

simply zen

essential | approach

z.one concept™

simply zen

essential | approach

equilibrium, purity, essentiality

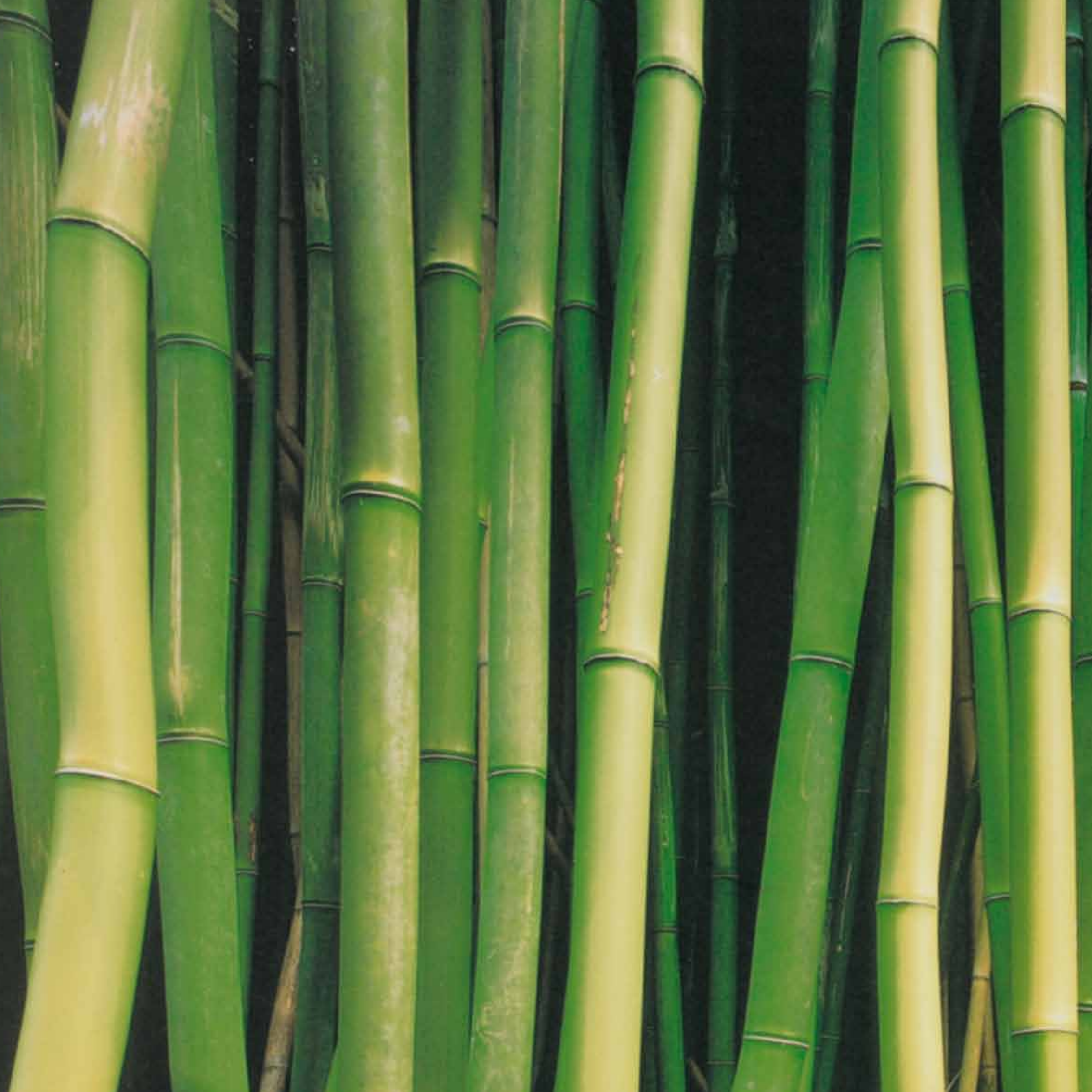
naturalness, wellbeing and beauty

a brand-new and essential approach to hair treatment

equilibrio, purezza, essenzialità,

naturalità, benessere e bellezza,

un approccio nuovo ed essenziale al trattamento capillare



simply zen | essential approach

the ethos of zen philosophy that emphasises simplicity, purity and naturalism, combined with the most advanced research that expresses a concept of total wellbeing and beauty for hair. Simply zen interprets a new approach to hair care treatments, an essential approach in perfect harmony with the senses and the complete wellbeing of the individual. With simply zen, experience a new world of serenity and wellbeing, which starts from the scalp and hair.

Natural elements are fused with essential scientific and technological elements to give vitality and harmony via scalp and hair treatments and principles of aromatherapy, essential oils and botanical extracts.



simply zen | natural elements

The zen principles of purity and harmony are channeled through simply zen using the highest quality selected active ingredients that guarantee results whilst respecting the natural balance of hair and scalp, interacting in perfect balance with each individual. From natural clays to botanical essential oils, from reconstructing proteins to vitamins and botanical extracts: each active ingredient is in perfect fusion with the most advanced technology.

Simply zen products offer specific answers to each scalp and hair issue to professional hairdressers and their most demanding customers.

Reduced fragrance, color and preservative content leaves ample space for naturally stable substances and natural aromas derived from a specific blend of essential oils, therapeutic clays and natural elements.

Through the scalp treatments, the essential oils delicately infuse the skin and the senses, enhancing the sensation of harmony and pleasure. With simply zen, each treatment creates a timeless moment of wellbeing and relaxation.



| preparing potion

pre-shampoo preparing potion with essential oils
for every scalp and hair type

A unique product. A specific blend of 9 essential oils prepare the scalp for successive scalp treatments. As well as optimizing the action of the active ingredients in each treatment, it has multiple benefits: it cleanses, purifies and soothes the scalp in order to restore the skin and make it more receptive to successive treatments, increasing their effectiveness. It also improves the function of the hair follicle by compensating dryness and dehydration of the scalp or balancing sebaceous gland activity in the case of excess sebum. Its delicate cleansing action makes it perfect for use as a delicate cleansing oil, to be used on clean scalp and hair, instead of the specific shampoo or clay hair wash, proceeding directly with the application of the required scalp treatment (i.e. on the intensive treatments for hair loss, when the application of the phial or mask is repeated 3-4 or times per week). Formulated with Tea tree, Lemon, Orange, Lavender, Rosemary, Cinnamon, Ylang Ylang, Patchouli and Balm-mint essential oils.

Use: apply evenly to dry scalp and massage delicately for 2-3 minutes. Without rinsing, proceed with the most adequate wash treatment. Apply to clean hair when the wash treatment is not considered necessary: apply evenly, lather and rinse, then proceed with the most adequate treatment.



simply zen | prevention



equilibrium shampoo

essential shampoo for frequent use

A true prevention shampoo with an oxygenating, balancing and treatment action for both hair shaft and scalp. It is formulated with a micro seaweed rich in proteins, amino acids, minerals, trace elements, carbohydrates, polysaccharides, vitamins and specific botanical extracts. Its specific cleansing agents gently cleanse scalp and hair with a purifying and energizing action, leaving it vibrant, invigorated and shiny. *Chlorella vulgaris* micro seaweed has a conditioning, restoring and nourishing action on hair and scalp, thanks to the high concentration of proteins, amino acids, lipids, carbohydrates, vitamins, minerals and trace elements. It also contains polysaccharides that give hydration and smoothness to hair. The vitamin complex of vitamin B3, B5, B6, C and E, has an integrated energizing and nourishing action both on scalp and hair. The rich and specific combination of botanical extracts of calendula, chamomile, rosemary, nettle and sage has an oxygenating, purifying, emollient, hydrating, cleansing and balancing action.
Use: apply to damp scalp and lather. To enhance the action of the active ingredients, it is recommended to leave on for 2-3 minutes. Rinse. Repeat if necessary. It is advisable to combine with equilibrium scalp lotion or equilibrium scalp & body mist for a complete preventive action. To condition the lengths, follow with the most adequate conditioner.



equilibrium scalp lotion

essential preventive lotion for all hair types

Prevention is fundamental for the health and wellbeing of scalp and hair. Equilibrium scalp lotion has been formulated specifically for this purpose, to restore or maintain the balance of the hair and scalp by optimizing the physiological activity of scalp, follicle and hair. It is formulated with a micro seaweed rich in proteins, amino acids, minerals, trace elements, carbohydrates, polysaccharides, vitamins, specific botanical extracts and rice proteins. *Chlorella vulgaris* micro seaweed has a conditioning, restoring and nourishing action on hair and scalp, thanks to the high concentration of proteins, amino acids, lipids, carbohydrates, vitamins, minerals and trace elements. It also contains polysaccharides that give hydration and smoothness to hair. Rice proteins strengthen the inner hair structure. The vitamin complex composed of vitamin B3, B5, B6, C and E, has an integrated energizing and nourishing action both on scalp and hair. The rich and specific combination of botanical extracts of calendula, chamomile, rosemary, nettle, eucalyptus, ginger and sage has a beneficial oxygenating, purifying, emollient, hydrating, cleansing, balancing, stimulating and antioxidant action.
Aloe Vera has a calming and soothing action, while camphor helps absorb active ingredients and inhibits the θ -reductasi enzyme, responsible for excessive hair loss.
Use: recommended for preventative seasonal use to normalize hair life stages, or alternate with the stimulating scalp lotion or stimulating intensive treatment for the specific treatment for hair loss. Thanks to its normalizing and purifying action, it is also recommended for use as a preventative treatment for other scalp issues. Evenly distribute the content of a phial on clean scalp. Massage gently. It is advisable to perform the most suitable simply zen massage technique according to the specific treatment. Without rinsing, proceed with styling.



equilibrium body wash

energizing body cleanser

A delicate and pleasant foam gently cleanses and oxygenates, balances, invigorates and moisturises skin thanks to a micro seaweed rich in proteins, amino acids, minerals, trace elements, a vitamin complex (B3, B5, B6, C and E) and botanical extracts. *Chlorella vulgaris* micro seaweed has a conditioning, restoring and nourishing action, thanks to the high concentration of proteins, amino acids, lipids, carbohydrates, vitamins, minerals and trace elements. It also contains polysaccharides that confer hydration and smoothness. The vitamin complex composed of vitamin B3, B5, B6, C and E, has an integrated energizing and nourishing action.
The rich and specific combination of botanical extracts of calendula, chamomile, rosemary, nettle and sage has an oxygenating, purifying, emollient, hydrating, cleansing and balancing action.
Use: distribute over damp skin, lather and rinse. It is recommended to use in combination with equilibrium scalp & body mist to add hydration and vitality



equilibrium scalp & body mist

energizing scalp & body spray

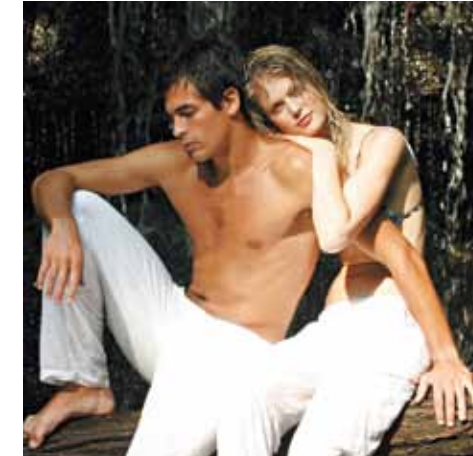
A versatile and dynamic spray to invigorate and moisturize skin, scalp and hair. It has a light refreshing effect thanks to menthol that oxygenates, balances, invigorates and moisturises skin with a micro seaweed rich in proteins, amino acids, minerals, trace elements, a vitamin complex (B3, B5, B6, C and E) and botanical extracts. Recommended for use after shaving, thanks to its smoothing and refreshing action. *Chlorella vulgaris* micro seaweed has a conditioning, restoring and nourishing action, thanks to the high concentration of proteins, amino acids, lipids, carbohydrates, vitamins, minerals and trace elements. It also contains polysaccharides that give hydration and smoothness.
The vitamin complex of vitamin B3, B5, B6, C and E, has an integrated energizing and nourishing action. The rich and specific combination of botanical extracts of calendula, chamomile, rosemary, nettle and sage has an oxygenating, purifying, emollient, hydrating, cleansing and balancing action.
Use: mist over hair, scalp and body. When applied to skin, massage gently. It is advisable to perform the most suitable simply zen massage technique according to the specific treatment. Do not rinse. Avoid contact with eyes.



whiteness shampoo

specific shampoo for white or grey hair

Natural white, grey or bleached hair needs adequate products to remove or prevent unwanted yellow, brassy shades from forming and to maintain its shine and whiteness.
In whiteness shampoo the benefits of specific pigments with mallow botanical extract guarantee the neutralization of unwanted yellow tones and remove the particular brassy tone created by nicotine on smokers' white hair. Furthermore, thanks to gluten proteins, hydrating agents, yarrow and rosemary extracts and hydrolyzed silk, it has a cosmetic conditioning action on hair, leaving it soft and shiny. Use: for natural grey and white hair to enhance whiteness and on very light blonde hair to enhance shine. On bleached and highlighted hair, it is recommended to alternate with other specific simply zen shampoos, according to the hair type, scalp and shaft condition. Apply by distributing evenly over damp scalp and massage, then rinse. For best results, leave on for 3-5 minutes. Repeat if necessary. It is advisable to use in combination with conditioning treatment.





simply zen | calming



calming scalp fluid

soothing pre-shampoo treatment for sensitive scalp

The scalp can become sensitive and show signs of tension, redness and itchiness, making hair weak, stressed and opaque. The preparation phase is extremely important to calm and soothe the scalp before cleansing, maintaining the moisture balance of the hydrolipidic mantle. This product is ideal for a calming massage and enhances the action of the active ingredients present in the products of the successive treatments. This calming complex with aloe vera extract and other specific plant extracts soothes, calms and prepares the scalp before cleansing. This calming complex contains horse chestnut, liquorice, caffeine and zinc with a cleansing and anti-inflammatory action that improves microcirculation and activates the trace elements within the formula. It also calms inflammation, reinforcing the natural tolerance of the scalp. Aloe vera extract has a calming and soothing action. The rich and specific combination of mallow, chamomile, oat, white nettle, St John's wort and rosemary has a soothing, purifying, calming and rebalancing effect.

Use: as a calming treatment, always use before applying calming shampoo. Shake well before use. Distribute over dry scalp and massage delicately for 2-3 minutes. Without rinsing proceed with calming shampoo.



calming shampoo

calming shampoo for sensitive scalp

A delicate cleansing product for sensitive scalp. Calming shampoo has a very delicate surfactant and a complex that contains aloe vera and other plant extracts that cleanse, soothe, and calm the scalp leaving the hair bright and vibrant. This calming complex contains horse chestnut, liquorice, caffeine and zinc with a cleansing and anti-inflammatory action that improves microcirculation and activates the trace elements within the formula. It also calms inflammation, reinforcing the natural tolerance of the scalp. Aloe vera extract has a calming and soothing action. The rich and specific combination of mallow, chamomile, oat, white nettle, St John's wort and rosemary has a soothing, purifying, calming and rebalancing effect.

Use: apply directly to damp scalp without having rinsed the pre-shampoo calming scalp fluid, or apply to damp scalp if the pre-shampoo fluid has not been applied first, and distribute. Leave in for 2-3 minutes. Rinse. Repeat if necessary. It is advised to follow with the calming scalp treatment.



calming scalp treatment

Soothing treatment for sensitive scalp

This soothing treatment immediately alleviates irritation to the scalp with a complex that contains 96,5% aloe vera juice that has a calming and soothing action. Aloe vera has been used for centuries in Asia and Egypt for many ailments and was called the "miracle plant". The juice of the leaves is extracted from the plant and is rich in polysaccharides - that are essential elements in our cells - and amino acids, vitamin B2, B3, B6, C and E, and minerals such as boron, iron, magnesium, manganese, copper and sulphur. It has anti-inflammatory, anti-bacterial, bacteriostatic, regenerating and oxygenating properties and contains natural anti-oxidants and anti-biotic properties as it is rich in proteins, amino acids, minerals, enzymes and vitamins.

Use: for best results it is advised to use in combination with other products in the calming range. Distribute over clean scalp. Massage delicately for 2-3 minutes. Do not rinse. Proceed with styling.

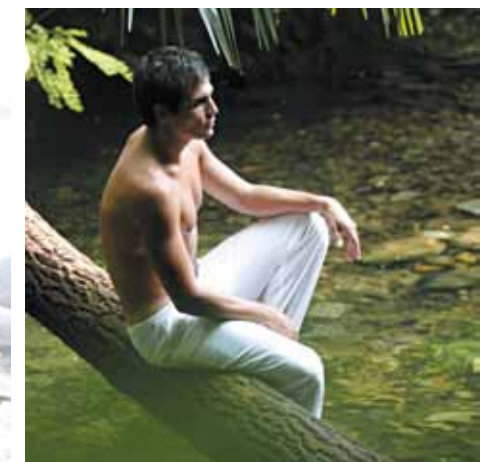


calming body wash

calming shower gel

Its calming complex cleanses gently and soothes the skin. Its complex conditions, restores and nourishes skin. It energizes and moisturizes the skin leaving it soft and velvety. Active ingredients: a calming complex with horse-chestnut that has a strong cleansing and anti-inflammatory action; liquorice and caffeine improve micro-circulation; trace elements with essential minerals; botanical extracts such as chamomile with a soothing, purifying and refreshing action; calendula moisturizes dry skin.

Use: Distribute over skin, lather and rinse.





simply zen | normalizing



normalizing shampoo

normalizing shampoo
for greasy hair and scalp

A shampoo with delicate surfactants and active ingredients that help to effectively contrast seborrhea and the unpleasant odor of this anomaly.

Active ingredients: a sebum-regulating complex that controls the flux of sebum, visibly regulating and improving greasy hair and scalp; a refreshing anti-odor complex that neutralizes the unpleasant odor of sebum, refreshing the scalp; a conditioning agent that moisturizes hair during cleansing; bergamot essential oil with soothing, regenerating and toning qualities that helps to improve problem skin by stimulating the skin's renewal. Refreshes the skin with a pleasant scent; botanical extracts, sage, rosemary, lemon, cedar and horsetail.

Directions: apply to damp scalp and hair, distribute and rinse. Repeat if necessary. For an improved treatment proceed with normalizing treatment.



normalizing treatment

Normalizing treatment
for greasy hair

Active ingredients help to regulate excess sebum leaving the scalp and hair clean.

Active ingredients: sebum-regulating complex that controls the flux of sebum, regulating its production and visibly improving the appearance of hair and scalp; an anti-odor complex refreshes, neutralizes the unpleasant odor and refreshes the scalp; camphor stimulates the action of other active ingredients and inhibits the δ -reduttasi enzyme (responsible for hair loss); menthol, with a refreshing vitamin and anti-oxidant complex; bergamot essential oil regenerates, soothes, tones and regenerates problem skin; refreshes the scalp leaving a pleasant scent; botanical extracts of sage, rosemary, lemon, horse-chestnut, cedar.

Use: spray uniformly over clean skin. Massage. Without rinsing, proceed with styling and finishing.



normalizing clay hairwash

white normalizing claywash
for greasy hair

the combination of delicate cleansing surfactants with white clay create a new cleansing product that treats seborrhea efficiently and delicately. The draining and absorbing benefits of caolin, a natural white clay extracted from granite rock, combined with melissa, cinnamon, mint and sweet orange essential oils with astringent, anti-inflammatory, cleansing, refreshing and soothing qualities normalize sebum and its odor efficiently. Its double function of softness and absorption works on sebum effectively, reducing excess sebum without irritating the scalp.

Use: apply to damp scalp and massage gently. Leave in for 2-3mins. Rinse with plenty of warm water (avoid hot water as this increases sebum production). Use in combination with the normalizing clay mask for improved results. For an intensive treatment follow with normalizing treatment. If necessary follow with a suitable conditioner.

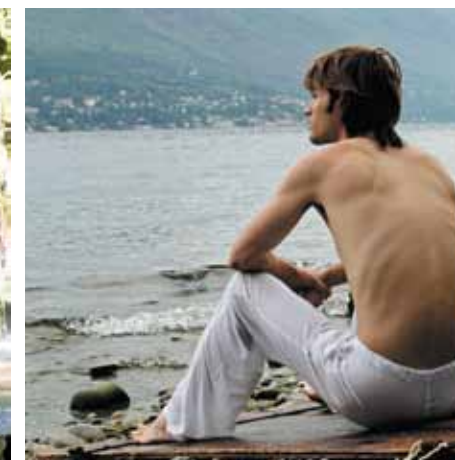


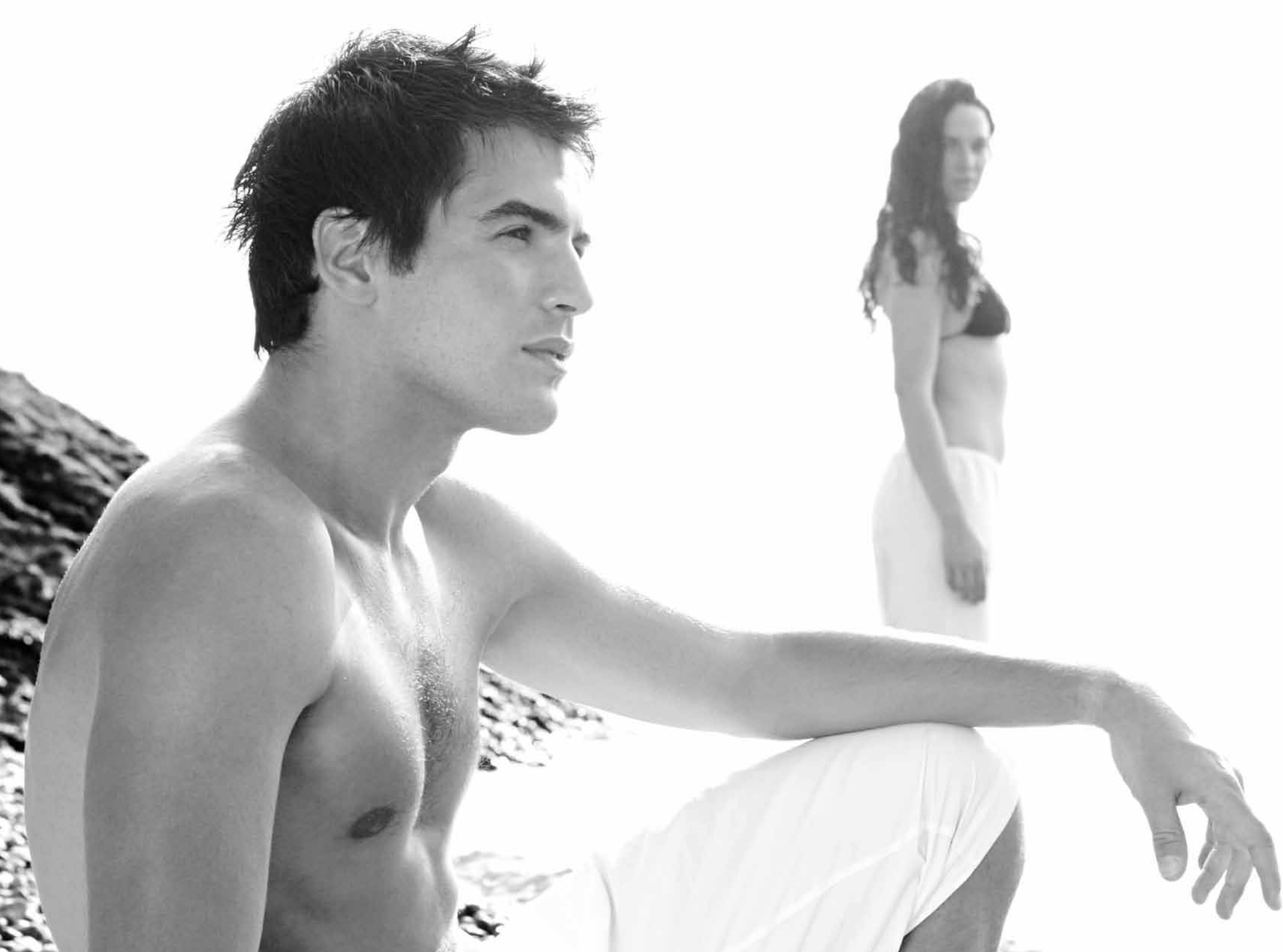
normalizing clay mask

Deep normalizing white clay mask
for greasy hair

A deep treatment mask to treat seborrhea. The absorbing qualities of caolin, a natural white clay extracted from granite rocks, combined with melissa, cinnamon, mint and sweet orange essential oils with astringent, anti-inflammatory, cleansing and skin-soothing qualities normalize sebum and neutralize the unpleasant odor that characterizes this anomaly. It also has a delicate exfoliating action on scalp and compensates any lack of moisture in the hair. Just like the cleansing clay, normalizing clay hairwash, it has two functions that work efficiently when sebum is present, reducing the excess sebum without irritating the scalp.

Use: it is best to combine with normalizing clay hairwash to increase the action and result. The frequency of use depends on the results after each single application or after a cycle of treatments. The type, intensity and cause of the anomaly will influence the results of the treatment. After cleansing, apply the product uniformly over the scalp using a brush. Leave in for 3-4 minutes and rinse well with warm water. (It is advised not to rinse with hot water as this increases the production of sebum). If necessary combine with a conditioner that is suitable for the hair type.





simply zen | dandruff



dandruff peeling pomade

deep exfoliating and purifying pomade for dandruff

Correct preparation of the scalp through a deep exfoliating and purifying action. The exfoliating benefits of loofah powder and of the jojoba micro spheres, combined with soothing essential oils and normalizing botanical extracts, help remove dandruff gently and efficiently. The jojoba micro spheres and loofah powder purify scalp and hair gently and exfoliate without irritating. With a delicate abrasive action on the scalp, dandruff is removed from the scalp and hair. Glycerine hydrates and conditions skin and hair, maintaining the moisture balance and vitamin E has an antioxidant action.

Use: apply to damp scalp and massage in a circular motion, using soft and superficial movements over the whole scalp, starting from the front and insisting on the areas where the anomaly is more evident. Leave on for 2-3 minutes, then rinse and proceed with the specific cleansing treatment.



dandruff intensive shampoo

Intensive purifying shampoo for dandruff

This intensive dandruff shampoo eliminates dandruff immediately from the first application. Thanks to the combination of essential oils and soothing and normalizing extracts of bitter orange, cloves, nettle, mountain arnica and sage, and to the effectiveness of the active ingredient the selenium sulphide, the scalp regains its natural balance. Purifies the scalp and hair delicately, respecting the hydro-lipidic layer. It contains selenium sulphide, a very effective ingredient with antibacterial and antiseptic properties, which fights the oval pityrosporum, a part of the normal scalp flora. It has a normalizing action, helping the scalp to regain its natural balance.

Panthenol hydrates and conditions scalp and hair, increasing the hair's diameter, and vitamin E has an antioxidant action. With botanical extracts (nettle, arnica, sage).

Use: apply to damp hair, massage in a circular motion using soft and superficial movements over the whole scalp, starting from the sides towards the crown, then continuing from the forehead towards the crown and finishing by massaging the back of the head. Leave in for 2-3 minutes then rinse. Use once a week, for at least 6 weeks. It is advisable to alternate it with Simply Zen calming shampoo.



dandruff controller shampoo

purifying and maintenance shampoo for dandruff or flaky scalp

The antibacterial and soothing benefits of zinc pyrithione controls dandruff efficiently, while rosemary, yarrow, watercress, nettle and sage botanical extracts with allantoin, a natural substance with soothing properties, energize and condition the scalp. Hydrolyzed keratin and wheat proteins, gluten amino acids and panthenol nourish and condition the hair shaft leaving it full-bodied, soft and shiny.

Use: with the peeling pomade or with the other specific dandruff treatments. Apply by distributing evenly over moist scalp and massage. Leave on for 2-3 minutes. Rinse. Repeat if necessary. If necessary proceed with the most suitable conditioner.



dandruff clay hairwash

purifying green clay hairwash for dandruff or flaky scalp

The combination of specific cleansing agents with green clay creates an innovative bi-functional hairwash product to treat dandruff, both for dry or oily scalp. The delicate exfoliant and normalizing benefits of green clay combined with antibacterial climbazole tea tree, lemon, eucalyptus and menthol essential oils with natural purifying and cleansing actions, control of dandruff efficiently. The gentle exfoliating effect of the green clay removes dandruff residue from scalp and hair and normalizes the scalp.

Use: apply by distributing evenly over moist scalp and massage gently. Leave on for 2-3 minutes. In severe cases, is advisable to massage the scalp with circular movements during processing time. Rinse abundantly with lukewarm water. If necessary proceed with the most suitable conditioner according to the hair shaft condition. To optimize the results, complete the treatment by applying the specific green clay mask dandruff clay mask.



dandruff clay mask

deeply purifying green clay mask for dandruff or flaky scalp

Formulated for treating dandruff on dry scalp and hair with its delicate exfoliating and hydrating benefits. Green clay combined with antibacterial climbazole, tea tree, lemon, eucalyptus and menthol essential oils has natural purifying and cleansing actions; special humectant agents deeply hydrate scalp, soothing skin irritation and preventing its reappearance.

Use: leave on for 2-3 minutes. Rinse abundantly with lukewarm water. If necessary, continue with a suitable conditioner according to the hair shaft condition.





simply zen | densifying



| densifying shampoo

prevention shampoo
for hair loss
with indian kino tree extract

A formulation studied to counteract excessive hair loss, stimulate the hair follicle and thicken the hair. Its stimulating properties restore the normal growth cycle of the hair.
The delicate formula does not contain Sodium Laureth Sulfate.
Use: apply to wet scalp, distribute the product uniformly and massage the scalp lightly with your fingertips. Rinse and proceed with the phial treatment.



| densifying lotion

prevention lotion
for hair loss
with indian kino tree extract

A formula studied to counteract excessive hair loss, protect and strengthen the hair follicle and restore the normal growth cycle. Helps the micro-circulation of the scalp with its synergetic complex.
Use: distribute uniformly over clean scalp and massage the scalp lightly with your fingertips. Do not rinse. For an intensive treatment, it can be used with **Active Concentrate**.

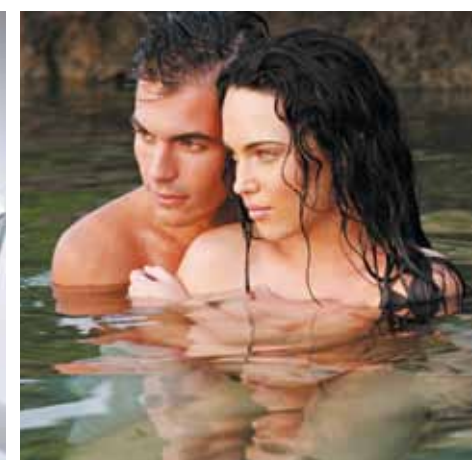


| active concentrate

intensive concentrate
for hair loss
with indian kino tree extract

A concentrated active ingredient that protects and strengthens the hair follicle intensely. Restores the normal hair growth cycle.
Use: add 0,8 ml (the equivalent of 4 pumps) to the densifying lotion phial, shake well and distribute uniformly over clean scalp. Massage the scalp lightly with your fingertips. Do not use separately. Do not rinse.





simply zen | stimulating



stimulating shampoo

stimulating shampoo
for hair loss

A delicate cleansing action and a specific and constant stimulation of the scalp are the two vital factors in counteracting excessive hair loss. The delicate action of cleansing agents with a balanced PH and the benefits of rosemary, cajeput, guarana, blackberry, capsicum, ginkgo biloba and menthol essential oils guarantee a balancing and revitalizing action for the scalp and stimulate the atrophic hair follicle stimulating the microcirculation and encouraging the hair growth. Camphor aids the absorption of the other active ingredients and inhibits the δ -reductase enzyme, one of the most important enzymes responsible for the phenomenon of hair loss. It has a conditioning and hydrating action on the hair shaft.

Use: for best results, use combined with stimulating scalp lotion. Apply by distributing evenly over moist scalp and massage. Leave on for 2-3 minutes to allow the penetration and absorption of the active ingredients. Rinse abundantly with lukewarm water. Repeat if necessary. If necessary proceed with the most suitable conditioner according to the hair shaft condition.



stimulating clay hairwash

stimulating red clay hairwash
for hair loss

The combination of delicate cleansing agents with red clay creates a new formulation concept with a unique performance. Red clay is a fine dust rich in iron oxide and copper; iron brings oxygen to the scalp, encouraging vital functions and reinvigorating the scalp; copper contributes to the formation of elastine and keratin, encouraging the formation of the hair structure. The stimulating and oxygenating benefits derived from the combination of red clay and the bi-activator derived from the pheophyceae algae, with the essential oils of rosemary, botanical extracts of ginkgo biloba, capsicum, eucalyptus and menthol, revitalize and stimulate the atrophic hair follicle increasing scalp microcirculation and hair re-growth. The conditioning and hydrating active ingredients of the formulation leave hair soft, vibrant and shiny after rinsing.

Use: apply by distributing evenly over moist scalp and massage. Leave on for 2-3 minutes to allow the penetration and absorption of the active agents. Rinse abundantly with lukewarm water. Repeat if necessary. If necessary, proceed with the most suitable conditioner according to the hair shaft condition.



stimulating clay mask

deep stimulating red clay mask
for hair loss

A soft texture and manageable cream gives energy to dull and lifeless hair by reactivating the peripheral microcirculation and hydrating the scalp and hair shaft. Red clay is a fine dust rich in iron oxide and copper; iron brings oxygen to the scalp, encouraging vital functions and reinvigorating the scalp; copper contributes to the formation of elastine and keratin, encouraging the formation of the hair structure. The stimulating and oxygenating benefits derived from the combination of red clay and the bi-activator derived from the pheophyceae algae, with the essential oils of rosemary, botanical extracts of ginkgo biloba, capsicum, eucalyptus and menthol, revitalize and stimulate the atrophic hair follicle increasing scalp microcirculation and hair re-growth. Furthermore the soothing and conditioning agents, combined with natural gum, bring deep hydration to the scalp and strengthen the hair structure.

Use: combine with stimulating clay hairwash to strengthen the action and optimize the results. The frequency of use will depend on the degree of the anomaly. Apply after cleansing, distribute uniformly with the aid of a brush. Leave on for 5 minutes and rinse abundantly with lukewarm water. If necessary proceed with the most suitable conditioner according to the hair shaft condition.



stimulating intensive treatment

intensive stimulating lotion
against hair loss

Excessive and anomalous hair loss can be counteracted through the efficient stimulation of the hair follicle. The stimulating intensive treatment combines different beneficial effects that act in synergy, nourishing and stimulating the follicle. These effects stimulate scalp microcirculation and hair vitality, through a formulation composed of rice proteins, amino acids, zinc, vitamin pp, B5 and H, sage and rosemary essential oils and 12 specific botanical extracts.

Use: apply the entire content of the lotion to clean scalp, combining with the use of stimulating scalp lotion, from 3 to 4 times per week.



stimulating scalp lotion

intensive stimulating lotion
for hair loss

Excessive and anomalous hair loss can be counteracted through the efficient stimulation of the hair follicle. Its formulation has been studied to counteract excessive hair loss while stimulating the hair follicle, encouraging hair re-growth. Studies have shown both the increase in the average number in hairs and the speed of re-growth-the effect is attributed to the increased scalp microcirculation and cellular activity.

The synergistic benefits of a bi-activator derived from pheophyceae algae, the essential oils of rosemary, cinnamon, ginger and specific botanical extracts of ginkgo biloba, aloe vera, yarrow, calamus, nutmeg and myrrh revitalize and stimulate the atrophic hair follicle increasing scalp microcirculation and increasing hair re-growth. Its strong stimulating and energizing action is completed with a purifying, anti-bacterial, calming and soothing action, for the complete wellbeing of scalp and hair. Camphor helps the absorption of the other active ingredients and inhibits the δ -reductase enzyme, one of the most important enzymes responsible for the phenomenon of hair loss.

Use: in the case of excessive hair loss, a cycle of 2-3 applications per week for 8-10 weeks is recommended. In the case of excessive and persistent hair loss, it is advisable to increase the number of weekly applications to a daily use. Alternate with the prevention and maintenance lotion equilibrium scalp lotion. Evenly distribute the content of a phial over clean scalp, starting from the front and proceeding to the nape. Massage the scalp by lightly pressing with finger tips. It is recommended to adopt the stimulating simply zen massage technique. Without rinsing, proceed with styling.





simply zen | conditioning



hydrating shampoo

moisturizing shampoo for dry hair

The lack of hair hydration is a very common anomaly, both on natural and treated hair. Hair that has been treated with a low volume bleach a little color or other technical services, needs hydration, like hair that is naturally dry, damaged by blow drying or by the elements. The benefits of hydrolyzed wheat proteins and collagen, wheat and silk amino acids with various molecular weights to guarantee a deep and selective penetration, combined with innovative moisturizing agents, olive oil, castor oil, grape oil, jojoba oil and Aloe Vera gel, allow a constant contribution of hydration to the scalp and hair at each use, leaving hair soft, manageable and shiny. A mix of specific botanical extracts such as chamomile, Madagascar citronella, rose, mint and melissa, in combination with panthenol and shea butter, conditions and balances both scalp and hair. Use: in most cases it is recommended to use in combination with hydrating conditioner to increase the results. Apply to moist scalp and lather, distributing the creamy foam over hair lengths. Rinse. Repeat if necessary.



hydrating conditioner

moisturizing conditioner for dry hair

Conditioning after cleansing is essential in order to complete the moisturizing action that began with the shampoo. The hydrating and conditioning benefits that the hair receives are greater than the ones provided by the shampoo. Its formulation, based on innovative moisturizing agents, hydrolyzed wheat proteins and collagen, wheat and silk amino acids with various molecular weights that guarantee a deep and selective penetration, combined with olive oil, castor oil, grape oil, jojoba oil and Aloe gel, characterized by a specific pH level, give a constant contribution of hydration to the scalp and hair at each use, leaving hair soft, manageable and shiny. A mix of specific botanical extracts such as chamomile, Madagascar citronella, rose, mint, melissa, in combination with panthenol and shea butter, conditions and rebalances both scalp and hair. Use: in most cases it is recommended to use in combination with hydrating shampoo to increase the results. Apply to clean and towel dried hair, from roots to ends and distribute. Comb and leave on for 1-2 minutes. Rinse. For an intensive hydrating treatment, follow the same application method, cover with a plastic cap and leave on for 5 minutes under heat source. Let hair cool down. Rinse well, comb and proceed with styling.



hydrating clay mask

deep hydrating sea clay mask for dry hair and scalp

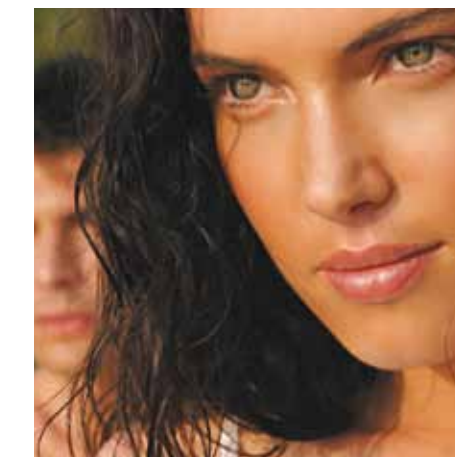
Deep hydration helps complete the action of the nourishing shampoo and conditioner. The hydrating and nourishing benefits for hair add to the hydration given by the shampoo and conditioner. Its formula, based on innovative hydrating principles like Dead Sea clay, hydrolyzed wheat proteins, silk amino acids, olive oil, grape seeds oil, jojoba and wheat germ oils, deeply hydrate the scalp and hair, leaving it soft, manageable and shiny. A mix of specific botanical extracts of lavender, blueberry and calendula, in combination with seaweed extract and shea butter, conditions and rebalances the scalp and shaft. Capsules of jojoba oil are important to obtain a deeper and longer lasting hydration. Use: in most cases it's recommended to use in combination with hydrating shampoo to boost results. Apply to washed, towel dried hair, from scalp to ends, and distribute to increase penetration. Cover with a plastic cap and leave on for 10 minutes at room temperature, or for 5 minutes with heat source. Let hair cool down, rinse thoroughly and follow with a conditioner if necessary.



moisture no rinse

hydrating and protective leave in conditioner for fine, normal or dry hair

Hydration, condition and protection are determining factors for healthy hair. The benefits of innovative moisturizing agents, keratin, wheat and yeast hydrolyzed proteins, Aloe Vera, olive and almond oil and specific botanical extracts of horsetail, Madagascar citronella, mint and slippery elm bark give constant hydration and protection at each use, leaving hair full-bodied, soft, manageable and shiny. Vitamin E acts as a protective antioxidant. Use: to be used as a unique conditioning product on dry, fine or normal hair that does not need other conditioners, or on dry and damaged hair after other rinse off conditioners, to increase manageability and add body to the hair. Mist over clean towel dried hair. Do not rinse, comb and proceed with styling.





| nourishing shampoo

repairing shampoo
for dry and chemically treated hair

Dry or chemically treated hair requires deep nourishment in order to re-establish the internal moisture balance and to work on the shaft's external structure with a targeted conditioning action. The benefits of hydrolyzed wheat proteins and silk amino acids, with various molecular weights guarantee a deep and selective penetration of the product, combined with Aloe Vera gel, olive oil and jojoba oil and with humectants and detangling agents that give a constant nourishing and restructuring action at each use, leaving hair soft, manageable and shiny.

A mix of specific botanical extracts such as chamomile, Madagascar citronella, rose, mint and echinacea, in combination with shea butter, panthenol and biotin, conditions and rebalances both the scalp and hair.

Use: it is recommended to use in combination with nourishing conditioner to increase the results, or alternate with restructure in according to hair nourishment requirements. Apply to moist scalp and massage, distributing the creamy foam over hair lengths. Rinse. Repeat if necessary.



| nourishing conditioner

repairing conditioner
for dry or chemically treated hair

Conditioning after cleansing helps complete the nourishing action that began with the shampoo. The hydrating and conditioning benefits that the hair receives are greater than the ones provided by the shampoo. Its formulation, based on innovative conditioning agents, hydrolyzed wheat proteins and silk amino acids, with various molecular weights guarantee a deep and selective penetration, combined with Aloe Vera gel, olive oil and jojoba oil, humectant and detangling agents, also characterized by a specific pH value, give a constant nourishing and restructuring action at each use, leaving hair full-bodied, soft and shiny.

A mix of specific botanical extracts such as chamomile, Madagascar citronella, rose, mint and echinacea, in combination with shea butter, panthenol and biotin, conditions and rebalances both the scalp and hair.

Use: in most cases it is recommended to use in combination with nourishing shampoo to increase the results. Apply to clean hair, massage through hair lengths to ensure product penetration. Comb and leave on for 2-3 minutes. Rinse well, comb and proceed with styling.



| nourishing deep mask

deep nourishing mask
for dry or chemically treated hair

Deep conditioning helps complete the action of the nourishing shampoo and conditioner. The hydrating and nourishing benefits for hair add to the hydration given by the shampoo and conditioner. It's formula, based on 2 innovative complexes with nourishing and antistatic actions, combined with hydrolyzed wheat proteins and silk amino acids, olive oil, jojoba and grape seeds oils, humectant and detangling agents, strengthens hair structure and nourishes it deeply, leaving hair full-bodied, soft and shiny. Furthermore, a mix of specific botanical extracts of lavender, blueberry and calendula, in combination with shea butter, honey and glycerine, conditions and rebalances the scalp and shaft.

Use: in most cases it's recommended to use in combination with nourishing shampoo to boost results. Apply to washed, towel dried hair from scalp to ends and distribute to enhance penetration. Cover with a plastic cap and leave on for 10 minutes at room temperature, or for 5 minutes with a heat source. Let hair cool down, rinse thoroughly and follow with a conditioner if necessary.



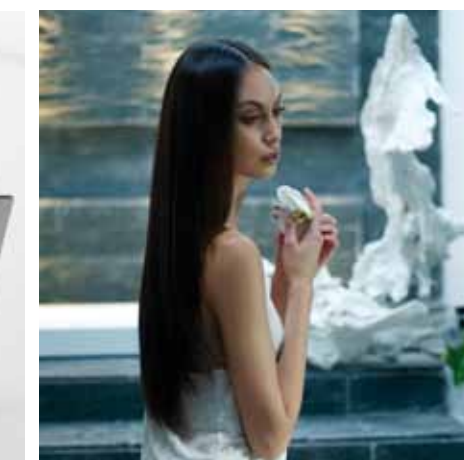
| cuticle redefiner

specific cuticle smoother
for all hair types

Protecting the hair against heat and styling tools is necessary in order to maintain the hair's structural integrity. The polishing and protecting benefits given by an innovative smoothing complex, combined with a mix of conditioning silicones, protects the hair shaft against structural breakage due to mechanical traction, prevents dehydration but also combats humidity, leaving it healthy, shiny and vibrant. The glycerine present in the formulation hydrates the hair so that dry and damp hair are easy to comb. Due to the type of silicones contained in the formulation, it does not weigh down the hair.

Use: this product helps to eliminate frizz, it is recommended for smoothing hair during styling and giving long lasting results, and also to define and soften curly hair. Dose the desired quantity in your hand according to the hair length and distribute over damp hair before styling. It can also be used to finish a style and to increase the beauty of the hair whilst protecting hair against the elements.





simply zen | restructure in



restructure in shampoo

deep restructuring shampoo
for dry or damaged hair

This specific shampoo for dry or chemically treated hair gives deep nourishment to restore the protein balance, hydration, and conditioning of the hair.

Nourishes with beneficial elements, detangling the hair and adding thickness and body.

Delicate cleansing agents purify the scalp and hair, respecting the hydrolipidic mantle. Ceramides restructure, protect and strengthen the internal and external hair structure. Ceramides also increase resistance against chemical treatments, detangle the hair and give brightness and softness. Wheat hydrolyzed proteins strengthen, restructure and condition the internal and external hair structure.

Conditioning agents leave hair soft and easy to comb and give radiance. Olive oil adds hydration, nourishment and brightness.

Botanic extracts of lavender, blueberry and bamboo give conditioning and hydration and rebalance both scalp and shaft. Aloe Vera has a calming and soothing action and gives conditioning and softness to the hair. Vitamin E has an anti-oxidant and protective action.

Use: apply restructure in shampoo to wet scalp, distribute the product uniformly, massage delicately, rinse. Repeat if necessary. Eliminate excess water.



restructure in deep remedy

deep restructuring fluid
for dry or damaged hair

A repairing treatment for dry, damaged and chemically treated hair. Its formula, rich in restorative ingredients, restructures the hair fibre and external structure and eliminates porosity.

A deep hydrating action leaves hair easy to comb, soft and bright. A thermo-heating component gently opens the cuticle scales to ensure a deep penetration. Hydrolyzed wheat and rice proteins build up the main components of hair structure and strengthen and condition the hair.

A conditioning agent conditions the hair, detangles and gives softness and brightness to the hair fibre. Aloe Vera has a calming and soothing action and gives conditioning and softness to the hair. Olive oil adds hydration, nourishment and brightness. Botanic extracts of lavender, blueberry and bamboo give conditioning and hydration, and rebalance both the scalp and shaft.

Use: spray restructure in deep remedy uniformly over lengths and ends, distribute. Leave on for 3-5 minutes. Rinse and towel dry.



restructure in treatment

deep restructuring treatment
for dry or damaged hair

To increase hair resistance to technical or styling services and to improve the aspect and beauty of the hair, it is necessary to restructure the hair with the correct treatment.

Restructure in treatment is a specific treatment to repair and renew the internal and external structure of damaged hair. It restores the quality of hair fibre after every application and hydrates and conditions the hair.

Ceramides restructure, protect and strengthen the internal and external hair structure. Ceramides increase resistance against chemical treatments, detangle, and give brightness and softness.

Hydrolyzed proteins of keratin, wheat and yeast strengthen, restructure and condition the internal and external hair structure, increasing its thickness. Conditioning agents leave hair soft and easy to comb and give radiance. Olive oil adds hydration, nourishment and brightness.

The distribution of molecular weights of keratin amino acids enhances penetration, which restructures the hair from the inside out. Cashew nut seed oil has a high essential fatty acid content that deeply nourishes the hair. The presence of tocopherol (Vitamin E) increases hair resistance and protects it from the elements.

Safflower oil is rich in omega 6 and vitamins that nourish and revitalize the hair. Argan oil with restructuring and nourishing properties, helps to protect damaged hair. Botanical extracts of lavender, blueberry and bamboo give conditioning and hydration and rebalance both the scalp and shaft.

Use: distribute restructure in treatment uniformly over lengths and ends. Leave on for 5 minutes (a heat source can also be used). Comb, rinse and towel dry.



cuticle redefiner

specific cuticle smoother
for all hair types

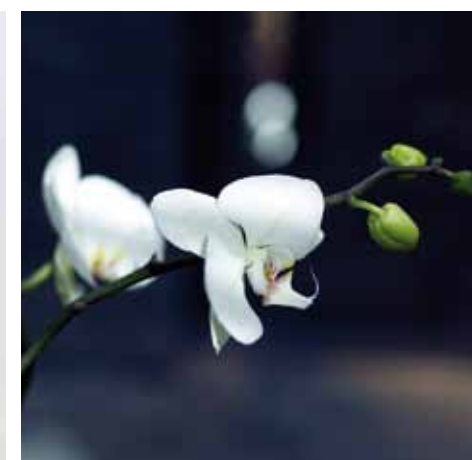
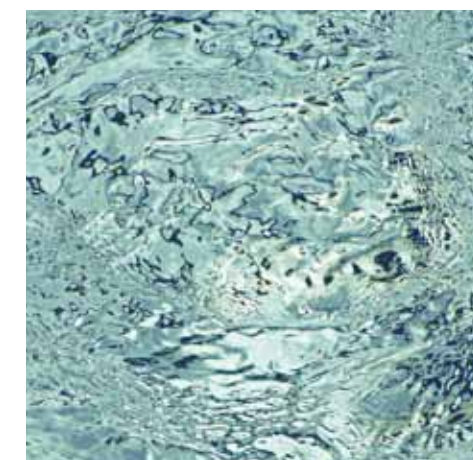
In the case of thick/coarse dry/damaged hair, apply cuticle redefiner over lengths and ends. Distribute and comb. Proceed with styling.

moisture no rinse

hydrating and protective leave in conditioner
for fine, normal or dry hair

In the case of fine dry/damaged hair spray moisture in over lengths and ends. Distribute and comb. Proceed with styling.





simply zen | spa



velvet oil

smooth body oil

Velvety and hydrating body oil, enriched with a mix of moisturizing oils and vitamin E. It nourishes the skin, leaving it velvety, radiant and pleasantly scented. Coconut oil contains fatty acids with a hydrating, soothing and nourishing effect. When applied to the body, it helps prevent dryness and keeps the skin soft and hydrated.

Argan oil provides hydration and nourishment.

Grape seeds oil has many benefits: protects, hydrates, strengthens and restructures the skin as well as having a strong antioxidant effect. Rice bran oil has a hydrating, soothing and nourishing action on skin. Contains tocopherol, oryzanol and tocotrienol, 3 protective and antioxidant substances that naturally protect the skin against UV rays. Hydrating agents hydrate the skin and give major elasticity and softness. Vitamin E has an antioxidant and protective action.

Use: apply to the skin and massage until it is completely absorbed.



powder bath

invigorating bath salts

Powder bath is formulated with natural salts: a genuine salt mined from a 600,000 year old salt-mine. It is an ancient gift of the sea, and salt is one of the elements that is a key element in thalassotherapy. This bath salt is composed principally of sodium chloride, rich in trace elements, and baking soda, with its well-known invigorating and purifying properties. It has invigorating and stimulating properties, which help eliminate the stress and the feeling of fatigue accumulated during the day. The bath salts do not contain preservatives.

Use: Pour 2 or 3 spoons of product into the bath water and let it dissolve for 2-3 minutes before bathing. The invigorating bath salts can also be used with jacuzzis and footbaths.

Use as a scrub in combination with Velvet Oil: pour 2 or 3 spoons of powder bath in a bowl, add 10 ml of velvet oil, mix well, then apply to wet skin and massage with circular movements. Rinse very well with lukewarm water and then apply velvet oil.



simply zen
essential | approach





simply zen

essential | approach