



**THE BEAUTY ROUTINE FOR YOUR HAIR**



# THE BEAUTY ROUTINE WITH TARGETED ACTION FOR SHINY HAIR, REGENERATED AND DISCIPLINED, THANKS TO NATURAL, HIGH-TECH INGREDIENTS WORKING IN PERFECT HARMONY WITH EACH OTHER

## KERAT ELISIR

a regenerating line for  
curly and frizzy hair.



KERAT ELISIR is the line of treatments designed to regenerate frizzy hair, rebuilding the hair fibre and restoring its original silkiness and shine. KERAT ELISIR products revitalise the hair fibres and perform a special anti-frizz action, ideal both for those who want perfectly straight hair and those who want to enhance their curls, highlighting shine, body and movement.

Also guarantees:

- controlling action
- thermal protection
- long-lasting styling in any humidity conditions.

**KERAT ELISIR is enriched by KERADINE-COMPLEX®,  
a precious combination of KERATIN + KERADYN HH™**

### KERATIN

Harmonious action by:

- Low molecular weight Keratin, which rebuilds and strengthens the hair fibre from within, offering body and fullness.
- High molecular weight Keratin able to form a protective and conditioning film, visible through the renewed look of the hair fibres, which appear shiny and soft.

### KERADYN HH™

An innovative and patented conditioning agent designed to positively influence the surface properties of damaged hair, reducing friction between individual fibres and re-establishing the natural dynamics of healthy hair. The KERADYN HH™ action thus translates into hair that is extraordinarily silky to the touch, soft and shiny.

Completing the KERAT ELISIR product offer:

**WHITE WATER LILY OIL  
IRIS EXTRACT  
HEAT PROTECTOR  
ANTI-FRIZZ SHIELD**

## ARGAN ELISIR

an illuminating beauty line  
for all hair types.



ARGAN ELISIR is the line of treatments of excellence for all hair types, combining the precious virtues of Argan Oil with a special Blueberry Seed Oil, Omegablue®.

The synergy between these two precious ingredients guarantees a triple action:

- *nourishing*: restores the natural film of lipids - fuller hair, with more body.
- *repairing*: rebuilds hair fibres - silkiness, softness and shine.
- *protective*: neutralises free radicals - anti-ageing action.

**ARGAN ELISIR is enriched by ARGAN OIL  
and OMEGABLUE®**

### ARGAN OIL

Argan Oil is a precious plant oil used for millenniums thanks to its multiple properties. Boasting proven efficiency in the trichological field, its use is justified by its rich and unique composition consisting in:

- Essential fat acids, in particular OMEGA-9, featuring a nourishing and repairing action.
- Squalene, a natural component of the hydrolipidic film, with a protective action.
- Phytosterols and tocopherols, performing an anti-radical action.

### OMEGABLUE®

Extracted from wild blueberry seeds, Omegablue® is a special natural ingredient with a hair fibre rebuilding action, perfect when used for daily hair protection. An ultra-light oil, it is rich in unsaturated essential fatty acids OMEGA 3 and OMEGA 6 and as proven by documented clinical studies, it forms a protective and repairing barrier against external aggressive agents. Thanks to the contribution of natural anti-oxidants (Vitamin E), Omegablue® also protects hair against the action of free radicals, preventing phenomena owing to oxidative stress and therefore the premature ageing of hair fibres and cosmetic color.





KERAT ELISIR

SHAMPOO  
RIGENERANTE

PER CAPELLI CRESCI

KERADINE-Complex  
+ Olio di Mandorla

REGENERATING  
SHAMPOO

FOR FRIZZY HAIR

Helen Seward

KERAT ELISIR

MASCHERA RIGENERANTE

PER CAPELLI CRESCI

KERADINE-Complex  
+ Olio di Mandorla

REGENERATING MASK

FOR FRIZZY HAIR

Helen Seward

KERAT ELISIR

FLUIDO STILIZZANTE

PER CAPELLI CRESCI E ONDULATI

KERADINE-Complex  
+ Olio di Mandorla

STYLING FLUID

FOR UNRULY HAIR

Helen Seward

KERAT ELISIR

SIERO LISCIANTE

PER CAPELLI CRESCI

KERADINE-Complex  
+ Olio di Mandorla

STRAIGHTENING SERUM

FOR UNRULY HAIR

Helen Seward

## KERAT ELISIR

PRODUCT	BENEFITS	USE
<b>SHAMPOO</b> With KERADINE-Complex and White Water Lily Oil Cod. 746N - 250 ml	<ul style="list-style-type: none"><li>• Delicately and efficiently cleanses</li><li>• Illuminates and restores the natural dynamics and fluid movements of hair</li><li>• Controls frizzy hair</li><li>• Offers extreme softness and lightness</li></ul>	Apply to wet hair and massage delicately. Rinse well with warm water. Repeat the operation if necessary.
<b>MASK</b> With KERADINE-Complex and White Water Lily Oil Cod. 747N - 250 ml	<ul style="list-style-type: none"><li>• Rebuilds and revitalises hair fibres</li><li>• Controls, guaranteeing excellent detangling properties</li><li>• Offers heat protection and anti-frizz shield</li><li>• Restores the hair's natural dynamics</li><li>• Enhances hair shine</li></ul>	Apply to damp hair and massage well. <i>Straight hair:</i> leave to work for 5-10 minutes. <i>Curly hair:</i> leave to work for just an instant. Carefully rinse with warm water.
<b>STRAIGHTENING SERUM FOR UNRULY HAIR</b> With KERADINE-Complex and White Water Lily Oil Cod. 748N - 150 ml	<ul style="list-style-type: none"><li>• Controls and performs an anti-frizz action on rebellious hair</li><li>• Smooths, strengthens and rebuilds hair fibres</li><li>• Offers heat protection</li><li>• Guarantees long-term styling control, even in high humidity conditions</li></ul>	Apply a small amount of product into the palm of your hand and spread over the entire head of hair, massaging into the length and tips. Do not rinse.
<b>STYLING FLUID FOR CURLY AND WAVY HAIR</b> With KERADINE-Complex and Iris Extract Cod. 749N - 150 ml	<ul style="list-style-type: none"><li>• Enhances the tones and dynamics of curls, without stiffening</li><li>• Performs an anti-frizz action</li><li>• Hydrates and offers natural definition</li><li>• Offers maximum shine to curly and wavy hair</li></ul>	<i>On damp hair:</i> apply evenly along the length and tips, leave to dry naturally or use a diffuser to highlight the effect. <i>On dry hair:</i> pour onto the palm of your hand and apply to individual locks, crumpling each one.

## ARGAN ELISIR

PRODUCT	BENEFITS	USE
<b>SHAMPOO</b> With Omegablue and Argan Oil Cod. 738N - 250 ml	<ul style="list-style-type: none"><li>• Guarantees delicate cleansing</li><li>• Ensures rehydration</li><li>• Offers body and vitality</li><li>• Performs a protective action against free radicals</li></ul>	Apply to wet hair and massage delicately. Rinse well with warm water. Repeat the operation if necessary.
<b>MASK</b> With Omegablue and Argan Oil Cod. 739N - 250 ml	<ul style="list-style-type: none"><li>• Deeply nourishes hair fibres, offering renewed body and fullness</li><li>• Guarantees an excellent detangling action</li><li>• Performs a rebuilding action</li><li>• Offers shine and silky softness</li></ul>	After shampooing, apply to damp hair, massage and then rinse carefully with warm water. ENHANCED ACTION for particularly worn and damaged hair, leave to work for a few minutes before carefully rinsing. In this case, a few drops of Argan Oil can be added to the Argan Mask when applying the product.
<b>OIL</b> With Omegablue and Argan Oil Cod. 737N - 100 ml	<ul style="list-style-type: none"><li>• Guarantees rapid absorption: does not stain and does not leave any residue</li><li>• Offers extraordinary shine</li><li>• Guarantees an anti-frizz effect: controlled hair that's easy to comb</li><li>• Offers extreme softness</li><li>• Restores body and renews the beauty of hair fibres</li><li>• Reduces drying time: simpler and faster styling</li><li>• Protects against daily oxidative stress and external microaggressions</li></ul>	<i>Before styling:</i> apply a few drops onto damp hair, then dry. <i>As daily protection:</i> apply a few drops onto dry hair and distribute evenly.
<b>SPRAY MASK 10 IN 1</b> With Omegablue and Argan Oil Cod. 712N - 150 ml	<ul style="list-style-type: none"><li>• Guarantees extraordinary detangling and softness</li><li>• Offers heat protection</li><li>• Guarantees an anti-frizz effect</li><li>• Prevents split ends</li><li>• Performs a repairing action on damaged hair</li><li>• Simpler and faster styling</li><li>• Longer-lasting styling</li><li>• Offers extraordinary body</li><li>• Guarantees maximum shine and color retention</li><li>• Protects against UV rays: anti-ageing action</li></ul>	Spray evenly onto washed and damp hair and distribute the product using a comb. Do not rinse.





P/738N  
DESK CHART



*Helen Seward*  
hair products

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