

MAGGIC
ARGANOIL



A NEW LUXURY TREATMENT LINE

Blonde

FOR BLONDE HAIR

THE REASON *Why*

- Blond hair is thinner and more sensitized, especially at the ends.
- It needs special attention and specific additional care, because its structure is less thick than dark hair, therefore more subjected to mechanical and environmental aggressors that make it more vulnerable.
- It needs solutions to counteract the oxidative process and free radicals.
- If chemically treated, tends to be more porous, dull, losing nourishment and brightness.



Ritual Blonde

RITUAL BLONDE

THE NEW FAMILY OF TREATMENTS
DAILY HAIRCARE, DEDICATED TO ALL TYPES OF BLOND HAIR;
NATURAL, BLEACHED AND WITH HIGHLIGHTS





TARGET MOOD

Blonde



SELECTION RITUAL BLONDE



**RITUAL BLONDE
SHAMPOO**
illuminating blonde hair
10 ml / 250 ml / 1000 ml



**RITUAL BLONDE
CONDITIONER**
illuminating blonde hair
10 ml / 250 ml / 1000 ml



**RITUAL BLONDE
SERUM**
illuminating blonde hair
10 ml / 100 ml



**RITUAL BLONDE
2-PHASE CONDITIONER**
illuminating moisturizing blond hair
200 ml



NATURALNESS

KEY *Blonde* INSPIRATION



BRILLIANCE



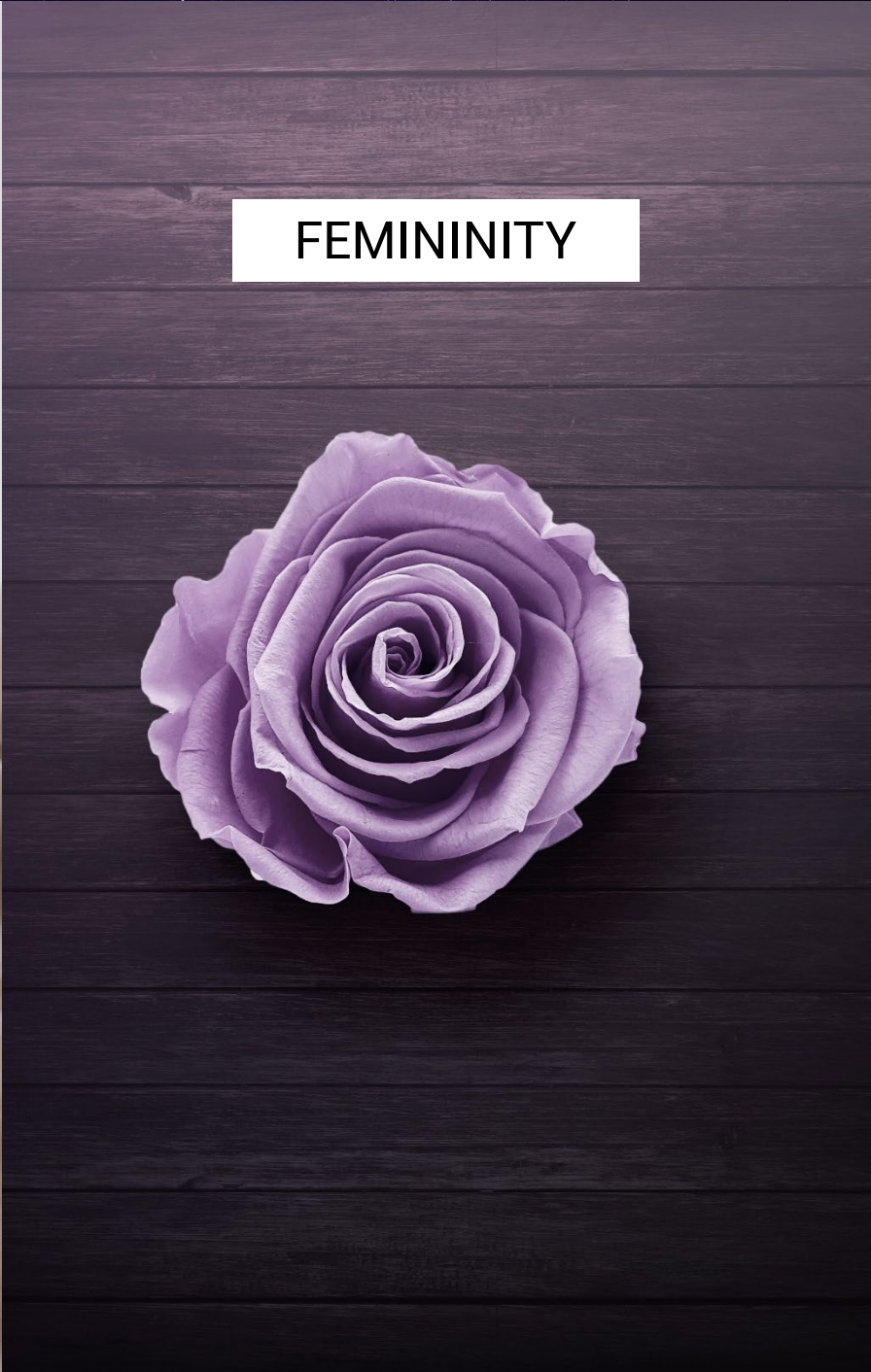
BRIGHTNESS



SOFTNESS



WELL-BEING



FEMININITY



FEATURES

- Specific products designed for the daily haircare of all types of blond, natural and chemically treated hair.
- Professional formats dedicated for the salon to extend the range of the Magic Arganoil treatment menu
- Sale formats dedicated for a perfect Illuminating Ritual Blonde Routine at home.
- Formulas enriched with certified organic plant ingredients with antioxidant and regenerating power, which bring well-being, shine and new vitality to the hair
- 100% Vegan
- Sophisticated and feminine fragrances for a pleasant wellness ritual

NATURAL INGREDIENTS



organic certificate
ARGAN-OIL

Intense nourishing, regenerating and restructuring properties. Its high antioxidant power effectively counteracts cellular aging, Nourishes and gives silkiness to the hair and skin.

ACTION

nourishing, restructuring, regenerating

ORIGIN

It's a tree, native to Morocco, used since ancient times for its many food and cosmetic properties Useful for the beauty and health of the skin and hair.



organic certificate
PATAUA-OIL

Powerful antioxidant; it provides strength and repair to brittle hair thanks to its invigorating and repairing properties and its high content of vegetable proteins, fatty acids and omega 9. Brings shine to the hair, softens and protects it.

ACTION

strengthening, protective, illuminating

ORIGIN

Fruit of a huge palm, native to the Amazon, spread throughout Latin America. It grows in humid forests, in flooded land and at the edges of rivers. Its precious oil is used as food and as a cosmetic to care for the beauty and shine of the hair



organic certificate
ROSEHIP-EXTRACT

Antioxidant rich in vitamin C, it fights free radicals and prevents the hair from drying out. It helps to stimulate the production of collagen and elastin, promoting the elasticity of the hair.

ACTION

antioxidant, elasticizing, anti-aging

ORIGIN

Also called "wild rose", "hedge rose" or "scrub rose", It is easily found throughout Europe and is used in the food, cosmetic and herbal fields.



ARGAN OIL

BENEFITS / ACTION

- Regenerates the stressed fibers giving hydration without weighing it down
- Helps to restore the natural lipid barrier of the hair, making it stronger, silky and shiny.
- Protects the hair fiber from the action of free radicals and from thermal (heat), mechanical (brushing) and environmental (pollution) aggressions.
- Keeps hair more elastic and hydrated



Patana Oil

BENEFITS / ACTION

- Repairs and revitalizes stressed and damaged fibers, making hair softer, silky and more vital.
- Moisturizes and nourishes the hair, brings shine by eliminating frizz and gives strength and elasticity.
- Emollient, protective and nourishing. It helps regenerate and strengthen the hair.



Rosehip

BENEFITS / ACTION

- Gives hydration and softness. Keeps the hair and skin healthy
- It helps to increase the strength and elasticity of the hair, making it more resistant to the aggressions of free radicals
- Tonic and refreshing; it has a purifying and soothing action on the scalp, and illuminates the hair
- Regenerating and antioxidant; it helps to fill the gaps in the hair structure, and to rebuild the natural lipid barrier for softer and silky hair.

POSITIONING



DISCIPLINE

disciplining and smoothing
dehydrated, frizzy and rebellious hair



RITUAL BLONDE

illuminating
blond, bleached or hair with highlights



WONDERFUL

hair fiber reconstruction
damaged, devitalized hair



EXTRA VOLUME

volumizing
stressed, electrified and fine hair



SECRET

silky moisturizing
dry and dull hair

SALON RITUAL

**NATURAL BLOND HAIR OR SOFT LIGHTENED;
MATT AND DULL**



RECOMMENDATIONS FOR USE IN THE SALON

*with its anti-aging, regenerating and
illuminating action it is indicated
as a treatment
post-bleaching, post-lightening (all
types of lightening technique)*

BENEFITS

*gently revives the blond without
excesses of chromatisms*

*brings softness and elasticity to the
hair*

*protects the ends from the thermal and
mechanical stress of brushing blow-
drying*

**CHEMICALLY TREATED BLOND HAIR, BLEACHED OR
WITH HIGHLIGHTS;
DAMAGED, DULL AND DEVITALIZED**



**CHEMICALLY TREATED BLOND HAIR;
FINE, DRY AND DEVITALIZED**



In a bowl, mix 1 part of WONDERFUL PROTEIN
BOOSTER with 5 parts of RITUAL BLONDE
CONDITIONER
(ratio 1: 5). EXAMPLE :
20 ml booster + 100 ml conditioner



Mix until you get a creamy and homogeneous mixture.
With the help of the brush, distribute on each section
from the length to ends. Massage to promote the
absorption of functional active ingredients. Leave on
for 5 to 15 minutes - depending on the needs and
condition of the hair - then rinse carefully.

RECOMMENDATIONS FOR USE

RECOMMENDATIONS FOR USE AT HOME

The delicate formulation is ideal for frequent daily use

Brings softness and shine to the hair, without weighing it down

Improves shine by progressively softening yellow reflections due to oxidation on chemically treated hair with lightening techniques

Protects lengths and ends, making the hair stronger and more vital

NATURAL BLOND HAIR OR SOFT LIGHTENED, MATT AND DULL



CHEMICALLY TREATED BLOND HAIR FINE, DRY AND DEVITALIZED



FORMULA

*Developed with the
93% * of natural ingredients
* ISO 16128*

ACTIVE
certified organic ingredients;

Argan oil
ILLUMINATING - NOURISHING

Pataua oil from the Amazon
REINFORCING - REGENERATING

Rosehip extract
ELASTICIZING - REGENERATING



METAL TESTED
Nickel, Chromium, Cobalt (< 1 PPM)

PH 4.8 - 5.3

IT DOESN'T CONTAIN
Sles / Sls, Silicons, Paraffines

RITUAL BLONDE



SHAMPOO

Illuminating Shampoo
for blond, bleached or hair with highlights

SIZE

10 ml - 1027448 / 250 ml - 1027438 / 1000 ml - 1027439

WHAT DOES HE DO

*Gently cleanses blonde, bleached and hair
with highlights, bringing well-being and
vitality to the hair*

*Gives shine to gray or white hair, leaving
it soft and hydrated*

*Enriched with purple micro-pigments to
neutralize unwanted yellow reflections,
enhancing the brilliance of the blonde*



FUNCTION

**moisturizing, illuminating,
regenerating**

RITUAL BLONDE

FORMULA

Developed with the
97% * of natural ingredients
* ISO 16128

ACTIVE
certified organic ingredients;

Argan oil
ILLUMINATING - NOURISHING

Pataua oil from the Amazon
REINFORCING - REGENERATING

Rosehip extract
ELASTICIZING - REGENERATING



METAL TESTED
Nickel, Chromium, Cobalt (< 1 PPM)

PH 3.8 - 4.2

IT DOESN'T CONTAIN
Sles / Sls, Sulfates, Paraffines



WHAT DOES HE DO

*It nourishes and moisturizes the fiber
without weighing it down, bringing
silkeness, softness and general well-being
and vitality to the hair*

*Neutralizes unwanted yellow reflections,
enhancing the shine of the blonde*

*Gives brightness and softness to gray and
white hair*

*Makes the hair easy to comb, more elastic
and resistant*

FUNCTION

nourishing, illuminating, revitalizing

CONDITIONER

Illuminating Conditioner
for blond, bleached or hair with highlights

SIZE

10 ml - 1027449 / 250 ml - 1027440 / 1000 ml - 1027441

FORMULA

*Developed with the
73% * of natural ingredients
* ISO 16128*

ACTIVE
certified organic ingredients;

Argan oil
ILLUMINATING - NOURISHING

Pataua oil from the Amazon
REINFORCING - REGENERATING

Rosehip extract
ELASTICIZING - REGENERATING



METAL TESTED
Nickel, Chromium, Cobalt (< 1 PPM)

PH 3.8 - 4.2

IT DOESN'T CONTAIN
Sles / Sls, Sulfates, Paraffines

RITUAL BLONDE



2-PHASE CONDITIONER

Biphasic LEAVE-IN Illuminating Conditioner
for blond, bleached hair with highlights

SIZE
200 ml - 1027442

WHAT DOES HE DO

*Instantly hydrates and nourishes, without
weighing it down, illuminating the blond and
regenerating the highlights*

*Gives silkiness, shine and softness to lengths
and ends*

*Helps eliminate frizz, protecting the hair from
mechanical and environmental stress*

Makes the hair easy to comb

*Enriched with purple micro-pigments to
neutralize unwanted yellow reflections,
enhancing the brilliance of the blonde*



FUNCTION

moisturizing, illuminating, detangling

RITUAL BLONDE

FORMULA

ACTIVE

certified organic ingredients;

Argan oil

ILLUMINATING - NOURISHING

Pataua oil from the Amazon

REINFORCING - REGENERATING



METAL TESTED

Nickel, Chromium, Cobalt (<1 PPM)

IT DOES NOT CONTAIN

Sles / Sls, Paraffin



SERUM

*Illuminating Serum
for blond, bleached or hair with highlights*

SIZE

3 ml - 1027450 / 100 ml - 1027443

WHAT DOES HE DO

Moisturizes and softens without weighing it down, detangle and gives an intense shine and silkiness to lengths and ends

Neutralizes unwanted yellow reflections, enhancing the shine of the blonde

Helps to eliminate frizz, protecting the hair from mechanical and environmental stress, seals the cuticles and prevents the formation of split ends

FUNCTION

***sealing, illuminating,
protective***

Nook®
ECO INSPIRED PRODUCTS

MADE WITH PASSION
IN ITALY



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