

DOMINO

ICONS/MEN/TOOLS

THE ITALIAN COSMOPOLITAN ELEGANCE

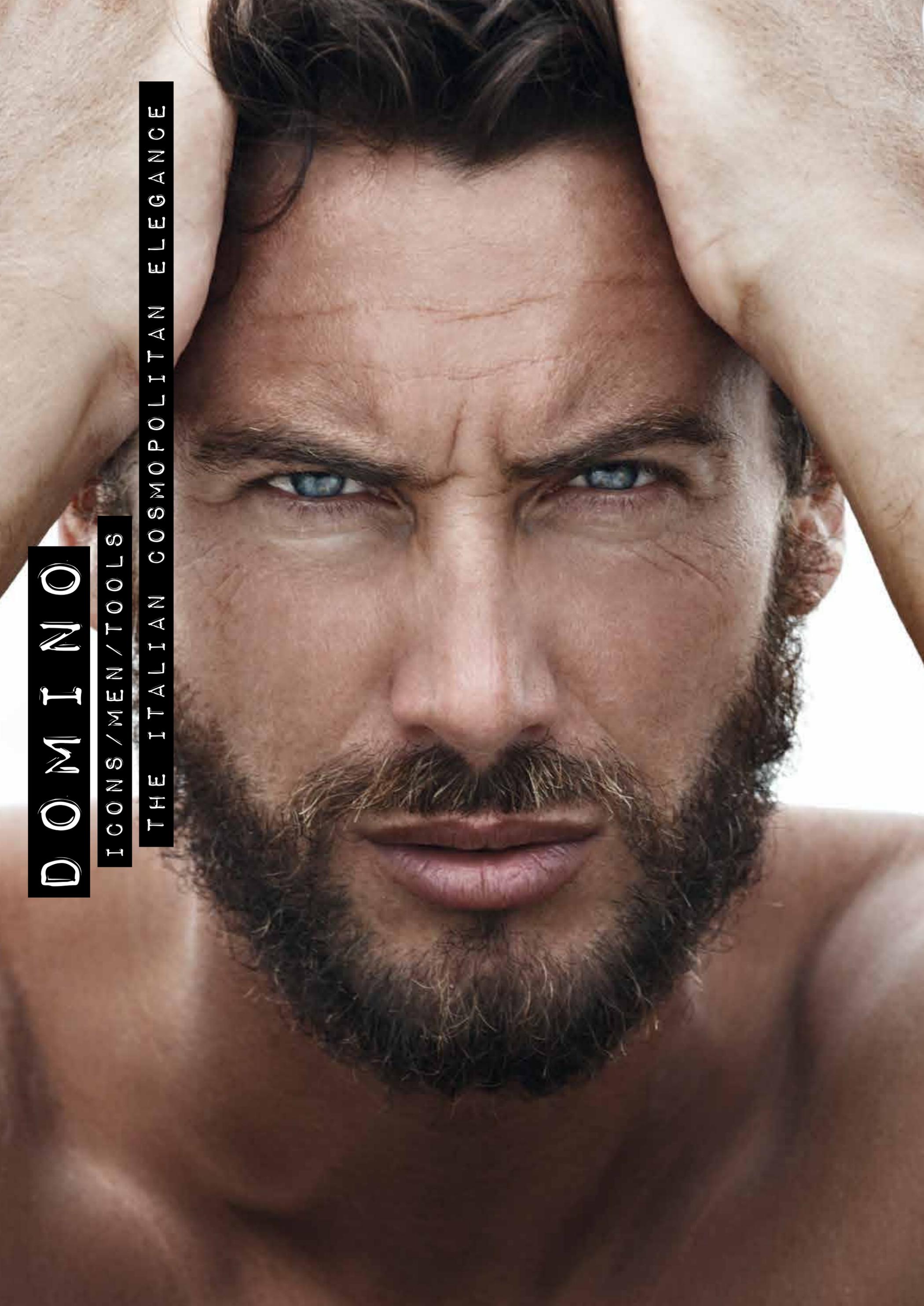


Helen Seward
MILANO

DOMINO

ICONS/MEN/TOOLS

THE ITALIAN COSMOPOLITAN ELEGANCE



SIMPLICITY, ELEGANCE AND RESPECT ARE THE KEY WORDS DEFINING

DOMINO,

A RANGE DEDICATED TO THE MODERN MAN,

WHO WANTS TO CARE FOR

HIS SKIN, HAIR AND BEARD WITH NO COMPROMISES.

PRODUCTS FOR TREATMENT, STYLING AND SHAVING

WHICH ENSURE AN IMPECCABLE LOOK

WITHOUT FOREGOING THE

FEELING OF TOTAL WELL-BEING,

GUARANTEED BY HIGH-PERFORMANCE

PROFESSIONAL FORMULAS,

THE RESULT OF CONTINUOUS RESEARCH COMBINING

NATURALLY MEDITERRANEAN SOURCED RAW MATERIALS

AND TECHNOLOGICAL COMPLEXES.

WITH THE UNMISTAKEABLE MADE IN ITALY

HALLMARK OF EXCELLENCE, OF COURSE.



PRO-BIOMA SYSTEM



PRO-CARE SYSTEM



CHARCOAL



ORGANIC ELDER EXTRACT



ARGININE



VITAMIN E

Taking care of skin and hair is essential for your well-being because the skin is the first effective barrier against external aggressions while your hair and beard, given their importance in your appearance, play a decisive role in your overall look and how you express your personality.

THE SKIN BALANCE - The skin is a complex eco-system which includes the outermost layer of the epidermis and the microbiome, the natural beneficial skin flora which plays a fundamental role in protecting the skin and whose delicate balance must be maintained.

HEALTHY HAIR - Improving hair quality is also important through the choice of suitable, targeted cosmetic treatments.

The DOMINO range follows the current Skin Care trend, focused on protecting the skin microbiome while proposing INNOVATION in Hair Care with avant-garde cosmetic solutions designed to strengthen the hair and beard.

The DOMINO professional formulas combine functional complexes with specific action on skin and hair fibre and plant extracts with proven efficacy.

Different factors - environmental, climate-related, chemical or endogenous - can affect the delicate skin balance. Pro-Bioma System is a combination of active ingredients – Pro-Bioma and Allantoin – which protects the microbiome, stimulating the growth of the beneficial flora and limiting the proliferation of unwanted bacteria. It boosts the skin's initial defensive barrier helping to restore the skin's natural balance while soothing and counteracting the irritation caused by shaving.

Pro-Bioma, a complex of active ingredients - Inositol and Arginine - which act together to defend the skin and hair from external micro aggressions, by keeping the skin's barrier intact and effectively conditioning the hair fibre.

Helen Seward 2019 INNOVATION – The original combination of inositol and arginine keeps hair healthy and actively strengthens the hair fibre, as demonstrated by recent scientific studies.

Removes impurities and excess sebum from the skin and hair through absorption and its purifying properties, producing a pleasant long-lasting sensation of freshness and lightness.

A natural extract with excellent anti-oxidant properties which help protect the skin and hair fibre by neutralising the free radicals which are responsible for the ageing and degeneration processes.

An essential amino acid which is rapidly absorbed by the hair fibre, actively conditioning the hair and making the shaft softer and smoother.

An ingredient which improves the condition of the skin surface and hair fibre, adding softness and tone whilst providing effective anti-oxidant protection.

DOMINO

CARE

DOMINO CARE PRODUCTS HAVE BEEN DEVELOPED FOR

THE DAILY TREATMENT OF
DAMAGED HAIR, WITH A TENDENCY
TO FALL OUT AND AFFECTED BY EXCESS SEBUM.

THE COMBINATION OF PRO-CARE SYSTEM
AND ORGANIC ELDER EXTRACT
IMPROVES THE CONDITION AND APPEARANCE

OF THE SCALP AND HAIR,

AND A SUPER ACTIVE CHARCOAL-BASED MIX
FOR AN OVERALL RESULT,

WHICH BENEFITS
THE BODY AS WELL.





REINFORCE SHAMPOO

FOR WEAK HAIR AND HAIR LOSS PROBLEMS

WITH PRO-CARE SYSTEM
AND ORGANIC ELDER EXTRACT

Fortifying shampoo with Pro-Care System and organic Elder extract. With a strengthening and bodifying action, it delicately cleanses the hair and scalp, restoring the hair fibre's resistance, volume and shine.

USE: apply while delicately massaging the scalp and hair. Rinse with lukewarm water, repeat the operation, leave in for a few moments, then rinse thoroughly.
Sulfate free, dermatologically tested formula.

Code 4245 – 250 ml / Code 4246 – 1000 ml



REINFORCE TONIC HAIR & SCALP

FOR WEAK HAIR AND HAIR LOSS PROBLEMS

WITH PRO-CARE SYSTEM
AND ORGANIC ELDER EXTRACT

Fortifying tonic with Pro-Care System and organic Elder extract. Performs an anti-ageing action, reinvigorating the hair fibre and guarantee maximum lightness and volume. Improves and protects the condition of the scalp, strengthening the skin's natural defences and leaving a pleasant sensation of freshness.

USE: apply evenly to damp or dry hair and delicately massage the scalp. Do not rinse.
Dermatologically tested formula.

Code 4248 – 125 ml



3 IN 1 CHARCOAL SHOWER SHAMPOO

PURIFYING MOISTURIZING SKIN-BEARD-HAIR

WITH PRO-CARE SYSTEM
AND ORGANIC ELDER EXTRACT

3 in 1 charcoal shower shampoo with Pro-Care System and organic Elder extract. Delicately cleanses skin, beard and hair with a moisturizing, purifying and protective action, leaving a prolonged sensation of freshness and well-being.
Sulfate free, dermatologically tested formula.

Code 4249 – 250 ml



DOMINO

STYLING

DOMINO STYLING PRODUCTS

ARE IRREPLACEABLE TOOLS

FOR MEN WHO ARE KEEN TO

KEEP UP WITH THE LATEST TRENDS,

BUT NEVER WANT TO FOREGO HEALTHY HAIR.

MEN, LOOKING TO CONCEAL THE ONSET OF WHITE HAIR

OR BE BOLD WITH STRUCTURED HAIRSTYLES,

CAN DO SO WITH DOMINO.

THE FORMULAS ENRICHED WITH ARGININE AND ORGANIC ELDER EXTRACT

GUARANTEE PERFECT RESULTS

AND A LONG-LASTING HOLD.





BLACK GEL

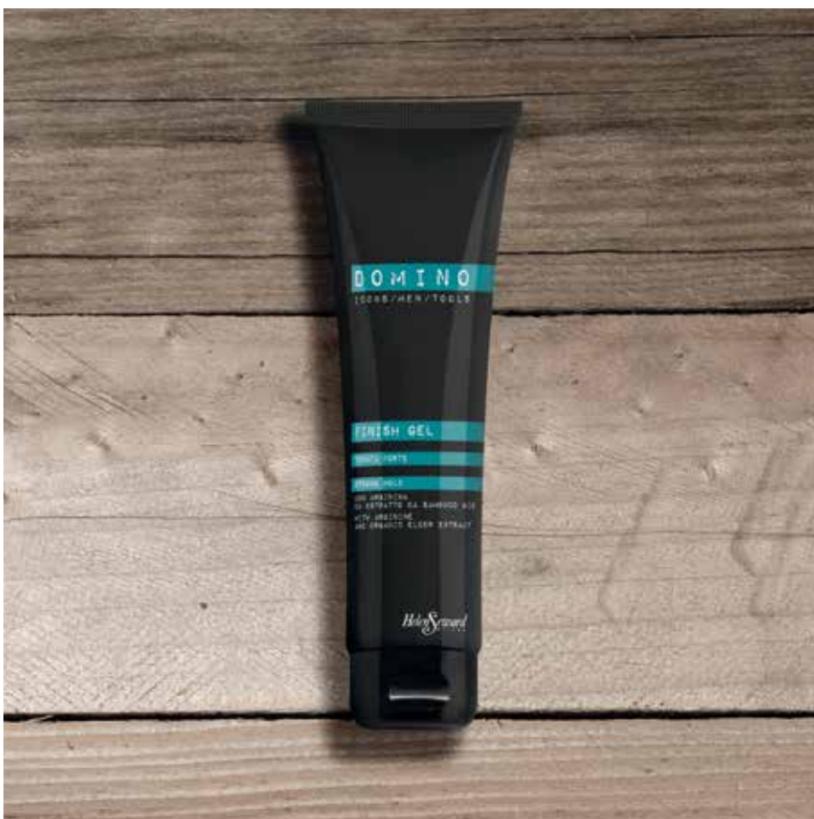
FOR GREY HAIR

WITH ARGININE
AND ORGANIC ELDER EXTRACT

Reflexing gel with Arginine and organic Elder extract. With a hydrating and fortifying action, it hides greys, evening out color with a natural effect.

USE: apply to damp or dry hair and proceed with styling. It washes out with shampoo.
Dermatologically tested formula.

Code 4254 – 150 ml



FINISH GEL

STRONG HOLD

WITH ARGININE
AND ORGANIC ELDER EXTRACT

Strong hold styling gel with Arginine and organic Elder extract. With hydrating and fortifying action, defines the style with a long-lasting effect.

USE: apply to damp or dry hair before proceeding with styling.
Dermatologically tested formula.

Code 4253 – 150 ml



FIBER PASTE

STRONG HOLD MATT EFFECT

WITH ARGININE
AND ORGANIC ELDER EXTRACT

Strong hold fiber wax with Arginine and organic Elder extract. With matt effect, defines without weighing the hair down, with a natural effect.

USE: work a small amount of product in the palm of the hand and spread onto damp or dry hair, then proceed with styling.
Dermatologically tested formula.

Code 4255 – 100 ml



ICE WAX

STRONG HOLD SHINE EFFECT

WITH ARGININE
AND ORGANIC ELDER EXTRACT

Medium-strong hold gel wax with Arginine and organic Elder extract. With shine effect, defines the style offering maximum shine to the hair.

USE: work a small amount of product in the palm of the hand and spread onto damp or dry hair, then proceed with styling.
Dermatologically tested formula.

Code 4256 – 100 ml



BRILLANTINE POMADE

SOFT HOLD EXTRA SHINE

WITH ARGININE
AND ORGANIC ELDER EXTRACT

Brillantine with Arginine and organic Elder extract. With extra-shine and compact effect, styles and softens hair with a strengthening action.

USE: take a small amount of product, work it in the palm of the hand and apply - to wet hair to offer hydration and shine, - to dry hair for maximum shine.
Dermatologically tested formula.

Code 4247 – 100 ml



DOMINO

GROOMING

DOMINO GROOMING PRODUCTS

CONSIST OF A COMPLETE RANGE

FOR THE DAILY CARE AND STYLING

OF BEARD AND MOUSTACHE,

IN KEEPING WITH THE BEST ITALIAN BARBER TRADITIONS.

THEY ARE MUST-HAVE ALLIES FOR MEN

WHO SIMPLY WANTS TO BE IMPECCABLY

GROOMED IN TOTAL COMFORT.

THE FORMULAS ENRICHED

WITH PRO-BIOMA SYSTEM,

VITAMIN E AND ORGANIC ELDER EXTRACT

ENSURE HYDRATION AND MAXIMUM PROTECTION.





SHAVING CREAM

MAXIMUM GLIDE - FOR DELICATE SKIN

WITH PRO-BIOMA SYSTEM
AND ORGANIC ELDER EXTRACT

Shaving cream with Pro-Bioma System and organic Elder extract. With a protective and soothing action, it softens and moisturizes the skin, preventing irritation and redness caused by shaving. Easy and comfortable to use, perfect for complete shaving.

USE: apply to the skin by lightly massaging, proceed to shave as normal, then rinse with lukewarm water.

Dermatologically tested formula.

Code 4250 – 150 ml



SHAVING FOAM GEL

HIGH PRECISION - FOR DELICATE SKIN

WITH PRO-BIOMA SYSTEM
AND ORGANIC ELDER EXTRACT

Shaving gel with Pro-Bioma System and organic Elder extract. Perfect for accurate, high-precision shaving, when applied to the skin it transforms into a soft and light mousse making it easy and comfortable to use. With a soothing and moisturizing action, it prevents redness caused by shaving.

USE: apply the gel into the areas to be shaved, previously moistened, with a light massage; wait for the foam to develop, then proceed to shave as normal. Rinse with lukewarm water.

Dermatologically tested formula.

Code 4259 – 150 ml



AFTER SHAVE BALM

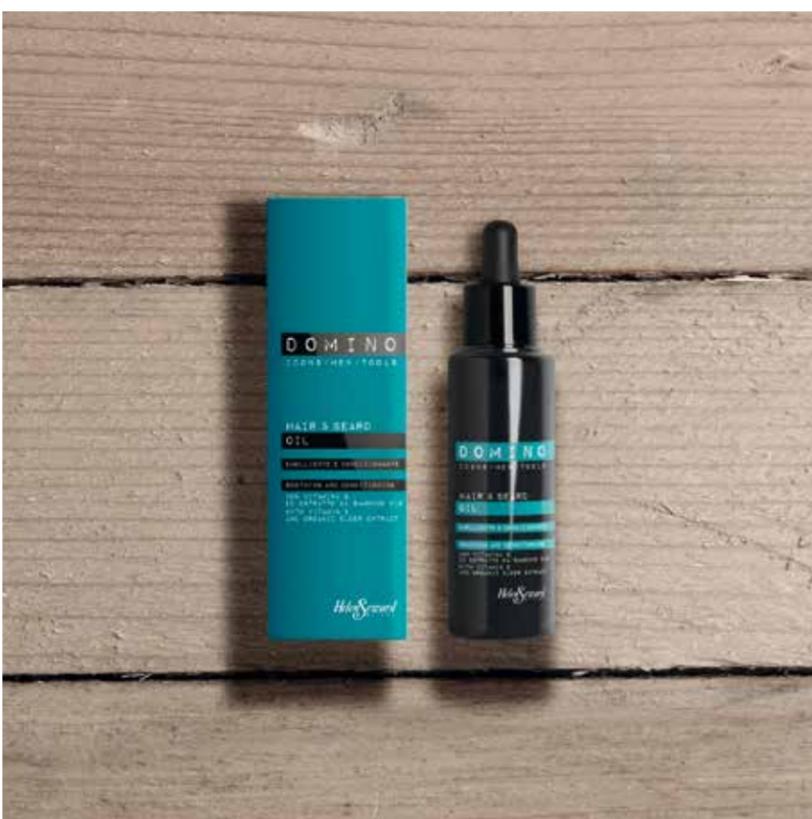
DAILY PROTECTION - FOR DELICATE SKIN

WITH PRO-BIOMA SYSTEM
AND ORGANIC ELDER EXTRACT

After shave balm with Pro-Bioma System and organic Elder extract. Refreshing and soothing, deeply moisturizes the skin and offers relief after shaving. Performs a daily protective action against external micro-aggressions, strengthening the skin's natural defences. Does not contain alcohol for greater comfort.

USE: apply immediately after shaving on dry face and neck with a light massage.
Dermatologically tested formula.

Code 4251 – 100 ml



HAIR & BEARD OIL

SOOTHING AND CONDITIONING

WITH VITAMIN E
AND ORGANIC ELDER EXTRACT

Hair and beard oil with Vitamin E and organic Elder extract. With a softening and brightening action, it offers a healthy and groomed look to beards and hair, making them softer and shinier. Also suitable for the most prickly beards, it is rapidly absorbed without making the hair greasy or weighing it down.

USE: apply a few drops of oil onto the damp beard/hair before drying for a hydrating and protective effect; spread it evenly onto the dry beard/hair for extra softness and shine. Do not rinse.
Dermatologically tested formula.

Code 4252 – 50 ml



HAIR & BEARD CREAM

PROTECTIVE AND HYDRATING

WITH PRO-BIOMA SYSTEM
AND ORGANIC ELDER EXTRACT

Softening hair and beard cream with Pro-Bioma System and organic Elder extract. With a protective action, it hydrates and disciplines beard and hair, making the hair softer and leaving a pleasant scent, without making it greasy or weighing it down.

USE: apply a small amount of product, then spread it, massaging and styling with a comb or brush. Do not rinse.
Dermatologically tested formula.

Code 4257 – 100 ml



MOUSTACHE & BEARD STYLING POMADE

LONG-HOLD FIXING

WITH PRO-BIOMA SYSTEM
AND ORGANIC ELDER EXTRACT

Moustache and beard styling pomade with Pro-Bioma System and organic Elder extract. With a protective action, it allows moustache and beard styling for a long-lasting groomed and orderly look.

USE: apply a small amount of product to the tips of the fingers, then spread onto the dry moustache and beard and proceed to style as desired.
Dermatologically tested formula.

Code 4258 – 50 ml



AFTER SHAVE LOTION

ENERGIZING REFRESHING

WITH VITAMIN E
AND ORGANIC ELDER EXTRACT

After shave lotion with Vitamin E and organic Elder extract. With a toning action, it offers relief after shaving, leaving a pleasant sensation of freshness on the skin and an appealing scent.

USE: apply immediately after shaving to the dry face and neck.
Dermatologically tested formula.

Code 4260 – 100 ml



CEDAR WOOD

EAU DE TOILETTE

Sophisticated and intense fragrance with a strong character, featuring woody and spicy notes. With hidden heart notes of cedar and vanilla and the warmth of wood and white musk in the base notes.

Code 4261 – 100 ml

FOR A PERFECT GROOMED LOOK AT ALL TIMES

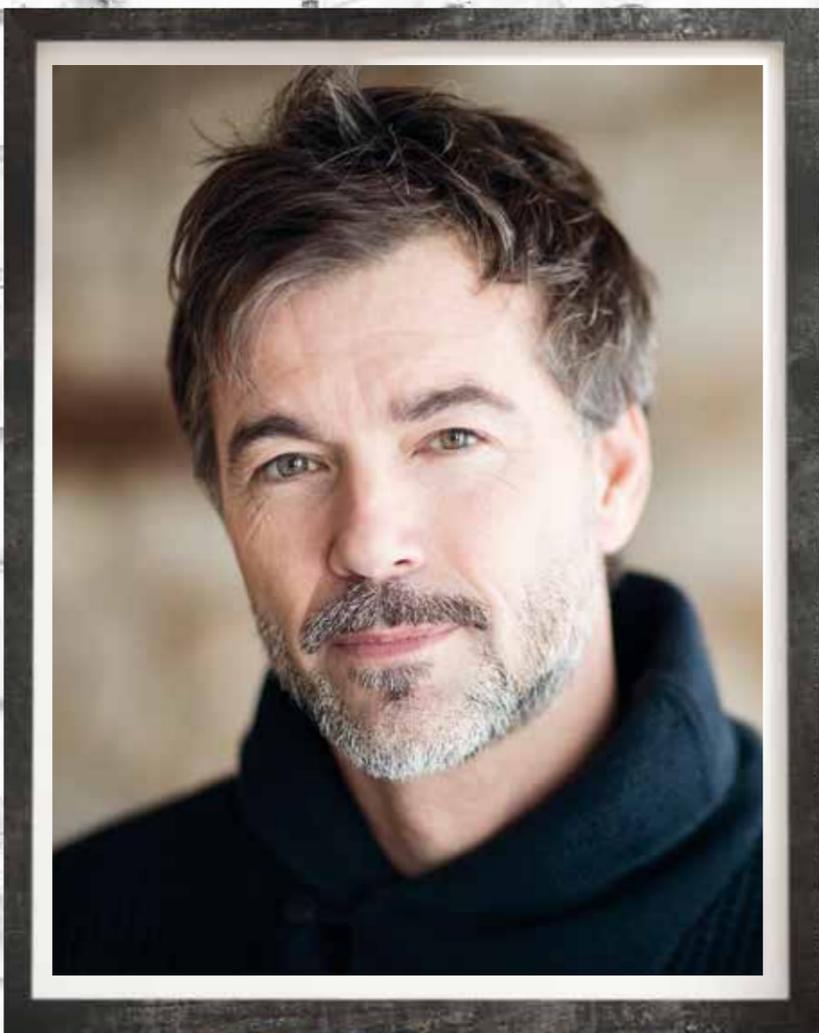
MEN'S SALON SERVICES

CAMOUFLAGE WITH BBCOLOR BEAUTY

Salt and pepper hair can be attractive, but there are some men who do not always willing to resign themselves to the onset of white hair if it does not fit in with their ideal look. However, it is possible to erase the signs of the passage of time with an extraordinarily natural effect thanks to **BBColor Beauty**, the tone-on-tone coloring that eliminates imperfections without sacrificing highlights. The effect will, therefore, be neither flat nor artificial, but multifaceted and extraordinarily true to the original color. The BBColor Beauty treatment formula also nourishes hair and significantly improves its structure and appearance.

WAVE VOLUMIZING TREATMENT WITH TEXTUR_E

Fine hair, with some thin patches here and there, is a problem if you would rather show off a full head of hair or just want to sport a messy, ruffled, lived-in look. The solution is **Textur_E**, the semi-permanent wave mousse which is ideal for anyone who wants a temporary natural result without spending hours in the salon, resulting in visibly fuller, thicker hair.

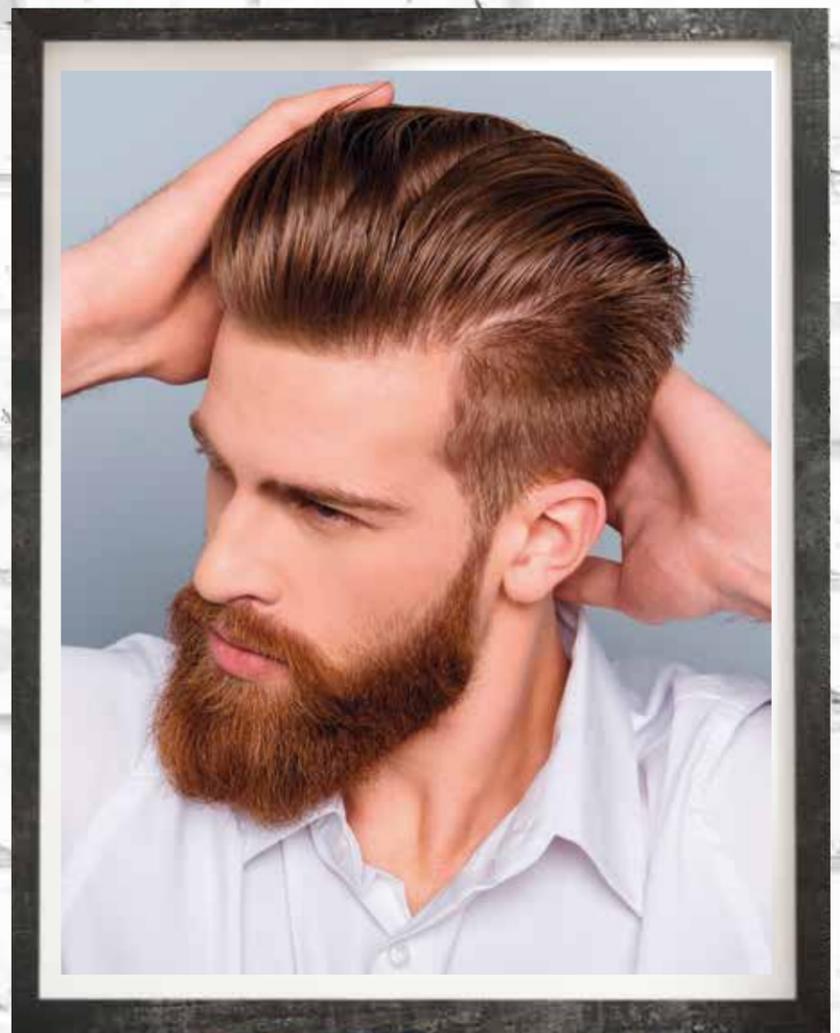


HIGHLIGHTS WITH LIGHT BLONDE

Lightening is the ideal choice for men who want not only to renew their look by adding light to their face, but also freshen up their style and add shape to their cut. It can also be an excellent solution for creating a natural *sunkissed* effect. **Light Blonde** lightening oil is ideal for lightening hair delicately up to two or more tone levels and adding natural brightness whilst respecting the hair fibre.

PERMANENT STRAIGHTENING WITH RELAX SYSTEM

Not all men appreciate curly hair because untamed locks take more time and dexterity to tame. Also, some hairstyles, especially the ones which are on-trend, need some definition in specific points, for example a straight quiff to be worn longer and combed backwards. This is where the **Relax System** professional straightening treatment can prove to be the ideal solution for obtaining hair that is easy to manage, shiny and silky. The special Relax System formula also strengthens and compacts the hair fibre to repair it permanently.





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