



## Haircare Treatments - ALTER EGO ITALY

### BOTANIKARE DAY THERAPY BOTANIKARE DAY THERAPY



**ALTER EGO**  
ITALY

SALON EXCLUSIVE

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### BOTANIKARE DAY THERAPY BOTANIKARE DAY THERAPY

**BOTANIKARE DAY THERAPY** is the new professional range of products aimed at the welfare and care of the scalp and hair, specially formulated to prevent and treat blemishes and the most common abnormalities. All products have formulations without parabens, sulphates (SLS and SLES), dyes, lanolin, phthalates and allergens. All products are dermatologically, Nickel, Cobalt Chromium and tested. With treatment **ENERGIZING** it is recommended to always use the products in the Wellness for the preparatory phase of cleansing and detoxifying with **PEELING PRE- TREATMENT** and completion with **Eco - MINERAL MOUSSE**.

#### **ENERGIZING HAIR & SCALP THERAPY**

The products within the range **ENERGIZING** have been specifically formulated to effectively contribute to reduce hair fall and strengthen fragile and thinned. Synergy between technology and nature : the careful selection of active ingredients and high -performance action of the complex technology, make this ritual more effectively conferring long-lasting results.

#### **ENERGIZING SHAMPOO**

This shampoo made from the extract of Yuzu by the protective, combined with multi-functional substances such as phytosterols eco certified, the high nutritive and emollient, promotes balance of hair and scalp, preparing to make the most energizing treatment fall.  
**box:** 300 ml bottle (retail) and 1000 ml (professional).

#### **ENERGIZING superactive LOTION**

Regenerating intensive treatment in vials, formulated with Trichogen Veg®. Its properties help to rebalance and purify the scalp reactivating the peripheral microcirculation, increasing the supply of oxygen and reinvigorating the hair fiber, thus improving the quality of hair. The special concentration may cause a slight temporary redness.  
**box:** 10 ml vial in a box of 12 pcs (professional) and 125 ml bottle (resale).

#### **ENERGIZING GENTLE LOTION**

Regenerating lotion, formulated with Trichogen Veg® is particularly suitable to counteract the temporary fall and thinning of the hair on sensitive scalps. Its properties help rebalance

and purify the scalp reactivating the peripheral microcirculation and thus increasing the oxygen supply.

**box:** 10 ml vial in a box of 12 pieces (professional and retail).