

SYNEBI

S A L O N
E X P E R I E N C E



Helen Seward
hair products



**THE SIMPLICITY OF NATURE
AT THE SERVICE OF HAIR**



THE HAIR CARE RANGE WITH A TARGETED ACTION TO MEET THE NEED FOR ALL-ROUND SAFE TREATMENTS WITH A PROFESSIONAL RESULT.

The SYNEBI formulas ensure the best performance for hair care treatment. They contain natural ingredients selected for their treatment properties, exclusively derived from certified organic farming processes.

NEW

THE NEW SYNEBI LINE WITH REVAMPED PACKAGING AND INNOVATIVE FORMULAS FEATURING:

- a higher percentage of natural ingredients to replace synthetic ones;
- ingredients with a lower environmental impact.



SULFATE FREE



NO PARABENS



NO SYNTHETIC DYES



NO ESSENCES OF FORMALDEHYDE



VEGAN FRIENDLY

100% ORGANIC EXTRACTS

BLUEBERRY EXTRACT, RICE EXTRACT, SUNFLOWER EXTRACT, SPEEDWELL EXTRACT, ELDER EXTRACT, ORANGE LEAVES EXTRACT, RED GRAPEVINE EXTRACT, WILLOW EXTRACT, SWEET-SCENTED VERBENA EXTRACT.

Natural anti-oxidant extracts: neutralize free radicals generated by sun exposure, pollution and environmental micro-aggressions which are responsible for premature ageing of hair.

ALMOND EXTRACT

excellent protection of the hair fibre

POMEGRANATE EXTRACT

toning action on the hair fibre

MALLOW EXTRACT

hydration and emollient action

ARGAN OIL

nourishes, protects and prevents ageing of hair

ARNICA EXTRACT

stimulates skin microcirculation

ROSEMARY ESSENTIAL OIL AND EXTRACT

stimulates skin microcirculation and purifies the scalp

LAVENDER EXTRACT

delicate astringent and skin purifying action

THYME EXTRACT

performs a toning and purifying action



RESTRUCTURING LINE FOR DAMAGED HAIR

With **Bio-mimetic keratins**, with a repairing and body-building action, and **Organic Mallow Extract**, with an emollient action.

BENEFIT

- Sulfate-free conditioning cleansing
- Regenerating restructuring action
- Emollient action
- Anti-frizz taming action
- Thermo-protective action
- Illuminating action

RESTRUCTURING SHAMPOO

Cleanses the hair fibre performing an effective conditioning action and giving shine. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8662
1000 mL – cod. 8663

RESTRUCTURING TREATMENT

Promotes the regeneration of the hair fibre with a high anti-frizz action, giving body and softness from roots to ends. **USE:** distribute on towel-dried hair, leave in for 5-10 minutes and then rinse.

300 mL – cod. 8664
1000 mL – cod. 8665

RESTRUCTURING SERUM

With a filler effect, offers pre-styling protection while giving fullness and shine. **USE:** apply a small quantity of product on towel-dried hair and work into lengths and ends without rinsing.

150 mL – cod. 8666



FORTIFYING LINE FOR WEAK HAIR AND HAIR LOSS PROBLEMS

With **Organic Arnica and Rosemary Extracts** and **Organic essential Rosemary oil**, with a purifying and stimulating action on skin microcirculation.

BENEFIT

- Sulfate-free fortifying cleansing
- Stimulation of scalp microcirculation
- Anti-age protection
- Toning action

FORTIFYING SHAMPOO

Delicately cleanses whilst providing protection, tone and well-being to the scalp and hair. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8682
1000 mL – cod. 8683

FORTIFYING TONIC

Targeted action to protect and stimulate the scalp. **USE:** three times a week, distribute on damp or dry hair and massage the scalp delicately, without rinsing. Avoid contact with eyes. Non-greasy formula.

12 x 10 mL – cod. 8684



PURIFYING LINE, SEBUM-REGULATING LINE FOR HAIR WITH DANDRUFF AND OILY HAIR

With **Organic Nettle and Myrtle Extract**, delicately cleanses and purifies.
With **Organic Lavender and Thyme Extracts**, with an astringent and toning action.

BENEFIT

- Delicate sulfate-free cleansing
- Purifying anti-dandruff action
- Sebium-regulation action
- Conditioning action on the hair fibre
- Maximum lightness

PURIFYING SCRUB

NEW

For scalp and hair with dandruff. Purifies and normalises deep down: eliminates all impurities and traces of dandruff and sebum. **USE:** to replace shampoo. Apply to wet hair directly on the scalp and massage. Leave to act for a few minutes, then lather and rinse. *Sulfate free.*

250 mL – cod. 8690

ANTI-DANDRUFF PURIFYING SHAMPOO

For hair with dandruff. Delicately cleanses and purifies scalp and hair, removing impurities and traces of dandruff. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8685
1000 mL – cod. 8686

PURIFYING MASK

NEW

For oily scalp and hair. Gently cleanses and detoxes. Tones and revives, restoring lightness to the hair fibre, leaving hair with the pleasant sensation of freshness. **USE:** leave in for 10-15 minutes, and then rinse. *Sulfate free.*

250 mL – cod. 8691

SEBUM-REGULATING SHAMPOO

For oily hair. Delicately cleanses and restores tone, volume and shine to hair thanks to a specific sebum-regulating active ingredient. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8687
1000 mL – cod. 8688

PURIFYING TONIC

NEW

For oily scalps with dandruff. Intensive treatment, it purifies the scalp and helps to normalise imperfections caused by excessive secretion of sebum and increased production of dandruff. **USE:** distribute on the scalp, with wet or dry hair, and a light massage. Do not rinse.

100 mL – cod. 8692



ANTI-DANDRUFF



SEBUM-REGULATING



FORTIFYING ANTI-BREAKAGE SERUM FOR ALL HAIR TYPES

With **HyperFermented Organic Flowers Extract**, with enhanced moisturizing and antioxidant power, for the antiaging protection of the hair fiber and color cosmetic.
With **FIBERHANCE™ - NATURAL ANTI-BREAKAGE ACTIVE INGREDIENT** that penetrates deep-down in the hair fibre and generates new multiple new bonds.

BENEFIT

- Fortifying anti-breakage action
- Instant absorption
- Maximum lightness
- Pre-styling protection - with a smoothing and thermo-protective action, allowing the brush to glide more easily and help to maintain the style
- Night serum - when applied before going to bed, hair is stronger and bouncier the following morning, no rinse required.

FORTIFYING ANTI-BREAKAGE SERUM

It makes hair much more resistant and stronger, extraordinarily soft and shiny. **USE:** instant absorption and no rinse formula. Double use - Pre-styling: apply a small amount on damp hair, taking care to distribute it evenly on lengths and ends, then style. Night serum: on dry hair, apply generously on lengths before going to bed for an intensive fortifying effect.

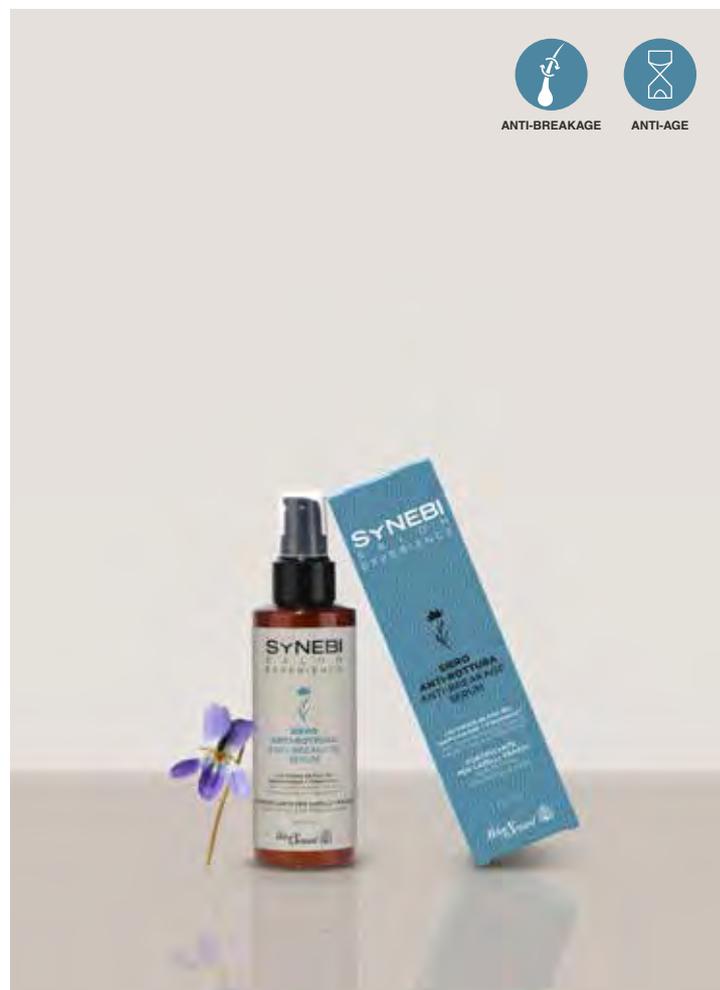
150 mL – cod. 8689



ANTI-BREAKAGE



ANTI-AGE



GLOWING LINE FOR ALL TYPES OF HAIR

With **Organic Argan Oil, Organic Rice Extract** and **Vitamin E**, with moisturizing and protective action.

BENEFIT

- Sulfate-free emollient cleansing
- Moisturizing and body-building action
- Anti-frizz action
- Thermo-protection
- Quick styling
- Long-lasting style
- Glowing action

GLOWING SHAMPOO

Cleanses with a moisturizing action, giving body, bounce and maximum shine to hair. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8631
1000 mL – cod. 8632

GLOWING MASK

Nourishes hair, giving body, silkiness and shine. **USE:** apply to towel-dried hair and massage in. Leave in for 5-10 minutes, then rinse thoroughly with lukewarm water.

200 mL – cod. 8634
500 mL – cod. 8635

GLOWING LAMINATING TREATMENT

Mirror-like shine. Instant effect: with a powerful anti-frizz, taming action, it leaves hair shiny, light and silky soft. **USE:** gently massage the product into the lengths and ends of damp hair for a short time, then rinse.

150 mL – cod. 8693

GLOWING 10 IN 1 SPRAY MASK

Regenerating action, for tangle-free hair, heat protection, anti-frizz effect, rapid styling, long lasting style, body and UV protection, split ends prevention, color protection. **USE:** spray evenly over towel-dried hair and comb in, without rinsing.

150 mL – cod. 8633

GLOWING THERMO-PROTECTIVE BIPHASE SPRAY

Pre-styling: offers excellent thermo-protection and anti-frizz action. Daily: revives shine and softness. **USE:** shake well before use. Spray evenly on towel-dried hair, without rinsing.

150 mL – cod. 8636



MIRROR SHINE



ANTI-FRIZZ



THERMO-PROTECTION



EASY STYLING



VOLUMIZING LINE FOR FINE HAIR

With **Organic Red grapevine and Pomegranate Extract**, with a protective and toning action.

BENEFIT

- Sulfate-free body-building cleansing
- Volumizing action
- Detangling action
- Illuminating action
- Body and volume at the roots

VOLUMIZING SHAMPOO

Delicately cleanses, giving body and volume to fine hair. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8658
1000 mL – cod. 8659

VOLUMIZING CONDITIONER

Moisturizes hair without weighing it down, leaving it tangle free while giving body and lightness. **USE:** apply to towel-dried hair, leave on for a few minutes, then rinse thoroughly.

300 mL – cod. 8660
1000 mL – cod. 8667

VOLUMIZING SPRAY

Provides a bodifying and volumizing action at the roots while giving support and shine. **USE:** apply evenly on towel-dried hair starting from the roots, without rinsing.

150 mL – cod. 8661



VOLUME



BODIFYING



NOURISHING LINE FOR DRY HAIR

With **Organic Almond and Veronica Extracts**,
with a protective and film-forming-repairing action.

BENEFIT

- Sulfate-free emollient cleansing
- Deep-down nourishment
- Intensive detangling
- Protective prevention of split ends
- Illuminating action

NOURISHING SHAMPOO

Cleanses with an emollient, detangling action, giving shine and softness. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8637
1000 mL – cod. 8638

NOURISHING MASK

Nourishes the hair fibre deep-down, giving shine and a velvety touch and ensuring an intense restructuring action. **USE:** apply to towel-dried hair and massage in. Leave in for 5-10 minutes, then rinse thoroughly with lukewarm water.

200 mL – cod. 8639
500 mL – cod. 8640

NOURISHING OIL

With anti-frizz effect, it forms a smooth film on hair preventing split ends and protecting it from heat stress and micro-aggressions. **USE:** place a small quantity on the palm of your hand and distribute evenly on wet or dry hair, without rinsing.

50 mL – cod. 8641



SOFTNESS



SHINE



SPLIT ENDS
PREVENTION



MOISTURIZING LINE FOR COLORED HAIR

With **Organic Blueberry and Sunflower Extracts**,
antioxidant protectors of cosmetic color.

BENEFIT

- Sulfate-free moisturizing cleansing
- Active protection of the cosmetic color
- Easy detangling
- Illuminating action
- Softness and lightness

MOISTURIZING SHAMPOO

Cleanses with a moisturizing action, protecting cosmetic color and giving shine and softness. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8642
1000 mL – cod. 8643

MOISTURIZING CONDITIONER

Moisturizes hair without weighing it down, actively protecting the color whilst giving shine and silkiness. **USE:** apply to towel-dried hair, leave on for a few minutes then rinse thoroughly.

300 mL – cod. 8646
1000 mL – cod. 8647

MOISTURIZING MASK

Moisturizes hair deep down with high conditioning effect, actively protecting cosmetic color, leaving hair shiny, soft and tangle free. **USE:** apply to towel-dried hair and massage in. Leave in for 5-10 minutes, then rinse thoroughly with lukewarm water.

200 mL – cod. 8644
500 mL – cod. 8645



COLOR
PROTECTION



MOISTURIZING



SOFTNESS



SMOOTH-EFFECT LINE FOR FRIZZY HAIR

With **Organic Willow and Sweet-scented Verbena Extracts**, for anti-oxidant protection.
With High-tech polymers, with an anti-frizz taming action.

BENEFIT

- Sulfate-free regulating cleansing
- Deep-down nourishment
- Intensive detangling action
- Protective action preventing split ends
- illuminating action

SMOOTH-EFFECT SHAMPOO

Cleanses with an effective anti-frizz action, giving shine without weighing hair down. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8648
1000 mL – cod. 8649

SMOOTH-EFFECT MASK

Offers thermo-protection and anti-frizz action. Tames hair, leaving it shiny and silky. **USE:** apply to towel-dried hair and massage in. Leave in for 5-10 minutes, then rinse thoroughly with lukewarm water.

200 mL – cod. 8650
500 mL – cod. 8651

SMOOTHING SERUM

Straightens hair with a powerful anti-frizz action and thermo-protection, for a long-lasting style even in wet conditions. **USE:** apply a small quantity of serum on the palm of your hand and distribute evenly on towel-dried hair, working it into the lengths and ends, without rinsing.

150 mL – cod. 8652



ANTI-FRIZZ



THERMO-PROTECTION



DISCIPLINE



EASY STYLING



SHAPING LINE FOR CURLY AND WAVY HAIR

With **Organic Elder and Orange leaves Extracts**, with antioxidant protection.
With elasticizing Polymers with a styling action.

BENEFIT

- Sulfate-free elasticizing cleansing
- Volume and lightness
- Detangling and taming action
- illuminating action
- Natural definition

SHAPING SHAMPOO

Cleanses the hair giving elasticity, lightness and softness. *Free from sulfate surfactants. Sulfate free.*

300 mL – cod. 8653
1000 mL – cod. 8654

SHAPING CONDITIONER

Tames and revitalises hair, giving movement and shine without weighing it down. **USE:** apply to towel-dried hair and massage in. Leave on for a few minutes, then rinse thoroughly with lukewarm water.

300 mL – cod. 8655
1000 mL – cod. 8656

SHAPING FLUID

Naturally defines curls, giving movement without weighing hair down. **USE:** apply evenly on towel-dried hair and style to obtain well-defined curls.

150 mL – cod. 8657



VOLUME



ANTI-FRIZZ



DISCIPLINE



SHAMPOOS, CONDITIONERS AND MASKS ARE ALSO AVAILABLE
IN 1000 AND 500 ML SALON FORMATS.
ALSO AVAILABLE IN SAMPLE SIZES TO ALLOW CUSTOMERS
TO TEST SYNEBI'S QUALITY.

SYNEBI
S A L O N
E X P E R I E N C E

LA SEMPLICITÀ DELLA NATURA
AL SERVIZIO DEI CAPELLI.
FORMULE PROFESSIONALI CON
ESTRATTI 100% BIOLOGICI.

THE SIMPLICITY OF NATURE AT
THE SERVICE OF HAIR.
PROFESSIONAL FORMULAS WITH
100% ORGANIC EXTRACTS.

Helen Seward
hair products

DESK CHART P/867



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