

# HAIR CARE

## New Launches

SHAMPOO · HAIR CONDITIONER · HAIR MASK · HAIR TREATMENTS · HAIR MIST · DRY SHAMPOO · HAIR STYLING

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EUROPE · JULY-AUGUST 2024

New  
Collections

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## The Nue Co Supa Thick

Health care brand The Nue Co. has expanded its hair-loss collection with the new Supa Thick Shampoo and Conditioner. The duo has been designed to address hair growth and reduce shedding, while also being gentle on the scalp. A blend of apple cider vinegar, amino acids, vitamin B5, red algae and oat oil extract features in both products. Foaming agents derived from coconuts have also been included, which are said to be less harsh on hair. The brand claims the range is paraben free, silicone free and artificial fragrance free.

### KEY NOTES

Apple cider vinegar

### BUZZ WORDS

Amino acids, Vitamin B5, Red algae and Oat oil extract

### APPLICATIONS

Shampoo, Conditioner



Market: UK



## Nirvel Professional Biphase

A line of bi-phase conditioners designed to provide quick, effective hair care tailored to each user's specific needs. The Biphase line from Nirvel Professional includes four products:

- Biphase Avocado & Olive Oil
- Biphase Argan Oil & Panthenol
- Biphase Biotin & Keratin
- Biphase Hyaluronic Acid

### KEY NOTES

Avocado, Olive, Argan oil, Fresh,

### BUZZ WORDS

Hydration, Hyaluronic acid, Volume, Biotin, Nourishes

### APPLICATIONS

Bi-phase hair conditioners



Market: Spain

# The Fruit Company Hair and Body Mist

Scented mist with shimmer to spray on your body and hair for an unmatched glow. A concentrated formula with quality perfumes and natural extracts.

Benefits: -Long-Lasting Aroma -Irresistible Shine -Instant Freshness -Natural Ingredients.

Scents:

- Frosted Pistachio
- Aloha It's Friday
- Bikini Party
- Coral Beach
- Summer Holidays

## KEY NOTES

Pistachio, Monoï, Salted caramel, Pineapple, Coconut, Pear, Strawberry, Apple, Blackberry, Passion fruit, Violet, Jasmine

## BUZZ WORDS

Long lasting, Natural Ingredients

## APPLICATIONS

Hair Mist



Market: Spain

## Claudia di Paolo Awareness Cure

It is a revolutionary hair treatment that deeply restores the beauty and health of your hair.

Awareness Cure consists of three exclusive products:

- Clever Cleanser
- Deep Recovery
- CreamMolecular Essence

### KEY NOTES

Fresh, Clean

### BUZZ WORDS

Spa, Luxury, Health, Shine, Vitality

### APPLICATIONS

Shampoo, Hair mask, Molecular essence



Market: Spain

# Giorgi Styling gel

Discover the new Giorgi hair gels for a perfectly defined look: Clean Look and Super Curls. Alcohol-free, silicone-free, and residue-free.

- Clean Look: Achieve polished, clean, and sleek hair, perfect for any occasion.
- Super Curls: Hydrates the hair and eliminates frizz.

## KEY NOTES

Argan oil, Aloe vera

## BUZZ WORDS

0% Alcohol, 0% Silicone

## APPLICATIONS

Styling Gel



Market: Spain



## Umberto Giannini Frizz Fix

Powered by vegan keratin bond repair technology, Frizz Fix™ Hair Kit is clinically proven to penetrate the hair strand to fight frizz from within for softer, stronger, frizz-free hair from the inside.

Frizz Fix Shampoo

Frizz Fix Conditioner

Blow Out Frizz Styling Cream

The Frizz Oil

Fuzz-Off Control Clay

### KEY NOTES

Argan oil, Aloe vera

### BUZZ WORDS

0% Alcohol, 0% Silicone

### APPLICATIONS

Shampoo, Conditioner, Styling Cream, Oil, Control Clay



Market: Spain



# New Launches

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## Verb Products Dandruff



Market: Europe

A gentle shampoo that reduces the recurrence of dandruff symptoms like flakes, itchiness and irritation, without stripping the hair of moisture. A refreshing scent with notes of eucalyptus, orange peel, crisp magnolia, white sandalwood.

## Milk\_shake Make my day



Market: UK

A beautiful blend of milk proteins and fruit extracts, with a gorgeous fragrance that leaves hair super soft and shiny. Its creamy texture makes this delicate shampoo perfect for all hair types without removing the hair's protective film and is gentle enough to be used daily.

## Revlon UniqOne Limited Edition



Market: Europe

The multi-benefit vegan leave-in Hair Treatment that has revolutionized the salon market worldwide featuring 10 benefits in one spectacular hair product. Our newest leave-in hair treatment features a warm and comforting fragrance that invites you to reconnect with yourself and take care of your wellbeing.

## Instituto Español Onion Extract Shampoo



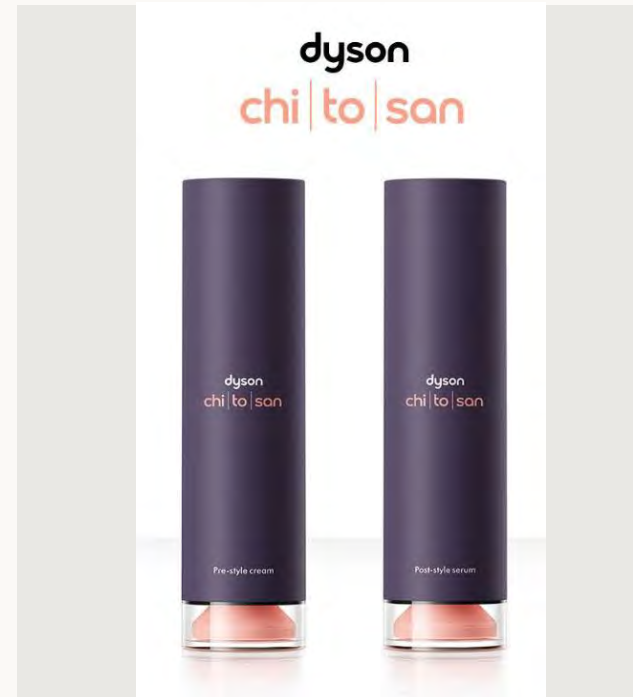
Market: Spain

Its antioxidant action helps prevent hair aging and protects hair color. It stimulates and strengthens the roots thanks to its formulation with onion extract and horsetail.

**KEY NOTES**  
Onion Extract

**BUZZ WORDS**  
Strong hair, vegan, antioxidant.

## Dyson Chitosan™ Styling Cream



Market: Spain

Dyson Chitosan™ Styling Cream Flexible hold, all day long. Dyson Triodetic™ Technology. Up to 50% less unwanted frizz Maintains natural movement and shine.

**KEY NOTES**  
Fresh

**BUZZ WORDS**  
Durable, reduces humidity, smooth and shiny hair.

got2b  
Keratina 10-in-1



Market: Germany

The got2b Liquid to Dry Dry Shampoo leaves hair looking impeccably fresh with a floral-fruity scent. The liquid shampoo dries on the hair and absorbs excess oil without drying out the hair or leaving residue. The fragrance can last up to 24 hours.

Balea  
Summer Sunset



Market: Germany

Balea Summer Sunset Shampoo and Conditioner cleanses and nourishes hair in one step. The valuable formula provides hydration and improves manageability, leaving hair flexible, soft, and thoroughly nourished.

Batiste  
GLAM Party Fresh Freesia  
Dry Shampoo



Market: Germany

Batiste GLAM Party Freesia Dry Shampoo refreshes hair without drying it out. It gently removes excess oil and leaves a lasting freshness. Batiste adds more body to the hair, with a luxurious floral scent and texture between washes.



## Dr Botanicals Collagen & Shea Butter 5 Minute Hair Mask



Market: UK

Is a nourishing and hydrating formula that combines the power of hydrolyzed collagen and shea butter to revitalize and strengthen hair. This clean beauty product is enriched with natural ingredients like hyaluronic acid, rice protein, and botanical extracts to promote healthy and luscious locks.

## Brushworks Refresh & Revitalise Floral Dry Shampoo



Market: UK

Formulated with naturally derived rice starch, which absorbs excess oil and instantly boosts hair. Prolong your hair between washes, effectively add volume and lift from the roots, and achieve thicker, fuller-looking hair. Developed to refresh and cleanse all hair types.

## Davines Momo Shampoo Bar



Market: Europe

Hydrating solid shampoo for dry or dehydrated hair. A solid texture for high-performance results from the first application, thanks to a rich, creamy lather that delivers softness, shine, and silkiness.

Beauty Jar  
3 Minute Hair Mask for  
Damaged Hair  
Business Woman



Market: Czech Republic

This is an express repair mask for damaged hair. With biocollagen, silk proteins, keratin and D-panthenol: biocollagen strengthens hair and retains moisture. Keratin restores strength and shine to even the dulldest hair. Silk proteins restore the hair structure, making it soft and silky.

Pantene  
Intensive Repair  
Emily in Paris



Market: Croatia

Discover the power of a serum in a conditioner with this Repair & Protect Miracle Serum conditioner, our most luxurious Repair & Protect formula helps to repair hair from within, leaving you with gorgeous, healthy-looking hair day after day.

Pomélo + Co  
Bamboo Balance Scalp  
Clay Mask












Market: Germany













Volumizing clay mask for the scalp, formulated with rose water and licorice root to balance sebum production.

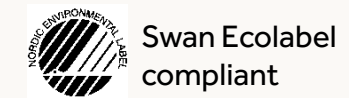
# OUR INNOVATIONS & TREND SETS

## Innovations that can elevate your scents

 <p>✓ Care more by using less</p>	 <p>✓ Biodegradable lasting effectiveness</p>	 <p>✓ Unique Captives</p>
 <p>✓ Care more by using less</p>	 <p>✓ Biodegradable lasting effectiveness</p>	 <p>✓ Headspace Technology</p>
 <p>✓ Repel Insects (on-skin)</p>	 <p>✓ Malodour Solutions</p>	 <p>✓ State of the art fragrances with benefits</p>

## Claims that align with current trends

 <p>Natural Fragrances</p>	 <p>Upcycled Ingredients</p>	 <p>Biodegradable Fragrances</p>
 <p>Clean Fragrances</p>	 <p>Responsibly Sourced Ingredients</p>	 <p>Suitable for Solid Formats</p>
 <p>Vegan</p>	 <p>Biotechnology</p>	 <p>Allergen Free</p>
 <p>Anti-microbial Ingredients</p>	 <p>Halal</p>	 <p>Wellbeing</p>







THANK YOU

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CPL  
AROMAS