



HS
MILANO

CATALOGUE

EMMEDI
COSMETICS





HS
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EVERY PERSON IS SPECIAL and every person wants to have DREAM hair.

HS MILANO is a complete line of treatment products and technical services suitable for every type of hair and for every desired result.

In fact, HS MILANO offers targeted, unique and custom treatments for all types of hair fibre, to create beauty and wellness rituals and have stylish hair all year round.

Choosing HS MILANO means choosing high-quality products that combine high performance with highly tolerable formulas, in full respect of the hair and scalp.



THE COLOUR

HS

MILANO

EMMEDI
COSMETICS

PROFESSIONAL
HAIR COLOURING CREAM
WITH RICE & SOY PROTEINS
AND MIX OF HYDRATING OILS

LOW AMMONIA

NICKEL TESTED**

SILICONES - RESORCINOL - PPD FREE
WITH PERFUME WITHOUT ALLERGENS

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120 ml e - 4.05 Fl.oz. U.S./E.U.



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Innovation and respect for the hair, combined with a passion for colour, are enclosed in the **HS MILANO OXIDATION COLOUR** in **SCENTED CREAM**, designed to allow Hair Specialists to achieve successful creations.

HS MILANO guarantees **INTENSE COLOURS** and **SHINY SHADES**, total **COVERAGE OF WHITE HAIR** and long duration of the colour treatment over time.



WHY CHOOSE HS MILANO?

Choosing the **HS MILANO PROFESSIONAL HAIR COLOURING CREAM** means having a high-quality product that combines **total coverage of white hair** with **HIGH TOLERANCE** formulas, also dedicated to the most sensitive scalp.
The formulas are:

WITHOUT SILICONES - RESORCINOL - PPD
SCENTED WITHOUT ALLERGENS
NICKEL TESTED (NICKEL < 0,0001%)

Enriched with nourishing functional substances such as Rice and Soy Proteins and a mix of Organic Moisturising and Softening Oils (Coconut, Jojoba and Macadamia).

The **FORMULA CONTAINS** a **LOWER AMOUNT OF AMMONIA COMPARED TO NORMAL HAIR COLOUR FORMULATION**.



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loves pets

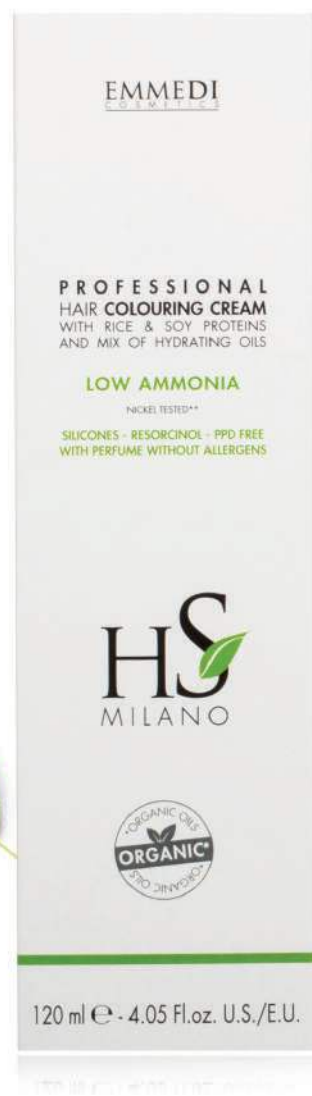
⦿ BEAUTIFUL SHADES,

IN A SCENTED COSMETIC CREAM

- ⦿ **TOTAL COVERAGE OF WHITE HAIR**
- ⦿ **STABLE COLOUR**
- ⦿ **CONDITIONING CREAMY BASE**
- ⦿ **NATURAL, SHINY AND BRILLIANT SHADES**
- ⦿ 120ml TUBE FOR 2 COLOUR TREATMENTS
- ⦿ 1:1.5 MIX RATIO
(1:2 for super-lightening shades)



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THE TECHNICAL AREA



OXY

To achieve the most out of the Colour Treatment, we recommend using the **HS MILANO** oxidising emulsion.

- ◎ **1000ml** format
- ◎ Available in **4** versions: **10, 20, 30** and **40 VOL**
- ◎ Enriched with **SILK PROTEINS** and a pleasant scent of **GOOSEBERRIES**



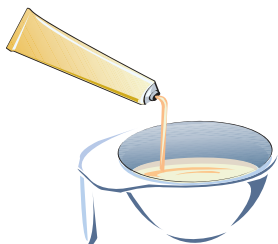
THE MIX RATIO OF HSMILANO COLOUR CREAM

1:1.5 RATIO

Mix 60 ml cream (half the tube) and 90 ml oxidising emulsion 20/30 vol. in a bowl.
Apply to the hair as usual and leave on for about 30 minutes. Rinse.

1:2 RATIO SERIES 11 AND 12

Mix 30 ml cream (a quarter of the tube) and 60 ml oxidising emulsion 40 vol. in a bowl.
Apply to the hair as usual and leave on for about 40 minutes. Rinse.



COLOURING cream



OXIDISING emulsion



ADVANCED FAST SUPER LIGHTNER

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ADVANCED FAST SUPER LIGHTNER

Optimum performance in all lightening techniques (highlights, sun-kissed, balayage, stripping and bleaching). Incremented bleaching power, **UP TO 9 SHADES**. Fast, practical and safe to use.

Does not cause swelling or burning, non-drip application. Anti-yellow action. Contains **Organic Coconut Oil**, with protective, hydrating and nourishing properties, thanks to its high contents of vitamins and saturated fatty acids. Before use, read the instructions carefully and pay attention to the warnings in the leaflet provided.

500 g pouch in a jar

PROFESSIONAL USE ONLY

MAIN ACTIVE INGREDIENTS:

Organic Coconut Oil (protective and nourishing)

WAVING TREATMENT

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SINGLE-DOSE KIT including:

AMMONIA AND THIOGLYCOLIC ACID FREE WAVING FLUID FOR ALL HAIR TYPES

Formulated to create natural movement, full-bodied and elastic curls and soft volume on all hair types (natural, coloured and treated), with total respect for the hair fibre.

How to use: After shampooing, place rollers in towel-dried hair and apply the waving fluid. Leave to rest for 3-5 to 25 minutes, depending on the hair type, checking the strands during application. At the end of the resting time, rinse well.

75 ml bottle

NEUTRALIZER FOR ALL HAIR TYPES

For stable waves, uniform from roots to ends, and effective neutralization of alkaline residues from waving fluid, with conditioning agents to protect and hydrate, preserving the hair structure.

How to use: After rinsing the Waving Fluid carefully from the hair and removing excess water using a towel, with the rollers still in place, apply the Neutralizer directly to the rollers using a sponge, and leave to rest for 5 minutes. Remove the rollers and apply further product, massaging gently to distribute. Leave to rest for a further 3 - 5 minutes. Rinse carefully using warm water.

100 ml bottle

PROFESSIONAL USE ONLY

MAIN ACTIVE INGREDIENTS:

Rice Protein (hydrating and strengthening)

Organic Coconut Oil (protective and nourishing)

THE TREATMENT

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Thanks to the excellence of RESEARCH in the field of trichology, the **HS MILANO TREATMENT LINE** offers:

- ⊙ specific functional formulas to meet the needs of each type of hair;
- ⊙ **HIGH TOLERANCE FORMULAS**, also dedicated to the **MOST SENSITIVE SCALP**;
- ⊙ formulas **FREE FROM SLS and SLES**; **PETROLEUM JELLY**; **SILICONES**; **ARTIFICIAL COLOURANTS**;
- ⊙ **100% MADE IN ITALY** formulas;
- ⊙ formulas that use **ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY**.

The **PRODUCT FAMILIES** that make up the **HS MILANO TREATMENT LINE** are:

- ⊙ **DAILY USE - FREQUENT WASHING**
for all types of hair
- ⊙ **COLOR PROTECTION**
for coloured and treated hair
- ⊙ **NOURISHING** for dry, damaged hair
- ⊙ **ANTIFRIZZ** for frizzy hair
- ⊙ **BLONDE HAIR**
for blonde and bleached hair
- ⊙ **REPAIR - RESTRUCTURING**
keratin treatment for weakened hair
- ⊙ **LOSS CONTROL - COADJUVANT IN HAIR LOSS PREVENTION**
- ⊙ **ANTI-DANDRUFF**
- ⊙ **SEBUM CONTROL - SEBUM-BALANCING**



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loves pets



DAILY USE

FREQUENT WASHING
FOR ALL TYPES OF HAIR



MAIN ACTIVE INGREDIENTS:

- Willow Extract (strengthening)
- Juniper Extract (tonic and stimulating)
- Sweet Almond Oil (antioxidant)
- Magnolia Extract (illuminating)
- Orange Peel Extract (conditioning)
- Lemon Essential Oil (illuminating)
- Liquorice Extract (hydrating)

FREE FROM SLS AND SLES; SILICONES; ARTIFICIAL COLOURANTS;
WITH ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY



FREE RADICALS are naturally formed within the body's cells and are considered responsible for skin ageing.

Products that are rich in **ANTIOXIDANT** active ingredients must be used to counteract the action of free radicals. Therefore **HS MILANO** offers a specific treatment to be used every day.

HS MILANO DAILY USE, in addition to gently cleansing the hair, helps it **MAINTAIN** its physiological balance thanks to the specific hydrating and nourishing action of the active ingredients.

Hair that is washed **EVERY DAY** still looks healthy, nourished and hydrated.

SHAMPOO FOR FREQUENT WASHING FOR ALL TYPES OF HAIR

With Willow Extract, Juniper Extract, Sweet Almond Oil, Magnolia Extract.

Extremely gentle, ideal for frequent washing, it protects the natural balance of the hair, hydrating it.

350 ml bottle / 1000 ml bottle

CONDITIONER FOR FREQUENT WASHING FOR ALL TYPES OF HAIR

With Willow Extract, Juniper Extract, Sweet Almond Oil, Magnolia Extract.

Completes the hydrating action of Shampoo; the hair is soft, elastic and completely rehydrated.

350 ml bottle / 1000 ml bottle

LEAVE ON TONIC FOR FREQUENT WASHING FOR ALL TYPES OF HAIR

With Orange Peel Extract, Lemon Essential Oil, Liquorice Extract.

The mix of ingredients hydrates and keeps the hair structure soft, visibly healthy and not weighed down.

125 ml bottle



COLOR PROTECTION

FOR COLOURED AND TREATED HAIR

COLOURED and **TREATED HAIR** requires specific care and should be treated with special products. In fact, chemical treatments can sometimes be harsh on the hair, which requires the use of specific, effective and nourishing products that are rich in active ingredients to restore the hair fibre to optimal conditions and maintain a luminous and vibrant colour.

Protect, hydrate and illuminate: the **"MUST HAVE"** of the **HS MILANO COLOR PROTECTION** products.



COLOR PROTECTION SHAMPOO FOR COLOURED AND TREATED HAIR

With organic Olive Oil, Tomato Juice, Marigold Extract.

Thanks to the Color Protection Shampoo, coloured and treated hair regains its natural brilliance, body and radiance.

350 ml bottle / 1000 ml bottle

COLOR PROTECTION MASK FOR COLOURED AND TREATED HAIR

With organic Olive Oil, Tomato Juice, Marigold Extract.

Thanks to the synergistic action of its ingredients, it prolongs the beauty of the colour, the brilliance of shades, and helps to restore vitality and nourishment to treated hair.

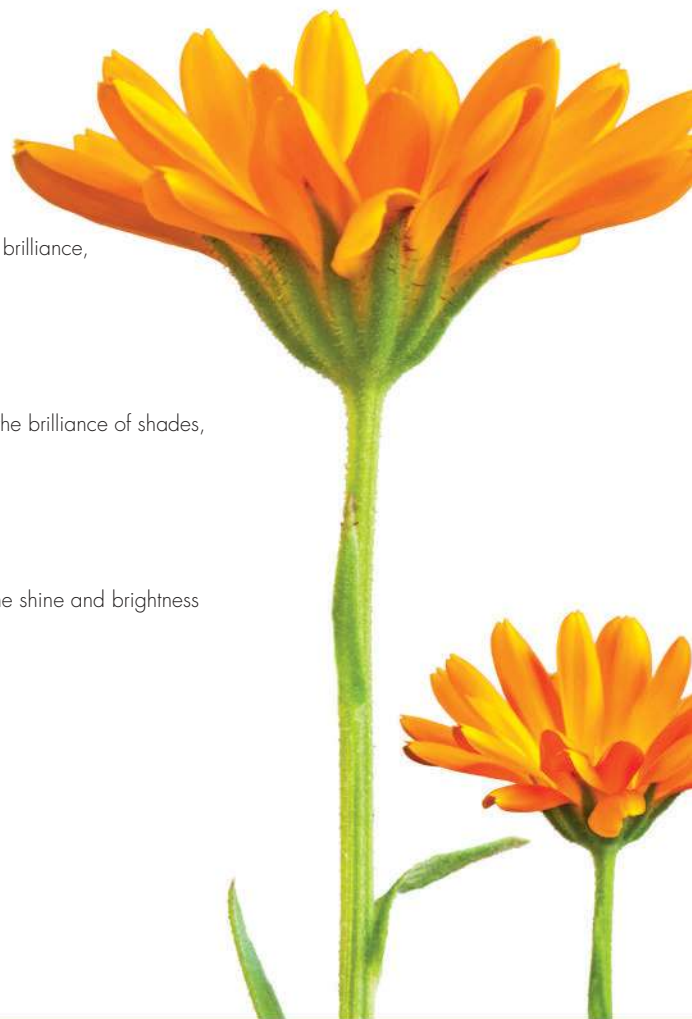
500 ml jar

COLOR PROTECTION LEAVE ON SERUM FOR COLOURED AND TREATED HAIR

With organic Olive Oil, Carrot Oil, Propolis Extract, Dog Rose Extract.

A mix of ingredients that makes hair docile without weighing it down, and prolongs the shine and brightness of the colour.

125 ml bottle



MAIN ACTIVE INGREDIENTS:

Organic Olive Oil (antioxidant that helps to protect the scalp and hair fibre)

Tomato Juice (strengthening and illuminating)

Calendula Extract (revitalising)

Carrot Oil (revitalising and illuminating)

Propolis Extract (soothing)

Dog Rose Extract (soothing)

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FREE FROM SLS AND SLES; SILICONES; ARTIFICIAL COLOURANTS;
WITH ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY



NOURISHING

FOR DRY, DAMAGED HAIR

When hair appears **DRY**, **DAMAGED**, **DULL** and **OPAQUE**, it needs to be treated with specific products that nourish it, helping it to regain its natural body and restoring its volume and softness.

NOURISHING SHAMPOO FOR DRY, DAMAGED HAIR

With Olive Oil, Sweet Almond Oil, Camellia Oil.

Nourishing Shampoo for dry and damaged hair, nourishes and hydrates the hair fibre, increasing its softness.

350 ml bottle / 1000 ml bottle

NOURISHING MASK FOR DRY, DAMAGED HAIR

With Olive Oil, Sweet Almond Oil, Camellia Oil.

Mask Formulated to restore nourishment and body to dry and damaged hair. Completes the nourishing action of the Shampoo.

500 ml jar

NOURISHING LEAVE ON SERUM FOR DRY, DAMAGED HAIR

With Olive Oil, Sweet Almond Oil, Camellia Oil, Helichrysum Extract.

Suitable for dry and damaged hair, Nourishing Leave on Serum softens the hair, hydrates it and does not weigh it down, thanks to the mix of ingredients with known nourishing and emollient properties.

125 ml bottle

**FREE FROM SLS AND SLES; SILICONES; ARTIFICIAL COLOURANTS;
WITH ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY**



MAIN ACTIVE INGREDIENTS:

Olive Oil (antioxidant that helps to protect the scalp and hair fibre)

Sweet Almond Oil (antioxidant)

Camellia Oil (conditioning and illuminating)

Helichrysum Extract (revitalising)

ANTI-FRIZZ

FOR FRIZZY HAIR

The problem of **FRIZZY** hair can affect all types of hair: fine, medium or thick. When the level of humidity increases, hair becomes frizzy, unruly and difficult to tame.

HS MILANO offers a complete treatment to hydrate the hair and soften the hair fibre, making it manageable, soft and shiny. The mix of innovative functional substances restores health and wellbeing, conveys hydration and silkiness, leaving it disciplined for longer.



MAIN ACTIVE INGREDIENTS:

Olive Oil (antioxidant that helps to protect the scalp and hair fibre)

Walnut Extract (illuminating)

Sunflower Seed Oil (repairing)

Donkey Milk Protein (hydrating)

Sweet Almond Oil (antioxidant)

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WITH ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY

ANTI-FRIZZ SHAMPOO FOR FRIZZY HAIR

With Olive Oil, Walnut Extract, Sunflower Seed Oil, Donkey Milk Protein.

Its precious formula, rich in emollient and detangling substances, helps to fight annoying frizz and preserves the health of the hair, making it stronger.

350 ml bottle / 1000 ml bottle

ANTI-FRIZZ MASK FOR FRIZZY HAIR

With Olive Oil, Walnut Extract, Sunflower Seed Oil, Donkey Milk Protein.

Thanks to the mix of emollient and hydrating substances, the frizz will be visibly reduced, and the hair will appear more docile and smoother.

500 ml jar

ANTI-FRIZZ LEAVE ON SERUM FOR FRIZZY HAIR

With Olive Oil, Walnut Extract, Sunflower Seed Oil, Donkey Milk Protein, Sweet Almond Oil.

The mix of ingredients, with a strongly emollient and detangling action, softens and disciplines the hair, reducing frizz.

125 ml bottle



BLONDE HAIR

FOR BLONDE AND BLEACHED HAIR

The ultraviolet rays of the sun and pollution irritate the hair, causing a photooxidation of the pigments that, in the case of blonde or bleached hair, turn into a yellowish shade.

HS MILANO BLONDE HAIR neutralises these nuances and acts as an **ANTI-YELLOW** on blonde, white, grey and bleached hair, hair with highlights or coloured with super-lightening shades. Shades regain their brilliant naturalness and shine.

The **BLONDE HAIR LINE** by **HS MILANO** also includes the **TONING ANTI-YELLOW SHAMPOO**, with a **DOUBLE CONCENTRATION OF COLOURED PIGMENTS**, which, in addition to neutralising unwanted yellowish effects, effectively enhances the cold tones of the hair and tones bleached hair.





MAIN ACTIVE INGREDIENTS:

Sunflower Seed Oil (repairing)

Wheat Protein (strengthening)

Wildflower Honey (regenerating)

Poplar extract (strengthening)

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FREE FROM SLS AND SLES; SILICONES;
WITH ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY



THE SOLUTION PROPOSED BY BLONDE HAIR TO ELIMINATE THE YELLOW SHADES FROM BLONDE, WHITE, GREY, BLEACHED HAIR, TREATED WITH HIGHLIGHTS OR COLOURED WITH SUPER LIGHTENING SHADES IS:

BLONDE HAIR ANTI-YELLOW SHAMPOO FOR BLONDE AND BLEACHED HAIR

With Sunflower Seed Oil, Wheat Protein, Wildflower Honey, Poplar Extract.

BLONDE HAIR Shampoo for blonde and bleached hair neutralises yellowish shades on blonde, white, grey and bleached hair, treated with highlights or coloured with super-lightening shades. Thanks to the functional substances contained, it softens and nourishes the hair fibre, restoring its brilliance and giving blonde and white hair a natural effect.

It is also perfect for neutralising yellowish shades in male hair.

How to use: apply the required amount of product to wet hair, distributing evenly. Massage gently and leave to rest for 3-5 minutes. Rinse.

Resting time: 3-5 minutes for bleached or highlighted hair; 3 minutes for white or grey hair.

350 ml bottle / 1000 ml bottle

TO TONE THE COLOUR OF GREY HAIR, COLOURED WITH SUPER LIGHTENING SHADES, BLEACHED OR TREATED WITH HIGHLIGHTS, BLONDE HAIR OFFERS

BLONDE HAIR ANTI-YELLOW TONING SHAMPOO FOR GREY, SUPER-LIGHTENED, BLEACHED OR HIGHLIGHTED HAIR

With Sunflower Seed Oil, Wheat Protein, Wildflower Honey, Poplar Extract.

Formulated with a double concentration of coloured pigments, it effectively emphasises the cold and grey tones of the hair besides neutralising unwanted yellowish shades. Ideal as a toner after bleach treatment.

Silver to purple shades in varying intensity, depending on the type of bleach, the porosity of the hair and resting time.

How to use: distribute over wet hair and massage carefully. **For an anti-yellow effect**, leave to act for 1-5 minutes and rinse well. Repeat the application immediately, if necessary, for a more pronounced anti-yellow effect. **For a toning effect**, leave to act for more than 5 minutes, depending on the porosity of the hair, and keeping development under control. Silver toning will occur first, followed by purple.

Alternatively, instead of extending the resting time, you can rinse the shampoo and repeat the application. The toning level increases as the application is repeated. This non-aggressive treatment can be applied multiple times, even close together: the more frequent the treatment, the greater the degree of toning possible.

350 ml bottle / 1000 ml bottle

BLONDE HAIR MASK FOR BLONDE AND BLEACHED HAIR

With Sunflower Seed Oil, Wheat Protein, Wildflower Honey, Poplar Extract.

It moisturises and nourishes the hair fibre and, thanks to the active ingredients contained, it restores brilliance to the hair, giving blonde and white hair a natural effect.

☉ **To be used together with Blonde Hair Shampoo for blonde and bleached hair** to fully neutralise yellowish shades on blonde, white and bleached hair, treated with highlights or coloured with super-lightening shades.

☉ **To be used together with Blonde Hair Anti-Yellow Toning Shampoo for grey, super-lightened, bleached or highlighted hair** to remarkably enhance the toning effect.

☉ To be used on its own, combined with your regular shampoo, to neutralise unwanted yellowish shades.

How to use: distribute evenly over wet hair. Massage carefully. For optimum results, leave to rest for no longer than 5 minutes, then rinse carefully.

500 ml jar



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BLONDE HAIR

FAQ

BLONDE HAIR ANTI-YELLOW TONING SHAMPOO FOR GREY, SUPER-LIGHTENED, BLEACHED OR HIGHLIGHTED HAIR

ON TO WHAT BASE SHOULD BLONDE HAIR ANTI-YELLOW TONING SHAMPOO BE APPLIED?

- ☉ For an **ANTI-YELLOW** effect: on to grey, bleached, super-lightened or highlighted hair.
- ☉ For a **TONING** effect: on to bleached hair or with a very light base only.

The lighter the base, the better the toning effect possible.

IS THE TONING EFFECT OF BLONDE HAIR SHAMPOO VARIABLE?

YES, results will vary depending on the hair type and porosity, which may also differ, on the same head, between roots and tip. The final effect will also be influenced by the level of bleaching which the hair has undergone prior to treatment with BLONDE HAIR ANTI-YELLOW TONING SHAMPOO.

WHAT IS THE RESTING TIME FOR AN ANTI-YELLOW EFFECT?

From **1 to 5 MINUTES**, checking the treatment development visually.

For a more pronounced anti-yellow effect, repeat the application immediately.



HOW DO I ACHIEVE SILVER TONING?

Starting from bleached hair and/or with a very light base, shampoo the hair with **BLONDE HAIR ANTI-YELLOW TONING SHAMPOO**, and leave to rest for a minimum of 5 minutes, taking care to visually check the toning development and repeat the shampooing process, several times if necessary, immediately or within a short space of time, to obtain a more marked effect, also depending on the porosity of the hair.



HOW DO I ACHIEVE PURPLE TONING?

Proceed as per the instructions for **SILVER** toning, with one difference - allow a longer resting time, always taking care to visually check the toning development. You can also repeat the shampooing process in this case too, as instructed for silver toning, to accentuate the final effect.

HOW DO I REMOVE THE BLONDE HAIR SHAMPOO TONING EFFECT?

Simply proceed as follows: measure out a sufficient quantity of bleaching powder, add a little cleansing shampoo, mix together and add warm water.

Apply, massaging until you see that the toning effect has been removed to the desired degree.

Repeat the shampooing process if necessary, to remove any toning residues.

This process gently **"CLEANS" THE COLOUR** without damaging the hair at all.

HOW LONG DOES THE TONING EFFECT LAST?

The toning effect is long-lasting, but "discharges" over time and with normal washing.

External agents, such as chlorine, salt, constant exposure to sunlight, will all contribute to fading, as well as the porosity of the hair: the more porous it is, the longer the toning effect lasts.

CAN I REPEAT THE SHAMPOO PROCESS WITHIN A SHORT SPACE OF TIME?

OF COURSE. The shampoo is entirely non-aggressive, because it only acts on the surface of the hair, without affecting the hair shaft. The shampoo process may be repeated several times, even within a short space of time. In fact, the more frequent the treatment, the greater the toning level achievable.

WHAT RESULTS WILL I ACHIEVE IF I USE BLONDE HAIR ANTI-YELLOW TONING SHAMPOO ON UNBLEACHED HAIR OR HAIR WITH A DARKER BASE?

EFFECTIVE CLEANSING with **ILLUMINATING ACTION**, for hair that's full of shine, but with no antiyellow or toning effect.

WHY IS THERE A TONING EFFECT WHEN BLONDE HAIR ANTI-YELLOW TONING SHAMPOO IS USED ON BLEACHED HAIR, WHILE ON UNBLEACHED HAIR THERE IS ONLY AN ANTI-YELLOW ACTION?

The starting hair colour and hair porosity are what make the difference.

For this reason, results are unique and different on every head of hair.

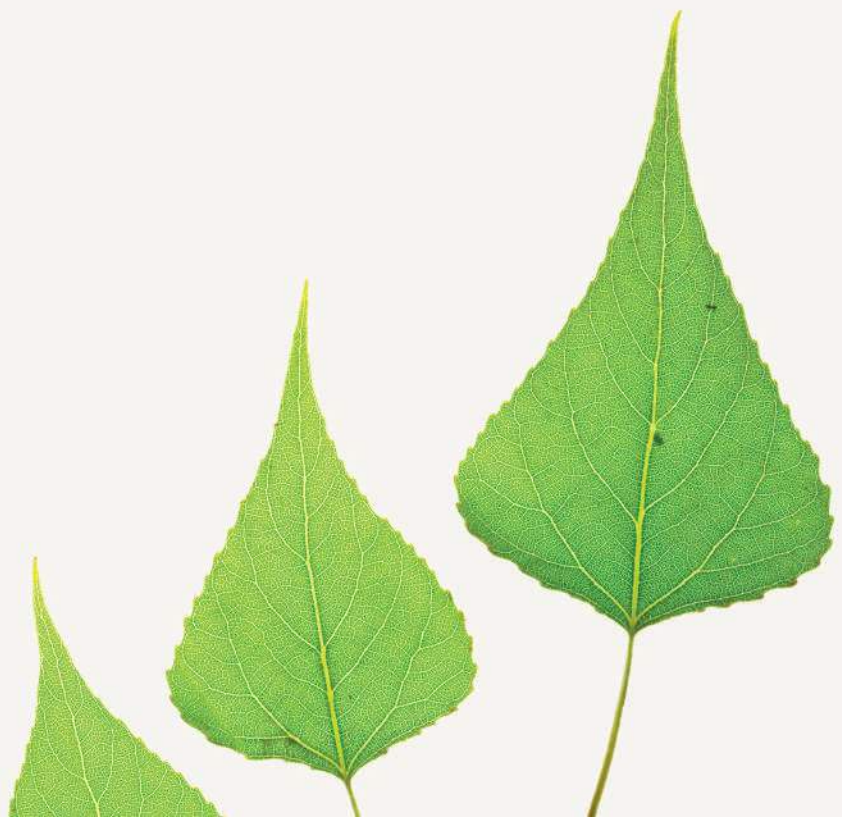
DO I NEED TO WEAR GLOVES WHEN USING THIS PRODUCT?

It is better to protect your hands with gloves to prevent staining caused by the purple colour of the shampoo, which will however be only temporary and removed by washing with soap and water.

IS BLONDE HAIR ANTI-YELLOW TONING SHAMPOO SUITABLE FOR USE BY MEN TOO?

ABSOLUTELY YES, on **SALT** and **PEPPER** hair in women or men, it brings a truly striking **ICE WHITE EFFECT**.

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REPAIR

RESTRUCTURING KERATIN TREATMENT FOR WEAKENED HAIR

Often, we want our hair to be soft and shiny and, on the contrary, it is **DAMAGED** o **IMPOVERISHED**. This can be caused by a variety of factors, such as an unbalanced diet, pollution, sun and using products that may sometimes be too harsh, as in the case of straightening/perm treatments or frequent colouring/bleaching. Even environmental factors, such as exposure to the sun or the wind, can damage the hair.

In all these cases immediate intervention is required with products rich in specific active ingredients that restore the hair back to optimal physiological condition while protecting it from future aggression.



MAIN ACTIVE INGREDIENTS:

Fresh Basil Extract (illuminating and strengthening)

Keratin (restructuring)

Hyaluronic Acid (anti-ageing)

Plant Stem Cells (active in the protection against oxidative stress and in the regeneration of collagen)

Wheat Protein (strengthening)

Organic Chestnut Water (conditioning)

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WITH ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY

RESTRUCTURING KERATIN SHAMPOO FOR WEAKENED HAIR

With Fresh Basil Extract, Keratin, Hyaluronic Acid, Plant Stem Cells, Wheat Protein.

Enriched with Keratin, it is ideal for hair that requires complete restructuring.

350 ml bottle / 1000 ml bottle

RESTRUCTURING KERATIN MASK FOR WEAKENED HAIR

With Fresh Basil Extract, Keratin, Hyaluronic Acid, Plant Stem Cells, Wheat Protein.

Thanks to this mix of ingredients, the hair is restructured and fuller to the touch, visibly healthy and not weighed down.

500 ml jar

RESTRUCTURING KERATIN LEAVE ON SERUM FOR WEAKENED HAIR

With Keratin, Hyaluronic Acid, Plant Stem Cells, Organic Chestnut Water.

Completes and maintains the results of the Restructuring Shampoo and Mask. The active ingredients visibly improve the appearance of weakened hair, which now appears strong and healthy.

125 ml bottle



LOSS CONTROL

COADJUVANT IN HAIR LOSS PREVENTION



MAIN ACTIVE INGREDIENTS:

- Horse Chestnut Extract (strengthening)
- Fresh Basil Extract (illuminating and strengthening)
- Cedar Extract (strengthening)
- Bergamot Extract (strengthening)
- Mint Essential Oil (dermo-purifying)

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ARTIFICIAL COLOURANTS;
WITH ACTIVE PLANT INGREDIENTS TYPICALLY FOUND IN ITALY

FALLING HAIR or **HAIR LOSS** is a physiological process that is repeated several times during the lifetime of an individual. If the scalp is healthy, the physiological loss is limited: it occurs only in certain periods and the amount of lost hair is not excessive. Sometimes, however, due to various causes, such as hormonal factors, stress, incorrect nutrition or medication, imbalance in a person's physiology occurs, which can lead to abnormal or abundant hair loss. In these cases, it is useful to act promptly with treatment programmes that are aimed at improving the health of the hair and restoring its state of health and well-being.

ENERGISING SHAMPOO, COADJUVANT IN HAIR LOSS PREVENTION

With Horse Chestnut Extract, Fresh Basil Extract, Cedar Extract.

Helps to prevent and counteract hair loss, revitalising it.

350 ml bottle / 1000 ml bottle

ENERGISING TREATMENT, COADJUVANT IN HAIR LOSS PREVENTION

With Bergamot Extract, Mint Essential Oil, Fresh Basil Extract.

Thanks to its innovative formula, when this treatment is used after adequate cleansing with Energising Shampoo, it helps to prevent hair loss and revitalises it.

8 ml vials in a box of 8 pcs



ANTI-DANDRUFF

DANDRUFF is a condition of the scalp, which appears as white and dry flakes at the base of the hair. Normally, the scalp epithelial cells are replaced regularly, and the elimination of dead cells is physiological, to a modest extent. When desquamation is quite high, and an imbalance is generated between the production of sebum and the response of the immune system, dandruff is created.

The causes include:

hyperproliferation of *malassezia furfur*, yeast in the scalp of most adults; increased **SEBUM SECRETION** due to hormones; stress: lifestyle or psychological predisposition; incorrect diet: high fat diet and fried food.

HS MILANO addresses the problem related to dandruff as a whole, with formulas rich in plant extracts, for a synergistic action that aims to restore the **PHYSIOLOGICAL BALANCE OF THE SCALP**.



PURIFYING ANTI-DANDRUFF SHAMPOO

With Rice Protein, Thyme Extract, Burdock Extract, Olive Oil.

The combined action of its ingredients, which help fight dandruff, allows the correct physiological balance of the scalp to be restored and the hair to be clean, healthy and vital.

350 ml bottle / 1000 ml bottle

PURIFYING ANTI-DANDRUFF TREATMENT

With Chamomile Extract, Mint Essential Oil, Rosemary Essential Oil.

Complementary Shampoo treatment, helps fight the annoying phenomenon of dandruff, soothing the irritation of the scalp and limiting itching and burning.

100 ml bottle

MAIN ACTIVE INGREDIENTS:

FREE FROM SLS AND SLES; SILICONES;
ARTIFICIAL COLOURANTS;
WITH ACTIVE PLANT INGREDIENTS
TYPICALLY FOUND IN ITALY

Rice Protein (hydrating and fortifying)

Thyme Extract (disinfectant)

Burdock Extract (dermo-purifying)

Olive Oil (antioxidant that helps to protect the scalp and hair fibre)

Chamomile Extract (astringent and rebalancing)

Mint Essential Oil (dermo-purifying)

Rosemary Essential Oil (dermo-purifying)

SEBUM CONTROL

SEBUM-BALANCING

One of the least pleasant hair imperfections is **OILY HAIR**.

The main cause of oily hair is the excessive production of sebum. Normally, the sebum secreted by the sebaceous glands has a very specific role, namely to protect from any external aggression.

Therefore, it preserves the hair, giving it a healthy and shiny appearance.

However, an imbalance in its production results in the hair fibre looking greasy.

There are several factors that can cause this, including heredity, hormonal dysfunction or unbalanced diet.

An effective treatment to tackle the problem aims at restoring the physiological balance of the production of sebum. Therefore, a rebalancing, dermo-purifying and soothing product is required.

MAIN ACTIVE INGREDIENTS:

Rosemary Essential Oil (protects against oily hair)

Nettle Extract (rebalancing and sebum-normalising)

Mint Essential Oil (dermo-purifying)



REBALANCING SEBUM-REGULATING SHAMPOO

With Rosemary Essential Oil, Nettle Extract, Mint Essential Oil.

The association of specific functional substances, with astringent, toning and purifying properties, ensures effective cleansing of the hair and scalp, which helps to regulate the excessive production of sebum.

350 ml bottle / 1000 ml bottle

FREE FROM SLS AND SLES; SILICONES;
ARTIFICIAL COLOURANTS; WITH ACTIVE PLANT
INGREDIENTS TYPICALLY FOUND IN ITALY



STYLING

HS MILANO

HOW MANY TYPES OF **STYLING** EXIST?
ONE FOR EACH HEAD!!!

WAVES, CURLS, VOLUME, SCULPTED and DEFINED HAIRSTYLES, with a **SHINY** or **MATTE** EFFECT.

A unique look, which from time to time expresses the personality of those who carries it, the mood of the occasion when to show it off, or more commonly, it reflects the trends of hair fashion in multiple varieties of interpretations.

HS MILANO STYLING can give answers even to the most demanding hairdresser seeking effective solutions for maximum results.

In fact, it provides a range chosen among the most current "cool" references in terms of styling and offers an exhaustive solution for every desired achievement.

An innovative look is guaranteed with **HS MILANO STYLING**, while respecting the wellbeing of the hair and scalp, thanks to top-performing products with advanced professional high tolerability formulas.



FIXING FACTOR ZERO



19

SHEEN SPRAY FOR HAIR HUMIDITY RESISTANT - UV FILTER

Gives exceptional shine to hair without weighing it down.

How to use: evenly spray a suitable amount for the desired shine on dry hair.

F.F.0

PROFESSIONAL FORMULA
200 ml spray cylinder

20

DETANGLING TWO-PHASE SERUM SPRAY FOR HAIR HUMIDITY RESISTANT - UV FILTER

This product combines creaminess and silkiness in an ideal mixture to ensure perfectly combable hair. **Sunflower Seed Oil**, **Camellia Oil** and **Panthenol** are the beneficial functional substances contained in it that guarantee the conditioning and regenerating action on hair and boost gloss.

How to use: shake the product vigorously before use, to mix the two-phase formula well. Then, spray the product 5 to 8 times on your hair, depending on the length.

Do not rinse and proceed with drying.

F.F.0

PROFESSIONAL FORMULA
250 ml bottle



21

ANTI-FRIZZ STRAIGHTENING CREAM SPRAY FOR HAIR HUMIDITY RESISTANT - UV FILTER

It provides an exceptional straightening and frizz-control action, in addition to taming hair without weighing it down.

The **Sunflower Seed Oil** and **Camellia Oil** contained in it offer a regenerating and conditioning effect.

How to use: spray directly on wet and towel patted hair. Do not rinse.
Dry as usual.

F.F.0

PROFESSIONAL FORMULA
100 ml bottle



F.F. ONE

11

PROTECTIVE SERUM FOR HAIR FOR HAIR DRIERS AND STRAIGHTENING IRONS HUMIDITY RESISTANT - UV FILTER

The highly refractive molecules contained in this protective serum ensure extraordinary shine from root to tip. An elastic micro-film covers the hair's shaft and repairs split ends, offering defence against heat from your hairdryer and straightening irons.

Non-greasy – no rinse.

How to use: spray the product evenly all over your hair.
Apply to damp hair before drying or straightening for protection against heat,
or to dry hair for increased shine.

F.F. 1

PROFESSIONAL FORMULA
100 ml bottle



25

ILLUMINATING SERUM FOR HAIR

Refracts the reflected light. Hair beauty is ensured. Wraps up hair into an impalpable sheath, thereby protecting it from possible damages caused by pollution and weather. High anti-static effect. Exceptional pleasant sensation: hair is silky to touch and thick.

Enhances hair colour while reducing split ends. Suitable for treated or delicate hair.

How to use: you can apply it to wet or dry hair. Pour the product onto your hand and allow a uniform distribution.

F.F. 1

PROFESSIONAL FORMULA
125 ml bottle

HS
MILANO



FIXING FACTOR THREE



5

STRONG ECOLOGICAL HAIRSPRAY HUMIDITY RESISTANT

Strong-hold - No-gas fixing hairspray. For long lasting hairstyles.
Exceptional volume and shine effect. Very high result.
It does not make hair heavy. Easily removable by brushing.
No flaking effect.

How to use: spray the necessary quantity of product to hair from a distance not less than 30 cm.

F.F.3

PROFESSIONAL FORMULA
400 ml bottle



17

GLAZE CREAM CURL ACTIVATOR HUMIDITY RESISTANT - ANTI FRIZZ

Glaze cream for hair designed to revive and hydrate your curls. A product with a soft and palpable texture which offers a firm hold, giving your curly hair body, bounce and vigour. For a visible anti-frizz effect and efficient anti-humidity action.

How to use: distribute the quantity of product required over damp hair and style as usual, shaping with your hands or using a hairdryer and hairbrush.
Apply to dry hair to revive and resculpt your curls.

F.F.3

PROFESSIONAL FORMULA
250 ml bottle



F.F. THREE



18

**MODELING MAT POMADE
STRONG HOLD - HUMIDITY RESISTANT**

A mat clay offering firm fixing action.

How to use: apply evenly to dry hair, and sculpt as required to create a visibly defined style.

F.F.3

PROFESSIONAL FORMULA

100 ml jar

23

**STRONG VOLUME FOAM
HUMIDITY RESISTANT**

Strong volume foam giving body, volume and elasticity to hairstyle. Soft support for all hair types. Exceptional illuminating power.

Superior shine. Anti-static action. Helps setting hair.

How to use: pour the necessary quantity of foam onto your hand and allow a uniform distribution of it.

F.F.3

PROFESSIONAL FORMULA

300 ml spray cylinder



HS
MILANO

FIXING FACTOR FOUR



1

STRONG HOLD HAIRSPRAY HUMIDITY RESISTANT

Strong hold hairspray for structured and volume effects. Exceptional shine to hair. Covers hair with a strong and flexible film. No flaking effect. Quick drying. Easily removable by brushing. You can also shape hair after spraying it.

How to use: spray to small locks of hair from a distance not less than 30 cm.

F.F.4

PROFESSIONAL FORMULA
500 ml / 75 ml spray cylinder

4

SHINY MODELLING WAX - EXTRA STRONG HOLD

Shiny modelling extra strong wax.

How to use: apply with your fingers and style with your hands.

Use a straightener and hair dryer if you wish to do so.

F.F.4

PROFESSIONAL FORMULA
100 ml jar





24

EXTRA STRONG MODELING FOAM HUMIDITY RESISTANT

Extra strong holding factor - Sculpting, styling and fixing foam. For extreme styles.

Gives thickness and pleasant texture. Covers hair with an elastic film.

High volume and exceptional shine to the whole hair.

How to use: pour the necessary quantity of foam onto your hand and allow a uniform distribution of it. Apply to small locks of hair and shape as desired.

F.F.4

PROFESSIONAL FORMULA
300 ml spray cylinder

26

EXTRA STRONG GEL

Created to shape and model hairstyles effectively and provide a very natural look with strong hold.

The product does not leave residue, is non-greasy and is easily removed by brushing.

How to use: apply to dry or damp hair and create the desired look by shaping each lock of hair with your hands.

F.F.4

PROFESSIONAL FORMULA
500 ml jar



HS
MILANO

F.F. **FOUR**

POP_{MATERIAL} HS_{MILANO}

Sell out support through dedicated, multilingual point-of-sale materials





HS MILANO TREATMENT
Floor display stand
code EXP286

HS MILANO
colour chart
code HSCC54N2019



COLOR CHART

EMMEDI
cosmetics

**SENZA SILICONI - RESORCINA - PPD
CON PROFUMO SENZA ALLERGENI
NICKEL TESTED (Nickel < 0,0001%)**

ARRICCHITA CON SOSTANZE FUNZIONALI NUTRIENTI QUALI PROTEINE DEL RISO E DELLA SOIA E UN MIX DI OLI BIOLOGICI IDRATANTI E ADDOLCENTI (COCCO, JOJOBA E MACADAMIA).

LA FORMULA CONTIENE UNA **QUANTITÀ DI AMMONIACA RIDOTTA** RISPETTO ALLE NORMALI FORMULAZIONI DI TINTURE PER CAPELLI.

HS MILANO

HS MILANO is **OXIDATION COLOR IN SCENTED CREAM** with low percentage of Ammonia, designed to guarantee the hair both the hair and the scalp.

HS MILANO line guarantees intense colors and shiny shades, color over time.

Choosing the **PROFESSIONAL COLORING CREAM** HS MILANO means choosing a high quality product that combines total coverage of white hair with **HIGH TOLERANCE** formulas, also dedicated to the more sensitive scalp.

The formulas are:

**WITHOUT SILICONES - RESORCINOL - PPD
SCENTED WITHOUT ALLERGENS
NICKEL TESTED (Nickel < 0,0001%)**

**ENRICHED WITH FUNCTIONAL SUBSTANCES, SUCH AS RICE
PROTEIN AND SOY AND A MIX OF HYDRATING AND
SOFTENING ORGANIC OILS (COCONUT, JOJOBA AND
MACADAMIA).**

THE QUANTITY OF AMMONIA HAS BEEN REDUCED
COMPARED TO NORMAL HAIR DYE FORMULATIONS.

ORGANIC OILS
NICKEL & TESTED
PPD FREE
RESORCINOL
FREE FROM ALLERGENS
NO SILICONES
LOW AMMONIA
WE LOVE PETS



HS MILANO
cutting cape
code 600775



HS MILANO
disposable cape for colour treatment
code 600774



HS MILANO
roll-up banner 80x200 cm
code 600777

HS MILANO TREATMENT folder
(treatment + colour + materials for hairstylist)
code HSLINE2018GB_1



HS MILANO
BLONDE HAIR TREATMENT folder
code HSBLONDE18GB

HS MILANO
paper shopper
code 600772



HS MILANO TREATMENT
sample sachets



HS MILANO

HS MILANO STYLING
folder
code HSSTYLE2019GB



HS MILANO STYLING
sample sachets



HS MILANO STYLING
Counter display
(length 300 x width 130 x height 220 mm)
code EXP295





STYLING
POP_{MATERIAL}

HSCAT2019GB_1

www.studiokey.it



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cerro maggiore - milano

www.hsmilano.com



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