

# HS MILANO



## STYLING





EMMEDI  
4 HS MILANO  
Mousse moussante  
écologique forte  
antiumidité  
150ml

EMMEDI  
HS MILANO  
Mousse moussante  
écologique forte  
antiumidité  
150ml

EMMEDI  
HS MILANO  
Mousse moussante  
écologique forte  
antiumidité  
150ml

EMMEDI  
HS MILANO  
SPRAY  
LUCIDANT  
PER CAPELLI  
ANTIUMIDITÀ  
FILTRO UV  
150ml

EMMEDI  
HS MILANO  
LACCA  
ECOLOGICA  
FORTE  
ANTIUMIDITÀ  
150ml

EMMEDI  
HS MILANO  
MOUSSE  
VOLUMEZANTE  
FORTE  
ANTIUMIDITÀ  
150ml

EMMEDI  
HS MILANO  
LACCA SPRAY  
FORTE  
ANTIUMIDITÀ  
HAIRSPRAY  
STRONG HOLD  
FILTRO UV  
150ml

EMMEDI  
HS MILANO  
MOUSSE  
MOUSSANTE  
FORTE  
ANTIUMIDITÀ  
150ml

EMMEDI  
HS MILANO  
MOUSSE  
MOUSSANTE  
FORTE  
ANTIUMIDITÀ  
150ml

EMMEDI  
HS MILANO  
SERO SPRAY  
BIFASICO  
DISTRICANTE  
PER CAPELLI  
ANTIUMIDITÀ  
FILTRO UV  
150ml

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 even provide answers 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.



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# FIXING FACTOR ZERO



## 19

### SHEEN SPRAY FOR HAIR HUMIDITY RESISTANT - UV FILTER

Gives exceptional shine to hair without weighing it down. Humidity resistant action. Contains UV Filter.

**Use:** evenly spray a suitable amount for the desired shine on dry hair.

## F.F.0

PROFESSIONAL FORMULA

**Format:** 200 ml spray cylinder

## 20

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

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.

**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

**Format:** 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.

**Use:** spray directly on wet and towel-dried hair. Do not rinse. Dry as usual.

## F.F.0

PROFESSIONAL FORMULA

**Format:** 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.

**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

**Format:** 100 ml bottle



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## 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.

**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

**Format:** 125 ml bottle

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# 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.

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

### F.F.3

PROFESSIONAL FORMULA

**Format:** 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.

**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

**Format:** 250 ml bottle



F.F. **THREE**



**18**

**MODELING MAT POMADE  
STRONG HOLD  
HUMIDITY RESISTANT**

A mat clay offering firm fixing action.

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

**F.F. 3**

PROFESSIONAL FORMULA

**Format:** 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.

**Use:** pour the necessary quantity of foam onto your hand and allow a uniform distribution of it.

**F.F. 3**

PROFESSIONAL FORMULA

**Format:** 300 ml spray cylinder



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# FIXING FACTOR **FOUR**



# 1

## HAIRSPRAY STRONG HOLD *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.

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

# F.F.4

PROFESSIONAL FORMULA

**Format:** 500 ml spray cylinder

# 4

## SHINY MODELLING WAX EXTRA STRONG HOLD

Shiny modelling extra strong wax.

**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

**Format:** 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.

**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

**Format:** 300 ml spray cylinder

# 26

## EXTRA STRONG GEL

Extra Strong Gel has been 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.

**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

**Format:** 500 ml jar



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F.F. **FOUR**

# P.O.P. MATERIAL



HS MILANO STYLING folder  
HSSTYLE2019GB



HS MILANO STYLING  
sample sachets

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www.studiokey.it

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cerro maggiore - milano

[www.hsmilano.com](http://www.hsmilano.com)



YouTube

