



SEMI
DI LINO

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.



Beauty blossoms
where style meets care

Style Guard

The new active ally of styling.



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.

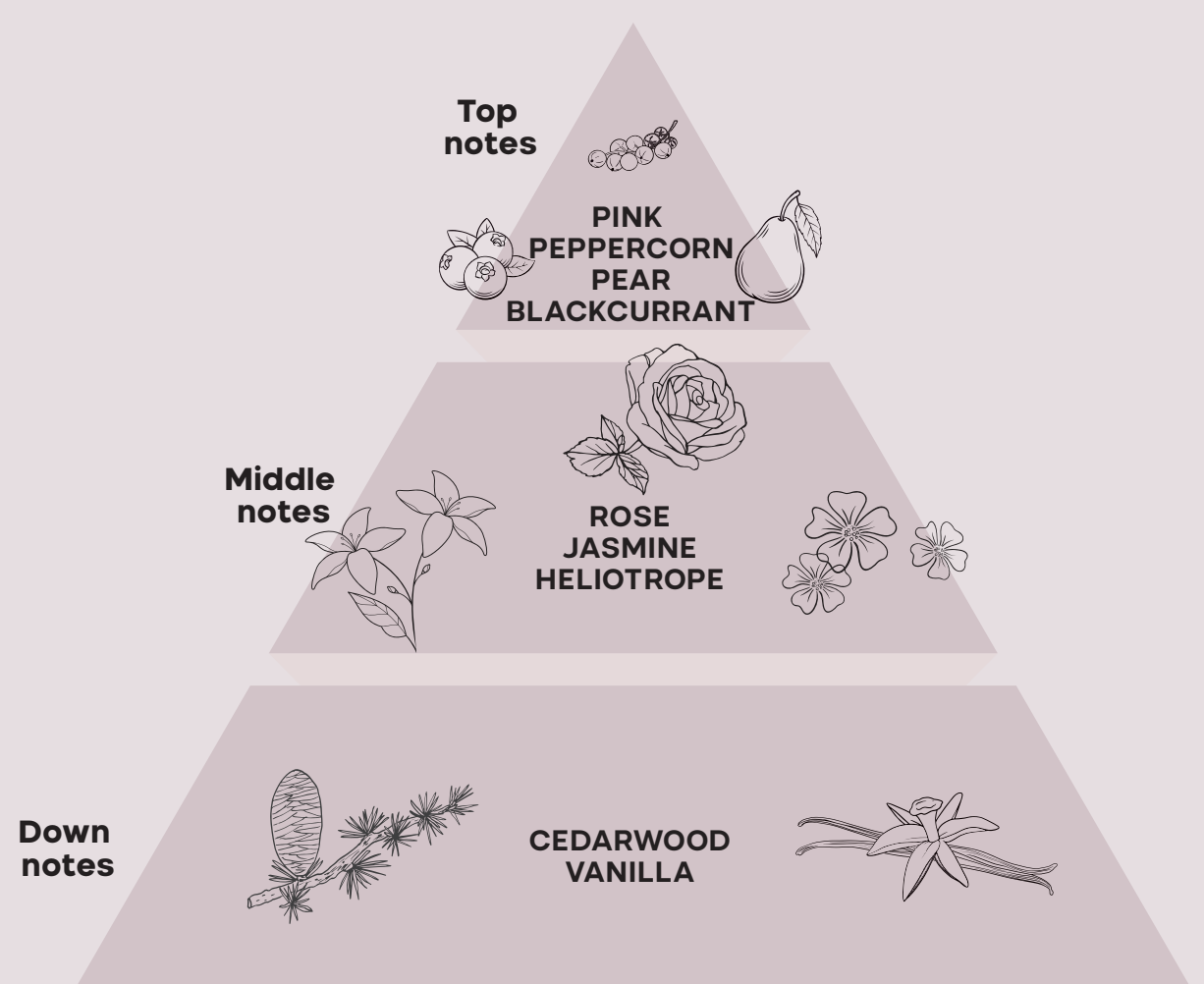
A 100% naturally-derived active ingredient, rich in polysaccharides, with hyaluronic acid and fructose.

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.



FOR ALL HAIR TYPES
STYLE&CARE

FINISHES
CONTROLS
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.



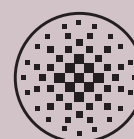
CLIMATE-PROOF
Protective barrier, it keeps your hair hydrated as humidity and temperature change.



URBAN DEFENCE PRO
Anti-pollution shield for total protection.



SHINE FIX COMPLEX
24 hours of brightening power from the roots to the ends.



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



SCENT OF JOY
The fragrance, with floral and fruity notes, is developed to positively influence your mood.



VEGAN FORMULA
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.

Pre-styling

No Hold ○○○○

HEAT PROTECTION



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.

No Hold ○○○○

HEAT PROTECTION

ANTI-FRIZZ EFFECT¹



+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.

Light Hold ●○○○

HEAT PROTECTION

ANTI-FRIZZ EFFECT¹



+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.

Light Hold ●○○○

HEAT PROTECTION

ANTI-FRIZZ EFFECT¹



+83%
Increased Volume³

+17%
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 damp hair in comparison with untreated hair. 3. Instrumental test conducted in comparison with untreated hair.

Pre-styling

Medium Hold ●●○○

HEAT PROTECTION

ANTI-FRIZZ EFFECT¹



+36%
Hydration protection²

+65%
Curl definition³

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

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

Paste

Strong Hold ●●●○



X9
Gorgeous shine⁴

GLOSSY POMADE
Wax pomade. Extra-shiny finish.

TIPS
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

Light Hold ●○○○



+76%
Increased volume²

TEXTURIZING DRY SHAMPOO
Texturizing dry shampoo.

TIPS
Cleaner hair for longer between washes. Shake well before each use.

Light Hold ●○○○

HEAT PROTECTION



+64%
Hydration protection²

+50%
Increased volume²

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

Light Hold ●○○○

ANTI-FRIZZ EFFECT¹



X6
Gorgeous shine³

CRISTALLI HAIRSPRAY
Extra-brightening hairspray.

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

Strong Hold ●●●○

ANTI-FRIZZ EFFECT¹



X2
Gorgeous shine³

ORIGINAL HAIRSPRAY
Hairspray, moves with the hair and makes it glossy.

TIPS
For a shiny finish, useful for fixing more structured updos, naturally.

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. Cosmetic shine. Instrumental test conducted in comparison with untreated hair.

SCALP	DIAMOND	RECONSTRUCTION	CURLS	SMOOTH	BLONDE	SUBLIME	SUBLIME	STYLE&CARE
Rebalance Gentle Exfoliating Scrub 150 ml	Illuminating Low Shampoo 250 / 1000 ml	Reparative Low Shampoo 250 / 1000 ml	Enhancing Low Shampoo 250 / 1000 ml	Smoothing Low Shampoo 250 / 1000 ml	Anti-Yellow Low Shampoo 250 ml	Detoxifying Mud 500 ml	Cellula Madre Beauty Genesis 12 x 13 ml	Thermal protector 300 ml
Renew Energizing Low Shampoo 250 / 1000 ml	Illuminating Conditioner 200 / 1000 ml	Reparative Mask 250 / 500 ml	Hydrating Co-wash 200 ml	Smoothing Conditioner 200 / 1000 ml	Intense Anti-Yellow Low Shampoo 1000 ml	Detoxifying Low Shampoo 250 / 1000 ml	Glow Multiplier Nourishment Multiplier Restructuring Multiplier 150 ml	Detangling Primer 125 ml
Renew Energizing Lotion 12 x 10 ml	Extraordinary All-in-1 Fluid 200 / 500 ml	Reparative Lotion 6 x 13 ml	Enhancing Conditioner 200 / 1000 ml	Smoothing Mask 200 / 500 ml	Anti-Yellow Conditioner 200 ml	Essential Oil 12 x 13 ml	Smooth Multiplier Define Multiplier Thickening Multiplier 150 ml	Blow-Dry Cream 200 ml
Renew Energizing Tonic 125 ml	Anti-Breakage Daily Fluid 125 ml	Anti-Breakage Daily Fluid 125 ml	Enhancing Mask 200 / 500 ml	Smoothing Cream 125 ml	Anti-Yellow Spray 125 ml	Shine Lotion 12 x 13 ml	Violet Ash Ultra Concentrated Pigment 10 ml	Amplifying Mousse 250 ml
Rebalance Balancing Low Shampoo 250 / 1000 ml	MOISTURE Nutritive Low Shampoo 250 / 1000 ml	DENSITY Thickening Low Shampoo 250 / 1000 ml	Defining Cream 125 ml	Smoothing Oil 100 ml	BRUNETTE Anti-Orange Low Shampoo 250 ml	Cristalli Liquidi 15 / 30 / 50 ml	ASH Ultra Concentrated Pigment 10 ml	Flexible Mousse 250 ml
Rebalance Purifying Low Shampoo 250 / 1000 ml	Nutritive Mask 200 / 500 ml	Thickening Conditioner 250 / 1000 ml	Reactivating Spray 125 ml	VOLUME Volumizing Low Shampoo 250 / 1000 ml	Intense Anti-Orange Low Shampoo 250 ml	Shine Lotion 45 ml	ASH Ultra Concentrated Pigment 10 ml	Texturizing Dry Shampoo 300 ml
Relief Calming Micellar Low Shampoo 250 / 1000 ml	Nutritive Essential Oil 6 x 13 ml	Thickening Lotion 250 / 1000 ml	Multi-benefit Oil 100 ml	Volumizing Mousse Conditioner 200 ml	Intense Anti-Orange Low Shampoo 1000 ml	Cristalli Spray 125 ml	HAIR Protective Oil 200 ml	Texturizing Balm 150 ml
Relief Calming Tonic 125 ml	Nutritive Leave-in Conditioner 200 / 1000 ml	Thickening Cream 125 ml		Volumizing Spray 125 ml	Anti-Orange Conditioner 200 ml	Sublime Water 50 ml	HAIR Protective Milk 125 ml	Glossy Pomade 90 ml
	Nutritive Detangling Fluid 125 ml							Cristalli Hairspray 300 ml
								Original Hairspray 300 / 500 ml