



Healthy Beauty Hair

HAIR AND SCALP
HAND IN HAND WITH NATURE



EMME
DICIOTTO

Healthy Beauty Hair

In Emmediciotto a '**natural green line**'
for the '**healthy**' well-being of **hair and scalp** is born.

A line **sustainable** in all its aspects;
from the **formula of the products of new generation**
based on the effectiveness of **active principles totally natural**,
to the recyclable packaging that chooses materials like
glass and **aluminium** with a use of **plastic reduced to 1%**,
in the complete respect of the environment.

The line is based on the benefits of **pino mugo**, **rosemary**
and **basil** plant extracts and **vegetable oils**,
all **typicalities** of **italian origin** and **production**.

Emmediciotto is a **cruelty free** brand and produces
cosmetic products in accordance with ethical standards.

Healthy Beauty Hair, a purifying line
for the health of **hair and scalp**.



Typical Italian
extracts



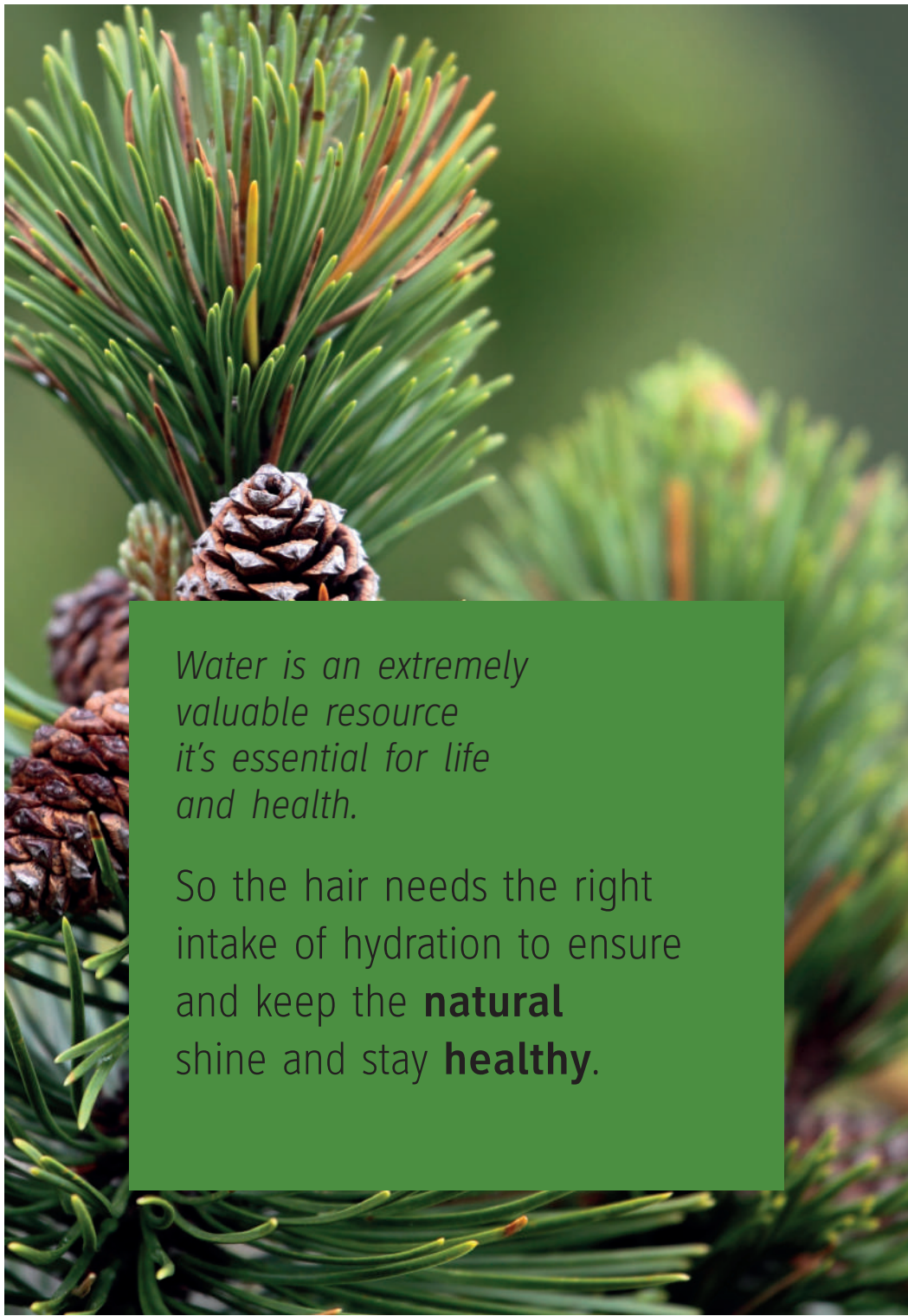
Not tested
on animals



Recyclable
packaging



Recyclable
aluminum



*Water is an extremely
valuable resource
it's essential for life
and health.*

So the hair needs the right
intake of hydration to ensure
and keep the **natural**
shine and stay **healthy**.

Pinus Mugo shampoo

PARABEN/
SULFATE FREE

with PINUS MUGO EXTRACTS and ESSENTIAL OIL

- ✓ ANTIMICROBIAL
- ✓ ANTI-INFLAMMATORY
- ✓ NATURAL
- ✓ RICH OF PROTEINS
- ✓ VITAMIN E



250 ml | 8.45 fl oz



PINO MUGO PROPERTIES

ACTIVE PRINCIPLES:

BORNEOL
balsamic properties

**Bornyl Acetate
and tarpinice**
flavouring

**Cadinene, Pinene,
Pino mugo**
essential oils

Silvestrene Filanfrene
from essential oil of pino mugo

Pinus Mugo Shampoo is a **natural** cosmetic
based on **Italian pino mugo extract**.
Cleanses and **purifies** the scalp, improves
the natural softness and shine of the hair for
healthier scalp and hair.

USE

Apply on wet hair and massage.
Repeat the operation. Rinse and apply Rosmarinus Mask.

MODERN NATURAL SURFACTANTS:

The Shampoo is based on a system of modern
natural surfactants having a **gentle, energetic**
and functional **action**.

The cleansing system includes an **emollient**
that makes the hair washing very pleasant.

The **pino mugo extract** has valuable properties
good for hair and scalp restoring their own
balance and keeping them healthy and strong.

Pino mugo has extraordinary antimicrobial
and anti-inflammatory properties
and it's a powerfull ally for a healthy scalp.

Perfume-free, the fragrance
is created with **essential oil of pino mugo**.



Rosemary is a delicate plant that under ideal conditions grows healthy and strong.

Similarly, hair also needs **natural gestures and care**, with the use of active ingredients that penetrate the structure and ensure **well-being** and structure.

Rosmarinus mask

PARABEN
FREE

with ROSEMARY EXTRACTS and ESSENTIAL OIL

✓ ANTISEPTIC
✓ TONING

✓ STIMULATING
✓ ENERGIZING



Natural, nourishing mask based on **rosemary extract** and **vegetable proteins** for hair and scalp.

A newly-developed mask that performs a dermo-compatible **hydrating** action, **purifies** the scalp and **revitalizes** the hair.

USE

After shampooing apply a generous amount on scalp and hair.
Leave on for a few minutes, rinse and then dry.

125 ml | 4.22 fl oz



**ROSEMARY
PROPERTIES**

ACTIVE PRINCIPLES:

**Pinene, canphor
and limonene**
essential oils of rosemary

**Flavonoid,
Phenolic acids
and Tannins**
polyphenol anti-oxydant
of rosemary

NATURAL PRINCIPLES:

Derived terpenics
compounds derived
from essential oils

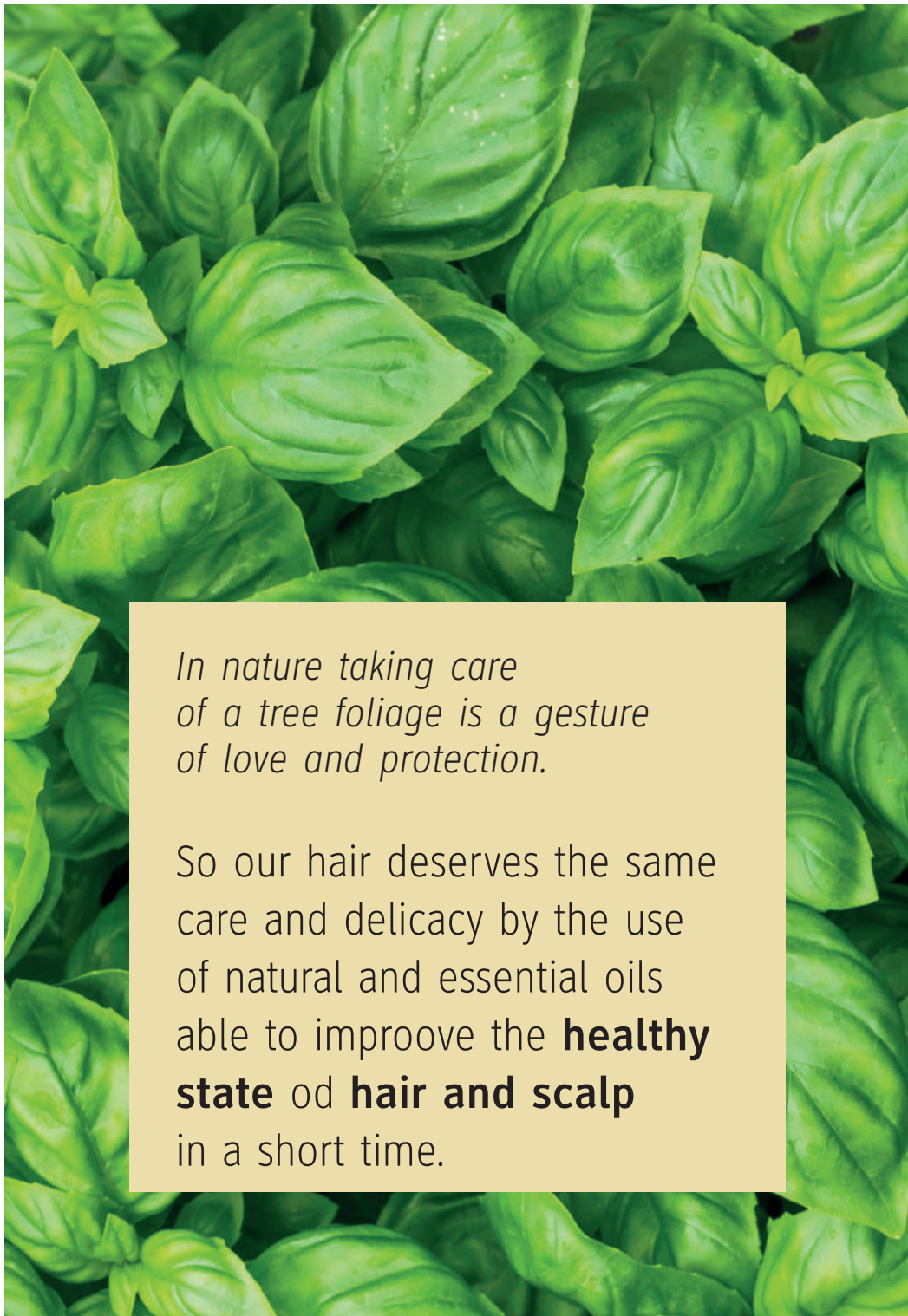
NATURAL CONDITIONING ELEMENTS IN THE FORMULA

The mask contains a **conditioning agent** of **new generation** with a high **hydrating** power.

The formula includes **plant proteins**, important active principles having a conditioning action for the hair and hydrating action for the scalp.

Rosemary has extraordinary **antiseptic** and **toning** properties granting a healthy scalp.

Perfume-free, the fragrance is created with **essential oil** of **rosemary**.



*In nature taking care
of a tree foliage is a gesture
of love and protection.*

So our hair deserves the same
care and delicacy by the use
of natural and essential oils
able to improve the **healthy
state** of **hair and scalp**
in a short time.

Basilicum oil

with **BASIL + VEGETABLE OIL**

✓ **GLOSSY
ENERGY**

✓ **VITAMIN E**

Basil oil is **rich in vitamins**
and **vegetable oils** that **reinforce**
the **keratin layer** of the hair.
New energy and splendour
for **hair and scalp**.

USE

Apply a few drops of oil on the hair and massage.



100 ml | 8.45 fl oz



BASIL PROPERTIES

ACTIVE PRINCIPLE:

Linalool, Estragole
oils extracted from basil

Eugenol, Cineol
essential oils of basil

Tannins
poliphenols anti-oxydant

Glycoside of quercitin
flavonoids from Basil

NATURAL PRINCIPLES:

Vitamin K, Vitamin C,
Manganese, Source of copper

NATURAL FORMULA WITH PLANT OILS:

The formula shows the use of **plant oils** with
softening properties, obtained by a mixture of oils
100% natural like olive, corn, rice and linen oil.
The plant oil is **biocompatible**, an exclusive
formula with **excellent performances**.

The **basil** has a rejuvenating and strengthening action.

The beneficial action of the plant oil is favoured
by **Vitamin E** that in addition to being a natural
preservative has **antioxidant**
and **sebum-regulating** properties.

Perfume-free, the fragrance
is created with **essential oil**
extracted from **basil leaves** that give off
a **sweet aroma slightly spicy** and **balsamic**.

GIVE YOURSELF TIME

Follow the 12 healthy habits for the well-being of your hair

1 | BRUSH YOUR HAIR BEFORE TAKING A SHOWER

Regardless of the texture of your hair, if you spend at least 60 seconds to untangle your hair, you will keep it strong. Wet hair is more vulnerable to breakage so always brush dry hair. Brushing dry hair permits to distribute the natural oils from the scalp to the tips. Moreover, after shower, hair will be smooth and ready for styling!



2 | CONDITION IT PROPERLY AND WITH GREAT CARE

If you don't have long hair, a small amount of conditioner is enough for tips and lengths. Conditioner must be applied on the central part of the hair shaft and ends and then up to the scalp. It's important to ensure that the scalp is supplied with hydration too. Leave on for a few minutes before rinsing.

3 | TAKE YOUR TIME TO APPLY A MASK ON YOUR HAIR

To keep your locks hydrated and smooth, use a hydrating hair mask or a nourishing conditioner at least once a week, especially if you regularly use warm tools. We suggest Rosmarinus mask, it leaves the hair soft and shiny without weighing it down.

4 | BE AWARE OF NATURAL ACTIVES

How do you choose the right product to take care of your hair and scalp? When you select your ideal products look for boosting ingredients, preferably of natural origin, able to nourish your locks.

5 | FOLLOW A BALANCED DIET

Being aware of what we eat is fundamental for a healthy life. Nutrition is the key to have healthy and strong hair. Hair is mainly composed by proteins, so it's so important to follow a balanced diet with food rich in proteins. It's important to add these food to the grocery list: fish, meat, eggs, beans. Other food sources for hair are: soft fruits, spinach, and avocado rich in vitamin C and E that help to increase the collagen production to have stronger hair.

6 | TAKE A DEEP BREATH

Stop, breathe deeply and think about your physical state because small details make the difference. Your hair is closely linked to the general body conditions. If you are stressed your skin will be stressed, that includes your scalp. Now keep the state of relaxation and go on reading.

7 | LOWER THE SHOWER TEMPERATURE

Relaxing as it might seem, a very hot shower every day may irritate the scalp and weaken growing hair. At the end of your shower rinse quickly with cold water to seal cuticles, improve brilliance and keep hair healthy.



8 | PROTECT THE HAIR FROM SUN

Everyone knows that UV rays damage your skin and so your hair. So, always protect your hair with an oil having sunscreen. When you style your hair always apply a no-rinse styler to protect your locks.

9 | TAKE CARE OF YOUR SCALP

Healthy hair begins with a healthy scalp. If you notice dryness, itching, or scalp problems your hair will be affected by this. To maintain the scalp in balance we suggest to use Pinus Mugo Shampoo with Rosmarinus Mask, for an amazing result of purified and healthy hair.

10 | SLEEP ON SILK

Make the most of your beauty sleep: replace the cotton pillow cover with a silk one. It will protect the cuticle of your hair reducing the friction between your hair and the fabric. Another secret to reduce the stress: sleep with your hair twisted into a silk hair band or try with a low braid to control your locks during the night.

11 | MONITOR THE HEALTH STATUS OF HAIR AND SCALP

Ask your hairdresser a screening on the health status of hair and scalp by the use of the "Emmediciotto Digital Microscope medical" that allows a precise diagnosis, fundamental condition to propose targeted, highly effective treatments, thanks to dermatological settings.

12 | ORGANIZE YOUR OWN 'RHYTHM'

You need regular cuts to make sure that your hair keeps healthy without breakage at the ends. If you don't want to lose the length ask your stylist to refresh the cut in order to cut just the tips, the damaged ends. We suggest to cut the hair every two months, but you have a short cut you will probably need to do it once a month.





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