



BACKBAR ESSENTIAL COLLECTION

An exclusive haircare collection formulated with **high performing nutrients, plant-based extracts and superfoods** (including seeds, fruits, greens & oils). OUR FORMULATORS HAVE WORKED TO CREATE EFFECTIVE FORMULAS WITH ULTRA SENSORIAL TEXTURES AND UNIQUE FRAGRANCES.

Backbar essential collection is enriched with valuable essences developed together with **Italian perfumers specialized in natural cosmetic scents**. Each fragrance was also been studied to be able to match one product with any of the others, allowing to create wide variety experiences.



MIX AND MATCH

Professional tailor-made solutions

Mix and match the right cleanser with the right conditioner for exclusive tailor-made solutions.

SUGGESTED MENUS

1.

COLOR MENU

for colored treated hair



**COLOR SHAMPOO N1° +
COLOR MASK N5° FOR COLOR
PROTECTION AND SHINY
VIBRANT HAIR**



2.

NOURISHING MENU

for frizzy, very dry hair



**NOURISHING SHAMPOO N2° +
EXTREME CONDITIONER N6°
FOR SMOOTH, SILKY AND SHINY
HAIR**



3.

RESTORE MENU

for dry and damaged hair



**NOURISHING SHAMPOO N2° +
RESTORE CONDITIONER N7°
FOR SHINY RESTORED
NOURISHED HAIR**



4.

GENTLE MENU

daily routine for hair and scalp



**GENTLE SHAMPOO N1° + COLOR
MASK N5° SOOTHING ACTION,
FOR HYDRATED AND
PROTECTED HAIR AND SCALP**



5.

DETOX MENU

deep cleanse and restore for
all hair types



**REVITALIZING SHAMPOO N4° +
RESTORE CONDITIONER N7°
TO GET HEALTHY LOOKING
HAIR**



6.

DISCIPLINE MENU

for long, unruly colored hair



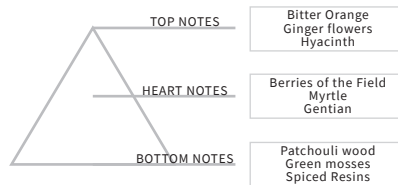
**COLOR SHAMPOO N1° +
EXTREME CONDITIONER N6°
FOR COLOR PROTECTION AND
EASY TO COMB HAIR**





Mediterranean Myrtle & Sicilian Orange

FRAGRANCE OLFACTORY PYRAMID



WHY IT'S SPECIAL?

CONTAINS AN ANTIOXIDANT-RICH MIX OF :

FIG: RICH IN OMEGA FATTY ACIDS AND VITAMINS A AND B, GIVES SHINE AND NOURISHMENT

ALMOND MILK: A UNIQUE COMPLEX OF ALMOND OIL AND HYDROLYZED PROTEIN TO MAXIMIZE COLOR PROTECTION.

ITS ADVANCED FORMULA CLEANSSES AND HELPS EXTENDING COLOR-TREATED HAIR VIBRANCY, LEAVING IT SILKY AND SHINY.

OPTIMIZED LOW pH 4,3 - 4,8 HELPS TO CLOSE THE CUTICLE AFTER COLORATION.

The perfume is enriched with Sicilian Orange essential oil.



NATURAL
EXTRACTS

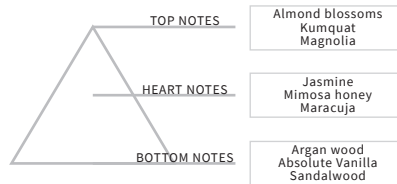


COLOR PROTECTION SHAMPOO
for colored hair.



Honey Biscuits

FRAGRANCE OLFACTORY PYRAMID



WHY IT'S SPECIAL?

ENRICHED WITH ARGAN OIL

ARGAN OIL IS A LEGENDARY OIL USED FOR CENTURIES DUE TO ITS MOISTURIZING, STRENGTHENING & PROTECTIVE PROPERTIES. THIS RARE AND PRECIOUS OIL IS ALSO RICH IN VITAMIN E, LINOLEIC ACIDS, NATURAL TOCOPHEROLS (WITH ANTI RADICAL & ANTI-AGING PROPERTIES). CONTAINS OMEGA 6, UNSATURATED FATTY ACID WHICH IMPROVES THE HAIR STRENGTH AND HELPS SEALING THE SPLIT ENDS.

HONEY: GREAT HAIR MOISTURIZER COMPOSED OF GLUCOSE, PROTEINS, VITAMINS E MINERALS.

pH 5,3 - 5,8



NATURAL
EXTRACTS

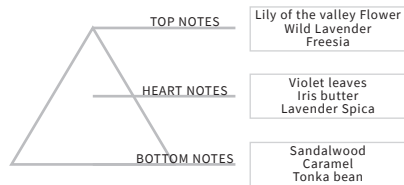


NOURISHING SHAMPOO
for dry and dull hair.



Lavender Flower & Iris Lenitive effect

FRAGRANCE OLFACTORY PYRAMID



WHY IT'S SPECIAL?

RICH IN PROTEINS AND FAT INGREDIENTS:

LAVENDER FLOWER EXTRACT: WITH ANTIMICROBIAL PROPERTIES, CALMING AND SOOTHING EFFECT.

OATS EXTRACT: WITH ANTI-INFLAMMATORY, SOOTHING AND SOFTENING PROPERTIES

WITH SOOTHING AND MOISTURIZING PROPERTIES. LEAVES HAIR CLEAN, SHINY AND SUPPLE

Physiological pH 5,5, GENTLE FORMULA FOR HAIR AND SCALP

AROMATHERAPY EFFECT

The perfume generates a relaxing and soothing experience.



NATURAL
EXTRACTS



Gentle Shampoo

N°03 - Oats and Lavender

FOR

all hair types
daily use

WITH

lavender flower
oats extract
pH 5,5

shampoo delicato
champú delicado

250 ml e 8.45 fl.oz. | backbar

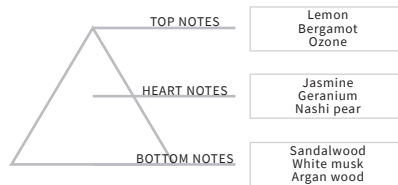
GENTLE SHAMPOO

for all hair types.



Nashi Pear & Geranium

FRAGRANCE OLFACTORY PYRAMID



WHY IT'S SPECIAL?

WITH 9 NATURAL HERBS EXTRACTS:

Achillea millefolium extract, Betula alba leaf extract, Capsicum frutescens fruit extract, Cinchona succirubra bark extract, Eucalyptus globulus leaf extract, Hypericum perforatum extract, Quillaia saponaria bark extract, Rosmarinus officinalis (**Rosemary**) leaf extract, Salvia officinalis (**Sage**) leaf extract

Rosemary: antioxidant properties, protects from environmental stress. **Sage:** revitalize thinning hair and helps balancing the scalp.

Achillea: restore suppleness and reduce scalp irritation. **Cinchona:** with conditioning agents.

Betulea: rich in vitamins and antioxidants, actively hydrates. **Capsicum:** Antioxidant and antimicrobial agent. **Eucalyptus:** strengthens the hair. **Hypericum:** strengthens and revitalize the hair. **Quillaia:** cleansing and stimulating properties.

Detox pH 6,3 - 6,8
SILICON FREE

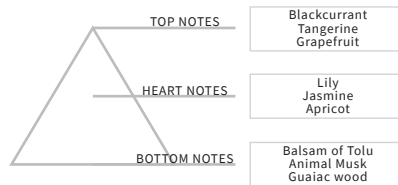


REVITALIZING SHAMPOO
for all hair types.



Passion Flower

FRAGRANCE OLFACTORY PYRAMID



WHY IT'S SPECIAL?

RICH CREAMY THICK BASE

IT'S SILICON FREE FORMULA, RICH IN
SUNFLOWER SEED EXTRACT A
SUPERFOOD DEEPLY RICH IN VITAMIN E AND
LINOLENIC ACID, ENHANCE HAIRS VIBRANCY
AND SHINE.

**Low pH 2,5 - 3,5, SEALS THE HAIR'S CUTICLE
LOCKING THE NUTRITIVE COMPONENTS
INSIDE THE HAIR.**

SILICON FREE



NATURAL
EXTRACTS

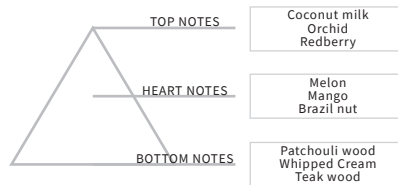


COLOR MASK - CREAM PLUS
for colored hair.



Coconut & Mango

FRAGRANCE OLFACTORY PYRAMID



WHY IT'S SPECIAL?

ULTRA MOISTURIZING FORMULA

INCLUDES **HIGH PERFORMANCE SILICONS** FOR AN OPTIMUM MANAGEABILITY AND EXTRA ILLUMINATING EFFECT.

INFUSED WITH A HIGHLY NUTRITIOUS SUPERFOOD MIX OF AVOCADO OIL AND WHEAT PROTEIN, RICH IN FATTY ACIDS, TOCOPHEROLS AND PROTEINS

**Low pH 2,5 - 3,5, SEALS THE HAIR'S CUTICLE
LOCKING THE NUTRITIVE COMPONENTS
INSIDE THE HAIR.**

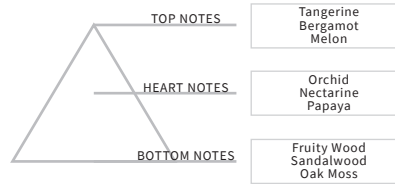


EXTREME CONDITIONER
for dry to very dry hair.



Papaya & Orchid

FRAGRANCE OLFACTORY PYRAMID



WHY IT'S SPECIAL?

PERFECT FOR EVERYDAY USE.

CONTAINS BETA-CAROTENE (PROVITAMIN A), A CAROTENOID WITH ANTI-FREE RADICAL, REPAIRING, PROTECTIVE, AND ANTI-AGEING PROPERTIES

RICH IN VITAMIN C, WITH ANTI-AGING AND STRENGTHENING PROPERTIES

BASE VERY RICH IN VITAMINS, EMOLLIENT AND CONDITIONERS AGENTS.

**Low pH 2,5 - 3 SEALS THE HAIR'S CUTICLE
LOCKING THE NUTRITIVE COMPONENTS
INSIDE THE HAIR.**



RESTORE CONDITIONER
for damaged hair.



BACKBAR SUSTAINABLE PACKAGING

*While it's necessary to contain, preserve and protect the product, it must also have a **minimal impact on the environment.***

Backbar uses **just the necessary quantity of material** to maintain the correct functionality of the packaging.

It is used **only primary packaging** avoiding unnecessary secondary packaging

The use of mono-material packaging **makes easy the collection and recycling.**

The packaging has been designed together with our suppliers considering the best solution to **reduce waste and avoid waste of product** (squeezable bottle).