

HD LIFESTYLE

# HYALURONIC

LEAVE-IN CONDITIONER

Care + Style

WHY YOU WILL LOVE IT

- ✓ Inspired by skincare
- ✓ Amazing instant detangler
- ✓ Hyaluronic acid infused
- ✓ Youth-restoring plumping effect
- ✓ Easy blowouts
- ✓ For all hair type
- ✓ Frizz control
- ✓ Vegan formula



This multi-tasking hair prep spray is the first step in any hair routine. It gently detangles, helps control frizz, protects against heat and adds shine. Its weightless formula primes the hair for any styler—leaving it smooth, shiny and easy to comb.

**Instant gratification** with its lightweight formula that detangles and primes hair for immediate glide-through combing, leaving strands silky soft and incredibly touchable. The cuticle-sealing formula protects hair from damage caused by styling and comb-resistant knots.



## KEY INGREDIENTS

### HYALURONIC ACID

Already a must-have ingredient in skincare, hyaluronic acid is now a key ingredient in haircare too. A new essential to add into your haircare routine!

Hyaluronic acid is actually the most powerfully hydrating ingredient known to science and has the amazing ability to hold 1000 times its weight in water.

It gives a plumping effect and revitalized appearance – perfect for those worried about ageing! Hyaluronic acid is naturally found in the tissue of the dermal layer in the scalp. It's what keeps our cells hydrated and maintains the scalp's moisture to prevent dryness from occurring and other signs of ageing. Over time, our body ages naturally and, gradually, less hyaluronic acid is produced, causing a decline in the quality of your hair.

### PANTHENOL

Panthenol is the better known name of Pro-Vitamin B5, one of the best and most popular ingredients in hair care around the world.

Even if it delivers a hefty dose of moisture, it's weightless and has a volumizing effect that lifts hair and makes it look fuller and softer. That's because Pro-Vitamin B5 has an excellent ability to bond to the hair, and adds more structure to each strand by adding layers of resilience and strength. Even better, the structure it creates is soft and moveable, not stiff or coarse. Panthenol's binding properties allow it to coat and seal the hair follicles, lubricating the shaft and making the hair appear glossy and brilliant.



AFTER: SMOOTHING LEAVE-IN CREAM



Frizz control up to 72 hours\*

HD LIFESTYLE

smooth & shine

FarmaVita

# SMOOTHING

LEAVE-IN CREAM

Care + Style

WHY YOU WILL LOVE IT

- ✓ Frizz control up to 72 hours\*
- ✓ Quick and easy blowouts
- ✓ Heat shield - ideal for heat styling
- ✓ Reduce breakage during brushing
- ✓ Silkiness & shine
- ✓ Conditioning
- ✓ Color safe
- ✓ Vegan formula



## KEY INGREDIENTS

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### VEGETAL KERATIN

Vegetal Keratin is a well known and loved ingredient that perfectly fits human hair. It's a cohesive solution containing aminoacids mainly derivated of wheat and soy, with additional pure amino acids carefully selected and distributed in order to mimic the functional ratios in conventional human hair amino acids.

### THERMOSETTING POLYMERS

A unique resin able to hold hair in place longer than other styling resins, especially in high humidity. It offers conditioning benefits, great thermal humidity protection and bodybuilding.

\*Fights frizz and flyaways for **up to 72 hours**.

#### BASELINE



Not treated

with  
Smoothing  
Leave-in Cream

#### AFTER 24 HOURS



Not treated

with  
Smoothing  
Leave-in Cream

#### AFTER 72 HOURS



Not treated

with  
Smoothing  
Leave-in Cream

It improves style & definition while protecting from frizz up to 72 hours. Hair looks smoother & healthier.

HD LIFESTYLE

smooth & shine

Humidity control  
FRIZZ-FREE SMOOTHNESS  
for shiny, sleek, lasting styles

with Thermosetting Polymers  
HEAT PROTECTION

with Vegetal Keratin  
**SMOOTHING**  
LEAVE-IN CREAM

Quick and easy blowouts

Crema fissante termoprotettiva  
styling più facile e a lungo

Crema fissante protettiva  
setting più facile e a lungo

Crema fissante termoprotettiva  
trattata: più facile e a lungo

Made in Italy. 150ml / 5 fl.oz.

FarmaVita



# SILKY BOND

## LEAVE-IN CREAM

*Care + Style*

### WHY YOU WILL LOVE IT

- ✓ Frizz control up to 72 hours\*
- ✓ Leave-in restorative cream
- ✓ Moisturizes and strengthens
- ✓ Instant smoother for incredible lengths and ends
- ✓ Silky-to-the-touch hair
- ✓ For all hair type
- ✓ Heat protection
- ✓ Vegan formula



### KEY INGREDIENTS

#### OMNIPLEX AGENT

Stressed, dry, dull-looking hair?

The exclusive Omniplex agent is the solution you were looking for

The Omniplex agent is an exclusive molecular technology composed of a blend of active molecules. The core of this innovative technology is a molecule characterized by Amino groups placed at the edges of the Polymer chain. This peculiarity allows the Polymer chain to assume a "horseshoe" shape and this allows it to bind tightly to the hair. Moreover, the chemical/physical characteristics of the active ingredients selected (no water solubility, high molecular weight, high affinity to hair..), allow the complex to settle on the hair and not be eliminated with the first shampoo. This is why omniplex agent is so effective.

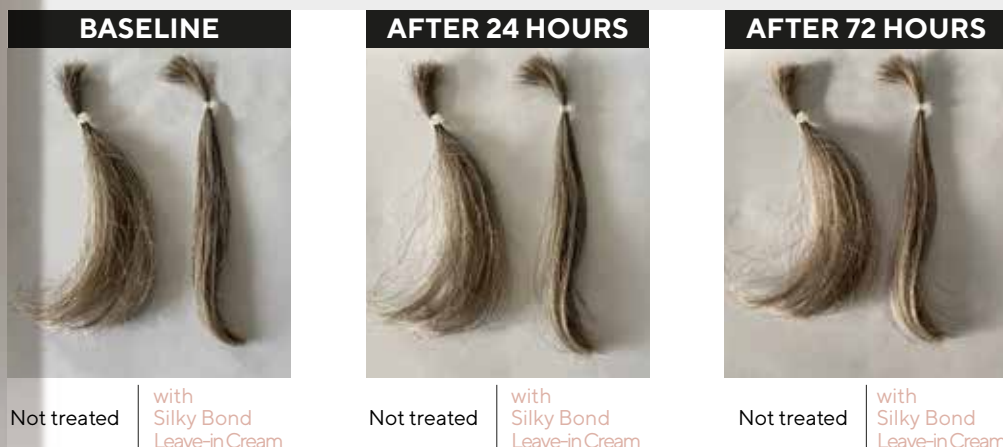
#### CONDITIONING AGENT

A luxurious concentrated leave-in smoothing and reparative styling cream. This supreme cream contains an effective conditioning agent to satisfy the thirstiest hair, controlling frizz, adding shine and helping hair to rediscover its supernatural softness. Especially loved by medium to extra-long hair.

#### VEGETAL KERATIN

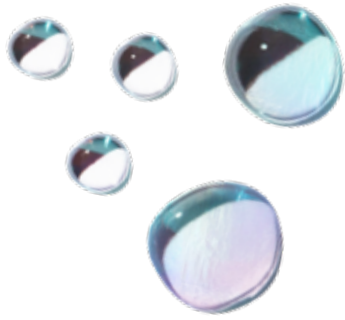
Vegetal Keratin is a well known and loved ingredient that perfectly fits human hair. It's a cohesive solution containing aminoacids mainly derivated of wheat and soy, with additional pure amino acids carefully selected and distributed in order to mimic the functional ratios in conventional human hair amino acids.

\*Excellent for all hair types, it fights frizz and flyaways for **up to 72 hours**.



It helps to protect hair from environmental stressors, reduces static & frizz up to 72 hours.





# CRYSTAL

DROPS

## Shine + Scent

### WHY YOU WILL LOVE IT

- ✓ New exclusive fragrance
- ✓ High shine
- ✓ Instant softens
- ✓ Ideal for split ends
- ✓ Frizz control
- ✓ Heat protection
- ✓ Vegan formula



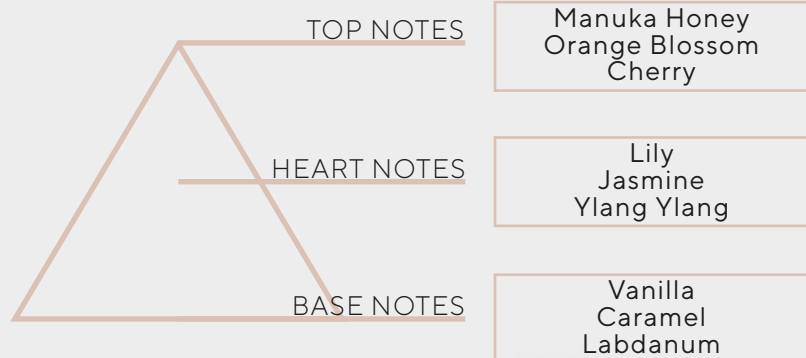
A precious serum for the perfect final touch.

Ideal for adding luminous highlights and a silky texture to dull and opaque hair. Its formula helps to improve the appearance of split ends by temporarily sealing the hair and also offers heat protection. Top, heart and base notes work together to scent the hair with the most unique fragrance.

Long hair will adore it!

#### EXCLUSIVE FRAGRANCE

An exclusive fragrance swathed with notes of dewy lily flowers and rich manuka oil. This special scent is a sophisticated way to accessorise your hair and feel special in everyday life.



# SMOOTH & PROTECT

SPRAY

Care + Style

WHY YOU WILL LOVE IT

- ✓ Lightweight
- ✓ Heat protection
- ✓ Frizz control
- ✓ Infused with moisturizing linseed oil
- ✓ Humidity control
- ✓ Shine enhancer
- ✓ Perfect for flat iron styling
- ✓ Vegan formula



## KEY INGREDIENTS

### LINSEED OIL EXTRACT

Linum usitatissimum seed oil, also known as linseed oil, is obtained from the seeds of organically grown flax plants. It is known for being a dry oil, which means that upon exposure to air it quickly solidifies and forms a thin film. This makes this dry oil especially suitable where quick drying is desirable.

Linseed oil is a powerhouse of several essential macro and micronutrients, ranging from protein, omega-3 fatty acids, and fibre to antioxidants.

Its extract helps to seal the cuticle, reduce frizz, hydrate, protect hair from heat and humidity.

Adds brilliant shine and softness.



AFTER: WAVE DEFINING FLUID

# WAVE DEFINING

FLUID

Care + Style

WHY YOU WILL LOVE IT

- ✓ Frizz control up to 72 hours\*
- ✓ Definition
- ✓ Lightweight
- ✓ Softness and shine
- ✓ Exclusive resin blend for hold
- ✓ Volumizing
- ✓ Heat shield - ideal for heat styling
- ✓ Vegan formula



BEFORE

Frizz control up to 72 hours\*

HD LIFESTYLE

curls & waves

FarmaUtd

HD LIFESTYLE

curls & waves

creates frizz-free  
DREAM WAVES  
that last longer

with Conditioning care complex  
SOFTNESS & SHINE

with Thermosetting Polymers  
WAVE DEFINING

FLUID

Heat shield

Fluido definizione onde termoprotettivo  
per creare ed esaltare capelli mossi

Fluide definition boucles pour cheveux  
ondulés - protection thermique

Fluido ondas definidas protector térmico  
crea y exalta al cabello ondulado

Made in Italy. 150ml / ml e 5 fl.oz.

FarmaUtd

## KEY INGREDIENTS

### CONDITIONING CARE COMPLEX: PANTHENOL + CALENDULA EXTRACT

#### PANTHENOL

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Even if it delivers a hefty dose of moisture, it's weightless and has a volumizing effect that lifts hair and makes it look fuller and softer. That's because Pro-Vitamin B5 has an excellent ability to bond to the hair, and adds more structure to each strand by adding layers of resilience and strength. Even better, the structure it creates is soft and moveable, not stiff or coarse. Panthenol's binding properties allow it to coat and seal the hair follicles, lubricating the shaft and making the hair appear glossy and brilliant.

#### CALENDULA EXTRACT

Calendula is an essential herb for lusciously healthy hair. This natural extract instantly boosts hair's hydration and shine to keep strands strong from root to tip. Calendula, more commonly known as the "marigold flower", is appreciated for its incredible abilities to soothe, restore, and protect irritated, inflamed skin. The calendula extract shields strands in a protective barrier to lock in hydration and prevent moisture loss throughout the day. Whether your hair texture is, frizzy, curly or coiled, our Wave Defining Fluid is a must-have product for keeping your gorgeous waves strong, hydrated, and lustrous all day, every day.

### THERMOSETTING POLYMERS + RESIN BLEND

This brilliant combination gives a natural aspect to your style protecting hair with an elastic omogeneous film. Its powerful properties are boosted by blow-drying or ironing treated hair, to a final amazing protection+styling result. Its frizz-free hair effect helps in conditioning and disciplining while enhancing film shining features.

\*Fights frizz and flyaways for up to 72 hours.

#### BASELINE



Not treated

with Wave  
Defining  
Fluid

#### AFTER 24 HOURS



Not treated

with Wave  
Defining  
Fluid

#### AFTER 72 HOURS



Not treated

with Wave  
Defining  
Fluid

It improves style & definition while protecting from frizz up to 72 hours. Hair looks smoother & healthier.



# CURL CREAM

AMPLIFIER

Care + Style

WHY YOU WILL LOVE IT

- ✓ Frizz control up to 72 hours\*
- ✓ Moisturizing
- ✓ Hyaluronic acid infused
- ✓ Heat protection
- ✓ Definition and separation
- ✓ Humidity control
- ✓ Volumizing
- ✓ Vegan formula

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### THERMOSETTING POLYMERS

This is a unique resin blend able to hold hair longer than other styling resins, especially in high humidity. Other than protection against humidity it offers thermal protection, bodybuilding and, last but not least, conditioning benefits.

\*Fights frizz and flyaways for **up to 72 hours**.

#### BASELINE



Not treated

with  
Curl Cream  
Amplifier

#### AFTER 24 HOURS



Not treated

with  
Curl Cream  
Amplifier

#### AFTER 72 HOURS



Not treated

with  
Curl Cream  
Amplifier

It improves style & definition while protecting from frizz up to 72 hours. Hair looks smoother & healthier.



# CONDITIONING

SHAPING CHANTILLY

Care + Style

WHY YOU WILL LOVE IT

- ✓ Creamy conditioning mousse
- ✓ Frizz control
- ✓ No crunch effect
- ✓ Deliciously scents the hair
- ✓ Definition
- ✓ Nourishment
- ✓ Shine
- ✓ Vegan formula



## KEY INGREDIENTS

### BOUNCE MEMORY FACTOR

This technology provides a curl memory factor to fight frizz and create well-defined, natural-looking, flexible and elastic curls that last.

It helps to preserve the memory of the curls, allowing them to keep their perfect shape for longer.

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Linseed oil is a powerhouse of several essential macro and micronutrients, ranging from protein, omega-3 fatty acids, and fibre to antioxidants.

Its extract used in hair products helps to seal the cuticle, reduce frizz, hydrate, protect hair from heat and humidity.

Adds brilliant shine and softness.







# SEA MIST

SALT SPRAY

Care + Style

WHY YOU WILL LOVE IT

- ✓ Volume
- ✓ Must-have texturizing spray
- ✓ Natural beachy waves
- ✓ Amazing mediterranean breeze scent
- ✓ Heat protection
- ✓ For all hair type
- ✓ Conditioning
- ✓ Vegan formula



Create the perfect beachy look without drying out your hair!

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mediterranean breeze



# VOLUMIZING

SPRAY

Care + Style

WHY YOU WILL LOVE IT

- ✓ Frizz control
- ✓ Preps hair for lush blow-drys
- ✓ Adds shine
- ✓ Lightweight
- ✓ Body & fullness
- ✓ Volume
- ✓ Reduces blow-dry time
- ✓ Vegan formula



This volumizing spray creates lasting lift and volume for your lushest blow-dry ever!

## KEY INGREDIENTS

### LIFT UP TECH

The lift up tech is a balanced resin blend that helps to add fullness and hold, leaving hair beautifully voluminous, enviably glossy and full of movement. It thickens the hair without adding weight, leaving just a lush and shiny volumizing effect. This balanced resin blend gives an ideal hold to provide a longlasting effect without adding stiffness to the hair.





# VOLUME & SHINE

MOUSSE

Care + Style

WHY YOU WILL LOVE IT

- ✓ Volume
- ✓ Body and movement
- ✓ Frizz control
- ✓ Creamy mousse
- ✓ Extra shine
- ✓ Infused with argan oil
- ✓ Vegan formula



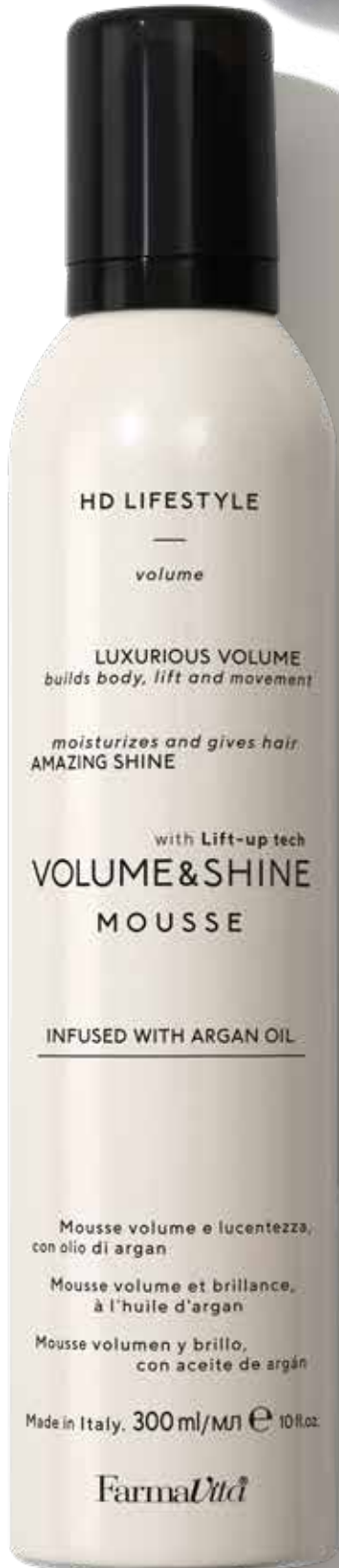
## KEY INGREDIENTS

### ARGAN OIL

Argan oil comes from the fruit of the Moroccan Argan tree (*Argania Spinosa*). It has been used for centuries for hair care, for its moisturizing, strengthening and protective properties. This rare and precious oil is also rich in: Vitamin E, Linoleic acids, Natural tocopherols which give it anti-free radical and anti-ageing properties. Vitamin E is very useful in restoring and renewing the damage caused by external agents like heat and aggressive treatments. Argan oil is a direct source of essential nutritional components for hair pores and roots due to its rich contents of unsaturated fatty acids like Omega 6. These unsaturated fatty acids improve the strength of hair and also help heal split ends by strengthening the protein bonding structures in hair. Argan oil locks the moisture in and gives ultimate shine.

### LIFT UP TECH

The lift up tech is a balanced resin blend that helps to add fullness and hold, leaving hair beautifully voluminous, enviably glossy and full of movement. It thickens the hair without adding weight, leaving just a lush and shiny volumizing effect. This balanced resin blend gives an ideal hold to provide a longlasting effect without adding stiffness to the hair.







# HAIRSPRAY

## STYLING *Finishing* WHY YOU WILL LOVE IT


### EXTREME HAIRSPRAY

- ✓ Dries instantly
- ✓ Extra shiny finish- sublimely glossy
- ✓ Maximum control - humidity resistant
- ✓ Extreme hold that doesn't create a helmet!
- ✓ Vegan formula 

### EXTRA HOLD HAIRSPRAY

- ✓ Dries instantly
- ✓ Extra shiny finish- sublimely glossy
- ✓ Full control - humidity resistant
- ✓ Volume and definition - locks in style with movement!
- ✓ Vegan formula 

### ECO FIX HAIRSPRAY

- ✓ Quick-dry formula
- ✓ Silky shine
- ✓ Gives strong hold leaving a natural feel to the hair
- ✓ No gas for an ecofriendly beauty!
- ✓ Vegan formula 

## KEY INGREDIENTS

### ARGAN OIL

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# GEL

## STYLING

### *Finishing*

#### WHY YOU WILL LOVE IT

#### STRONG GEL FIRM HOLD

- ✓ Firm hold
- ✓ Shiny finish
- ✓ UV filter and panthenol to protect and nourish
- ✓ Definition and control
- ✓ Practical - easy to use
- ✓ Vegan formula



#### EXTREME GEL MAXIMUM CONTROL

- ✓ Maximum hold
- ✓ Extra shiny finish
- ✓ UV filter and panthenol to protect and nourish
- ✓ High definition and structure
- ✓ Practical - easy to use
- ✓ Vegan formula

#### KEY INGREDIENTS

##### UV FILTER

Did you know that harsh UV rays can damage color-treated hair? UV filters are a useful ingredient in hair products to prevent pigment from fading. Even the best hair dyes cannot withstand the effect of the sun, but a UV filter will help the color last longer.

##### PANTHENOL

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#### GEL SPRAY EXTRA STRONG

- ✓ Extra strong hold
- ✓ Fast-dry formula
- ✓ Humidity control
- ✓ Shiny finish
- ✓ Not sticky
- ✓ Vegan formula

#### KEY INGREDIENTS

##### FIXATIVE POLYMERS

Fixative polymers act as binding, fixing agents for shaping the hair longer especially in high humidity. These special polymers are not sticky.



# WAX & PASTE


## STYLING

### Finishing

#### WHY YOU WILL LOVE IT

##### MATTE FIBER PASTE



- ✓ Matte finish
- ✓ Keeps moisture while styling
- ✓ Flexible strong hold
- ✓ Vegan formula 

##### KEY INGREDIENTS

###### KAOLIN


Kaolin is a white clay largely used in beauty products. Adding kaolin clay into hair-styling products can help your hair by preventing breakage and giving body and structure to the hair. This ingredient also gives a beautiful and natural matte finish.

###### GLYCERIN

Also known as glycerol or glycerine, this ingredient is a colorless liquid that can be found in all natural fats. When it comes to hair, glycerin is a humectant, meaning it can actually pull in moisture from the air, keeping hair hydrated and healthy.

##### DEFINING GLOSSY WAX



- ✓ Glossy finishing and definition
- ✓ Iconic wet effect
- ✓ Easy to use and mold
- ✓ Vegan formula 

##### KEY INGREDIENTS

###### WATER BASE

The great thing about a water based wax is that it easily washes out. Since it doesn't hold as firm as petroleum in your hair, you can re-sculpt or change your hairstyle throughout the day and easily rinse it out with water once you are done using it for the day.

##### MATTE PASTE



- ✓ Matte finish
- ✓ Strong hold and texture
- ✓ Keeps moisture while styling
- ✓ Contains beeswax

##### KEY INGREDIENTS

###### KAOLIN

Kaolin is a white clay largely used in beauty products. Adding kaolin clay into hair-styling products can help your hair by preventing breakage and giving body and structure to the hair. This ingredient also gives a beautiful and natural matte finish.

###### BEESWAX

Beeswax is a natural substance generated and secreted by honey bees that use it to develop their honeycombs. Beeswax is comprised largely of fatty acids, hydrocarbons, and esters.

Used in hair products, Beeswax locks in moisture, smooths down fly-aways, promotes easier styling, and encourages the growth of new hair. Without leaving a greasy residue, it maintains a firm hold on hairstyles but is easy to wash out.