

Made **with love** in Italy



MAXXelle®

MADE IN ITALY

NATURAL
HAIR CARE
ATTITUDE





MAXXelle®

MADE IN ITALY

Naturally beautiful.
No tricks, just Nature.

PROFESSIONAL SELECTIVE COLLECTION

We do not stop until we get the perfect result for the beauty and health of the hair. To achieve perfection, it is essential to pursue the care of details and not leave anything to chance. **Each product is the result of an accurate research centered around both the client and the respect of his/her body.**

We are working to achieve a beauty that goes beyond aesthetics and is part of a path of wellness and health. **Our products are not just cosmetics to conceal the defects of the hair, but concentrates of wellness that aim to reconstruct their natural beauty.** They act with beneficial active ingredients of organic and biological origin, for immediate and long-lasting visible results. MAXXelle's laboratories operate tirelessly to search for exclusive formulas that leave hair and skin soft, shiny, strong and above all without damage. Full of life.

MAXXelle®
MADE IN ITALY

IT'S
time to
think



THINK AMMONIA FREE

COLOR CREAM

**AMMONIA | PPD | RESORCINOL | PARABEN
FREE**

Next-generation colour with 100% coverage of all grey hair. Formulated without Ammonia, PPD (Para-phenylenediamine), Resorcinol and Parabens to ensure a treatment as natural as possible. **We do not recommend adding the natural base to the Fantasy Nuances, because the application of "pure shade" gives 100% coverage.**

Benefits:

the addition of Baobab Leaf Extract guarantees a highly cosmetic and beneficial cream that leaves the hair protected, moisturised, shiny, soft and silky to the touch. It also contains Argan Oil, Shea, Grape Seed Oil and Lemon Extract in place of Paraffin. These plant-based Oils are recognised for their exceptional moisturizing, nourishing and glossing properties.

SHADES	Mixing Ratio	Developer	1st Application	2nd Application
Naturals, Iceberg, Golden, Beige, Warm Beige, Walnut, Copper, Intense Coffee, Brown, Red, Deep Red, Purple Red, Purple Rain, Intensifiers	1:1.5	20/30 Vol. 6% / 9%	15'+30'	30'+5'
Superlighteners	1:2	40 Vol. 12% 30 Vol. 9%	45'/60'+5'	
Toners	1:2	10 Vol. 3%	TO SEE	

THINK DEVELOPER

STABILIZED OXIDANT CREAM:

10V°(3%) / 20V°(6%) / 30V°(9%) / 40V°(12%)

Composed of stabilized hydrogen peroxide, which enables it to prevent the release of oxygen from its molecule, thereby maintaining the correct volume concentration.

Benefits:

the emulsion is enriched with organic Argan Oil. The high quality of the active ingredients produces an intense softening, decongestant and soothing effect.

10V°(3%)	TO DARKEN
10V°(3%) or 20V°(6%)	TO MAINTAIN THE SAME LEVEL
20V°(6%)	TO ACHIEVE 1 LEVEL OF LIFT
20V°(6%) or 30V°(9%)	2 LEVELS OF LIFT
30V°(9%) or 40V°(12%)	3-4 LEVELS OF LIFT

AMMONIA
FREE

PPD
FREE

RESORCINOL
FREE

PARABEN
FREE



Tube
100 ml e Net. Wt. 3.5oz



Bottle
150 ml e (20-30 V°)
1000 ml e (10-20-30-40 V°)



MAXxelle®

MADE IN ITALY



Colora
ULTRACOLOR

ANTIAGEHAIRCOLOR
LOW PERCENTAGE OF AMMONIA

with
Goji Extract

COLORA LOW AMMONIA

COLOR CREAM

SLES FREE | SLS FREE | LOW AMMONIA

This innovative color treatment, with low-ammonia rate, SLES and SLS free, provides perfect white hair coverage with maximum protection and nourishment. The new formula with nano molecules and micro molecules guarantees a perfect penetration of color in all hair types, even the less receptive ones that have progressively lost moisture and elasticity over time, also because of the continuous treatments they have undergone. COLORA ULTRA COLOR softens the cortex and protects the scalp, repairing the hair in the damaged spots. An intense, brilliant coloration even more resistant to washing, with powerful antioxidant and anti-aging effect. **We do not recommend adding the natural base to the Fantasy Nuances, because the application of "pure shade" gives 100% coverage.**

Benefits: The protein-vegetable complex consists of 3 elements: Goji Extract, with oxidizing, emollient, revitalizing, moisturizing and natural anti-aging effect. The Chamomile Extract reduces skin reactions with soothing activity on the scalp. Quaternized Keratin has anti-static, moisturizing and conditioning effect, it covers the hair of a lubricating film, repairing damaged spots, giving body and volume to the hair shaft.

SHADES	Mixing Ratio	Developer	1st Application	2nd Application
Naturals, Intense Naturals, Intense Golden, Iceberg Beige, Beige, Hazelnut, Cocoa, Chocolate, Sand, Mahogany, Red, Copper Red, Intense Red, Copper, Purple, Intensifiers, Correctors	1:1	20/30 Vol. 6% / 9%	15'+30'	30'+5'
Golden	1:2	20/30 Vol. 6% / 9%	15'+30'	30'+5'
Superlighteners	1:2	40 Vol. 12%	20'+45'/60'	45'/55'+5'

SLES
FREE

SLS
FREE

LOW
AMMONIA



Tube
100 ml e Net. Wt. 3.5oz

COLORA DEVELOPER

STABILIZED OXIDANT CREAM: 10V°(3%) / 20V°(6%) / 30V°(9%) / 40V°(12%)

Composed of stabilized hydrogen peroxide, which enables it to prevent the release of oxygen from its molecule, thereby maintaining the correct volume concentration.

Benefits: the emulsion is enriched with **Aloe Vera**; the high quality of the active ingredients gives an intense softening, decongestant and soothing effect.

10V°(3%)	TO DARKEN
10V°(3%) or 20V°(6%)	TO MAINTAIN THE SAME LEVEL
20V°(6%)	TO ACHIEVE 1 LEVEL OF LIFT
20V°(6%) or 30V°(9%)	2 LEVELS OF LIFT
30V°(9%) or 40V°(12%)	3-4 LEVELS OF LIFT



Bottle
100 ml e (20-30 V°)
1000 ml e (10-20-30-40 V°)

BLEACHING POWDER

DUST FREE COMPACT BLEACHING POWDER

Innovative formula featuring a calibrated grain size with high bleaching power. Produces fast results while respecting the hair fibre. Colour does not alter during bleaching process. Non volatile powder. Does not swell during application.

Benefits: the blue pigment prevents the colour from taking on yellow/orange tones. High bleaching power, dries quickly.

How to use: mix 1 part "Colora" non-volatile bleaching powder with 2 parts "COLORA DEVELOPER" stabilized oxidant cream 20V°(6%), 30V°(9%) or 40V°(12%) depending on the level of lift desired. The high versatility of the product also allows a dilution of 1 part "Colora" non-volatile bleaching powder with 1.5 parts "COLORA DEVELOPER" stabilized oxidant, if a thicker cream is preferred.



Jar
500 g e





MAXXelle®
MADE IN ITALY

Eye_Candy

BLEACHING BUTTER

Low Ammonia

EYE_CANDY

BLEACHING BUTTER LOW AMMONIA

Bleaching butter with low ammonia content, able to guarantee high bleaching results without attacking or damaging the hair structure, with a delicate and protective action on the scalp. During the bleaching phases it protects the hair, gives new strength and vitality, reconstructs and conditions, helping to keep the capillary structure compact during the whole lightening process.

- Bleaching up to 8 tones
- Low percentage of ammonia
- Reconstructs, conditions and protects the hair
- Does not dry or swell, does not make the hair opaque
- Can be applied near the scalp
- Lightens homogeneously
- Suitable for all bleaching techniques
- Excellent for both soft lighting and stronger bleaching

HOW TO USE: 1 part of EYE CANDY Bleaching Butter + 2 parts of Colora ULTRA COLOR Developer 10V-20V-30V-40V. Carefully evaluate the starting colour of the hair and, according to the level of lightening you want to obtain, mix the Bleaching Butter with the most suitable Developer Colora ULTRA COLOR, following the dilution ratio 1:2. If you want to light up to 8 tones, we recommend using 40V Developer.

**To obtain the absolute white result, after reaching the maximum lightening tone (level 11-12), we recommend to apply SIRIUS anti- yellow shampoo-treatment.*

PROCESSING TIME: from 20 to 50 minutes

**It is recommended to visually check the bleaching process until the desired lightening is achieved*



LOW
AMMONIA

Jar
220 gr. e

SIRIUS

SHAMPOO TRATTANTE ANTI-GIALLO

Treating anti yellow shampoo, for white and bleached hair, brightens the natural white colour and contrasts undesired yellowish/orange reflexes given by total bleaching, highlights and super lighteners. **Very rich in Argan Oil and Hydrolyzed Keratin, it performs an emollient and fortifying action, giving vitality, shine and protection to the hair.**

HOW TO USE: distribute on wet hair, massage and leave-in for a few minutes. Rinse thoroughly. Repeat the application if necessary and proceed with blow drying.



SLS
FREE

SLES
FREE

DEA
FREE

PARABEN
FREE

COMPOSTABLE

Bottle
250 ml e
1000 ml e



MAXxelle®
MADE IN ITALY

Eye_Candy

PIGMENTED
BLEACHING BUTTER

Low Ammonia

EYE_CANDY PIGMENTED

BLEACHING BUTTER LOW AMMONIA

Pigmented bleaching butter with low ammonia content, available in 9 different colouring tones. Grants high bleaching results without attacking or damaging the hair structure, with a delicate and protective action on the scalp.

Three actions in one product:

- **BLEACHING**
- **PIGMENTING**
- **RECONSTRUCTING**

During the bleaching phase, it performs a reconstructive, conditioning and polishing action that helps to keep the capillary structure compact during the whole process.

- Bleach & Colour in 9 shades
- No dust
- Does not dry and does not swell
- Not aggressive on skin and hair
- Lightening up to 6 tones + pigmenting
- Suitable for all bleaching techniques
- Does not make the hair opaque nor dry
- Effective conditioning, polishing and reconstructive action
- Suitable also for application near the roots
- Butters can be mixed to create a customized colours

HOW TO USE:

1 part of EYE CANDY Pigmented Bleaching Butter + 2 parts of Colora ULTRA COLOUR Developer 10V-20V-30V-40V
Carefully evaluate the starting condition and colour of the hair and choose which pigments to use and which Developer, then mix following the **RATIO 1:2**

For highlights or special colouring techniques, it is possible to reduce the dilution ratio in order to achieve the desired consistency of the mixture (e.g. 1:1 or 1:1.5).

EYE CANDY Pigmented Bleaching Butters can be mixed to create customized colours.

PROCESSING TIME:

from 20 to 50 minutes.

**Processing times are purely indicative and may change according to the structure and conditions of the hair. It is advisable to carry out a visual progressive checking during the bleaching/colouring process until the desired shade is reached.*

APPROXIMATELY:

From black to blond 35'/45'
From black to red 15'/45'
From brown to blonde 25'/35'



LOW
AMMONIA

Jar
100 gr. e



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FORMA

FORMA

BIO-PERMANENT

PERMANENT WITH ORGANIC PROPERTIES (WITH KERATIN AMINO ACIDS)

Forza Unica is the first odourless permanent wave without Thioglycolic Acid and Ammonia. It has a powerful conditioning effect which produces an extremely natural and gentle wave with well-defined and long-lasting curls.

How to use: apply the waving lotion after rolling the hair in curlers. Leave on for a minimum of 5 to a maximum of 30 minutes, depending on the porosity of the hair; rinse with warm water and then saturate the hair with the neutralizer.

NEUTRALIZER WITHOUT OXYGEN NEUTRAL pH (WITH AMINO ACIDS OF MARINE COLLAGEN)

Does not contain hydrogen peroxide but another oxidizing agent. Has a neutral pH (6-7), making it less aggressive than the type containing hydrogen peroxide (which has a pH of 2-3). Does not lighten or alter the colour of the hair.

How to use: At the end of the perm lotion application time rinse well with warm water. Towel-dry the hair and apply evenly the neutralizer, leaving it on for the same maximum amount of time as the perm lotion "FORMA".

STRAIGHTENING GEL

GEL STRAIGHTENING SYSTEM WITH ORGANIC PROPERTIES UNIQUE FORCE (FOR NATURAL / TREATED / SENSITIVE HAIR)

GEL STRAIGHTENING SYSTEM WITH ORGANIC PROPERTIES (FOR THICK / AFRO / ETHNIC HAIR)

Permanent anti-frizz straightening treatment.

Thanks to its organic-biological properties this gel straightens the hair naturally while eliminating frizz. Rich in Cysteamine, it enables the Sulfide Bridges to be transformed without damaging them. Amino Acids of Marine Collagen penetrate the hair cuticle to moisturize the hair right down to the medulla, producing a reconstructing, shiny, silky-soft effect.

How to use: using the specific shampoo, wash the hair without rubbing the scalp. Towel-dry the hair and apply the product evenly from roots to ends (beginning 1 cm from the scalp) using a hair colouring brush, carefully covering each lock; comb frequently in all directions to maintain a constant pull on the hair. Continue the application up to the top of the head.

Application times: from a minimum of 5 min. to a maximum of 20 min. ("Forma" Organic Straightening Gel for natural / treated / sensitized hair) or a minimum of 10-15 min. to a maximum of 30 min. ("Forma" Organic Straightening Gel for thick / afro / ethnic hair). If the recommended application times are exceeded check every 3 minutes the elasticity and strength of the hair at the ends. Rinse with warm water and saturate with the neutralizer.

NEUTRALIZING CREAM

NEUTRALIZING CREAM FOR GEL STRAIGHTENING SYSTEM WITH ORGANIC PROPERTIES (FOR BOTH NATURAL / TREATED / SENSITIVE HAIR AND SPECIAL THICK AFRO / ETHNIC HAIR)

It is a Neutralizer formulated on a creamy, treating base. Easy to apply, it fixes the smoothing effect of Organic Straightening Gel Unique Force, sealing the cuticle of the hair leaving it soft and luminous.

How to use: at the end of application time with the Straightening Gel (3 and 4) rinse the hair well (with warm water) for at least 5 minutes, then towel-dry. Keep the hair as straight as possible and apply the product evenly. Carefully comb out the hair; it will set in the shape desired as soon as it comes into contact with the Neutralizing Cream. Leave on for up to the same maximum application time as the Organic Straightening Gel (3 and 4), while continuing to comb the hair. Rinse well. Condition the hair with a suitable mask from the "CURA" or "MIRACLE" lines. Leave on for the prescribed time, then rinse and proceed with styling, using finishing products of the "CREA biORGANIC" line. NB. Never shampoo after rinsing the neutralizer.



AMMONIA
FREE

THYOGLYCOLIC ACID
FREE

COMPOSTABLE

Bottle
250 ml e



HYDROGEN PEROXIDE
FREE

COMPOSTABLE

Bottle
500 ml e



AMMONIA
FREE

THYOGLYCOLIC ACID
FREE

FORMALDEHYDE
FREE

Tube
250 ml e



AMMONIA
FREE

THYOGLYCOLIC ACID
FREE

FORMALDEHYDE
FREE

Tube
250 ml e



Tube
250 ml e





MAXXelle®
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CREA biORGANIC

CREA biORGANIC

SERUM & OIL

SHEEN SERUM

Moisturising and nourishing serum contains Macadamia Nut Oil, for dull, dry and frizzy hair. Detangles and adds softness and shine, protecting from the heat of hairdryers and straighteners.

Benefits: Organic Macadamia Oil has powerful restorative, regenerating, protective, anti free radicals, repairing and smoothing properties. It is also rich in Vitamins A, E, B1 and B2. Vitamin E has special keratinizing power, while Milk Proteins carry out a repairing, protective and moisturizing action on the hair.

How to use: apply a small amount of product to damp hair, distribute evenly and blow dry.

OIL GLAZE

Modeling fluid ideal for any hairstyle. Whether curly or straight it provides softness, elasticity and protects hair from the elements.

Benefits: Ginseng has fortifying properties; Panthenol is an excellent moisturizer and repairer; Nettle combats hair loss and dandruff; Kelp moisturizes the hair and increases elasticity and Birch is effective against excess sebum.

How to use: apply evenly to damp hair and blow dry or air dry, or on dry hair to finish.

STRAIGHTENING & CURLING

STRAIGHTENING & CURLING CREAM GEL

Provides a smooth or curly effect instantly, eliminates frizz, giving softness and shine to the hair.

Benefits: Organic Argan Oil has powerful restorative, regenerating, protective, anti-free radical, repairing and smoothing properties.

How to use: apply to damp hair. For a straight hair look, blow-dry hair thoroughly and style with flat iron. For a curly hair look, dry hair using a diffuser or air dry.

FOAM

Ideal for blow dryer, diffuser, curling iron and any heat source. It gives form, control, body and texture to the hair. It contains guarana extract, which provides excellent properties including moisturizing, softening and polishing, preventing dehydration. It has moisture-proof properties.

How to use: shake the bottle, turn upside down and dispense the desired amount of product on your hand or on a comb. Apply to damp hair then proceed to desired styling.

GEL

EXTREME GEL

Extreme hold gel, contains d-Panthenol and Aloe Vera. It's anti-humectant properties, will not flake or leave a residue.

Benefits: Aloe Vera and D-Panthenol have moisturizing, emollient, film-forming and glossing properties.

How to use: may be used on damp or dry hair, apply a small amount of product to your hands, work thru evenly and proceed with styling.

BLACK GEL

Alcohol-free modeling gel, adds a touch of intensive temporary color, shine and definition to grey hair.

Benefits: the fruits of Serenoa Repens are rich in fatty acids and phytosterols. Clinical studies have proved the plant's effectiveness in treating baldness.

How to use: on towel-dried or dry hair, apply to individual strands and or sections of hair to create dark low-lights thru desired style.. Washes away easily, without residue using your favorite Maxxelle shampoo.



Bottle with drop dispenser
200 ml e



Bottle with drop dispenser
200 ml e



Bottle with drop dispenser
200 ml e



Can with spray dispenser
250 ml e



Tube
150 ml e



Tube
150 ml e



CREA biORGANIC

WAXES

1/ GEL WAX

Allows for a strong hold, leaving the hair flexible and shiny.

Benefits: Cashmere is a hydrolyzed wool protein with exceptional conditioning, substantivizing, reconstructive and glossing properties.

How to use: spread on hands and distribute with finger tips on dry hair for separation & definition, and through damp hair for a sculpture look.

2/ MODELLING WAX

Maximum Shine Fixative Wax. Water soluble wax, contains Argan Oil, it creates lustre and softness to the hair.

Benefits: Organic Argan Oil has powerful restorative, regenerating, protective, anti-free radical, repairing and smoothing properties.

How to use: apply a small amount to hands and distribute evenly to dry or slightly damp hair.

3/ MATT WAX

Defines curls. Water soluble wax contains UVB sunscreen.

Benefits: Kaolin (Clay) is a natural additive with absorbent and lightening action.

How to use: apply a small amount to hands and distribute evenly to dry or slightly damp hair.

4/ SHAPER

Water soluble, strong hold, modeling wax, is ideal for defining and sculpting styles.

Benefits: Ginseng is a powerful fortifying, antioxidant, anti-inflammatory and anti-age tonic.

How to use: apply a small amount to hands and distribute evenly to dry or slightly damp hair.

5/ MANIPULATOR

Thick and fibrous, anti-humectant cream that allows you to manipulate the hair and create individualized styles.

Benefits: Guarana has antistatic, fixative, film-forming and anti-moisture properties.

How to use: apply a small amount to hands and distribute evenly to damp or dry hair.



HAIR SPRAY

HAIR SPRAY

It's a professional hair spray ideal to hold every type of hair naturally. It gives volume and touch to the hair do without making your hair greasy. It can be easily brushed out.

Benefits: hair spray formulated without methylene chloride, containing an alcohol of plant origin. Rich in active ingredients, including: Argan Oil, with glossing and protective properties, Keratin, the main constituent of the hair, and Macadamia Oil, a powerful anti-free radical with a high content of Vitamins A, E, B1 and B2. Vitamin E performs a keratinizing action.

How to use: spray at a distance of approximately 20/30 cm from hair, use on wet or dry hair.

ECOLOGICAL HAIR SPRAY

Contains Organic Argan Oil, strong hold, gives hair volume and shine and protects hair from heat sources due to styling aids without flaking or residue.

Benefits: Organic Argan Oil has powerful restorative, regenerating, protective, anti-free radical, repairing and smoothing properties.

How to use: spray the amount of desired product from a distance of about 20-40 cm, on either dry or wet hair.



MAXXelle®

MADE IN ITALY

CRABIO THERAPY

CURA bIOTHERAPY

TREATED HAIR

TREATED HAIR SHAMPOO

A shampoo for treated hair (colored, permed and straightened), it conditions and nourishes hair leaving it soft and shiny thanks to high content of organic macadamia oil.

How to use: apply to wet hair, massage gently, then rinse. Proceed to a second application if needed. It is advisable to complete the treatment with Treated Hair Treatment mask.

TREATED HAIR TREATMENT

Highly nourishing and conditioning mask for treated hair (colored, permed and straightened). It carries out its action penetrating deeply, leaving the hair soft and shiny thanks to high content of organic macadamia oil.

How to use: apply to damp hair (washed and towel-dried from excess of water), massage, leave on for 3-5 minutes, comb, then rinse thoroughly.

DAILY WASH

DAILY WASH SHAMPOO

Daily shampoo for every hair types, specific for frequent use. Leaves the hair soft, shiny and conditioned thanks to high content of organic argan oil.

How to use: apply to wet hair, massage gently then rinse. Proceed to a second application if needed.

DEEP CLEANSING

DEEP CLEANSING SHAMPOO (oily hair and dandruff)

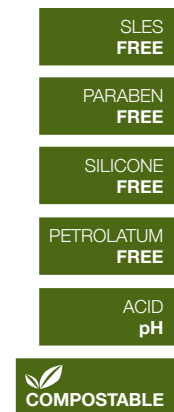
Gentle-on-the-skin shampoo that cleanses and oxygenates skin, preventing dandruff and hindering the fall. It develops a targeted seborregulating action.

How to use: apply to wet or dry hair, massage gently, leave to effect for a few minutes then rinse thoroughly. Proceed to a second application if needed. For intensive use it is advisable to associate to Deep Cleansing Scrub before or after application as a home maintenance therapy.

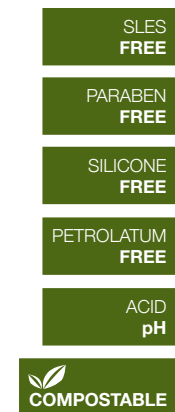
DEEP CLEANSING SCRUB (pre-shampoo scrub)

Innovative scrub thanks to the presence of micro-granules of volcanic perlite, it removes all impurities from scalp such as dandruff, dead skin cells and sebum excess, encouraging cell renewal. Moreover white clay acts like blotting paper eliminating sebum excess and purifying scalp of all impurities. Essential oils refresh the skin and soothe irritation giving a pleasant freshness.

How to use: scrub can be applied to dry or wet skin. Massage gently and leave for a few minutes, then rinse shampoo performing with Deep Cleansing Shampoo.



Bottle
250 ml e
1000 ml e



Tube
200 ml e
Jar
500 ml e



Bottle
250 ml e
1000 ml e



Bottle
250 ml e
1000 ml e



Tube
200 ml e



DRY & FRIZZY HAIR

DRY & FRIZZY HAIR SHAMPOO

Shampoo for dry and frizzy hair. Nourishes the hair, conditioning and smooth handling its fragility and dryness. Deeply nourishes the hair exhausted by revitalizing and restoring its strenght, thanks to the high content of witch hazel.

How to use: apply to wet hair, massage gently, then rinse. Proceed to a second application if needed. For best results it is recommended to complete treatment with Dry & Frizzy Hair Treatment mask.

DRY & FRIZZY HAIR TREATMENT

Highly detangling and moisturizing mask. Conditions, nourishes, hydrates and smoothes hair in depth, helping to comb both wet and dry hair thanks to the high content of witch hazel.

How to use: apply on damp hair (washed and towel-dried from excess water), massage, leave on for 3-5 minutes, comb, then rinse thoroughly.



FINE HAIR

FINE HAIR SHAMPOO

Shampoo for thin hair, penetrates deep into the structure, cleansing it gently and protecting from external aggressions due to synergy of tea antioxidants from green and black teas. The special formula with plumping and film-forming polymers allows the formation of a protective and moisturizing film on the hair, visibly increasing the diameter and texture.

How to use: apply to wet hair, massage gently then rinse. Proceed to a second application if needed. For best results it is recommended to complete treatment with Fine Hair Treatment mask.

FINE HAIR TREATMENT

Highly conditioning mask for fine and thin hair. It penetrates deep into hair giving volume and vigor. It also softens, detangles and polishes thanks to high content of active ingredients from both green and black organic tea.

How to use: apply on damp hair (washed and towel-dried from excess of water), massage, leave on for 3-5 minutes, comb, then rinse thoroughly.



HAIR RECOVERY (FILLER)

HAIR RECOVERY SHAMPOO (filler shampoo)

Specific shampoo for hair reconstruction. The high concentration of active ingredients such as hyaluronic acid and keratin plays several action by plumping, filling, nourishing, toning, restructuring and antioxidant, penetrating into the hair bulb prolonging in the time the specific action of the product.

How to use: apply to wet hair, gently massage then rinse. Proceed with a second application if needed. For best results it's recommended to complete treatment with Hair Recovery Treatment mask and/or Hair Recovery Serum.

HAIR RECOVERY TREATMENT (filler mask)

Highly specific mask for hair reconstruction. High concentration of active ingredients such as hyaluronic acid and keratin plays an action by plumping, filling, nourishing, toning, restructuring and antioxidant. Also it disentangles, polishes and softens hair at once.

How to use: after washing hair with Hair Recovery Shampoo dab excess water and apply mask leaving to take effect for 5-10 minutes, comb then rinse thoroughly. For best results it is recommended to complete treatment with Hair Recovery Serum.

HAIR RECOVERY SERUM (filler serum)

Fluid serum specific for hair reconstruction. High concentration of active ingredients like hyaluronic acid and keratin plays an action by plumping, filling, nourishing, toning, restructuring and antioxidanting. Disentangles hair protecting them from hair dryer and hair straightener.

How to use: apply enough product to damp hair, gently massage and proceed with desired styling.





MAXXelle[®]
MADE IN ITALY

CURA RIATTIVA

CURA RIATTIVA

DETOX, REACTIVATE & REVITALIZE

DETOX ELIXIR WITH ESSENTIAL OILS

Detoxifying Elixir with high concentration of Essential Oils. Purifies the scalp while reactivating the functions of the hair bulb.

Benefits: Essential Oil of Eucalyptus, Geranium, Bergamot, Rosemary, Mont-Blanc Lavender and Sage, Chamomile extract.

How to use: using micro applicator to distribute the Elixir evenly to affected areas of the scalp, then massage gently. Leave on, do not rinse.

REACTIVATING TREATMENT LOTION N°1 WITH ESSENTIAL OILS

A rich combination of Essential Oils that promotes follicular vascularity and oxygenation. Relaxes the scalp by stimulating the cellular metabolism of the bulb, reactivating the growth phase of hair. Recommended for non-physiological hair loss characterised by a general increasing lack and thinning of hair.

Benefits: Essential Oil of Eucalyptus, Bergamot, Rosemary, Mont-Blanc Lavender, Sweet Fennel, Sage, Tea Plant Oil, Sunflower Oil, Chamomile Extract, Arnica Montana and Horse Chestnut.

How to use: shake the vial before opening. Once opened, distribute content to affected areas of the scalp. Cover the scalp with a hair cap and leave on for 10 minutes, massaging gently. Wash with Hair Loss Detox Shampoo with Essential Oils.

HAIR LOSS DETOX SHAMPOO WITH ESSENTIAL OILS

Shampoo with a very high concentration of Essential Oils, SLES and DEA free. Deep cleanses while respecting the hydrolipid mantle, leaving the hair soft, shiny and conditioned. Removes impurities, stimulating the hair bulb and preventing hair loss.

Benefits: Essential Oil of Eucalyptus, Geranium, Scots Pine, Mont-Blanc Lavender, White Thyme, Wheat Proteins, Hydrolyzed Brewer's Yeast, Urea and Panthenol.

How to use: apply to dry hair, massage gently, then rinse thoroughly with water.

REACTIVATING TREATMENT LOTION N°2 WITH ESSENTIAL OILS

A rich combination of Essential Oils that promotes follicular vascularity and oxygenation. Relaxes the scalp by stimulating the cellular metabolism of the bulb, reactivating the growth phase of hair. Recommended for non-physiological hair loss characterised by a general increasing lack and thinning of hair.

Benefits: Essential Oil of Eucalyptus, Bergamot, Rosemary, Mont Blanc Lavender, Sage, Tea Plant Oil, Sunflower Oil and Chamomile Extract.

How to use: after washing hair with Hair Loss Detox Shampoo with Essential Oils, shake the content of the bottle, open it and evenly distribute the content to affected areas of the scalp. Gently massage to facilitate absorption. Leave on for 10 minutes, then proceed to drying hair.

REVITALIZING ELIXIR WITH ESSENTIAL OILS

A Revitalizing Elixir rich in Essential Oils. Helps to combat hair thinning and consequent non-physiological hair loss.

Benefits: Essential Oils of Serenoa Repens, Adansonia Digitata Seed Oil (Baobab Oil), Pygeum Africanum and a blend of Essential Oils.

How to use: use at night on dry hair. Shake vial. Using micro applicator apply a small amount of Elixir to the affected areas of the scalp. Use light massage to distribute product evenly. Do not rinse.

PARABEN
FREE

DEA
FREE

SLES
FREE



Vial
30 ml e

PARABEN
FREE

DEA
FREE

SLES
FREE



N° 6
vials of
6 ml e

PARABEN
FREE

DEA
FREE

SLES
FREE

COMPOSTABLE



Bottle
250 ml e

PARABEN
FREE

DEA
FREE

SLES
FREE



N° 6
vials of
6 ml e

PARABEN
FREE

DEA
FREE

SLES
FREE



Vial
50 ml e





MAXXelle®
MADE IN ITALY

MIRACLE

MIRACLE

STYLING ALL IN ONE

MIRACLE ALL IN ONE STYLING SYSTEM

Benefits: contains an Oil Extracted from the Seed of the Fruit of the Baobab, known as the 'Tree of Life', which is rich in Protein, Vitamin A, D, E, C (approximately 6 times more than in orange pulp), B1, B2, PP and countless Minerals.

How to use: for the hair - after washing and towel-drying the hair, spray Miracle from a distance of about 10-20 cm, do not rinse, dry as preferred. On dry hair - as protection from exposure to sun, salt and chlorine. For the body - after exposure to the sun and consequent showering, spray Miracle over the body and face. Apply as a protective shield to the hands and face before and after exposure to the cold, or after shaving.

OCEAN SALT (styling spray)

Benefits: provides support for the roots, giving volume and body even to fine hair. Eliminates frizz while sculpting natural waves and curls. Creates a wavy look with final matt effect when sprayed abundantly at close range. Facilitates styling when sprayed sparingly from a distance of 20-30 cm. Excellent for long, natural hair, regular waves and structured styles. Defines and fills out layered styles. Protects against moisture and eliminates static. Ensures full control and long-lasting hold when styling with the hairdryer or hair iron.

How to use: spray generously onto clean, damp hair, shaping with the fingers or with a brush for a matt effect, or spray over dry hair for maximum support, long-lasting hold and definition. Use with the hair dryer or hair diffuser for a natural wavy effect, and with the hair dryer or hair iron for assembled hairstyles, applying a very small amount of the product. Excellent also for drying the hair naturally or under heat sources.

RECONSTRUCTIVE

REPAIR (reconstructive mask)

Benefits: moisturizing and emollient, untangles hair quickly. Performs an anti-salt and anti-chlorine action and protects the hair from the effects of UV rays during subsequent exposures. It also replenishes the minerals and vitamins of the hair shaft. May also be used in a reconstructing treatment for the hair.

How to use: after washing the hair with "REGENERATING hair & body cleanser" squeeze out the excess water with your hands, then apply a suitable amount of the mask according to the length of the hair and massage thoroughly. Comb through and leave on for 2 to 5 minutes to allow the active ingredients to act, then rinse well.

NOURISHING ARGAN (argan oil)

Benefits: facilitates drying, protecting the hair from the heat of the hairdryer and hair iron. Combats ageing caused by free radicals and repairs split ends. Smooths out curly, frizzy and tangled hair. Protects against damage from sun, wind, salt, chlorine, pollution and harsh technical treatments. Protects the hair during technical treatments such as colouring, bleaching, perming and straightening.

How to use: for styling - apply a few drops to wet hair, then dry. For protection - apply evenly to dry hair. During colouring, bleaching and/or lightening treatments add around 5 ml of "NOURISHING ARGAN" to the colouring cream and/or a few drops directly to the hair for a brighter colour and highlights and greater protection for the hair and scalp. For the body - place a suitable amount in the hand and massage onto the body where necessary.

CLEANSING & REFRESHING

REGENERATING (hair & body cleanser)

Benefits: especially suitable for frequent and/or daily use. Gives softness and freshness to the hair and skin. Adjuvant against the effects of bathing in the sea or pool (anti-salt and anti-chlorine action). Exceptional after exposure to the sun and wind.

How to use: Apply to wet hair and skin. Massage gently, then rinse. Repeat if necessary.

VELVET (shooting & refreshing body cream)

Benefici: moisturizing, emollient, soothing and elasticizing. Has a powerful antioxidant effect, preventing skin ageing.

Modo d'uso: apply all over the body daily or after a bath or shower, massaging lightly until completely absorbed. Excellent also as an after-shave cream.



PARABEN
FREE

COMPOSTABLE

Bottle
with spray
dispenser
200 ml e



PARABEN
FREE

COMPOSTABLE

Bottle
with spray
dispenser
200 ml e



PARABEN
FREE

COMPOSTABLE

Tube
200 ml e



PARABEN
FREE

COMPOSTABLE

Bottle
with drop
dispenser
200 ml e



DEA
FREE

SLES
FREE

PARABEN
FREE

COMPOSTABLE

Bottle
with drop
dispenser
200 ml e



PARABEN
FREE

COMPOSTABLE

Tube
200 ml e



To choose
MAXXelle[®]
MADE IN ITALY

means choosing to be naturally beautiful.
No tricks, just nature!



NATURAL HAIR CARE ATTITUDE

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