



Semi di Lino Style&Care products contain **Style Guard**, a complex which creates a film around the hair fiber, to **reduce damage caused by heat and protect from humidity, fighting frizz and making styling easier**.

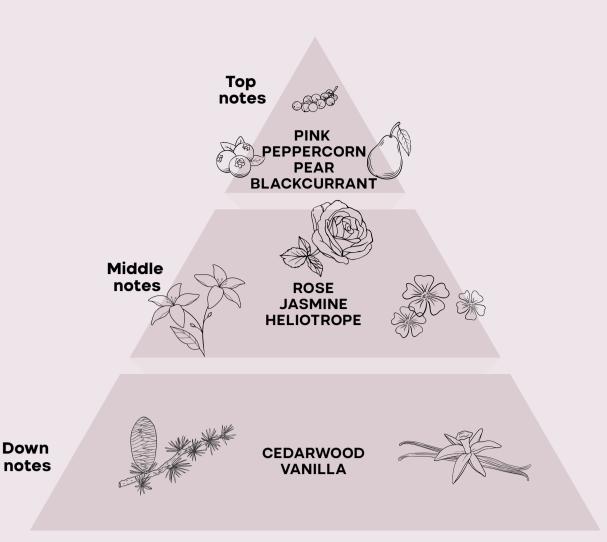
A 100% naturally-derived active ingredient, rich in polysaccharides, with hyaluronic acid and fructose.

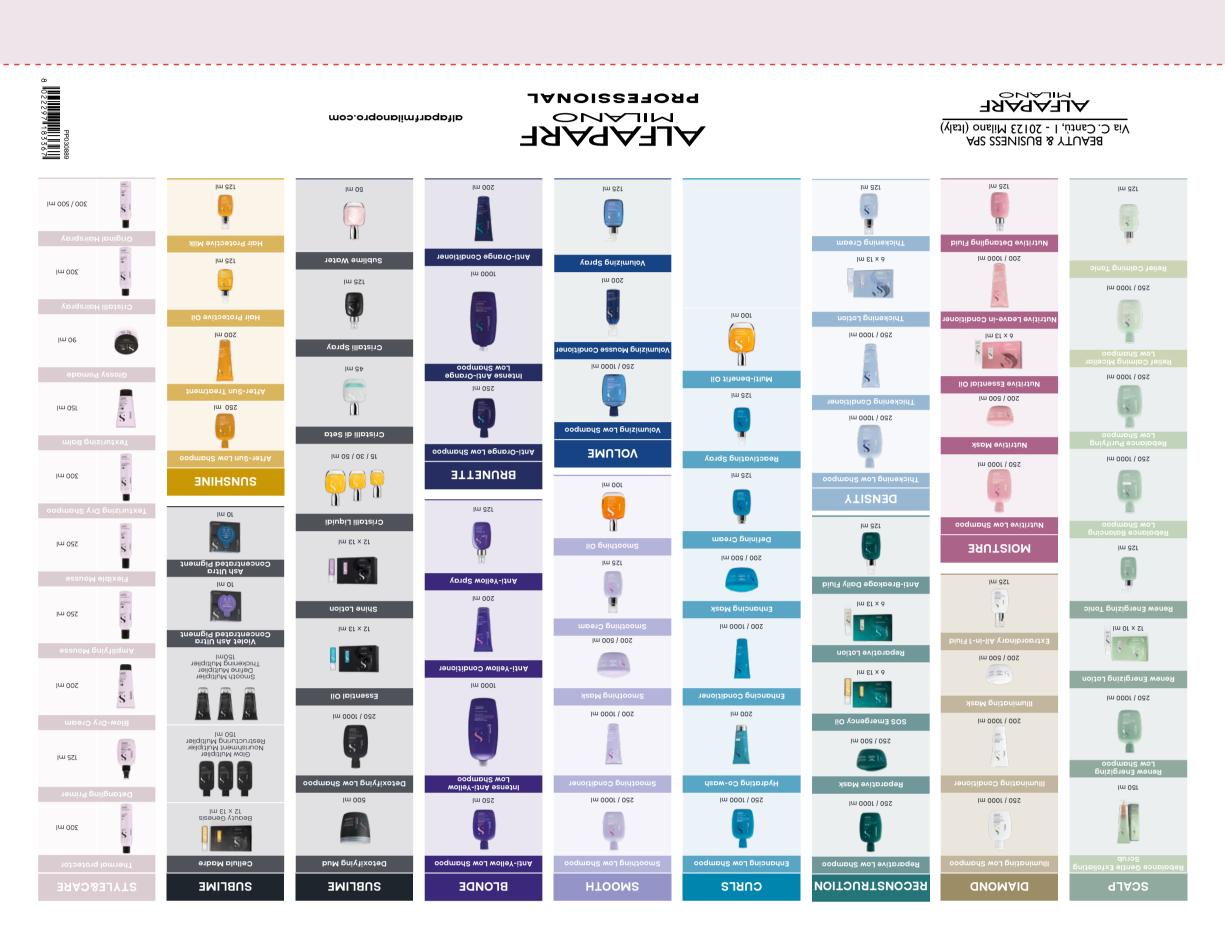
Scent of Joy

The fragrance that instills joy.

Some studies have highlighted how our **sense of smell triggers many of the emotions** we feel.

From the belief that a fragrance can positively influence your mood comes Scent of Joy, the new fragrance contained in the formulas of the Semi di Lino Style&Care line, developed to have beneficial effects on your mood, transmitting joy, cheerfulness and happiness.







STYLE&CARE

TECHNICAL CHART

ALFAPARF MILANO PROFESSIONAL

A new styling concept

The **ever-growing consumer interest** in **health** and **wellbeing** has made it a key factor in every purchase decision.

This phenomenon which equally **applies to the skincare and haircare market** has highlighted the need for **styling products** that reflect it.

Semi di Lino Style&Care

Where style and self-care come together, true beauty is born.

Introducing Semi di Lino **Style&Care**, the **new styling line** that focuses on the **wellbeing of the hair**.

It is a complete line, suitable for all hair types, which facilitates, finishes looks, gives control and protection to the hair fiber and makes hairstyling a unique and pleasant chance for some me-time.





FINISHES CONTROS PROTECTS

Facilitates and finishes looks, giving control and protection to the hair fiber.



STYLE GUARD

Protects the hair fiber from damage caused by heat and controls frizz, making styling easier.



CLIMATE-PROOF

Protective barrier, it keeps your hair hydrated as humidity and temperature change.



URBAN DEFENCE PRO Anti-pollution shield for total protection.



SHINE FIX COMPLEX



COLOR FIX COMPLEX UV filter and antioxidant to prolong the beauty of color.

24 hours of brightening power from the roots to the ends.



SCENT OF JOY The fragrance, with floral and fruity notes, is developed to



VEGAN FORMULA

positively influence your mood.

The formulas of Semi di Lino Style&Care are free from ingredients of animal origin and derivation.



RECYCLED* AND RECYCLABLE PLASTIC

Semi di Lino sustainability mission continues, thanks to the use of recycled and recyclable material for plastic packaging.

*For packaging produced in Italy.

No Hold

Pre-styling



THERMAL PROTECTOR Thermo-active shield, protects the hair fiber from the heat of

hot styling tools.

TIPS

Suitable for all hair types, ideal for applying strand by strand, thanks to its lightweight and dry texture.



+77% Combability²

DETANGLING PRIMER Detangling primer, detangles and conditions the hair.

TIPS Ideal also for a pre-cutting use, thanks to its lightweight texture, it can loosen any knot or tangle.



+73%

Combability²

BLOW DRY CREAM Styling cream, makes drying quicker and easier.

TIPS

An excellent product for even the most complex styling, thanks to its detangling power that makes it easier to work with any type of hair.



+83% Increased Volume³

Increase in thickness³

AMPLIFYING MOUSSE A mousse ideal for fine and/or thinning hair. Amplifies the volume and gives body to the hair fiber.

TIPS

Apply to the root, from approximately 15cm away, to ensure that it is evenly distributed all over the hair.

1. Instrumental test conducted in comparison with untreated hair. The anti-frizz effect is maintained even in high humidity conditions. 2. Instrumental test conducted on dump hair in comparison with untreated hair. 3.Instrumental test conducted in comparison with untreated hair.

Pre-styling



+36%

Hydration

+65% Curl

protection² definition³

FLEXIBLE MOUSSE A shaping mousse for all hair types, creates supple support and gives definition to curly hair.

Suitable for all hair types, it allows a soft and supple effect to be obtained in natural drying techniques for curly hair.

Paste



x9 Gorgeous shine4

GLOSSY POMADE Wax pomade. Extra-shiny finish.

Create glossy looks that are flexible and shapeable, while ensuring long-lasting hold. Useful for incorporating loose hair into updos.

- 1. Instrumental test conducted in comparison with untreated hair. The anti-frizz effect is maintained even in high humidity conditions. 2. Instrumental test conducted in comparison with untreated hair.
- 3. Instrumental test conducted in comparison with untreated curly hair.
- 4. Cosmetic shine. Instrumental test conducted in comparison with untreated hair.

Texturizers



+76% Increased volume²

TEXTURIZING

DRY SHAMPOO Texturizing dry shampoo.

TIPS Cleaner hair for longer

between washes. Shake well before each use.



+64% Hydration

protection²

Increased volume²

+50%

TEXTURIZING BALM A texturizing balm, it gives a natural finish by adding

lightweight volume.

TIPS Can be used both on wet hair, for

natural drying, and on dry hair for all styling and a "second-day" effect.

Hairsprays



Gorgeous shine3

x6

Extra-brightening hairspray.

TIPS To be sprayed before using hot styling tools or as a light, radiant finish.



Gorgeous shine3

x2

ORIGINAL HAIRSPRAY

Hairspray, moves with the hair and makes it glossy.

TIPS For a shiny finish, useful

for fixing more structured updos, naturally.