

DIKSON®



DIKSON LUXURY CAVIAR

Upgrade 2020

DIKSON LUXURY CAVIAR

DIKSON LUXURY CAVIAR, the line of hair treatment products created to counteract the adverse effects of aging, has been **RENEWED** and is now **VEGAN**.

A tangible sign of renewal responding to the current market demands for natural, environment- and people-friendly products.



What is **NEW** is the inclusion of **GREEN CAVIAR**” - the new active ingredient and plant alternative to animal-derived Complexe Caviar™ LS 9747, that was previously contained - into the formula.

GREEN CAVIAR is cold extracted from *Caulerpa Lentillifera*, a seaweed made up of tiny, shining and translucent pearls, precisely referred to as “green caviar” or “seagrape”.

Widespread in the Far East, it is a valuable source of minerals and trace elements, polysaccharides, fibres, protein, vitamins A, C and E.



DIKSON LUXURY CAVIAR
The pluses

The news



GREEN CAVIAR contains
ingredients of 99.4%
NATURAL origin

(based on the calculation method referred to in the ISO16128 standard).

It has the effect of a “hydrating wave” on the hair...
... and not only that: it is also a real *concentrate of pure energy* with a revitalising action on dehydrated cells, deeply improving elasticity and tone.
It minimises the visible signs of ageing thanks to its
EXTRAORDINARY ANTIOXIDANT and HYDRATING EFFECT.



DIKSON LUXURY CAVIAR
The pluses

The news

GREEN CAVIAR goes hand in hand with **VITAMIN F**.


Also known as *Omega 3*, it stems from the union of two essential fatty acids, linoleic acid and alpha-linoleic acid, to which arachidonic acid is added.

It helps make hair strong and healthy, thus playing a key role in hair regeneration.



DIKSON LUXURY CAVIAR
The pluses

The news

The image features three white bottles of Dikson Luxury Caviar hair care products and a white jar of cream, all resting on a cork board. The bottles are arranged in a row, with the leftmost bottle being the largest and the two on the right being smaller. The jar is in the foreground, partially overlapping the rightmost bottle. The background is a plain, light-colored surface. The text is overlaid on the image in white, with some parts being bolded.

The **PROMISE** of the **DIKSON LUXURY CAVIAR** line remains unchanged: the hair becomes effectively plumped, reinvigorated and rejuvenated right from the very first applications. Superb to the touch, light weight and visibly transformed.

DIKSON LUXURY CAVIAR ensures a renewed ritual of **EXTRAORDINARY BEAUTY** for the **HAIR**.

The promise
DIKSON LUXURY CAVIAR



The products
DIKSON LUXURY CAVIAR



THE PRODUCTS DIKSON LUXURY CAVIAR

DIKSON LUXURY CAVIAR INTENSIVE REVITALISING SHAMPOO with Green Caviar.

It gently cleanses and gives hair new and intense vigour, body and youth. The formula enriched with Caulerpa Lentillifera seaweed extract has hydrating, emollient, energising and regenerating properties and helps counteract ageing and turn weak, dull hair that has been altered by time into strong hair, with a compact, radiant and youthful texture. For best results, use with the other products in the Dikson Luxury Caviar line.

Use: apply and massage on damp hair, rinse and repeat, if necessary. After rinsing, apply the other products in the Dikson Luxury Caviar line.

300 ml/1000 ml bottles



THE PRODUCTS DIKSON LUXURY CAVIAR

**DIKSON LUXURY CAVIAR
REVITALISING AND RE-PLUMPING HAIR CONDITIONER**
with Green Caviar.

To be used after each shampoo, Dikson Luxury Caviar Conditioner is a conditioning cream based on the extract of *Caulerpa Lentillifera*, a seaweed rich in minerals, polysaccharides, vitamins A, C and E, and trace elements, which soften the hair and restore vitality to its structure, while protecting it against oxidative stress and future damage. Created to rapidly help weak and dull hair get strong, radiant looking and healthy.

For best results, use with the other products in the Dikson Luxury Caviar line.
Use: apply to towel-dried hair after Dikson Luxury Caviar Shampoo. Leave on for 5-10 minutes and rinse. Before drying, complete the treatment by spraying the previously well-shaken Dikson Luxury Caviar Bi-phase Serum on the hair (5-10 sprays according to its length).

280 ml/1000 ml bottles



THE PRODUCTS DIKSON LUXURY CAVIAR

**DIKSON LUXURY CAVIAR
REVITALISING HAIR MASK**
with Green Caviar.

Specially formulated to restore the integrity and freshness of coloured and treated hair, or hair damaged by chemical treatments. Thanks to its concentrated formula and the action of Green Caviar, the hair is regenerated, revitalised and nourished, as well as regaining its natural health and beauty.

The results, visible right from the very first application, can be even more appreciated treatment after treatment, and intensified by jointly using the other products in the DIKSON LUXURY CAVIAR line.

Use: apply 15-30 ml to freshly washed damp hair, according to its length. Apply evenly, massage the hair from roots to ends for easier absorption, and comb in all directions. Leave on for 5 to 10 minutes and then rinse thoroughly. For a deeper treatment, apply with a heat source, using a warm towel or a specific device.

For best results, a cycle of 2 applications for 3 weeks is recommended.

500 ml tube



THE PRODUCTS DIKSON LUXURY CAVIAR

**DIKSON LUXURY CAVIAR
REVITALISING BIPHASIC HAIR SERUM**
with Green Caviar.

Leave-in.

Weightless serum, which combines the softness of an ultra-light cream with a fluid enriched with Caulerpa Lentillifera extract, with hydrating, softening, energising and regenerating properties. It ensures immediate protection and gives a regenerated, nourished and younger look. Thanks to micro-diffused delivery, an evenly applied layer of product is quickly absorbed, leaving the hair silky to the touch, soft and radiant. To be used after DIKSON LUXURY CAVIAR treatment at the salon and at home, after DIKSON LUXURY CAVIAR CONDITIONER, which visibly prolongs the results.

How to use: before drying, spray the previously well shaken DIKSON LUXURY CAVIAR BIPHASIC SERUM 5 to 10 times evenly on the hair, according to its length.

100 ml bottle

DIKSON[®]

DIKSON
LUXURY
CAVIAR

INTENSIVE
REVITALIZING
SHAMPOO

WITH
GREEN CAVIAR
EXTRACTS

DIKSON[®]

DIKSON
LUXURY
CAVIAR

REPAIRING
AND REPLENISHING
HAIR CONDITIONER

DIKSON[®]

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