

Solar

SUPERFOOD
AFTER SUN & DAILY CARE



Nook[®]
ECO INSPIRED PRODUCTS

Solar

SUPERFOOD AFTER SUN & DAILY CARE

offers a range of 5 essential products for hair and skin, which guarantee an effective moisturizing, protective and regenerating action before, during and after sun exposure, sports, leisure time and harmful environmental factors.



THE SOLUTION FOR YOUR SUMMER NATURE OFFERS IT!



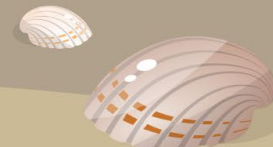
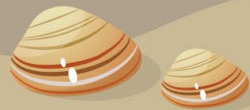
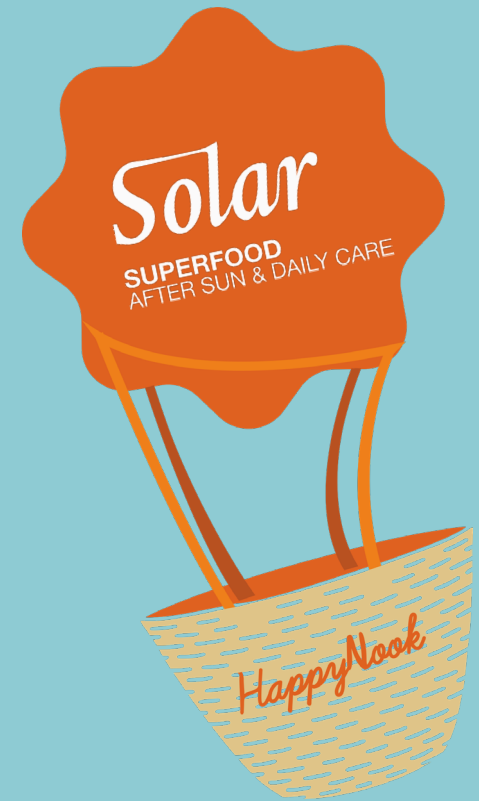
THE SUN: PROS AND CONS OF SUN EXPOSURE

The sun is a **source of energy** and has a positive effect on the immune system; can improve mood, is a pain reliever, burns fat, regulates life span, increases **Vitamin D** level and lowers blood pressure...

BUT IF WE OVERDO IT WITH THE EXPOSURE...?

Excessive and **prolonged** exposure without the right precautions increases the risks for the health of the skin and hair, exposing them to numerous **damages**:

- **dull, dry and brittle hair, dull and faded colour sensitized**
- **dry and dehydrated skin and scalp**



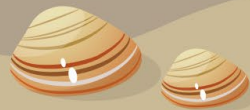
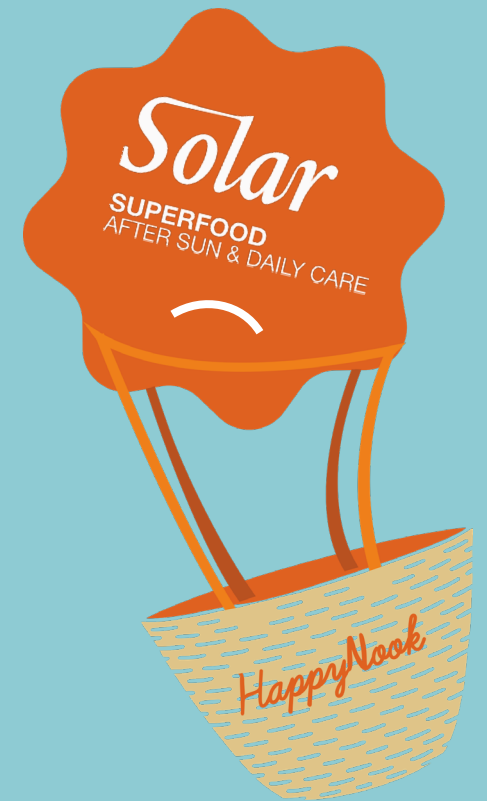
THE NEGATIVE EFFECTS

There are many complications that can be caused by excessive sun exposure: **sunburn**, sun **allergies**, **premature** skin **aging**, and in particular, **UVA** and **UVB** rays can cause:

- **alteration of the keratin present in the hair fibre**
- **cause fading and color changes to the hair weaken**
- **weaken and dry the hair making it dull and unmanageable**

When exposure takes place on the beach or in the **swimming pool**, **salt**, **wind** and **chlorine** contribute to:

- **dehydrate the skin and scalp, causing irritation and annoying itching harden**
- **hair making it unruly, dull and brittle, more prone to breakage**
- **change the color of the hair, causing it to fade**
- **make hair dull, electric and difficult to comb**



AND THEN...WHAT TO DO?

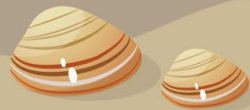
- **MOISTURIZE**
- **TO FEED**
- **TO PROTECT**
- **CALM**

After exposure to environmental factors there is a need to **REHYDRATE!**

To restore the lost water and fix the tan it is necessary:

- **Drink a lot of water**
- **Take a warm shower**
- **Apply a moisturizer cream**

... these actions become **ESSENTIAL** to preserve health, balance and natural beauty.





**ORGANIC SUPERFOOD
INGREDIENTS**



**IDEAL FOR THE
WHOLE FAMILY**



VEGAN



**NICKEL – CHROME – COBALT
TEST**

MORE ATTENTION FOR US AND FOR THE ENVIRONMENT

The Formulation



- developed with **93%** and more of ingredients and substances of **natural** origin.
- embellished with **plant extracts** from certified organic farming.
- with **acidic pH**, to protect against pathogenic micro-organisms and preserve the natural balance of scalp and hair.

100 % Vegan



- with ingredients and raw materials that **don't contain ingredients of animal origin**.
- suitable for people who embrace a **vegan** philosophy or lifestyle.

Active Principles



- **rich in natural antioxidants**, vitamins and mineral salts.
- they intervene by providing the correct degree of **hydration** and **nourishment** to the scalp and hair.
- **protect** and **preserve** the natural physiological defenses by restoring the necessary emollient substances.

4

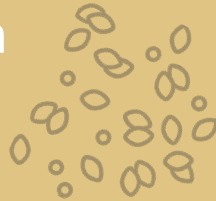
ACTIVE PRINCIPLES

Tomato



- typically summer vegetable that satisfies all the needs of the body during the hot season
- with high rehydrating and refreshing virtues, it contains Vitamin A and potassium, it is also very rich in lycopene, a powerful antioxidant that neutralizes free radicals, protects the skin from UVA rays and slows down cellular aging

Amaranth



- the amaranth seed extract is very rich in fiber, protein, mineral salts (phosphorus, iron, magnesium) and amino acids
- its composition is very similar to that of human cells and helps improve the resistance of skin and hair to UVA rays, and helps protect against damage from aging and inflammation

Pistachio



- pistachio seed extract boasts numerous beneficial properties known since ancient times
- nourishes, hydrates and illuminates the skin of the face and body
- protects the hair from external aggressions, in particular from the sun and chlorine
- antioxidant, refreshing and antibacterial, it speeds up cell turnover

Date



- rich in vitamins, proteins, mineral salts and amino acids, it also contains a high percentage of flavonoids, antioxidant substances essential for fighting free radicals
- the date boasts numerous cosmetic benefits; soothing, elasticising and nourishing, it protects the youth of the skin and hair



HAIR & BODY SHAMPOO

moisturizing shower shampoo for body and hair



HAIR MASK AFTER SUN

regenerating mask, instant detangler for hair



HAIR MILK LEAVE IN

moisturizing restorative fluid milk for hair – without rinsing



RELAX WATER

moisturizing and refreshing face water and body



AFTER SUN MOUSSE

restorative after-sun mousse for face and body



HAIR & BODY SHAMPOO

Moisturizing restorative shower shampoo for hair and body.

What is:

Gently cleanses by eliminating any residue of chlorine, sand, salt and sunscreen products from the body and hair. Its formula is ideal for frequent washing and suitable for all hair types.

Benefits:

- Helps hydrate and revitalize hair and skin stressed by excessive and prolonged exposure to the sun.
- Removes chlorine, sand, salt and sun products.
- Gives vitality, strength, softness and shine to the hair, making it silky and easier to comb.

Use:

apply to wet body and hair until a soft foam is obtained, leave to act for an instant, then rinse responsibly. Try it combined with our Hair Mask After Sun!



**97% natural
origin ingredients**

ISO 16128

pH 4.3 – 4.8

**NO SLES - SLS
NO PARAFFIN
NO SILICON
NO SILICA
NO COLOURANTS
NO SULPHATE
NO GMO**

Size: 300 ml



HAIR MASK AFTER SUN

Instant detangling regenerating mask.

What is:

It deeply nourishes, repairs and regenerates the hair fiber dried up and weakened by heat, sun, sand, chlorine, wind, salt and air conditioning. Its delicate formulation makes the mask suitable for all hair types, even the thinnest and children's hair.

Benefits:

- It helps nourish, repair and regenerate the hair fiber dried up and weakened by: sun, sand, chlorine and salt.
- Gives deep hydration to the hair, restoring the correct supply of water it needs to preserve a natural physiological balance.

Use:

distribute evenly over wet, towel-dried hair, comb gently and leave on for a few minutes. Rinse responsibly.

**93% natural
origin ingredients**

ISO 16128

pH 2.5 – 3.0

**NO SLES - SLS
NO PARAFFIN
NO COLOURANTS
NO MEA
NO PETROLATUM
NO SULPHATE
NO GMO**

Size: 150 ml

HAIR MILK LEAVE IN

No-rinse moisturizing restorative milk.

What is:

Instantly detangles hair, making it soft and easy to comb. Protects and preserves the balance and hydration of the hair fiber before, during and after exposure to the sun and climatic agents.

Benefits:

- For all hair types subjected to the sun of the sea or to the chlorine of the swimming pool.
- It helps protect and hydrate the hair during and after exposure to the sun and climatic agents.
- Doesn't weigh down the hair and improves elasticity.

Use:

on both dry and wet hair, spray on lengths and ends. Don't rinse.

**97% natural
origin ingredients**

ISO 16128

pH 3.0 – 3.5

**NO SLES - SLS
NO PARAFFIN
NO SILICON
NO MIT/CMIT
NO MEA
NO PETROLATUM
NO SULPHATE**

Size: 150 ml





RELAX WATER

Refreshing moisturizing water for face and body.

What is:

Precious elixir dedicated to the needs of the whole family, which hydrates and restores overheated and dehydrated skin, giving a delicate sensation of freshness and elasticity. **Keep it in the fridge for a better feeling of freshness!**

Benefits:

- Gives immediate relief to tight, reddened skin.
- Ideal for the whole family, and particularly suitable for anyone who wants to feel their skin fresher and more hydrated, especially in summer.

Use:

shake before using. Spray as desired on face and body at a distance of about 15-20 cm. To be used: on the beach, after a shower, during and after intense physical activity to replenish the hydration lost through perspiration, at any time of the day.

**97% natural
origin ingredients**

ISO 16128

pH 3.8 – 4.3

**NO SLES - SLS
NO PARAFFIN
NO SILICON
NO MIT/CMIT
NO MEA
NO PETROLATUM
NO COLOURANTS**

Size: 250 ml

NEW
PRODUCT

AFTER SUN MOUSSE

After-sun mousse for face and body.

What is:

Soft, rapidly absorbed mousse for body and face; with a soft and foamy texture, it hydrates, repairs and gives immediate relief to tense, reddened and dehydrated skin. Thanks to the special formula rich in preserving active ingredients, it helps to prolong the tan.

Benefits:

- Gives hydration quickly and deeply.
- Helps to prolong the tan already present.
- Gives facial skin deep hydration, radiance and elasticity, without greasing.
- Ideal all year round; excellent in summer or to moisturize the skin on a daily basis.

Use:

Apply to face and body after any sun exposure or outdoor activity.



**96% natural
origin ingredients**

ISO 16128

pH 5.5 – 6.0

**NO SLES - SLS
NO PARAFFIN
NO SILICON
NO MIT/CMIT
NO MEA
NO SULPHATE
NO GMO**

Size: 150 ml

GET INSPIRED BY OUR PLAYLISTS



SUMMER HITS *EVERGREEN*



SUMMER NIGHTS *SELECTION*



SUMMER RELAX *SELECTION*



Listen to our summer playlists at
any time!

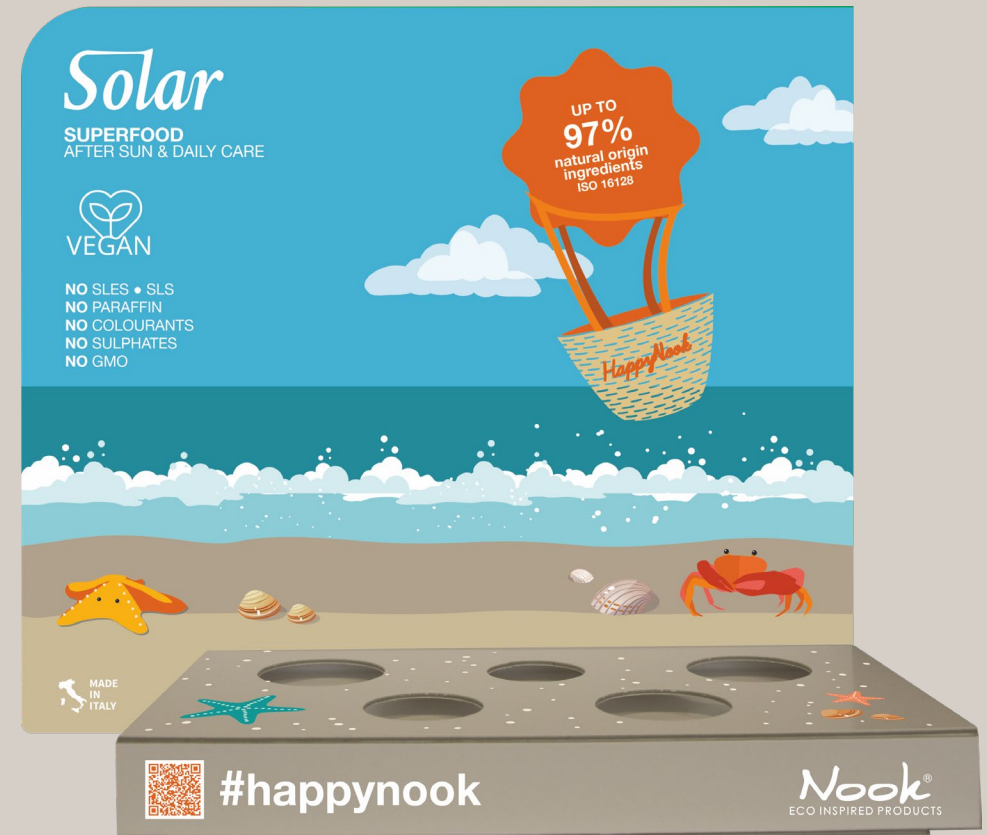


SUPPORTING MATERIALS

8027929

CARDBOARD COUNTER DISPLAY

to contain and display for sale 1 piece for each reference (total capacity 5 products).



Tag us with our summer hashtag
#happynook



SUPPORTING MATERIALS

8027922

STRAW BAG #HAPPYNOOK

straw bag with handles and rope writing HAPPYNOOK.
Versatile, roomy, with internal lining.



Practical and roomy, to take to
town or to the **beach**!





nook_italy



nookecoinspired



nook



www.nookcosmetics.it



Nook[®]
ECO INSPIRED PRODUCTS

