

We design the future
while staying connected
to the wisdom of the past,
with the ability to clearly
understand the true
essence of things.

Beyond goods. Every one of us is purchasing a value and a lifestyle that we identify with, not a product.
Beyond natural. We are getting better and better informed, and we know well that natural doesn't necessarily mean safe or sustainable in and of itself. We want to know the origin of every ingredient and its impact on the environment and society.
Beyond the product. The thing that will truly change our future as human beings is beginning to design every product within a fully responsible production process, from today.
Insight, Beyond the matter.

Contents

In the world of Insight, hair science and love for well-being come to life in **products developed for all needs, both for end clients and stylists.**

We make **professional products for scalp and hair care** with an ethical, conscious approach. We research, experiment and offer **rich, effective formulas** that protect the environment and shared resources. **We inspire a new generation of hairstylists** who want to be actively involved in virtuous practices and eco-conscious behaviors, offering their clients **unique, sustainable beauty experiences.**

All our professional products are designed, developed and made to respond to different needs, with **clean, highly functional formulations** for styling, technical treatments, cleansing and conditioning.

Beyond the matter

Inside Insight	03
Our choices	05
Less water	08
Our strong points	11

Hair care & styling

Hair	15
Specific treatments	39
Cosmos Natural certified lines	46
Styling	52

Color treatments

Incolor	58
Blonde	66
Native	68

Hair treatments

Rebuild	73
Intech	75

Glossary	80
-----------------	----

Beyond the matter

Beauty is a universal right

Our vision of progress embraces **responsible innovation**, with values that come to life in **safe, high-performance products that are increasingly sustainable**, and take care of **informed consumers who are conscious of environmental issues**.

Our **conscious cosmetics** are created through careful selection of **raw materials, the certified safety of our formulas** and **recyclable, reusable packaging**.

For us, **sustainability** involves the entire **production process for our cosmetics, their life cycle, and especially the end of their life, going beyond the product**.

Connection with nature invites us to **respect its rhythms**, to reduce our **environmental impact** as much as possible, **recreating** the image of **beauty** that we want to share - one that means **respecting the environment and its elements**.

Our **research and development laboratory** studies **vegan formulas with a very high concentration of natural ingredients**, selects **botanical and organic active ingredients**, and **performs tests for skin compatibility and sustainability**.

The **beauty** that surrounds us **is a precious asset** that we want to **enjoy** now, **and preserve** for future generations too.



Our **commitment**
is **concrete,**
real and consistent

Our values of **respect** and **care** come to life in the **real world**, connecting us to **nature** in a reciprocal exchange of **trust** with our partners and customers in over 58 countries around the world.

LIFE

We choose to use packaging that can have many more lives, based on a **no-waste** approach to protecting the planet. The **Life-Cycle Assessment** is our point of reference for reducing the environmental footprint of our products and processes.

CARE

We take **care of people with certified, tested products**, rich in effective, protective bio-active ingredients. Our formulas are contained in glass and aluminum packaging that preserves their purity and safety.

LOVE

We operate in **connection** with others, in a reciprocal exchange of trust, collaboration and care. **We respect mankind, all living beings and the ecosystem**, and we share our value chain with our partners, from product creation to the choice of packaging.

FEEL

Our process connects nature with our everyday lives; through **textures, fragrances and gestures**, Insight products allow us to **feel** and experience beauty at any time.

REAL

We can't currently say that we are a cosmetics company with no environmental impact. We know that anyone who produces goods for consumption today cannot do so fully and truly with no cost to the ecosystem. **But we act every day in a consistent, concrete, measurable way**, transforming our principles into actions. Our desire is to make our entire production chain controlled and increasingly sustainable. Ours is a journey toward reducing our environmental footprint, which involves us, our partners and our customers. Our commitment is to share the steps of this "travel journal" with transparency.

OUR PACKAGING: PRECIOUS, TRACEABLE AND CIRCULAR

The **materials chosen** for our packaging have a **low environmental impact**, supporting a circular economy.

Glass is the **pure, valuable** material that we have chosen for our **bottles and jars**. Infinitely **recyclable**, our **Insight**

amber glass allows us to preserve our cosmetics in the best way possible and **protect** them from UV rays.

Reusable at the end of its life cycle, it **reduces waste and pollution from plastics and micro-plastics**.

Our **Insight tubes** are **lightweight, flexible** and **resistant**. Made from **100% infinitely recyclable aluminum**, they are easy to separate from their caps, simplifying the disposal process.

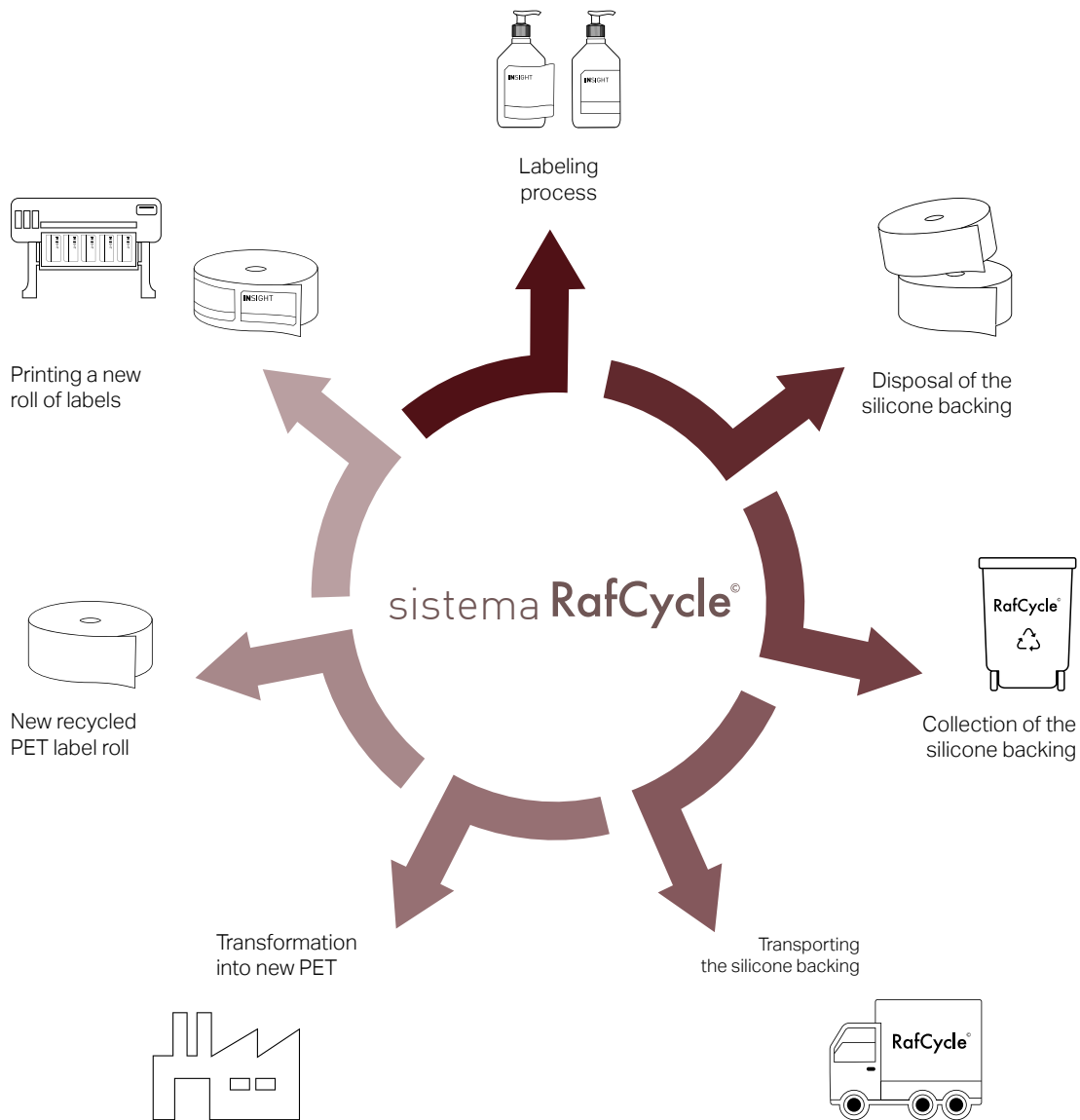




Our **Ocean Action labels** are the first in our sector made from the **ocean plastic waste** that threatens the marine ecosystem through micro-plastic pollution. They are made from **recycled material** and are **totally recyclable at the end of their life cycle**.

RafCycle® is an **upcycling program that recovers the rolls from adhesive labels**, destined for incineration or disposal in landfills, and transforms them into new materials. Our products are equipped with **RFID antennas, a tracing technology** using radio-frequency. This system

simplifies and streamlines all our logistics procedures, making stock inventory, control and handling quick and precise. This technological innovation translates into a guarantee of authenticity and no counterfeiting for customers all over the world.



MELTED CARE: THE MELTING REVOLUTION

Melted Care guarantees **impeccable results both at the salon and at home**, this compact range has been formulated with a respectful approach both to resources and the planet.

Water-less formulas based on plant derived glycerin, to give the hair only the best of the functional actives

Widely known for its humectant and moisturizing properties on skin and hair, **plant derived glycerin is a humectant and carrier agent that effectively retains water** and active ingredients.

This is the reason why, just in place of water, we decided to introduce **plant derived glycerin at the first place in the INCI lists** of the melted cleansing and conditioning formulas.

The innovative formula makes for **highly moisturizing and elasticizing products** that are suitable for all hair types, even very dry or poorly nourished hair.

The **"water-saving"** nature of melted formulas guarantees, for the same quantity, **up to three times the uses compared to a traditional liquid product**.

Water, which is naturally present in cosmetic formulas, is added only during the end-usage phase, taking advantage of the water-retentive capacity of plant derived glycerin and **saving large amounts of water**, throughout the production and transportation process.

The **highly functionalized formulas** are particularly gentle and dermo-compatible. The **melted shampoos contain no sulfates**, instead using surfactants from the isethionate family, which are gentle on the hair and the scalp.

All **melted products contain conditioning agents of plant origin** and high performances.

The **compact, travel-safe texture** makes them space-saving and easy to carry safely and without risk of liquid leakage; therefore, they are also ideal for air travelling. Compared to solid-bar shampoos and conditioners, melted products do not require a container to store them in between uses, a feature that makes them more practical, hygienic and also suitable for salon use.

Why choose melted formulas?

- For their **super-concentrated** formula
- For their compact, **travel-safe** format, without any risk of leaks
- For **eco-conscious, water-saving** reasons

Results:

- Deep, gentle cleansing
- Soft, light and detangled hair
- Anti-frizz and protective action





OUR FORMULAS: IN



OZONATED WATER

Purified water **with no discharge of chemical residues** thanks to ozone, which eliminates viruses, bacteria and contaminants. A virtuous company process that doesn't pollute and releases oxygen into the environment, guaranteeing the safety and purity of our formulations.



SUPER-ACTIVE PHYTO-EXTRACTS

Our products contain only the best **phyto-extracts**, coming from controlled supply chains, with formulations studied and created by our **Research and Development laboratory**.



INGREDIENTS FROM CERTIFIED ORGANIC FARMING

We protect the **well-being** of mankind and the planet, choosing specific ingredients from controlled, certified agricultural supply chains for every line.



HIGH PERCENTAGE OF INGREDIENTS OF NATURAL ORIGIN

Over 96% of the raw materials in our formulas are of natural origin.



DERMATOLOGICALLY TESTED FORMULAS

We use in vivo patch tests to confirm that all our products are dermo-compatible and **not irritating to skin and scalp**.



NICKEL-TESTED PRODUCTS

Our products are **tested for nickel**, a metal present in nature and in many cosmetics, which is a potential allergen for some people.



PRODUCTS 100% MADE IN ITALY

A guarantee of quality, style, and artisan and manufacturing skill.

OUR FORMULAS: OUT



SLS/SLES

Surfactants considered to be **aggressive** and potential **irritants**, which we have chosen to replace in our shampoos with mixes of high-performance plant-based surfactants that are gentle on the scalp.



MINERAL OILS OR PETROLEUM DERIVATIVES

By-products of the oil refining process, these substances have **film-forming** properties that can prevent correct oxygenation of the scalp. Their **ecological cost is very high**, and for this reason we have replaced them with ingredients of natural origin, which are equally effective and more sustainable.



SILICONES

Inorganic polymers derived from silicon, which are able to give hair immediate shine thanks to their film-forming effect. When they are present in products that are rinsed off, however, they can **accumulate in the environment**, where they remain for a long time. This is why we work every day to eliminate them from all our formulations.



PARABENS AND MIT

Potentially aggressive preservatives commonly used in cosmetics, which we have chosen to **replace**, depending on the product, **with more gentle preservatives that are also accepted by organic certification bodies**.



ARTIFICIAL COLORANTS

Insight products are **free of synthetic dyes** (with the exception of lines in which the color is a functional part of the product's use).

CERTIFICATIONS, NOT JUST ASSERTIONS

Company certifications



ISO 14064 (GHG – GREENHOUSE GAS EMISSIONS)

We are a certified Carbon Neutral company. The ISO 14064 standard is made up of a set of regulations for the assessment, management and certification of companies' greenhouse gas emissions. This certification gives us the opportunity to keep greenhouse gases under control, reducing our carbon footprint as much as possible through strategic choices, the use of 100% renewable energy and offsetting projects for unavoidable emissions.



ISO 9001 (QUALITY SYSTEM)

The goal of an ISO 9001 quality system is to **ensure that the product complies with the specified requirements.** This proves that the company is able to respond consistently and comprehensively to customer expectations and to achieve significant improvements in terms of organizational efficiency and product quality by minimizing waste, avoiding errors, and increasing productivity.



ISO 22716 (GMP - GOOD MANUFACTURING PRACTICES).

GMPs are a set of rules that **regulate methods, equipment, means and management of production.** They guarantee respect for appropriate quality standards. They regard both production and quality control. They are applicable to all cosmetics products and take into consideration all factors and activities that are relevant to obtain them.



ISO 14001 (ENVIRONMENTAL MANAGEMENT SYSTEMS)

This standard certifies the **company's capacity to fulfill its environmental policy,** implementing actions to monitor, measure and reduce its impact in terms of emissions, waste production, noise pollution and pollution of water. The goal is to minimize the environmental impact of companies and organizations in the territory, encouraging the implementation of circular economy projects and interventions.

Sustainability is not a destination, but a **continuous process of choices** made for the **environment**, for the **economy** and for **people**. Our **certifications** have been obtained thanks to a shared effort that has made our **entire production process better**, considerably lowering the company's impact.

Product certifications



VEGANOK

All Insight haircare products are VeganOK certified.

This certification guarantees to the consumer that the product is vegan, meaning that it **doesn't use or contain any type of material of animal origin**.



COSMOS
NATURAL

COSMOS NATURAL

Our Sensitive, Lenitive and Native line haircare products are Cosmos Natural certified. This certification is internationally recognized, and has been developed by the five main European certification bodies for organic and natural cosmetics. The certification establishes **the requirements to be respected for a cosmetic product to be defined as natural or organic**. The goal is to promote company research and innovation with regard to responsible production.



ROUNDTABLE ON SUSTAINABLE PALM OIL (RSPO)

The **uncontrolled production of palm oil** is putting significant **areas of rainforest at risk**. We have chosen to follow the standards promoted by the **Roundtable on Sustainable Palm Oil (RSPO)**, a non-profit association that brings together stakeholders in the palm oil supply chain, with the goal of fighting its uncontrolled spread in order to avoid deforestation, with respect for human rights. **Insight uses certified sustainable palm oil (CSPO)**, a solution that we preferred to using other vegetable oils with a lower yield, whose cultivations could lead to even more soil consumption.

Hair care & styling

Dedicated to the **care** and **beauty** of all types of **hair**

Our Haircare and Styling products are developed, formulated and created to resolve the **most common scalp and hair problems** and offer an **all-round beauty experience**.

From formulations for **hair**, to **styling**, to **specific treatments**, with **two Cosmos Natural certified lines** ideal for the whole family and **dermatologically tested on sensitive skin**, we offer a **complete system** that will **meet any need**, simply by choosing the right combination of products.

Nine treatment programs, **three specific treatments** for the scalp, **two** Cosmos Natural **certified lines** and **one line** dedicated to **styling**.





DAILY USE

Lightness, nourishment and **gentle action** for everyday cleansing of the hair and scalp.

Insight has dedicated an entire line to **frequent, daily washes for the whole family**. Products for immediately healthy, glossy hair, **also available in a compact, concentrated version made from plant-derived glycerin** with a **melting** texture, ideal for travel or to take around anywhere with you.

Gentle

Moisturizing

Light



energizing
SHAMPOO

Gently but effectively cleanses, helping to restore elasticity and radiance to even the driest hair. Provides maximum radiance and shine.

FUNCTIONAL ACTIVES

- Organic lemon extract
- Apricot butter
- Corn germ oil

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. IDU210 size 900 ml
cod. IDU310 size 350 ml
cod. IDU410 size 100 ml



bodifying
DRY SHAMPOO

Dry shampoo powder, absorbs excess sebum between washes. It refreshes the scalp, and gives fullness and volume to your hair in a few seconds without weighing it down. Ideal for all types of hair.

FUNCTIONAL ACTIVES

- Organic neem oil
- Plankton extract

HOW TO USE

Apply to the roots, on dry hair. Wait a few minutes, and then brush thoroughly.

cod. IDU314 size 40 g



energizing CONDITIONER

A moisturising conditioner that nourishes the hair fibre without weighing it down. The plant-derived oils it contains leave hair soft and silky. It protects the hair's natural hydration level, instantly making it easier to detangle.

FUNCTIONAL ACTIVES

- Organic lemon extract
- Apricot butter
- Corn germ oil

HOW TO USE

Apply to damp hair and massage. Leave in place 3/5 minutes. Rinse thoroughly.

cod. IDU211 size 900 ml
cod. IDU311 size 350 ml



leave-in DETANGLER

A leave-in moisturising spray conditioner that guarantees hydration without weighing down hair. It is formulated for daily use and gives instant softness and nourishment. Ideal for everyday detangling and hydration, while keeping the hair light.

FUNCTIONAL ACTIVES

- Organic lemon extract
- Apricot butter
- Corn germ oil

HOW TO USE

Shake product well before use. Apply on damp, clean hair and gently detangle. Proceed with styling and drying.

cod. IDU313 size 150 ml



energizing MASK

A revitalising mask for everyday hydration that doesn't weigh down the hair. Untangles the hair, leaving it shiny, soft, and easier to comb. Fruit acids restore strength and elasticity to the hair.

FUNCTIONAL ACTIVES

- Organic lemon extract
- Apricot butter
- Corn germ oil

HOW TO USE

Apply evenly to damp hair. Leave in place for 5 to 10 minutes. Rinse thoroughly.

cod. IDU212 size 400 ml
cod. IDU312 size 200 ml
cod. IDU412 size 75 ml



energizing

MELTED SHAMPOO

Shampoo with a melted texture, formulated for frequent use. It gently cleanses the hair and scalp, leaving them hydrated and soft to the touch.

FUNCTIONAL ACTIVES

- Organic lemon extract
- Apricot butter
- Corn germ oil

HOW TO USE

Take a small amount of product with your fingers or a spatula, dissolve in your hands with a little water, and massage onto damp scalp and hair. Rinse thoroughly.

cod. IDU420 size 80 ml



energizing

MELTED CONDITIONER

Conditioner with a melted texture, ideal for frequent use. It hydrates and nourishes hair, leaving it glossy and more manageable.

FUNCTIONAL ACTIVES

- Organic lemon extract
- Apricot butter
- Corn germ oil

HOW TO USE

Take a small amount of product with a spatula, dissolve in your hands with a little water, and apply on the lengths after shampooing. Leave in place for 3/5 minutes. Rinse thoroughly.

cod. IDU421 size 80 ml



DRY HAIR

The line that gives dry, brittle, dull hair new **vitality, elasticity, strength** and **softness**.

The ingredients chosen by Insight for our Dry products have **nourishing, emollient** and **strengthening** properties **to revive dry, dull hair**. Also available in a concentrated melted version, ideal for hand baggage when traveling, or to take anywhere with you.

Nourishing

Emollient

Strengthening



nourishing SHAMPOO

Gently cleanse, restoring elasticity and shine to even the driest hair, which immediately appears softer and more manageable. Restores the shine of the hair, bringing out natural shine.

FUNCTIONAL ACTIVES

- Organic oat extract
- Illipe butter
- Coconut oil

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. IDR210 size 900 ml
cod. IDR310 size 350 ml
cod. IDR410 size 100 ml



nourishing CONDITIONER

A conditioner ideal for nourishing and restoring shine to the most dry, dehydrated hair. Thanks to its nourishing and conditioning formula, hair instantly appears healthier and more alive. Gently detangles and helps to restore shine and body.

FUNCTIONAL ACTIVES

- Organic oat extract
- Illipe butter
- Coconut oil

HOW TO USE

Apply to damp hair and massage. Leave in place 3/5 minutes, then rinse thoroughly.

cod. IDR211 size 900 ml
cod. IDR311 size 350 ml



nourishing MASK

A mask developed to deeply nourish dry, dehydrated hair, which will appear softer and shinier right from the first use. It helps rebuild the hair fibre, restoring its shine.

FUNCTIONAL ACTIVES

- Organic oat extract
- Illipe butter
- Coconut oil

HOW TO USE

Apply evenly to damp hair. Leave in place for 5 to 10 minutes. Rinse thoroughly.

cod. IDR212 size 400 ml
cod. IDR312 size 200 ml
cod. IDR412 size 75 ml



nourishing

MELTED SHAMPOO

Shampoo with a melted texture, formulated to care for dry hair. It gently cleanses the hair and scalp, leaving them hydrated and soft to the touch.

FUNCTIONAL ACTIVES

- Organic oat extract
- Illipe butter
- Coconut oil

HOW TO USE

Take a small amount of product with your fingers or a spatula, dissolve in your hands with a little water, and massage onto damp scalp and hair. Rinse thoroughly.

cod. IDR420 size 80 ml



nourishing

MELTED CONDITIONER

Conditioner with a melted texture, formulated to restore elasticity and hydration to dry hair. It has a nourishing effect and restores elasticity to dry hair.

FUNCTIONAL ACTIVES

- Organic oat extract
- Illipe butter
- Coconut oil

HOW TO USE

Take a small amount of product with a spatula, dissolve in your hands with a little water, and apply on the lengths after shampooing. Leave in place for 3/5 minutes. Rinse thoroughly.

cod. IDR421 size 80 ml



COLORED HAIR

Enhances hair color and **revives reflections**, maintaining **gloss** and **shine** over time.

The **functional active ingredients**, such as organic macadamia extract and henna, mango butter and grapeseed oil extracts, **enhance and maintain** the **color** and **shine** of colored or highlighted hair, revitalizing the intensity of its reflections.

Moisturizing

Protective

Brightening



protective
SHAMPOO

Protects coloured or highlighted hair, helping to prolong the life of the colour.

FUNCTIONAL ACTIVES

- Henna extract
- Mango butter
- Organic macadamia extract

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. ICO210 size 900 ml
cod. ICO310 size 350 ml
cod. ICO410 size 100 ml



protective
CONDITIONER

A protective conditioner that completes the action of the shampoo, detangling hair and helping to protect its colour. Nourishment and hydration for silky hair with intense reflections.

FUNCTIONAL ACTIVES

- Henna extract
- Mango butter
- Organic macadamia extract

HOW TO USE

Apply to damp hair and massage. Leave in place 3/5 minutes, then rinse thoroughly.

cod. ICO211 size 900 ml
cod. ICO311 size 350 ml



protective
MASK

A nourishing mask that both protects the hair and keeps it hydrated, helping to prolong the intensity of its colour and maintain it over time.

FUNCTIONAL ACTIVES

- Henna extract
- Mango butter
- Organic macadamia extract

HOW TO USE

Apply evenly to damp hair. Leave in place for 5 to 10 minutes. Rinse thoroughly.

cod. ICO212 size 400 ml
cod. ICO312 size 200 ml
cod. ICO412 size 75 ml



ANTIOXIDANT

Protects hair from the harmful effects of free radicals, pollution and **external aggressions**.

A combination of products developed to **strengthen** and **nourish** hair exposed to external aggressions such as **chlorine, saltwater, solar rays** and **pollution**, **protecting it** from the negative effects of free radicals, for hair with restored **shine and well-being**.

Antioxidant

Strengthening

Protective



rejuvenating SHAMPOO

Shampoo formulated for all types of hair. Thanks to the beta-carotene it contains, it has an antioxidant action against the harmful effects of free radicals and atmospheric agents.

FUNCTIONAL ACTIVES

- Organic carrot extract
- Soy butter
- Hazelnut oil

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. IAO210 size 900 ml
cod. IAO310 size 350 ml
cod. IAO410 size 100 ml



rejuvenating CONDITIONER

Tones and strengthens the hair fibre right from the roots, for more resistant, glossy, protected hair. Detangles without weighing down.

FUNCTIONAL ACTIVES

- Organic carrot extract
- Soy butter
- Hazelnut oil

HOW TO USE

Apply to damp hair and massage. Leave in place 3/5 minutes. Rinse thoroughly.

cod. IAO211 size 900 ml
cod. IAO311 size 350 ml



rejuvenating MASK

A nourishing mask formulated to restore hair's shine and body, while also protecting it from the harmful action of free radicals. Suitable for all types of hair.

FUNCTIONAL ACTIVES

- Organic carrot extract
- Soy butter
- Hazelnut oil

HOW TO USE

Apply evenly to damp hair. Leave in place for 5 to 10 minutes. Rinse thoroughly.

cod. IAO212 size 400 ml
cod. IAO312 size 200 ml
cod. IAO412 size 75 ml



protective SPRAY

Protective and nourishing spray milk that hydrates and protects all hair types. It defends the hair from atmospheric agents, rays exposure and salt, it helps to detangle hair and keep it soft and shiny.

FUNCTIONAL ACTIVES

- Microalgae extract
- Organic coconut oil
- Jojoba oil

HOW TO USE

Apply to the hair before and during exposure, on wet or dry hair as desired.

cod. IAO511 size 100 ml



DAMAGED HAIR

Restores **well-being, new shine** and **vitality** to weakened, damaged and stressed hair.

When hair is stressed, it is necessary to act to **nourish the altered fibers**. This line, also available in **melted versions**, effectively responds to the **needs of hair that has been made fragile and dull** by aggressive chemical treatments, seasonal changes and high temperatures.

Brightening

Strengthening

Revitalizing



restructurizing SHAMPOO

A repairing shampoo formulated for stressed and damaged hair. Thanks to its formula rich in nourishing active ingredients it smoothes the hair fibre, intensifying its shine. It helps give shine, elasticity and volume to the hair.

FUNCTIONAL ACTIVES

- Organic wheat extract
- Olive butter
- Argan oil

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly. Proceed with the best suited treatment (conditioner or mask) depending on the type of hair and the level of hydration needed.

cod. IDA210 size 900 ml
cod. IDA310 size 350 ml
cod. IDA410 size 100 ml



restructurizing CONDITIONER

A conditioner rich in vitamins and fatty acids, formulated to treat stressed hair that has been damaged by chemical treatments, atmospheric agents and dehydration. It coats the hair fibre and helps to protect and repair it, restoring body and shine. The result is a healthy and shiny head of hair.

FUNCTIONAL ACTIVES

- Organic wheat extract
- Olive butter
- Argan oil

HOW TO USE

Apply to damp hair and massage. Leave in place 3/5 minutes. Rinse thoroughly.

cod. IDA211 size 900 ml
cod. IDA311 size 350 ml



restructurizing MASK

A mask formulated to revitalise damaged, brittle hair. Thanks to its formula rich in fatty acids and vitamins, it is able to provide a deep repair treatment for the hair fibre, making it more resistant. Brittle hair regains its body and shine, without being weighed down.

FUNCTIONAL ACTIVES

- Organic wheat extract
- Olive butter
- Argan oil

HOW TO USE

Apply evenly to damp hair. Leave in place for 5 to 10 minutes, depending on the level of damage to the hair. Rinse thoroughly.

cod. IDA212 size 400 ml
cod. IDA312 size 200 ml
cod. IDA412 size 75 ml



restructurizing
MELTED SHAMPOO

Shampoo with a melted texture, formulated to cleanse damaged hair.

FUNCTIONAL ACTIVES

- Phytokeratin
- Olive butter
- Rice bran oil

HOW TO USE

Take a small amount of product with fingers or a spatula, dissolve it in your hands with a little water, and massage it onto wet scalp and hair. Rinse thoroughly.

cod. IDA420 size 80 ml



restructurizing
MELTED CONDITIONER

Conditioner with a melted texture, recommended for detangling and hydrating dry, damaged hair.

FUNCTIONAL ACTIVES

- Phytokeratin
- Olive butter
- Rice bran oil

HOW TO USE

Take a small amount of product with your fingers or a spatula, dissolve in your hands with a little water, and massage into the lengths after shampooing. Leave in place 3/5 minutes. Rinse thoroughly.

cod. IDA421 size 80 ml



restructurizing
SPRAY

A leave-in spray with restorative effects on the hair fibre. Ideal for lifeless, damaged hair that is difficult to detangle. Nourishes without weighing down, smoothing and reinvigorating the hair fibre.

FUNCTIONAL ACTIVES

- Organic wheat extract
- Organic bamboo extract
- Sea kelp extract

HOW TO USE

Spray on damp hair, then dry without rinsing. Shake well before use.

cod. IDA511 size 100 ml



ANTI-FRIZZ

Provides intense hydration for **unruly, frizzy** hair, maintaining its softness and protecting it from humidity.

Frizzy hair is characterized by a lack of moisture and a disordered cuticle structure. Our Anti-frizz line, also available in **melted versions, hydrates, tames** and **softens frizzy hair**, with ingredients with **emollient** and **detangling** properties.

Taming

Nourishing

Detangling



hydrating SHAMPOO

Emollient and detangling shampoo for dry, frizzy and unruly hair. Helps to control frizz, leaving hair smoother, glossier, and easier to comb.

FUNCTIONAL ACTIVES

- Organic amaranth extract
- Organic linseed extract
- Cottonseed oil

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. IAF210 size 900 ml
cod. IAF310 size 350 ml
cod. IAF410 size 100 ml



hydrating CONDITIONER

A light, moisturising conditioner formulated to counteract the dull, opaque appearance of frizzy hair. Its emollient, moisturising properties take care of the hair fibre, making the hair easier to detangle and restoring its strength and shine.

FUNCTIONAL ACTIVES

- Organic amaranth extract
- Organic linseed extract
- Cottonseed oil

HOW TO USE

Apply to damp hair and massage. Leave in place 3/5 minutes. Rinse thoroughly.

cod. IAF211 size 900 ml
cod. IAF311 size 350 ml



hydrating MASK

A highly hydrating, detangling mask. An intensive treatment for frizzy hair that is difficult to detangle. Nourishes the hair from root to tip, providing a deep repair treatment for the hair fibre.

FUNCTIONAL ACTIVES

- Organic amaranth extract
- Organic linseed extract
- Cottonseed oil

HOW TO USE

Apply evenly to damp hair. Leave in place for 5 to 10 minutes. Rinse thoroughly.

cod. IAF212 size 400 ml
cod. IAF312 size 200 ml
cod. IAF412 size 75 ml



hydrating

MELTED SHAMPOO

Melting texture shampoo, formulated for cleansing frizzy, dry and unruly hair. It gives a shiny and soft appearance to the hair.

FUNCTIONAL ACTIVES

- Pequi oil
- Organic linseed extract
- Cottonseed oil

HOW TO USE

Take a small amount of product with fingers or a spatula, dissolve it in your hands with a little water, and massage it onto wet scalp and hair. Rinse thoroughly.

cod. IAF420 size 80 ml



hydrating

MELTED CONDITIONER

Melting texture conditioner formulated to detangle and treat brittle and frizzy hair. It helps restore the hair's natural hydration, giving shine and softness.

FUNCTIONAL ACTIVES

- Pequi oil
- Organic linseed extract
- Cottonseed oil

HOW TO USE

Take a small amount of product with your fingers or a spatula, dissolve in your hands with a little water and massage it onto the lengths after shampooing. Leave in place 3/5 minutes. Rinse thoroughly.

cod. IAF421 size 80 ml



VOLUMIZING

Gives volume to fine hair without weighing it down, giving it more **body** and making it **lighter** and more voluminous.

Fine hair particularly needs volume and lightness. Insight has developed and created a line that offers long-lasting **body** and volume, to **strengthen** and **thicken** fine hair, giving it **shine, texture** and **hydration**, without weighing it down.



volume up SHAMPOO

A shampoo formulated to cleanse fine hair, keeping it soft and light from root to tip and restoring body and volume.

FUNCTIONAL ACTIVES

- Organic ginseng extract
- Organic psyllium extract
- Organic white nettle extract

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. IVO210 size 900 ml
cod. IVO310 size 350 ml
cod. IVO410 size 100 ml



volume up root LOTION

Volumising spray lotion for roots, ideal for giving volume and body to fine hair. A boost of volume and body, which lifts the roots without weighing the hair down.

FUNCTIONAL ACTIVES

- Organic ginseng extract
- Organic psyllium extract
- Organic white nettle extract

HOW TO USE

Use on clean, damp hair. Divide the hair into sections and apply the product only to the first 2-3cm at the roots of the hair. Proceed with styling and drying.

cod. IVO510 size 100 ml



volume up hydrating SPRAY

A leave-in moisturising conditioner. Its formulation helps give hair body, improving the hold of the hairstyle. Hair is left hydrated, easy to comb and with fuller body.

FUNCTIONAL ACTIVES

- Organic ginseng extract
- Organic psyllium extract
- Organic white nettle extract

HOW TO USE

Spray on damp, clean hair, on the lengths. Do not rinse. Style as desired.

cod. IVO511 size 100 ml



ELASTI-CURL

Developed for the beauty and care of **all types of curly hair**, to give it structure and definition.

Insight has dedicated specific **cleansing** and **styling** products for **all types of curly hair**, which **style** and **nourish**, while **detangling** and **taming** it. Also discover **Elasti-curl Textured**, with formulas developed for easy application on type 4 curls.

Cleansing

Nourishing

Styling



pure mild SHAMPOO

A shampoo developed for the needs of curly, wavy and afro hair. With its waxy consistency, it is easy to measure and apply. Cleanses effectively but very gently, and leaves hair light and hydrated. Ideal for all types of curly hair.

FUNCTIONAL ACTIVES

- Organic coconut oil
- Chia seeds oil
- Sacha inchi extract

HOW TO USE

Take a small amount of product with a spatula, dissolve in your hands with a little water, and massage onto damp scalp and hair. Rinse.

cod. IEC420 size 100 ml



curls defining hair CREAM

Modeling cream with anti-frizz effect, for wavy and curly hair. Defines curl clumps, leaving curls soft and elastic. Formulated to keep waves and curls defined even in humid climates. Suitable for all types of curly hair.

FUNCTIONAL ACTIVES

- Organic coconut oil
- Chia seeds oil
- Sacha inchi extract

HOW TO USE

Apply to towel-dried hair, working curl by curl. Proceed to styling and drying, either by air drying or with a diffuser. It can also be used after drying, to define details.

cod. IEC488 size 250 ml



bouncy curls hair OIL

Nourishing and elasticising oil for curly and wavy hair. A multifunctional product that provides shine and nourishment for the lengths without weighing them down, thanks to a mixture of phyto-oils developed for the specific needs of curly and wavy hair. Ideal for all types of curly hair.

FUNCTIONAL ACTIVES

- Organic coconut oil
- Chia seeds oil
- Sacha inchi extract

HOW TO USE

Distribute a few drops on the lengths of dry hair after styling. Alternatively, apply and massage into the lengths before shampooing, leaving it on for a few minutes.

cod. IEC489 size 50 ml



leave-in detangling hair

MILK

A lightweight texture fluid that hydrates and detangles hair, promoting healthy and tamed curls.

Its primer function helps detangling curls, making styling easier, for defined curls that are resistant to humidity.

FUNCTIONAL ACTIVES

- Organic coconut oil
- Chia seeds oil
- Sacha inchi extract

HOW TO USE

Dispense the product into the palm of your hand and distribute evenly over lengths, on damp, cleansed hair. Do not rinse.

cod. IEC613 size 250 ml



light hold fixative

SPRAY

A light fixing spray, that helps protect the curls from environmental humidity while adding hydration.

Revitalizes the styling and elasticity of curls between one shampoo and the next one.

FUNCTIONAL ACTIVES

- Organic coconut oil
- Chia seeds oil
- Sacha inchi extract

HOW TO USE

Spray evenly onto dry hair after styling, as a final step.

cod. IEC677 size 150 ml



illuminating hair

OIL-SERUM

An oil-serum made with a high percentage of natural ingredients, with a nourishing and emollient action that revitalizes the hair, restoring shine and elasticity.

FUNCTIONAL ACTIVES

- Organic coconut oil
- Chia seeds oil
- Sacha inchi extract

HOW TO USE

Apply to damp hair before drying. It can also be used on dry hair, to add shine to the hair.

cod. IEC689 size 100 ml



curly hair detangling

MASK

A mask for detangling curly hair, with an easy-to-apply texture, and an anti-frizz and conditioning action.

FUNCTIONAL ACTIVES

- Organic coconut oil
- Chia seeds oil
- Sacha inchi extract

HOW TO USE

After shampooing, distribute evenly over the lengths, on damp hair. Massage and leave on for 5-10 minutes. Rinse thoroughly and proceed with the next step.

cod. IEC612 size 200 ml



REBALANCING

A line with **purifying**, **normalizing** and **astringent** effects, which rebalances the scalp, regulating excess sebum.

The **Rebalancing line regulates** hair and scalps that need **purifying** and **detoxifying**, with **astringent**, **cleansing** and **soothing** formulas. These products are developed to regulate excessive sebum production, without stressing the scalp, and preserving the skin's physiological hydro-lipid film.

Normalizing

Purifying

Rebalancing



rebalancing SHAMPOO

A shampoo with an effective purifying action, hydrating and soothing at the same time. Designed to cleanse effectively, helping to keep the scalp clean for longer.

FUNCTIONAL ACTIVES

- Microalgae extract
- Organic birch extract
- Organic lavender extract

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. IRE210 size 900 ml
cod. IRE310 size 350 ml



scalp EXFOLIATING CREAM

This cream-scrub performs a dual function: it gently helps renew the scalp, thanks to the exfoliating particles inside, and purifies it, to help contrast excess sebum, thanks to the clay. Suitable for all hair types, particularly recommended for oily scalp.

FUNCTIONAL ACTIVES

- Microalgae extract
- Organic birch extract
- Organic lavender extract

MODO D'USO

Apply directly to dry scalp and massage, leave on for 2-3 minutes. Rinse thoroughly. Proceed with the most suitable shampoo (sebum regulating, purifying, fortifying).

cod. IRE510 size 180 ml



CLARIFYING

A complete range that cleanses oily impurities thanks to **advanced technology** combined with **natural extracts**.

A line that fights the appearance of **dandruff** caused by **problems** with the **natural balance of the scalp**, with **advanced technology** combined with the **beneficial properties** of natural extracts, for a **sebum-balancing, purifying and refreshing effect**.

Sebo-balancing

Purifying

Refreshing



purifying
SHAMPOO

It gently cleanses the hair, while performing a purifying and balancing action on irritated scalps. Proven effectiveness in reducing dandruff, also removes environmental impurities.

FUNCTIONAL ACTIVES

- Organic sage extract
- Organic thyme extract
- Rosemary extract

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly. Proceed with the Purifying Treatment.

cod. ICL210 size 900 ml
cod. ICL310 size 350 ml



purifying
TREATMENT

This lotion is an active treatment with a purifying effect for the scalp, developed to fight the onset of dandruff and treat what is already present.

FUNCTIONAL ACTIVES

- Organic sage extract
- Organic thyme extract
- Rosemary extract

HOW TO USE

Apply by massaging into the scalp, after washing with Purifying Shampoo. For intensive action, use once a day or at least 3 times a week, for 3 consecutive weeks. For maintenance treatment, use once or twice a week for 6 consecutive weeks. Do not rinse.

cod. ICL510 size 100 ml



DENSIFYING

An intensive program that **prevents**, and **reduces hair loss** with dedicated treatment for the microcirculation.

Insight has developed a specific line that **prevents** and **fights** the problem of **hair loss**, with an **intensive program** in two phases, which reduces this physiological phenomenon, making your **hair thicker and stronger**, and **revitalizing** it.

Revitalizing

Strengthening

Refreshing



fortifying SHAMPOO

A shampoo developed to gently cleanse hair while helping improve hair density, giving a pleasant feeling of freshness during application.

FUNCTIONAL ACTIVES

- Organic horse chestnut extract
- Guarana extract
- Nasturtium officinalis extract

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly. Proceed with the Strengthening Treatment.

cod. IDE210 size 900 ml
cod. IDE310 size 350 ml



fortifying TREATMENT

An intensive treatment to prevent hair loss, revitalizing and fortifying it. A lotion formulated to encourage microcirculation in the scalp, and at the same time strengthen the hair fibre.

FUNCTIONAL ACTIVES

- Organic horse chestnut extract
- Guarana extract
- Sea kelp extract

HOW TO USE

Apply by massaging into the scalp, after washing with Fortifying Shampoo. For intensive action, use once a day or at least 3 times a week, for 3 consecutive weeks. For preventative or maintenance treatment, use once or twice a week for 6/9 consecutive weeks. Do not rinse.

cod. IDE510 size 100 ml

MIX & MATCH

Insight's **three lines of specific treatments** can be **used together**, combining the six products. **How?**

01. _____

Apply 20-30 g of scalp exfoliating cream to the scalp when dry, massage for 2-3 minutes and rinse thoroughly. This cream helps to remove dead cells, residues from technical products and impurities from the scalp, preparing it for other treatments.



Scalp Exfoliating Cream



2/3 min



Rebalancing Shampoo

02. _____

Proceed to wash your hair, using the most appropriate shampoo for the results you would like from the Rebalancing, Clarifying or Densifying lines.



Scalp Exfoliating Cream



2/3 min



Fortifying Shampoo



Fortifying Treatment

03. _____

If necessary, **complete with the purifying or strengthening** treatment, depending on your needs.



Scalp Exfoliating Cream



2/3 min



Purifying Shampoo



Purifying Treatment

CERTIFIED LINES COSMOS NATURAL



Tested on sensitive skin and **Cosmos Natural** certified. Certified soothing and hydrating lines, developed for those who want **gentle formulas** with **safe** products that are dermatologically tested **on sensitive skin**.

Products designed and formulated **for the whole family**, and for those who need to protect their skin with **gentle solutions**. **Dermatologically tested on sensitive skin** and **nickel tested**, guaranteeing **maximum skin compatibility**. These lines are Cosmos Natural certified, supporting **organic** farming and **natural** cosmetics. They are particularly suitable for those whose suffering from scalp sensitivity, due to physiological and exogenous factors.

Advantages of the line

- Plant-derived glycerin with a humectant, hydrating effect
- Fragrances 100% of natural origin
- Emollient agents of natural origin, nourishing and softening
- Oils and/or extracts from certified organic cultivations that use no GMOs, pesticides or chemical agents that harm the well-being of mankind and the environment.

STANDARDS COSMOS

Recognized in many countries around the world, this is the first certification that **promotes the development of natural or organic cosmetics on the market**, made with the highest possible standards of sustainability. The requirements it sets support **company research and innovation**, and **low-impact production and packaging**, as well as **organic farming** that involves **responsible cultivation** systems.



COSMOS
NATURAL



Main goals

- To promote the use of **ingredients derived from organic and sustainable agriculture**
- **To use the planet's shared resources** consciously.
- To choose **production processes that are safe for human health** and respect the environment.
- To integrate the concept of "**Green Chemistry**".



Founding certification bodies

- **ICEA** (Italy)
- **BDIH** (Germany)
- **COSMEBIO** (France)
- **ECOCERT** (France)
- **SOIL ASSOCIATION** (United Kingdom)



SENSITIVE

Gently cleanses sensitive scalps and **gives** your **whole family's hair** hydration and **shine**.

The professional line of hair products **suited for the whole family**: **Cosmos Natural** certified and **dermatologically tested on sensitive skin**, ideal for **daily** hydration and **cleansing** with respect for the natural hydro-lipid balance of the scalp.

Detangling

Taming

Brightening



sensitive skin

SHAMPOO

This extremely gentle shampoo is suitable for the entire family, to cleanse even the most sensitive scalps extremely gently. Particularly indicated for frequent use, it respects the scalp's hydro-lipid balance.

FUNCTIONAL ACTIVES

- Organic quince extract
- Organic pumpkin extract

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly.

cod. ISE210 size 900 ml
cod. ISE310 size 350 ml
cod. ISE410 size 100 ml



sensitive skin

CONDITIONER

Detangling and taming conditioner, suitable for all types of hair. Gently detangles and provides hydration and shine. Suitable for the whole family.

FUNCTIONAL ACTIVES

- Organic quince extract
- Organic pumpkin extract

HOW TO USE

Apply evenly to damp hair. Leave in place 3/5 minutes. Rinse thoroughly.

cod. ISE211 size 900 ml
cod. ISE311 size 350 ml



sensitive skin

MASK

It makes hair softer and more manageable, without weighing it down. Gives hair back its natural radiance and hydration, making it easier to detangle.

FUNCTIONAL ACTIVES

- Organic quince extract
- Organic pumpkin extract

HOW TO USE

Apply evenly to damp hair. Leave in place for 5 to 10 minutes. Rinse thoroughly.

cod. ISE212 size 400 ml
cod. ISE312 size 200 ml
cod. ISE412 size 75 ml



LENITIVE

Soothes and **calms stressed scalp** redness, restoring **balance** and well-being.

This **Cosmos Natural certified line**, which is **dermatologically tested on sensitive skin**, **soothes irritated skin** and restores **balance** to scalps that are stressed due to various physiological factors that can lead to a higher level of sensitivity.

Calming

Rebalancing

Soothing



dermo-calming SHAMPOO



A highly dermo-compatible cleansing formula to help soothe irritated scalps. This shampoo has a moisturising, calming and rebalancing effect on the scalp. At the same time, it cleanses gently but effectively.

FUNCTIONAL ACTIVES

- Prickly pear extract
- Organic aloe extract
- Organic mallow extract

HOW TO USE

Apply to damp hair and massage into scalp. Rinse thoroughly.

cod. ILE210 size 900 ml
cod. ILE310 size 350 ml



scalp comfort CREAM



Rebalances the epidermal function of the scalp and provides a pleasant feeling of well-being. A calming, soothing leave-in cream to alleviate irritation or redness on the scalp.

FUNCTIONAL ACTIVES

- Prickly pear extract
- Organic aloe extract
- Organic mallow extract

HOW TO USE

After washing hair with the Dermo-calming Shampoo, apply the Cream directly to the reddened areas of the scalp. Massage gently then dry. It can also be used on dry hair.

cod. ILE510 size 75 ml



HAIR STYLING

Defines and **styles** hair, providing **hydration** and **shine**.

A line for every creative **styling** need and **hold**, with **hydrating** and **brightening** power thanks to the organic plant-based extracts and oils in its formulas. **Nourishment, hold** and **definition** for dynamic, structured and sculpted styles with a **natural effect**.

Styling

Volumizing

Fixing



medium hold
ECOSPRAY

This hairspray fixes hair with a natural effect, providing shine to the hair thanks to the nourishing and conditioning ingredients it contains. Withstands humidity and dries quickly, leaving no residue. Medium-hold formula that does not contain gas.

FUNCTIONAL ACTIVES

- Organic rosehip extract
- Passion fruit oil

HOW TO USE

Spray on clean, dry hair from a distance of 15-20 cm. The product is workable for a few minutes after application before it sets.

cod. IST076 size 250 ml



strong hold
ECOSPRAY

Hairspray particularly suitable for structured hairstyles with a lot of volume. It impeccably fixes hair with long-lasting hold, providing shine to the hair. It withstands humidity and dries quickly. Strong-hold formula that does not contain gas.

FUNCTIONAL ACTIVES

- Organic peach extract
- Cottonseed oil

HOW TO USE

Spray on hair from a distance of 15-20 cm. After application, the product is workable for a few minutes before it sets to fix the style.

cod. IST077 size 250 ml



texturizing
SALT SPRAY

Texturizing spray with sea salt, gives the hair body and volume. Ideal for look disheveled beach and a beach wave effect. Non-greasy and not sticky.

FUNCTIONAL ACTIVES

- Organic aloe extract
- Sea salt

HOW TO USE

Spray from a distance of about 20 cm on damp hair for a disheveled look or to give body to the hair, on dry hair for a modeling and volumizing effect.

cod. IST089 size 150 ml



oil
NON OIL

A non-oil fluid with an oil effect, which models and defines the hair to achieve a natural result without residue. Its formula prevents frizz for longer, without weighing down the hair, while keeping it hydrated and shiny. Ideal for natural styles.

FUNCTIONAL ACTIVES

- Organic aloe extract
- Organic ginkgo biloba extract

HOW TO USE

Apply on damp or dry hair then style as desired

cod. IST086 size 250 ml



liquid
CRYSTALS*

A fluid with a gloss effect, for a perfect finish after styling. Helps to keep hair healthy and maintain the tips, increasing hydration and making hair easier to comb.

*This product contains silicones.

FUNCTIONAL ACTIVES

- Organic sesame oil
- Organic linseed oil

HOW TO USE

Apply a few drops to damp or dry hair and distribute evenly along the lengths, paying extra attention to the tips.

cod. IST087 size 100 ml



hair repair
COMPLEX*

A serum treatment that helps to restore the hair, making it more manageable and easier to comb. Its formula prevents frizz and protects the hair from humidity. It also helps to seal split ends and protect hair from humidity and atmospheric conditions.

*This product contains silicones.

FUNCTIONAL ACTIVES

- Rosehip oil
- Organic marsh-mallow extract

HOW TO USE

Distribute a few drops on the tips of either damp or dry hair. Do not rinse.

cod. IST090 size 50 ml



strong hold
STYLING GEL

Ideal for perfectly fixing short, long and styled hair with long-lasting hold, even for complex styles. Its formula enriched with plant extracts with hydrating properties, enhances the shine of the hair.

FUNCTIONAL ACTIVES

- Organic ginkgo biloba extract
- Organic aloe extract

HOW TO USE

Apply on damp or dry hair then style as desired.

cod. IST121 size 200 ml



extra-strong hold
STYLING GEL

This gel is recommended for complex and structured styling. Models hair, while keeping an impeccable style for longer. Ideal for creating complex styles or combing short hair to perfection.

FUNCTIONAL ACTIVES

- Organic ginkgo biloba extract
- Organic aloe extract

HOW TO USE

Apply on damp or dry hair then style as desired.

cod. IST122 size 200 ml



shaping
CREAM

A cream with a strong hold that models and controls waves and curls for a defined, long-lasting result. Recommended for medium to coarse wavy and curly hair, for a defined, impeccable look.

FUNCTIONAL ACTIVES

- Organic cherry extract
- Argan butter

HOW TO USE

Take a small amount of product and apply to damp or dry hair, then proceed to style as desired. Do not rinse.

cod. IST088 size 150 ml



elastic molding

WAX

A versatile, elastic wax with medium hold, ideal for gloss-effect styles. It defines shapes for creating dynamic looks on short hair and working on details. Also excellent for fixing and styling baby hairs.

FUNCTIONAL ACTIVES

- Organic green tea extract
- Organic ginger extract

HOW TO USE

Take a small amount and apply on dry hair, then proceed with styling.

cod. IST110 size 90 ml



elastic fibre

PASTE

A fibrous paste with a stringy consistency for a style with medium to strong hold. Formulated to define and shape every strand, to create an impeccable, sculpted style. Also excellent for fixing and styling baby hairs.

FUNCTIONAL ACTIVES

- Organic olive oil
- Organic sweet almond oil

HOW TO USE

Take a small amount of product and apply to dry hair, continuing to shape until you have achieved the style desired.

cod. IST111 size 90 ml



mattifying

POMADE

A styling pomade with an ultra-matte effect and a medium-strong hold. A fibrous paste that defines and shapes every detail, to create an impeccable, sculpted style. Also excellent for combing and modelling baby hairs.

FUNCTIONAL ACTIVES

- Organic juniper extract
- Organic orange extract

HOW TO USE

Take a small amount of product and apply to dry hair, working it until you have achieved the desired result.

cod. IST112 size 90 ml

Color treatments

For a versatile,
intense, glossy,
long-lasting color.

The Insight lines **dedicated** to hair color are developed to meet any beauty need in terms of hair coloring. From **grey hair coverage** to low ammonia content, to **cool tones** for **blonde hair**, right up to **pigment dyes**, **tone on tone** and **dedicated treatments for post-coloring**. Our formulas, **enriched with oils**, with a **low ammonia content**, are **VeganOK certified** and have a **high percentage of natural ingredients**.



Phyto-protein coloring system, **post chemistry**, liquid and powder **bleaching** formulas, **direct pigments**, **natural** highlighters and a line for **blondes**.



INCOLOR

Glossy, bright color with a **low ammonia content** and a high percentage of **natural ingredients**.

Coloring Cream that guarantees optimal coverage for grey hair, a **Color Activator** and an **Anti-yellow Shampoo**. The coloring formula is **rich in oils with restorative, conditioning** effects. The innovative mix of **Hydra-Color Blend esters** has a protective, hydrating effect.

Coloring

Nourishing

Anti-yellow



hydra-color CREAM

A colouring formula with low ammonia content, allowing you to achieve intense long-lasting colour while respecting the hair fibre. A formula rich in oils that guarantee restorative, conditioning action. This is a pre-naturalised colouring system: that means that it guarantees impeccable coverage even on grey hair, without any need to mix the nuance with its equivalent natural base.

FUNCTIONAL ACTIVES

- Phytokeratin

HOW TO USE

Standard application ratio 1:1.5 with the desired activator; application 1:2 for super-lighteners. **Application time:** 35/40 minutes.

cod. INC140 size 100 ml
cod. INC141 size 60 ml



nourishing COLOR ACTIVATOR

Activator for colouring and bleaching. A perfectly stabilised emulsion that guarantees optimal development of all pigments, to release all the strength and intensity of the Hydra-Color nuances. Available in the following volumes: 6, 10, 20, 30, 40.

FUNCTIONAL ACTIVES

- Rice proteins

HOW TO USE

For correct usage, follow the instructions for the product it is mixed with (Incolor, Bleaching products).

cod. INC406	6 vol.	size 900 ml
cod. INC410	10 vol.	size 900 ml
cod. INC420	20 vol.	size 900 ml
cod. INC430	30 vol.	size 900 ml
cod. INC440	40 vol.	size 900 ml
cod. INC520	20 vol.	size 150 ml
cod. INC530	30 vol.	size 150 ml



anti-yellow SHAMPOO

A special Anti-yellow shampoo, designed to preserve the colour on white, grey or blonde hair. A gentle cleanser that helps to tone undesired yellow reflections and revive cool tones at the same time.

*Contains a colourant, necessary for the product to work.

FUNCTIONAL ACTIVES

- Organic chamomile extract

HOW TO USE

Apply on damp hair and massage, paying extra attention to the most critical areas. Leave in place for 2/3 minutes and rinse thoroughly.

cod. INC210 size 900 ml
cod. INC310 size 350 ml



AURA OIL COLOR

The shiny effect of a gloss, enriched by the possibility of contrasting or enhancing reflects. With a powerful polishing and plumping formula, Aura is the ammonia-free tone-on-tone alternative to enhance or counteract reflects and, following the specific procedure, cover up to 50% of gray hair.

FUNCTIONAL ACTIVES

- Fermented oils mix

HOW TO USE

For toning: standard application 1:1.5 with the Incolor Aura Liquid Developer; on damp, towel-dried hair. **Application time:** 10-20 minutes.

To cover gray hair: full 1:1 application with the Incolor 20 vol Nourishing Activator; on dry hair. **Application time:** 20-30 minutes.

cod. INC160 size 100ml
cod. INC160-FC size 350ml



liquid DEVELOPER

Liquid activator formulated to provide brilliant toning. Provides the right support for gelling Incolor Aura; for optimal application both at washing station and with a brush.

HOW TO USE

For correct usage, follow the instructions for the product it is mixed with (Incolor Aura exclusively).

cod. INC405 size 900 ml



enhancing color

DIRECT PIGMENT

A ready to use colourant product that is easy to apply, and does not require an activator. Leaves hair soft and shiny, with enhanced reflections and revived colour. Fades gradually, without a root regrowth effect. For those who want to change their look or revive the reflections in their hair.

FUNCTIONAL ACTIVES

- Organic mongongo oil

HOW TO USE

The nuances can be used pure to achieve intense tones. Otherwise they can be mixed with the special mask, for easier application and a more natural result. Distribute the colour (pure or diluted) evenly on clean, dry hair. Leave in place for max. 20 minutes, then rinse.

cod. INC134 size 150 ml



direct pigments

BASE MASK

Base mask for colouring with direct pigments. Easy to use, this can be mixed with any nuance to achieve more natural results and increase hair hydration.

FUNCTIONAL ACTIVES

- Organic mongongo oil

HOW TO USE

Mix the direct pigments with this mask, up to a maximum of 40% pigment in the total mixture. Apply to clean, dry hair. Leave in place for max. 20 minutes, then rinse thoroughly.

cod. INC134-M size 200 ml



white BLEACHING POWDER

This compact, dust-free bleaching powder acts fast, without the classic pungent odour during application. It contains ammonia.

FUNCTIONAL ACTIVES

- Organic argan oil

HOW TO USE

Mixing: 1:2 with the desired activator until it forms a creamy consistency. **Application time:** up to 45 minutes. Let the product work on the hair until the desired degree of bleaching is achieved.

cod. INC610 size 500 g



blue BLEACHING POWDER

It is fundamental to select the right bleaching products and apply them correctly for a colouring treatment with perfect results. This compact, dust-free bleaching powder is specially formulated for an anti-yellow effect. It contains ammonia.

FUNCTIONAL ACTIVES

- Organic amaranth oil

HOW TO USE

Mixing: 1:2 with the desired activator until it forms a creamy consistency. **Application time:** up to 45 minutes. Let the product work on the hair until the desired degree of bleaching is achieved.

cod. INC620 size 500 g



multi-technical

BLEACHING POWDER

This bleaching powder is suitable for highlights and bleaching treatments using many different techniques, guaranteeing maximum freedom and versatility during the execution of these services in the salon. A dust-free formula with ammonia, suitable for all bleaching techniques, particularly free-hand, as it maintains the hair's natural shine and fullness.

FUNCTIONAL ACTIVES

- Organic amaranth oil

HOW TO USE

Mixing: 1:2 with the desired activator until it forms a creamy consistency. **Application time:** up to 40 minutes. Let the product work on the hair until the desired degree of bleaching is achieved.

cod. INC630 size 450 g



bleaching

FLUID

A liquid bleaching product, suitable for more natural, delicate lightening treatments, or for colour correction. Incolor Bleaching Fluid is a valuable tool for many different technical treatments in the salon, guaranteeing an impeccable result. Can be used for natural highlights, pre-colouring treatments, softening root regrowth, adding shine to the hair and removing overloaded colour.

FUNCTIONAL ACTIVES

- Organic rice extract

HOW TO USE

Mix the bleaching fluid in a non-metal container with the chosen Incolor activator, with a ratio of 1:1, until it forms a smooth cream. Apply to dry or well towel-dried hair. **Application time:** from 5 to 20 minutes, depending on the result you want to achieve and the structure of the hair.

cod. INC640 size 250 ml



POST CHEMISTRY

Specific treatments that **restore the hair's natural pH**, for an **intense color** that lasts longer.

A line developed and formulated for a **dedicated post-coloring treatment**. The combination of products aims to restore the hair's natural pH, helping the cuticles to close to **preserve the intensity of the color for longer** and **protect the scalp**.

Neutralizing

Cleansing

Brightening



neutralizing SHAMPOO

Cleanses gently, sealing the pigments inside the hair. Extends and enhances the life of hair colour. Formulated to complete Incolor colour treatments in the salon.

FUNCTIONAL ACTIVES

- Phytokeratin

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly. Complete the hair care routine with our Neutralizing Mask.

cod. INC710 size 900 ml



neutralizing MASK

Helps to slow down the oxidation process after a colouring session. It enhances hair's shine and elasticity. Ideal after Incolor colouring sessions in the salon.

FUNCTIONAL ACTIVES

- Phytokeratin

HOW TO USE

Apply evenly on damp hair. Leave in place for 5-10 minutes, then rinse.

cod. INC712 size 400 ml



BLONDE

To **enhance cool reflections** in **blonde** hair, whether natural or colored, maintaining **hydration**.

A complete system of products formulated with **organic extracts**, to **bring out** and **enhance** the **cool reflections** in blonde hair, both **natural** and **colored**. Keeps hair **hydrated**, **soft** and **glossy**, counteracting and **neutralizing** yellow-orange tones.

Anti-yellow

Brightening

Neutralizing



cold reflections brightening SHAMPOO

Gently cleanses and counteracts the yellow-orange overtones in blonde and bleached hair.

FUNCTIONAL ACTIVES

- Organic chestnut extract

HOW TO USE

Apply on damp hair and massage, taking extra care with the areas prone to turning yellow. Leave in place for 2/3 minutes and rinse thoroughly. Proceed with the best suited treatment.

cod. IBL210 size 900 ml
cod. IBL310 size 350 ml



cold reflections MASK

A nourishing, moisturising mask that counteracts the yellow-orange overtones in bleached hair and helps to make it more manageable. Perfect to use after the Cold reflections brightening shampoo from the Blonde line, or in combination with another Insight shampoo. Helps to neutralise the warm yellow-orange overtones in bleached hair.

FUNCTIONAL ACTIVES

- Organic chestnut extract

HOW TO USE

Apply to damp hair after using the Cold reflections brightening shampoo. Massage, taking extra care on the areas prone to turning yellow. Leave in place for 5/10 minutes and rinse thoroughly.

cod. IBL212 size 400 ml
cod. IBL312 size 200 ml



cold reflections BOOSTER

An additive that enhances ash-coloured and cool reflections, counteracting warm and orange tones in blonde and bleached hair. Can be mixed with Insight bleaching powders or Incolor nuances to personalise the technical service any time the client wants to counteract yellow-orange reflections and enhance cool tones.

FUNCTIONAL ACTIVES

- Organic chestnut extract

HOW TO USE

Mix the three components following the instructions for the product you are mixing it with:

- bleaching product or oxidation dye;
- activator;
- booster in variable dose according to the starting hair colour

Application time: From 10 to 60 mins. We recommend continuous visual monitoring. At the end of the application time, thoroughly wash the hair with shampoo and continue with the desired treatments.

cod. IBL180 size 60 ml



NATIVE

The 100% **natural origin coloring system** for bright, **warm** and **cool** tones with **endless combinations**.

The line offers a **range of nuances**, with infinite combinations of **tinctorial plants**, for **natural coloring** that is **VeganOK certified**, with **intense warm and cool tones**, integrated with **cleansing, revitalizing** and **nourishing** products for a complete treatment for **colored hair**.

Coloring

Revitalizing

Nourishing



reviving SHAMPOO



A reinvigorating, brightening shampoo, ideal for use after native herb colouring treatments, and also for maintaining colour at home. To gently cleanse and preserve the intensity of Native colours.

FUNCTIONAL ACTIVES

- Rice vinegar

HOW TO USE

Apply to damp hair and massage. Rinse thoroughly. Proceed with the application of Native Reviving Hair Mask.

cod. INA310 size 350 ml



reviving MASK



A mask with detangling and reviving properties. Nourishes and softens hair after colouring. Ideal to nourish the hair and preserve the intensity of Native colour post-treatment.

FUNCTIONAL ACTIVES

- Rice vinegar

HOW TO USE

After cleansing the hair with Native Reviving Shampoo, massage the mask into damp hair, only on the lengths. Leave in place for 5-10 minutes, then rinse.

cod. INA212 size 400 ml



reviving FLUID



A multifunctional lotion with reinvigorating and brightening effects. Ideal to complete Native treatments in the salon or at home. When added to a mix of Native colouring herbs, it makes it more creamy and easier to apply.

FUNCTIONAL ACTIVES

- Rice vinegar

HOW TO USE

Add the product to the mixture of tinctorial plants with water (2 ml for every 10 g of mixture) before using.

cod. INA510 size 150 ml



nurturing hair **ELISIR**



A blend based on organic natural oils, with a softening and brightening action on the hair. This elixir is perfect both on its own, used as a finishing product on dry or damp hair, and to add to a mix of Native dyeing herbs for a boost of nourishment during the colouring treatment.

FUNCTIONAL ACTIVES

- Organic linseed oil

HOW TO USE

Add a few drops of Native Nurturing Hair Elixir to the blend of tinctorial plants, or directly to the hair before styling.

cod. INA313 size 100 ml



botanical hair color **HENNA**

Gives the hair warm, copper shades. Continuous use helps to restore the hair shaft, making it fuller and shinier. It is also excellent to help regulate sebum production in the scalp thanks to its purifying properties. Henné (henna) is the French name of the Lawsonia Inermis plant, which contains lawsone in its leaves, the colouring agent that dyes the hair. Can be used alone or mixed with other tinctorial plants to achieve the desired colour. Just like Indigo and Cassia, henna has beneficial properties that rebalance the scalp and give shine to the hair.

FUNCTIONAL ACTIVES

- Organic mongongo oil

HOW TO USE

According to the desired nuance, weigh the herbs chosen and mix them with hot water with a ratio of 1:3. We recommend using boiling water to enhance the colour.

cod. INA185 size 400 g



botanical hair color **INDIGO**

The perfect choice for adding cool reflections to the hair. This powder adds its characteristic blue-purple colour. It can be used to darken colour, and for this reason it is particularly suitable to achieve various shades of brown. It also has sebum-rebalancing properties for the scalp. Indigo (indigofera tinctoria) is a tinctorial plant whose uses have ancient roots. Can be used alone or mixed with other tinctorial plants to achieve the desired colour. Just like Henna and Cassia, Indigo has beneficial properties that rebalance the scalp and give shine to the hair.

FUNCTIONAL ACTIVES

- Organic mongongo oil

HOW TO USE

According to the desired nuance, weigh the herbs chosen and mix them with hot water with a ratio of 1:3. We recommend using boiling water to enhance the colour.

cod. INA186 size 400 g



botanical hair color

CASSIA

Perfect for adding bright shades to hair, and for adjusting the pigment of other tinctorial plants. It also has sebum-rebalancing properties for the scalp. Indigo (*indigofera tinctoria*) is a tinctorial plant whose uses have ancient roots. Can be used alone or mixed with other tinctorial plants to achieve the desired colour. Just like Henna and Cassia, Indigo has beneficial properties that rebalance the scalp and give shine to the hair.

FUNCTIONAL ACTIVES

- Organic mongongo oil

HOW TO USE

According to the desired nuance, weigh the herbs chosen and mix them with hot water with a ratio of 1:3. We recommend using boiling water to enhance the colour.

cod. INA187 size 400 g



botanical hair color

BLONDE

A pre-mixed blend of six ayurvedic herbs and two tinctorial plants, developed for use both alone and as a pigment base for mixes, to create infinite shades of blonde. As well as its colouring properties, Native Blonde performs a deep treatment on the hair and scalp, thanks to the beneficial properties of the herbs it contains, known to Ayurvedic medicine for millennia.

FUNCTIONAL ACTIVES

- Organic mongongo oil

HOW TO USE

According to the desired nuance, weigh the herbs chosen and mix them with hot water with a ratio of 1:3. We recommend using boiling water to enhance the colour.

cod. INA188 size 400 g



botanical hair color

BROWN

A pre-mixed blend of six ayurvedic herbs and two tinctorial plants, developed for use both alone and as a pigment base for mixes, to create infinite shades of brown. As well as its colouring properties, Native Brown performs a deep treatment on the hair and scalp, thanks to the beneficial properties of the herbs it contains, known to Ayurvedic medicine for millennia.

FUNCTIONAL ACTIVES

- Organic mongongo oil

HOW TO USE

According to the desired nuance, weigh the herbs chosen and mix them with hot water with a ratio of 1:3. We recommend using boiling water to enhance the colour.

cod. INA189 size 400 g

Hair treatments

Innovative **technical** and **professional** treatments

Two **Insight-developed** professional lines: one tested with the **University of Bologna** for **reconstructing** and **restoring** the integrity of **hair fibers** stressed by external, environmental or chemical agents; the other for specific treatments dedicated to salon operators, both **perms** and **relaxers**, with specific products for taking care of the hair in the phases pre- and post- chemical treatment. Formulations rich in **proteins**, **plant-based phyto-complexes** and **organic oils and extracts**.



Professional lines for salon operators, both for **reconstructing damaged, stressed hair** and for **perm** and **relaxing treatments**.



REBUILD

Replumping treatment that intensively **nourishes** brittle hair, restoring **body** and **shine**.

Two phases of treatment created to **regenerate dry, damaged hair**, restoring its **vitality**. The formulas, enriched with **hydrating ingredients**, **penetrate deep** into the hair structure, nourishing the cortex and sealing the external cuticle.

Replumping

Smoothing

Restorative



hair filler **SERUM**

The first step in the Rebuild treatment, developed for dry, brittle hair that needs a new lease of life. A formula rich in ingredients that encourage the cuticles to open, allowing it to penetrate and provide a deep repair treatment for the hair cortex. The formula of our replumping serum has a more basic pH than the hair, encouraging the cuticles to open so that the nutrients can penetrate to the internal part of the hair.

FUNCTIONAL ACTIVES

- Extracts of brown and red algae

HOW TO USE

Cleanse the hair with the Pre-treatment Shampoo from the Intech line, towel dry the hair to remove excess water, and distribute the serum on damp hair. Leave on for 8 to 12 minutes, depending on the type of hair. Rinse with water only. Proceed with the hair smoothing treatment.

cod. IRB510 size 200 ml



hair cuticle **SEALER**

The second phase of the Rebuild treatment. It has a conditioning and smoothing effect, to close the hair cuticles and seal the nutrients inside. Its acidic pH formula contains ingredients that protect the external cuticle, improving body and shine.

FUNCTIONAL ACTIVES

- Pracaxi oil

HOW TO USE

After rinsing the Hair Filler Serum, apply the Hair Cuticle Sealer to carefully towel-dried hair. Leave on for 8 to 12 minutes, depending on the type of hair. Rinse with water only, and proceed with styling and drying.

cod. IRB511 size 400 ml



INTECH

Technical formulations for **perms** and **relaxing** treatments, with respect for the hair's **well-being**.

A line dedicated to **professional perms and relaxers**, with products that **prepare** the hair to receive treatment, gently **protecting** it, and formulas developed to **maintain** these treatments, with properties for **hydration**, **nourishment** and **shine**.

Perm

Relaxer

Straightening



pre-treatment SHAMPOO

A shampoo formulated to prepare hair to receive further technical treatments. Formulated to provide a deep clean and remove any product build-up from the hair before proceeding with perms or straightening treatments in the salon.

FUNCTIONAL ACTIVES

- Organic hawthorn extract

HOW TO USE

Before technical treatment, apply to damp hair. Massage and rinse thoroughly.

cod. INT210 size 900 ml



dermal PROTECTOR

If used before chemical treatments, it creates a protective barrier to preserve the health and integrity of the scalp.

FUNCTIONAL ACTIVES

- Organic oat extract

HOW TO USE

Add 3 or 4 drops to the technical product before application, or apply directly to the scalp, hairline, nape of the neck and behind the ears before treatment.

cod. INT215 size 150 ml



gentle moisture SHAMPOO

A gentle sulfate-free shampoo recommended for maintenance after straightening or other technical treatments. Helps to maintain the hair hydrated and shiny.

FUNCTIONAL ACTIVES

- Organic witch-hazel extract

HOW TO USE

Apply to damp hair, massage, and rinse. Apply a small amount of Smoothing Mask at the end of treatment.

cod. INT310 size 350 ml



smoothing MASK

Double-action straightening and nourishing formula to help extend the effect of hair-straightening treatments. Gives hair a soft and silky touch, providing the hydration and nutrition it needs.

FUNCTIONAL ACTIVES

- Fermented camellia seeds oil

HOW TO USE

Apply to wet hair, only on the lengths. Leave on for 5/10 minutes, then rinse. It can be used at the end of the Smoothing or Straightening technical service, or for maintenance at home.

cod. INT312 size 200 ml



smoothing TREATMENT

A taming product that aims to unify the texture of frizzy hair, making it more manageable. Developed to eliminate frizz in wavy hair, for a long-lasting result. It is enriched with plant-derived ingredients that have a conditioning effect on the hair.

FUNCTIONAL ACTIVES

- Fermented camellia seeds oil

HOW TO USE

1. Cleanse the hair with the Pre-treatment Shampoo, then rinse. Dry hair, until 50-70% of the water is removed, and apply the Dermal Protector.
2. Shake the product before use, pour it into a plastic bowl and apply it over the entire head, strand by strand, with the help of a wide-tooth comb. Do not apply to the scalp. Leave 0.5 cm from the root. Leave on for about 30 minutes, remove any excess product with a towel, then dry hair with a hair dryer, without rinsing.
3. Straighten each strand (max thickness 0.5 cm) with a ceramic hair straightener at 170-210 degrees, at least 7/10 times per strand, starting from the nape of the neck.
4. Rinse thoroughly and apply a small amount of Smoothing Mask, leaving it in place for 2/3 minutes.
5. Rinse, dry and finish styling with the hair straightener.

cod. INT510 size 350 ml



intense

PERM 1A

Cysteamine-based professional perm. Without free ammonia and enriched with naturally derived active ingredients that help to protect and nourish hair during the technical service. Formulation developed to achieve perfect, long-lasting curls on natural hair, with a good level of resistance.

FUNCTIONAL ACTIVES

- Almond proteins

HOW TO USE

After shampooing and thorough rinsing, wrap hair around rollers of the desired shape. Place cotton wool along the hairline.

Apply Perm 1A or 1B onto each roller, starting from the back. Cover with a cap and leave on as follow:

- Perm 1A - 10 to 20 minutes max., checking at 5 minute intervals.
- Perm 1B - 7 to 15 minutes max., checking at 3 minute intervals.

cod. INC610-1A size 350 ml



soft

PERM 1B

Professional perm, particularly suitable for creating waves on coloured, sensitised hair. A cysteamine-based, without free ammonia, enriched with naturally derived active ingredients that help to protect and nourish hair during the technical service.

FUNCTIONAL ACTIVES

- Almond proteins

HOW TO USE

After shampooing and thorough rinsing, wrap hair around rollers of the desired shape. Place cotton wool along the hairline.

Apply Perm 1A or 1B onto each roller, starting from the back. Cover with a cap and leave on as follow:

- Perm 1A - 10 to 20 minutes max., checking at 5 minute intervals.
- Perm 1B - 7 to 15 minutes max., checking at 3 minute intervals.

cod. INC610-1B size 350 ml



perm
NEUTRALIZER

A neutralizing solution that allows the disulfide bonds in the hair to be restored, stabilising and fixing the new shape that has just been achieved with Intech 1A and 1B perms.

FUNCTIONAL ACTIVES

- Almond proteins

HOW TO USE

After perm application time; rinse thoroughly with lukewarm water, roller by roller. Towel dry thoroughly and apply the Neutralizer, leaving it in for no more than 10 minutes.

Unroll the rollers without pulling the hair and reapply the Neutralizer, leaving it in for a few minutes. Rinse thoroughly with water only.

cod. INT611 size 350 ml



heat protection
SHIELD

A lightweight protective spray, suitable for all hair types. Its formula helps to prevent the damage caused by the high temperatures of styling tools (hair straighteners, hair dryers, curling wands).

FUNCTIONAL ACTIVES

- Zhu ling mushroom extract

HOW TO USE

Spray on damp hair before blow drying, or on dry hair before using hot styling tools.

cod. INT214 size 150 ml

Glossary of ingredients

All the effectiveness of nature in our ingredients

We choose our ingredients through a **process of research and experimentation.**

All of the **butters, oils, extracts** and **plant-based phyto-complexes** are highly effective and able to meet all the care, well-being and beauty requirements for hair.

A **glossary** to explore, understand and dive into the **benefits** of Insight's advanced, **highly natural** ingredients and formulations.



A-O

Almond proteins

Have a protective, nourishing, elasticizing effect on tissue.

Apricot butter

An excellent nourishing ingredient, with a high concentration of antioxidant molecules and vitamins E and A.

Argan butter

Thanks to the high content of antioxidants, flavonoids, and fatty acids it has elasticizing, moisturizing, and nourishing properties

Bladder wrack extract

With moisturizing, revitalizing and regenerating properties.

Chia seed oil

Rich in omega-3, vitamin E, zinc, iron and potassium, it is a true anti-ageing concentrate for the hair.

Cottonseed oil

Rich in fatty acids, tocopherol and vitamin E, this oil also has anti-oxidant properties which make hair more elastic and hydrated.

Extracts of brown and red algae

Rich in mineral salts, polyphenols, and polysaccharides, they have a re-mineralizing effect, essential in restoring damaged hair to its ideal state of health.

Grapeseed butter

Extracted from grape seeds, it has a high polyphenol content. It has moisturizing, nourishing and restorative properties.

Hazelnut oil

A source of vitamins and minerals, among its many cosmetic benefits it protects the hair, encouraging shine and body.

Joboba oil

Thanks to its structure rich in fatty acids and vitamins, it deeply nourishes and hydrates even the most damaged, brittle hair.

Magnolia and ginger extracts

These help to protect the hair from the aggression and toxicity of chemical substances, radiation, and the negative effects of environmental pollution.

Organic aloe extract

Rich in precious ingredients including vitamins, enzymes and essential amino acids. It protects the scalp against dryness thanks to its soothing and refreshing properties.

Organic aloe vera juice

Rich in precious ingredients including vitamins, enzymes and essential amino acids, it protects the skin against dryness thanks to its soothing and refreshing properties.

Organic amaranth oil

A plant originating in Central America, rich in proteins, minerals and amino acids, which help to strengthen the hair.

Organic argan oil

Considered a true elixir of youth. Rich in vitamin E, linoleic acid, omega 3 and 6, and essential fatty acids, it helps to counteract the action of free radicals, promoting hair's elasticity and softness and protecting it during the coloring process.

Organic amaranth extract

Nourishes and strengthens hair, helping to prevent dehydration of both the hair and scalp.

Organic bamboo extract

Provides elasticizing and re-mineralizing action on damaged hair.

Organic carrot extract

Rich in beta-carotene, vitamins, and antioxidant substances, it helps protect hair from external aggressions.

Organic chamomile extract

Often used in products for blonde hair, chamomile is one of the best-known medicinal plants in the world. Their high flavonoid content gives them a soothing effect.

Organic cherry extract

Particularly prized for its moisturizing and softening action, this extract nourishes and restores hydration to the hair.

Organic chestnut extract

Rich in vitamins and minerals, it has antioxidant and protective properties. It helps to improve the hydration of the scalp and hair, increasing elasticity.

Organic coconut oil

With nourishing and soothing properties, it calms redness and nourishes hair, reducing dry skin.

Organic ginger extract

It makes the hair stronger and helps prevent thinning by stimulating microcirculation in the scalp.

Organic ginkgo biloba extract

Known for its stimulating properties, it helps to counteract hair loss, revitalizing hair from the root.

Organic ginseng, psyllium and white nettle extracts

A mix of extracts with volumizing effects, acting from the bulb right down the lengths of the hair. With antioxidant, soothing, and stimulating properties for the scalp, which favor hair growth and strengthen the lengths of the hair.

Organic green tea extract

Rich in antioxidants, it helps to protect the hair from the harmful effects of free radicals

Organic hawthorn extract

Rich in antioxidants, it protects hair from the effects of free radicals.

Organic hibiscus extract

Has antioxidant and emollient properties that hydrate the scalp and make hair more glossy.

Organic horse chestnut extract

Rich in substances that help to soothe skin irritation. Its high flavonoid content, with antioxidant and vasoprotective properties, helps to protect and strengthen the hair bulb.

O-P

Organic juniper extract

Restores the hair's natural hydration, eliminates dryness and strengthens the hair follicles.

Organic lavender extract

Ideal for soothing and rebalancing irritated scalps.

Organic lemon extract

Rich in vitamins B and C it has energizing and antioxidant properties.

Organic linseed extract

Rich in Vitamin E and omega-3, it helps to hydrate the hair, improving its elasticity.

Organic linseed oil

Considered one of the best natural sources of omega-3 fatty acids, which help to both hydrate and strengthen the hair.

Organic mallow extract

Prized since ancient times for its soothing, antioxidant properties.

Organic marshmallow extract

Has excellent softening, soothing and protective properties. Hydrates and protects hair, with a detangling effect.

Organic mongongo oil

A nourishing oil with a revitalizing effect on the hair.

Organic neem oil

Obtained from the seeds of the Azadirachta Indica plant, it has purifying properties and helps make hair stronger and shinier, promoting growth.

Organic oat extract

Known for its softening and soothing properties, it provides hydration to the hair during cosmetic treatments.

Organic olive oil

It helps to improve the appearance of the hair, providing it with moisturizing and nourishing substances including vitamins E and A or essential fatty acids such as linoleic acid.

Organic orange extract

Helps to strengthen and revitalize fragile hair.

Organic peach extract

Contains all the nutrients necessary for a healthy head of hair: fatty acids to strengthen your hair, as well as minerals and vitamins to slow down the ageing process.

Organic pumpkin extract

Thanks to the high content of amino acids and trace elements, it guarantees a soothing and elasticizing action. Rich in zinc, an essential mineral for the proper functioning of the cells in the dermis responsible for the production of collagen and elastin.

Organic quince extract

Boasts a high content of phenolic compounds, with calming, antioxidant effects against free radicals.

Organic red grapevine extract

Rich in bioflavonoids and polyphenols, it has a protective effect, fighting oxidative stress in tissue.

Organic rice extract

Increases hair's elasticity and reduces surface friction. It also contains ingredients that are able to repair the hair as well as protecting it.

Organic rosehip extract

Rich in vitamins essential for healthy hair, such as vitamins C and A. Has antioxidant properties, improving hair quality.

Organic sesame oil

Rich in oleic and linoleic acid, mineral salts and vitamins, which give it a moisturizing and protective effect.

Organic safflower oil

With antioxidant and photoprotective properties, it helps restore vitality to dry, brittle hair, protects the scalp and preserves the hair's elasticity.

Organic sage extract

Known for its sanitizing, purifying properties.

Organic St. John's Wort extract

Its many reinvigorating properties make this an ideal ingredient for maintaining hair health.

Organic sunflower oil

With nourishing and protective properties that help to keep the hair shaft healthy and elastic.

Organic sweet almond extract

Has soothing, elasticizing and antioxidant properties, thanks to its high content of vitamins and fatty acids.

Organic sweet almond oil

An oil known for its elasticizing and nourishing properties.

Organic wheat seed extract

It helps to strengthen and restore body and volume to damaged hair.

Organic witch-hazel extract

Contains tannins, which have a vasoprotective, soothing effect.

Passion fruit oil

An oil with moisturizing, antioxidant and emollient properties.

Pequi oil

A nutritious, oily fruit rich in potassium, antioxidants, and vitamins A and E. It helps to make the hair healthier and reduces frizz.

Phytoplankton extract

Has a re-mineralizing effect and helps to protect hair against pollution.

Plant-derived phytokeratin

A mix of plant-based hydrolyzed proteins with an amino acid profile very similar to hair keratin, able to increase resistance to traction and improve softness and combability.

Plant-derived glycerin

Respects the skin's natural balance, providing protection and comfort.

Pracaxi oil

Rich in lipids similar to those contained in hair, it helps to restore and protect the outer layer of the hair.

P-Z

Prickly pear extract

Rich in antioxidants, it helps to counteract the harmful effect of free radicals.

Rice proteins

Increases the volume and body of thin, flat hair.

Rice vinegar

Helps keep hair shiny and healthy.

Rosehip oil

It has great moisturizing, soothing, and antioxidant properties thanks to the high content of vitamin E, retinol, and fatty acids such as linoleic acid (omega 6) and beta-carotene.

Rosemary extract

Thanks to its purifying properties, it helps to regulate sebaceous secretion and is an excellent ally against oily scalp and dandruff.

Sacha inchi oil

Intense nourishment for dry, damaged hair, without weighing it down.

Saffron extract

Protects the hair shaft from the harmful effects of oxidation, encouraging healthy, glossy hair.

Sodium PCA

Thanks to its hydrating and conditioning properties, it makes hair soft and smooth.

Tea tree oil

An essential oil extracted from *Melaleuca alternifolia*, a plant known for its antibacterial and soothing properties.

Wheat germ oil

Has a moisturizing, protective effect on the hair and strengthens the hair follicles.



Zhu ling mushroom extract

A functional active ingredient in Chinese medicine, with a high concentration of polysaccharides able to retain water and maintain the hydration of the hair fiber.

INSIGHT
BEYOND THE MATTER



[INSIGHTPROFESSIONAL.IT](https://www.insightprofessional.it)

  [Insightprofessionalofficial](https://www.instagram.com/Insightprofessionalofficial)