on medium-length hair.
- Facilitates application thanks to its EXCEPTIONAL MALLEABILITY.

HOLD INDEX

4

Strong

House
I'm surprisingly uncommon, and you?



pump too

ROOT VOLUMIZING SPRAY

Ideal for fine, lifeless hair, specifically designed to give thickness and support to the roots, enhancing the final look.

- Gives VOLUME and STRUCTURE to the roots with SOFT and NATURAL hold.
- Gives SHAPE and SUPPORT, with stable, long-lasting hold.
- IS NOT STICKY and DOESN'T DRY, guaranteeing softness, gloss and shine.

HOLD INDEX

3

Natural



200 ml

Soul
I'm unconventional, and you?

NSW
next generation

CURL

Strength - Movement - Vitality

design
curl

CURL DEFINITION
GLAZE

*Ideal for all hair types, for creating
up dos using any drying **technique**.*



- HOLDS, SHAPES and DEFINIES untamed curls, without weighing them down.
- Gives ELASTICITY, SHAPE and SHINE.
- Gives a "7-DAY PERM-EFFECT" LOOK to smooth hair.

HOLD INDEX **4** Strong

250 ml

RNB
I'm fiery, and you?

power
circle

VOLUMIZING ECO-MOUSSE

*Ideal for wavy or curly hair,
to enhance **natural and permed curls**.*

- Gives STRENGTH and VITALITY to natural and permed curls.
- Gives BODY, STRUCTURE and VOLUME with a long-lasting effect.
- Gives SUPPORT and ELASTICITY thanks to its curl-retention effect.

HOLD INDEX **3** Natural



150 ml

latino
I'm "caliente", and you?

THERMO
Protection - Hydration - Softness

incredible HEAT PROTECTION CREAM

Ideal for all hair types and for creating smooth or curly styles depending on your mood, guaranteeing **total protection**.



150 ml

- PROTECTS from the heat of appliances used to style hair.
- FACILITATES the sliding of styling irons and straighteners.
- ELIMINATES the undesired frizz effect.

HOLD INDEX

2

Disciplining



electro-pop
I'm mysteriously bizarre, and you?

FRIZZ CONTROL

Glossiness - Shine - Silkiness

magic
control

ANTI-FRIZZ GLOSS FLUID

*Ideal for all hair types, to give a touch of **softness** and **silkiness** to the shaft and tips, protecting from the undesired anti-frizz effect.*



- SEALS and PROTECTS, offering a strong anti-damp screen.
- SHINES and ILLUMINATES, offering a glossy effect.
- Gives a VELVETY EFFECT that's better than silk.

100 ml

HOLD INDEX

2

Disciplining

Fusion

I'm brilliant, and you?



FINISH

Gloss - Perfection - Final definition

shiny'on

PROTECTIVE SHINE SPRAY

Ideal for all hair types and styles,
for the **final gloss and shine**.



150 ml

- Gives instant GLOSS and SHINE.
- Gives a final touch of PERFECTION to any look.
- IS NOT GREASY and DOESN'T WEIGH DOWN hair.

HOLD INDEX

1

Control

classica
I'm crystal-clear, and you?

fix control

VERSATILE FIXING SPRAY

Ideal for all hair types and styles, , fixing them in a **decisive** and **elastic** way for impeccable looks.



300 ml

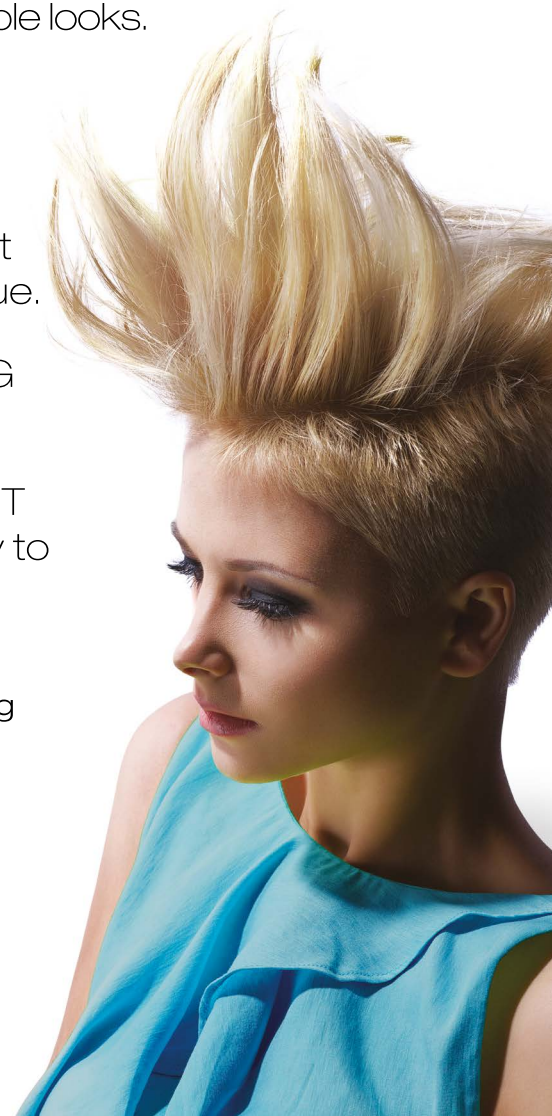
- HOLDS and SCULPTS in a strong, decisive way without dirtying or leaving any residue.
- Guarantees LONG-LASTING HOLD.
- IS NOT STICKY and DOESN'T HARDEN hair, leaving it easy to style.

HOLD INDEX

5

Extra Strong

elettronica
I'm tenacious, and you?



Play it loud. Play it with
NOW
next generation

