

# EXPORT MAGAZINE

BEAUTY  
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## ON STAGE

COLLECTION

*Helen Seward*  
MILANO

DISCOVER COLLECTION



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SUNCARE\_Nature that protects

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h a i r c a r e

## PROTECTION AND HYDRATION FOR HAIR UNDER THE SUN

Protect your hair under the sun respecting nature with **MEDITER SUNCARE**: more sustainable formulations that privilege ingredients of natural origin and biodegradable raw materials that respect the sea and the marine environment.



Discover more on  
[www.helenseward.it](http://www.helenseward.it)



*Helen Seward*  
MILANO

# SEWARD MEDITER SUNCARE

A RESPONSIBLE CHOICE FOR YOUR HAIR  
FOR THE SUMMER



Protect your hair under the sun respecting nature with **MEDITER SUNCARE**: more sustainable formulations that privilege ingredients of natural origin and biodegradable raw materials that respect the sea and the marine environment.

A kit of three products for a complete routine during and after exposure to the sun, that ensures protection thanks to the **ORGANIC Mullein Extract**, a natural sun filter, and super hydration thanks to **TRY-GLICINE** and **HyperFermented ORGANIC Hibiscus Extract**.





### SPRAY MILK

Milk Spray, with HyperFermented Organic Hibiscus Extract + LUXPLANT. Applied during sun exposure to dry hair, it protects cosmetic color and hair fibre from UV rays. Moisturises intensively, for easily combable hair. The invisible effect makes the hair naturally light, soft and very shiny, without weighing it down. NEW FORMULA even more detangling and illuminating. Do not rinse.

### ALL OVER SHAMPOO

After-sun shower-shampoo with HyperFermented Organic Hi-biscus Extract + TRY-GLICINE. SULFATE FREE formula. Gently cleanses and provides an intensive moisturising effect that prolongs tan and leaves hair soft, light and shiny.



### RECOVERY MASK

Intensive conditioning mask with HyperFermented Organic Hibiscus Extract + LUXPLANT. Renews the hair fibre, with a restructuring effect. The detangling and disciplining anti-frizz formula leaves the hair fibre extremely soft and shiny, offering longer-lasting cosmetic color.

## INGREDIENTS OF NATURAL ORIGIN



**BIODEGRADABLE INGREDIENTS**  
**SILICONE FREE**  
**SULFATE FREE**  
**COLORANTS FREE**

**HYPERFERMENTED 100% ORGANIC HIBISCUS EXTRACT:**  
**MOISTURIZING ACTION AND ANTIOXIDANT PROTECTION**

**NATURAL SUN FILTER: 100% ORGANIC GREAT MULLEIN EXTRACT**

**TRY-GLICINE: SUPER MOISTURIZING PROTECTIVE NATURAL INGREDIENT**  
**LUXPLANT: PROTECTIVE AND BRIGHTENING ACTIVE INGREDIENT OF NATURAL ORIGIN**

**DERMATOLOGICALLY TESTED**

**VEGAN FRIENDLY**

### THE SEA: AN IMMENSE AND PRECIOUS RESOURCE TO BE PROTECTED.

In addition to formulas produced in order to respect the marine environment, we support the JAIRO PROJECT by SEA SHEPHERD with a donation, a project aimed at protecting and safeguarding sea turtles, in particular the Caretta Caretta at risk of extinction.