

OUR SUSTAINABLE CHOICES.



Hyperfermentation, a highly innovative new process with low environmental impact.



Vegan Formulas, without ingredients of animal origin or derivation.



More than 90% natural ingredients, amount calculated based on the ISO 16128-1 and ISO 16128-2 standards.**



Biodegradability: 'Readily biodegradability' formulas according to OECD Test TG 301F****



Recyclable primary packaging and/or made of 50% to 100% recycled material. Secondary packaging and reduced packaging in FSC recycled cardboard.

FREE FROM: sulphates, silicones***, synthetic colorants, petrolatum, paraffins, mineral oils, BHA and BHT.

CARBON NEUTRAL PACKAGING

Offsetting emissions CO₂ related to packaging materials, through the purchase of credits generated by sustainable local development projects in the Amazon.



Benvoleo supports the "Parks for Climate" project in the Tuscan-Emilian Apennine Biosphere Reserve, aimed at combating climate change through the protection of forest ecosystems.

*Calculation in line with ISO 14064 and related to raw materials production of packaging.

**With the exception of Nutri Care Oil and Hydration Creamy Shampoo.

***With the exception of Nutri Care Oil, made with eco-silicones, i.e. obtained without using any ingredients of fossil origin.

****International guideline defining a method for the assessment of biodegradability.



A NEW, FULLY SUSTAINABLE LINE!

Benvoleo is the **professional brand** that wants to bring a **new, transparent, responsible and participative idea of beauty** to this industry. Because only together can we make a difference for a better future.

A brand that puts a **clean and sustainable approach** at the heart of its work, without ever compromising on **performance**. A range of professional and **customizable products and treatments** for maximum effectiveness.

Benvoleo
TOGETHER WE CARE



GLOSSY TREATMENTS FOR DULL HAIR

ACTION	CLEANSING	INTENSIVE PHASE	CUSTOMIZATION	FINISHING
Dull hair	Glossy Micellar Shampoo	Glossy Express Conditioner or Glossy Conditioner	-	As required, select one of the following products:
Dull and dry hair		Glossy Conditioner	+ Hydration Shot	Detangling Leave-in
Dull and damaged hair			+ Recovery Shot	Nutri Care Oil
Dull and thin hair			+ Thickness Shot	Recovery Heat Guard

HYDRATION TREATMENTS FOR DRY HAIR

ACTION	CLEANSING	INTENSIVE PHASE	CUSTOMIZATION	FINISHING
Dry hair	Hydration Creamy Shampoo	Hydration Rich Conditioner	-	As required, select one of the following products:
Very dry hair			+ Hydration Shot	Detangling Leave-in
Dry and damaged hair			+ Recovery Shot	Nutri Care Oil
Dry and thin hair			+ Thickness Shot	Recovery Heat Guard

RECOVERY TREATMENTS FOR DAMAGED HAIR

ACTION	CLEANSING	INTENSIVE PHASE	CUSTOMIZATION	FINISHING
Damaged hair	Recovery Shampoo	Recovery Mask	-	As required, select one of the following products:
Damaged and dry hair			+ Hydration Shot	Detangling Leave-in
Very damaged hair			+ Recovery Shot	Nutri Care Oil
Damaged and thin hair			+ Thickness Shot	Recovery Heat Guard

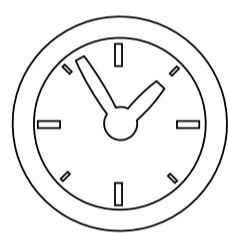
NUTRI INFUSION ULTRA-INTENSIVE IN-SALON AND AT-HOME TREATMENT FOR EXTREMELY DRY HAIR

Before shampooing, **divide dry hair** into sections starting at the nape of the neck. **Apply Nutri Care Oil** over the entire length.

In the salon: leave on for at least **30 minutes**.
At home: cover the hair with a cap or silk scarf and **leave in overnight**.

After the action time has elapsed, **wash the hair with Hydration Creamy Shampoo**. Rinse.

Apply Hydration Rich Conditioner and leave it on for a few minutes. **Rinse**.



Tips: in the salon and at home on particularly fine hair it is recommended to apply Hydration Rich Conditioner before washing. Ideal frequency every 15 days.

THE RANGE

DAILY LINE

CONSCIOUS DAILY SHOWER&SHAMPOO

80 gr

Solid shower shampoo, practical and convenient to take everywhere. Suitable for frequent washing, it can be alternated with the use of a conventional shampoo. 3-in-1: hair, body, face. Concentrated formula*.

How to use: emulsify the product in your hands or on wet hair, apply from roots to ends, massage and rinse. Repeat if necessary.

Benefit: provides deep yet gentle cleansing for light and vital hair.



*Conscious Daily Shampoo = 2 Shampoos (lasts as long as 2 x 275 ml bottles. Duration may vary depending on hair length)

GLOSSY LINE

GLOSSY MICELLAR SHAMPOO

275 ml and 1000 ml

A shampoo with a **micellar formula**, gentle and suitable for frequent washing.

Benefit: the micelles gently remove impurities from skin and hair, leaving it soft and shiny.



GLOSSY EXPRESS CONDITIONER

200 ml

A light, fluid **milk texture** that provides instant **softness and radiance**.

How to use: spray onto damp hair on lengths and ends. Comb through, leave in for 1 minute and rinse.

Benefit: the illuminating and detangling effectiveness is released in a flash, leaving the hair fluid and shiny.



GLOSSY CONDITIONER

1000 ml

A **creamy texture** able to make the **dullest hair shine with new light**. Professional use.

Benefit: detangles the hair without weighing it down, bringing extreme shine and softness.



HYDRATION LINE

HYDRATION CREAMY SHAMPOO

200 ml and 450 ml

A shampoo with a **melting, conditioning texture** that provides **immediate nourishment**.

Benefit: gently cleanses the hair fiber, providing nutrition and moisture for soft, shiny hair.



HYDRATION RICH CONDITIONER

275 ml and 1000 ml

The **full-bodied texture** of this conditioner is a **concentrate of super-moisturizing active ingredients** that infuse the hair with nutrition, softness and shine.

Benefit: wraps the fiber by supplying essential nutrients to moisturize extremely dry hair, detangling it and leaving it shiny.



RECOVERY LINE

RECOVERY SHAMPOO

275 ml and 1000 ml

A **restructuring shampoo** that **counteracts damage** caused by aggressive chemical treatments and external agents.

Benefit: gently cleanses for protected, stronger and more vital hair.



RECOVERY MASK

250 ml and 450 ml

A **rich, full-bodied formula** that acts from the outermost to the innermost part of the fiber to **provide the most damaged hair with extreme repair**.

Benefit: penetrates the hair layers to repair and reduce breakage, for stronger hair.



SHOT LINE

A **line of boosters** capable of **customizing in-salon services**, to respond in a **targeted manner** to the different needs of the hair, for an instant transformation. True **concentrates of active ingredients**.

RESERVED FOR PROFESSIONALS

HYDRATION SHOT

100 ml

A **moisture booster** for extremely dry hair, giving it the dose of nutrition and softness it needs.



RECOVERY SHOT

100 ml

A **repair and protection recharge** for any type of damaged hair.



THICKNESS SHOT

100 ml

A **concentrate of body-building active ingredients** for fine, thin hair that wants to appear thick and full-bodied.

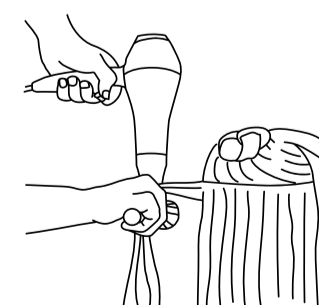


How to use

Mix 1 part selected shot with 3 parts conditioner or mask selected for the treatment.

On washed and towel-dried hair, apply the mix on lengths and ends, then leave in for 10 minutes.

Rinse and proceed with the desired styling.



LEAVE-IN & REFRESH LINE

NUTRI CARE OIL

100 ml

An **amazing oil**, they are synthesized with eco-silicones (they are formulated without the use of fossil-derived ingredients), capable of **giving nutrition and shine** to even the driest hair.

How to use: apply a few drops to towel-dried hair, then blow-dry. To emphasize shine and softness, reapply at the end of styling.
Benefit: as a leave-in before blow-drying or as a finishing touch, it envelops the fiber, providing softness and radiance. As pre-shampoo or night treatment, it intensely nourishes the hair without weighing it down.



DETANGLING LEAVE-IN

200 ml

A **leave-in treatment** for all hair types before blow-drying or as needed to **provide softness and detangling**.

How to use: with damp hair, distribute a small amount of product on the lengths with a comb, then blow-dry.
Benefit: protects against hot tools by restoring nutrition.



RECOVERY HEAT GUARD

200 ml

The ally for **continuous fiber repair and protection against hot tool damage**.

How to use: spray on damp hair on the lengths, distributing evenly with a comb, and then blow dry.
Benefit: repairs the most damaged areas, creating a heat shield that protects and strengthens the hair.



PERFECT AGAIN MIST

150 ml

An **innovative two-phase refreshing mist** that **gives the hair a fresh and vital appearance**, eliminating residues and unpleasant odors from the scalp and shaft.

How to use: shake before use. Spray on dry hair at the roots, about 10 to 15 cm from the scalp. Brush.
Benefit: sprayed onto the scalp, it captures all accumulated sebum residues, refreshing the fiber and leaving the hair light and clean, with a slight volume-boosting effect.

