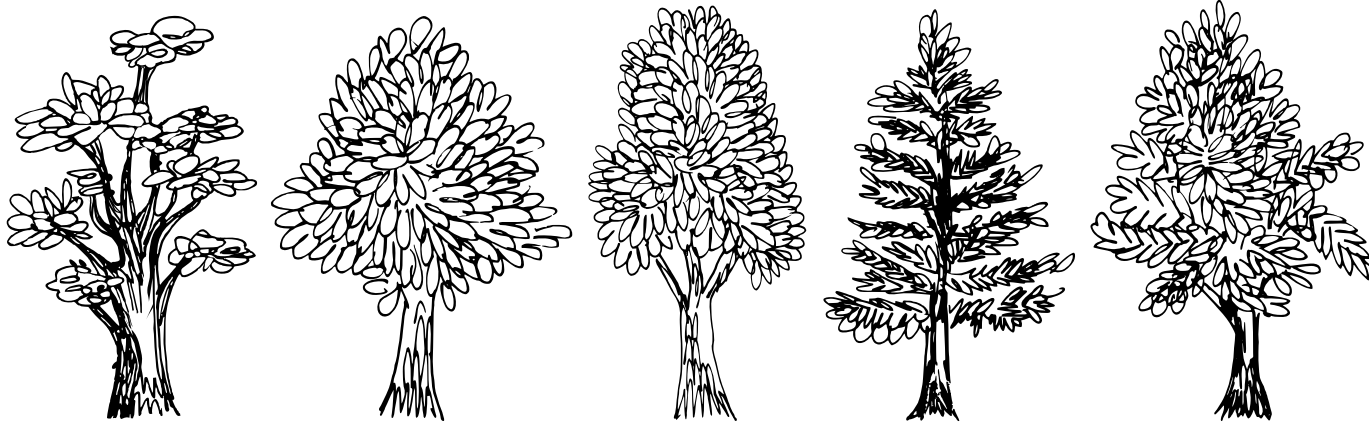


MEET THE NEXT GENERATION:
E S S E N T I A L H A I R C A R E

the beautiful and the good





ESSENTIAL HAIRCARE

the beautiful and the good

“What is beautiful is so only if it is also good, and what is good can only be beautiful”

Plato

Essential Haircare was born from this philosophical idea that closely connects “the beautiful and the good”, to express that the true greatness of human beings lies in the harmony between aesthetics and ethics.

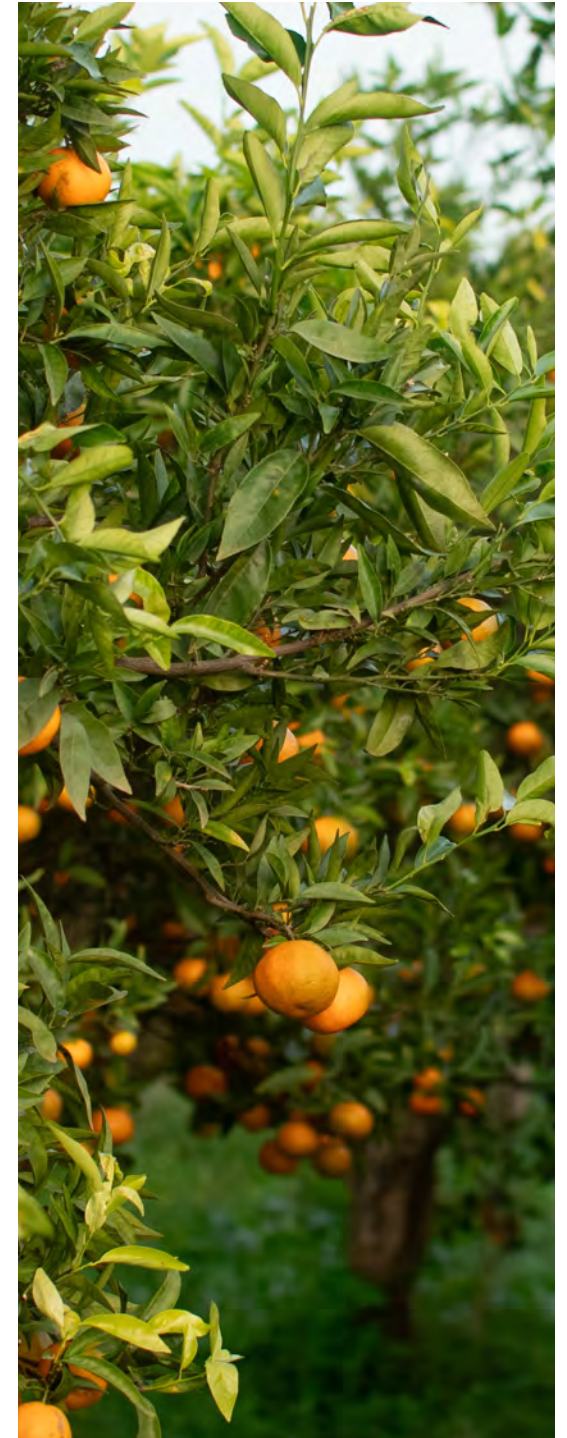
With the same spirit, we have chosen to offer a kind of beauty that is also good and fair for the world, through tireless scientific research that pursues optimal results for your hair with ever-increasing sustainability.



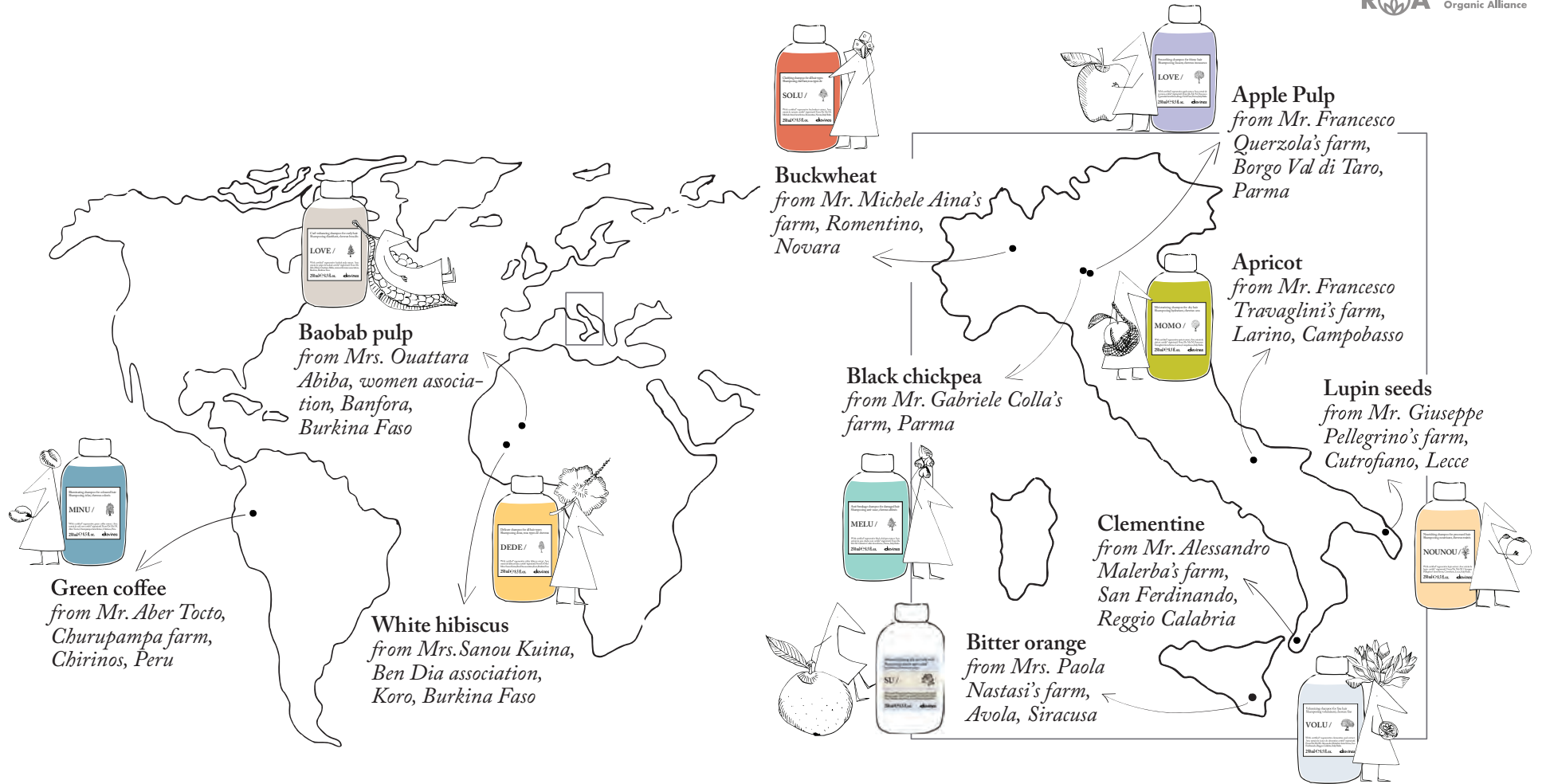
HEALTHY SOIL
=
HEALTHY INGREDIENTS
=
HEALTHY PRODUCTS FOR THE
ENVIRONMENT AND PEOPLE

Key Features

- ✿ A natural evolution of the original, iconic Essential Haircare, with the same structure, naming, and signature aesthetic
- ✿ Farmers' names remain on labels, reinforcing transparency and origin
- ✿ **Regenerative Organic Certified**[®] active ingredients introduced
- ✿ Cleaner formulas, removing non-essential ingredients such as silicones, acrylates, and select synthetic surfactants
- ✿ Refined, distinctive fragrance profiles across each family
- ✿ Enhanced professional performance with a more focused, optimized assortment
- ✿ More sustainable packaging, evolving to Mass Balance materials and improved formats



Active Ingredients from Regenerative Organic Certified™ Farms Around the World



STYLER SUMMARY FOR NEW ESSENTIAL HAIRCARE

NEW TREATMENT STYLERS

MOMO



SERUM

LOVE SMOOTHING



SERUM



MILK

NOU NOU



OIL

VOLU



CONDITIONER

MINU



MILK

LOVE CURL



MILK



CO-WASH

MELU



SERUM

MOMO



POTION

LOVE SMOOTHING



PERFECTOR



SMOOTHER

MINU



HAIR SERUM

LOVE CURL



PRIMER



REVITALIZER



CONTROLLER



CLEANSING CREAM

New Discover Kits

NEW

MOMO / Travel
Hair Set for
Dehydrated Hair



NEW

MINU / Travel
Hair Set for
Colour-Treated Hair



NEW

LOVE
SMOOTHING / Travel
Hair Set for Frizzy Hair



Salon Price: \$14.00
Salon Value: \$16.50
Suggested Salon Retail Price: \$28.00
Consumer Value: \$33.00

15%
Savings



PURCHASE

NEW!SU/ OIL	130 ml	3
SU/ AFTERSUN CREAM	150 ml	3
SU/ HAIR & BODY WASH	250 ml	3
SU/ HAIR MASK	150 ml	3
SU/ MILK	135 ml	3

SU/ SALON LAUNCH INTRO

RECEIVE COMPLIMENTARY

NEW!SU/ OIL TESTER	130 ml	3
SU/ SHELF PRODUCT GLORIFIER	N/A	1
SU/ BROCHURE	N/A	1
SU/ SHELF TALKERS	3 PCS	1



Salon Investment - \$294.00

Salon Value - \$389.00

Salon Savings - 24%



Get a mini for summer travel with your retail purchase!

Suggested Salon Retail Offer:

Receive a complimentary **More Inside** travel-size **mini** with the purchase of any 2 retail-sized More Inside styling products.



TRAVEL WITH MORE INSIDE THIS SUMMER

PURCHASE

Choice of More Inside Retail Products	N/A	12
---------------------------------------	-----	----

RECEIVE COMPLIMENTARY

This is a Primer	100 ml	2
This is an Invisible Dry Shampoo	100 ml	2
This Is a Sea Salt Spray	100 ml	2
Retail Shelf Signage	N/A	1

while supplies last
limit 1 per order