

The Technology



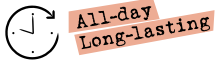
Moringa Oleifera



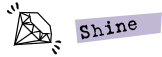
Thermal Protection



Volume



All-day Long-lasting



Shine

At the base of all the **STYLE STORIES** formulas, this special ingredient, also known as the “miracle tree” used in treatments for skin and hair:

**NEUTRALIZES UNPLEASANT ODORS**, to give your hair a longer-lasting clean sensation.  
**CONTAINS PHOTO-PROTECTIVE PROPERTIES**, counteracting the damage of free radicals.

All the pre-styling products contain ingredients that, when activated by heat, protect against free radicals and preserve the keratin naturally contained in the hair fiber, therefore preventing breakage.

The texturizing products are capable of visibly increasing the body and volume of the hair fiber, by up to +138%\*

The pastes and gels contain a complex of fixing agents that enable the product to hold all day long: after 8 hours, the initial style is almost completely maintained.\*\*

The Style Stories hairsprays give maximum radiance, increased by up to +43%!\*\*\*

NO HOLD	LIGHT HOLD	MEDIUM HOLD	STRONG HOLD	EXTRA-STRONG HOLD
<p><b>THERMAL PROTECTOR</b></p> <p>Thermo-active shield, protects the hair fiber from the heat of hot styling tools.</p>	<p><b>VOLUME MOUSSE NO GAS</b></p> <p>An ideal mousse for fine hair, it amplifies the volume and brings body to the hair fiber, leaving the hair lightweight and shiny.</p>	<p><b>FLEXIBLE MOUSSE</b></p> <p>A flexible mousse which creates supple support, giving flexibility to the hair fiber. The hair looks defined, silky and shiny, for a fantastic nude effect.</p>	<p><b>FIRMING MOUSSE</b></p> <p>Fixing mousse, ideal for curly hair and as a base for more structured hair styles. Defines the shape perfectly, without drying the hair out.</p>	<p><b>FROZEN GEL</b></p> <p>Gel for extreme ice-effect looks. Crystallizes and sets the hair style, an “artfully tousled” look.</p>
<p><b>BLOW DRY CREAM</b></p> <p>Cream for increased body, makes drying quicker and easier. Fights frizz and does not weigh down the hair, leaving it soft and lightweight. Also ideal for pre-cut use.</p>	<p><b>TEXTURIZING GEL</b></p> <p>Texturizing gel which brings structure to the hair fiber, for defined and malleable results with a natural effect.</p>	<p><b>TWISTED CURLS</b></p> <p>A curl cream which amplifies, controls and separates the strands, for results with maximum definition and softness, without leaving any residue.</p>	<p><b>GLOSSY POMADE</b></p> <p>Wax pomade, for extremely glossy looks. Does not weigh down the hair and can be washed off easily, without leaving any residue. Extra shiny finish.</p>	<p><b>SCULPTING HAIRSPRAY</b></p> <p>Free hairspray, sculpts any look, a final touch to fix and give shine.</p>
	<p><b>TEXTURIZING DRY SHAMPOO</b></p> <p>Texturizing dry shampoo, gives instant support and absorbs excess oiliness, for lightweight and fragranced hair.</p>	<p><b>SEA SPRAY</b></p> <p>Salt spray, boosts the texture to instantly create defined and tousled looks with a “sea effect”. Gentle matte finish.</p>	<p><b>FUNK CLAY</b></p> <p>Clay-based styling paste, for a tousled effect. Styles, separates and defines, without feeling sticky. Matte finish.</p>	<p><b>EXTREME HAIRSPRAY</b></p> <p>Hairspray for structured results, it fixes the hair style without weighing it down. an “artfully tousled” look.</p>
	<p><b>FIBER PASTE</b></p> <p>Malleable fiber paste which texturizes, separates and defines the strands, without weighing down the hair. Slightly shiny finish.</p>	<p><b>DEFINING WAX</b></p> <p>Soft wax, for defined results. Ideal for maximizing the details of any look. Glossy finish.</p>	<p><b>ORIGINAL HAIRSPRAY</b></p> <p>Hairspray which allows the hair to move freely and makes it glossy, without weighing it down.</p>	
	<p><b>SPRAY WAX</b></p> <p>Ideal for tousled looks. Adds texture and shine for defined and malleable results.</p>	<p><b>WET GEL</b></p> <p>Gel with a wet effect, for flexible and residue-free results.</p>		
		<p><b>VINTAGE POWDER</b></p> <p>Perfect for giving extreme volume even to fine hair. Creates a vintage effect and an “artfully tousled” look.</p>		

\* Instrumental test conducted on hair treated with Spray Wax, in comparison with untreated hair.  
 \*\* Instrumental test conducted at 23°C - 73°F, in conditions of controlled humidity (60%), for a total duration of 8 hours.  
 \*\*\* Instrumental test conducted on hair treated with Sculpting Hairspray, in comparison with untreated hair.