



TOUCH
beauty movement

artēno
CARE FOR BEAUTY



YOUR STYLE YOUR BEAUTY

PHILOSOPHY AND INSPIRATION

TOUCH

beauty movement

FOCUS ON YOUR HANDS,
YOU USE THEM TO EXPRESS YOURSELVES.

Use your hands like a sculptor who first imagines, than crafts and shapes.

Like him, you're driven by your inspiration, experience, professionalism, taste and passion.

Focus on your hands, they will teach you how to fine-tune your touch for every one of your special clients.

You are not molding rocks, you are interpreting different styles, personalities, trends and tastes. You are interacting with so many different people, in constant movement and with changing personalities; and to do that, you will deploy an ancient yet powerful language: the TOUCH.

Who entrusts you is looking for emotions, for something new, special and sophisticated: amaze and get amazed, because no technology will replace your hands, but only a wise dose of craftsmanship and innovation will help you achieve the result your customers dream of.

Release your energy: you are about to beautify a trusting, expecting face; you will give it a new shape using your sensitivity, experience, talent.

You need an accomplice.

You will find one in the words and the look of your client, and in a loyal partner that will help you conveying positivity and well-being.

Count on the complicity of TOUCH.

TOUCH is the new line of products designed to combine creativity, innovation and beauty.

TOUCH is a concept that immediately invokes our most engaging and intimate sense: the touch.

The only way that leads us to really get in touch with others, to develop mutual trust and optimism.

Align your hands, your heart and your soul. Only then you can create and channel emotions.

TOUCH, THE EMOTION IS IN YOUR HANDS.

artēxo
CARE FOR BEAUTY

THE PLUS OF THE LINE

THE PLUS OF THE LINE

PHYTO-TECHNOLOGY FOR EXTRAORDINARY RESULTS

NATURE IS THE INSPIRATION, SCIENCE IS THE GUIDE

We looked for TOUCH's properties and energy wandering into Nature.

Careful research and innovation have created an optimal synergy and balance between the features of the natural components employed and their required performances.

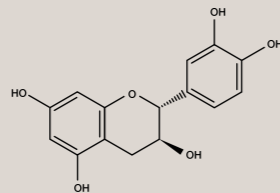
TOUCH's formulation is the synthesis of the most advanced technology to produce high-level cosmetic results.

MACROPRO: PROTECTED, HYDRATED, ELASTICIZED HAIR

In partnership with one of the best universities that studies hair cosmetics, we have created an exclusive active principle of advanced beauty technology: MACROPRO, with extraordinary care properties and performances thanks to the actions of its main natural ingredients:



OLIVE LEAVES
ANTIOXIDANT AND
ANTI-AGE ACTION



BARLEY SEEDS EXTRACT
SOOTHING, PROTECTIVE,
MOISTURIZING



BEAUTY AND SAFETY

TOUCH combines precious and carefully selected natural ingredients and beauty technology into pleasure textures, magnifically scented.

EVERY TOUCH PRODUCT IS PARABEN FREE
AND IT IS REALIZED USING 100% RENEWABLE ENERGY.

SUSTAINABILITY AND PROFESSIONAL QUALITY

100% Renewable energy for production

ISO 22716 - Good manufacturing process Certification

100% Use of FSC Paper

TOUCH HAS BEEN CREATED TO MAKE THE HAIR BEAUTIFUL AND
CARED FOR, IN LINE WITH OUR ARTÈGO PHILOSOPHY:
CARE FOR BEAUTY.
THE FIRST BEAUTY GESTURE IS TAKING CARE OF THE HAIR.

artēgo
CARE FOR BEAUTY

TOUCH

beauty movement



PURE WAVES	SEA STYLE	FOREVER SMOOTH	BEAUTY PRIMER	BE MATT	CONTROL FREAK	ROCK ME	HOT SHOT	UP & DOWN	SHINE BRIGHT	STRONG BOND
Ecological no-gas mousse with cornstarch	Spray formulated with precious Provence salt crystals	Anti-frizz long lasting disciplining treatment with Tamarind seeds	Revitalizing cream with Meadowfoam seed oil	Matt effect wax with medium strong hold and Brazilian clay	Molding gel with vegetable glycerin	Strong gel with green coffee	Medium-strong hold hairspray	Medium hold no-gas hairspray	Dry shining spray	Strong hold hairspray



Care and Protection

A beautiful hair is first of all a cared for and protected hair.

To get a long lasting shiny, soft and healthy styling, the hair must be protected, especially before blow-drying, brushing or ironing.

For this reason, our Laboratory has developed a range of products to use before any kind of styling service, to give protection, hydration, elasticity, qualities that are the foundation of every success.

The color of their pack recalls the one of clay. A wonderful material ready to be molded.

The first gesture...

CARE & PROTECTION

BEAUTY PRIMER

Revitalizing cream with Meadowfoam seed oil

- Professional hair product with immediate results. The first care gesture to restore strength and energy on every hair type, without adding weight.
- Its formulation is maximized by MACROPRO, the active principle.
- One gesture, four results:
 1. Thickness and volume to thin hair;
 2. Vitality to distressed hair;
 3. Definition and long lasting humidity for a perfect management of the cut.
 4. It reduces porosity and frizz.

No rinse care product, base for all types of styling; it combines moistening and conditioning actions, perfect before cutting; an hydrating film reduces porosity and dryness. Light thickener, it helps defining the strand without adding weight.

How to use it

Apply in small doses on wet hair as a 'care base' you can overlap with every other styling product. In blend with other styling products it enhances their cosmeticity.

Examples:

Mixed with Control Freak will give a more cosmetic result, controlling frizz and maintaining the wet effect; Beauty Primer mixed with Pure Waves will replump the hairstyle.

It can be used in blend with other products also to lighten their hold factor.

Examples:

Mixed with Rock me will give the style moldability and medium-strong hold; mixed with Be Matt, it will thicken the hair and give a medium hold.

Fragrance

Vanilla sweet fragrances and scents of verbena and tangerine.

Size

200ml (30-40 applications)

Natural ingredient:

Meadowfoam seed oil has a very high penetration capacity that provides a thickening and repairing action.

ENRICHED WITH MACROPRO



The treatment...

CARE & PROTECTION

FOREVER SMOOTH

Innovative hair beauty treatment. Anti-frizz, long lasting and discipling, with Tamarind seeds

- A new approach to cosmetic long-lasting discipling treatments.
- An innovative system to get disciplined, soft, restructured, shiny and easily manageable hair, after one application.
- It preserves the style even in very humid environments. It acts thanks to the combination of glyoxylic acid, keratin, glycerol and Tamarind seeds; it sticks to the hair thanks to the flat iron thermal action.
- It has a strenghtening effect that adds shine shielding the style.
- It is suitable for all hair types, natural or treated.
- It reduces styling times considerably.

How to use it

Treatment meant to be used in synergy with SLS free products (Rain Dance, Easy Care T Dream). Apply on towel dried hair after washing with a SLS free shampoo. Comb to distribute uniformly. Apply the product either in the backbar area or at the working station with brush and bowl, according to the service perception you want to give. Leave for 5-10 minutes, depending on the desired anti-frizz intensity. Rinse. Condition and rinse again. To complete the discipling action blow dry and flat iron quickly. For a natural straight effect iron on small sections. For volume or soft wavy effect, apply the suitable TOUCH product before flat ironing. We recommend not to wash during the 48 hours following the application and not to apply the treatment the same day of technical services.

Fragrance

Sweet scent of cherry blossoms.

Size

250ml (10 applications)

Natural ingredient:

Tamarind fruit seeds have a filming and moisturizing natural action, stronger than Hyaluronic acid's one. Their effects on the hair are: strong hydration, elasticity and thickness.

ENRICHED WITH MACROPRO



SEA STYLE

Spray formulated with precious Provence salt crystals

- Perfect for texturizing the hair.
- It recreates the waves and natural volumes of a day spent on the beach between sea breeze and refreshing baths.
- Ideal for men and women.

How to use it

Spray uniformly on damp hair and blow-dry using a hair diffuser to recreate the windy effect shaping unruly big waves.

Spray on dry hair and on the roots to create a messy texture.

Fragrance

An ocean of male and female aromas such as Gaiac wood, violet and rose wood.

Size

250 ml

Natural ingredient:

The crystals of this precious French salt are the main ingredients capable of texturizing the hair to the maximum, giving soft waves and natural volume without giving a frizzy effect.

Hold factor 2

PURE WAVES

Ecological no-gas mousse with cornstarch

- Perfect to define and shape the hair naturally.
- It gives volume and fixation, adding flexibility and elasticity.

How to use it

Shake before use. Apply on damp hair and distribute uniformly, then style as desired. Apply twice for a stronger hold.

A small amount on the roots amplifies the volume. A knob of product on dry hair helps defining the style.

Fragrance

Irresistible and sunny Japanese Camellia scent.

Size

150ml

Natural ingredient:

Cornstarch has a great curl definition action, leaving it light and soft, without adding weight.

Hold factor 3





Beauty Enhancer

Thanks to their BEAUTY ENHANCING action, 'after styling' products will maximize your manual skills restoring the styling TOUCH you were yearning for.

We chose black because it suggests refinement, elegance and exclusivity: give value to the personality of those who entrust your hands.

Final result will be the discovery of those looking for an emotion: they will find it in the beauty you created.

BE MATT

Matt effect wax
with medium strong hold and Brazilian clay

- It gives the hair texture and volume.
- For matt textures and a medium-strong hold, for flexible styles.
- For geometric styling and definite looks lovers.
- Ideal for short and medium length hair.

How to use it

Heat a small amount of product in your hands and apply it on towel dried or dry hair.

Fragrance

Intriguing fruity note of pomegranate, spiced with pink pepper.

Size

100ml

Natural ingredient: BRAZILIAN CLAY

It has great antiseptic, remineralizing and strengthening properties.

Medium - Strong Hold 4



CONTROL FREAK

Molding gel
with vegetable glycerin

- Glossy fluid gel for flexible control and long lasting memory
- Remoldable.
- Adds body and shape even to thin hair.
- To perfectly slick back the hair or for messy, shaped or brushed styles.
- Perfect to tame frizzy hair naturally.
- It does not glue or leave any residue.

How to use it

Apply one or two knobs of product on dry or wet hair and finish the hairstyle with or without blowdrier.

Fragrance

A light and freshly scent, slightly salted and spicy.

Size

200ml

Natural ingredient: VEGETABLE GLYCERIN

Vegetable glycerin moisturizes and softens the hair, making it extremely shiny. It's perfect for taming frizz and protecting the hair.

Hold factor 2



ROCK ME

Strong gel
with green coffee

- Strong gel for maximum control of styles, even most extreme ones.
- A must-have for sculpted and particularly bright hair.

How to use it

It can be molded on the palm of the hand to define strand by strand as desired. For a wet style effect define with a wide tooth comb or with your hands.

Apply on dry hair to get extreme hold.

Fragrance

Warm and bold notes, slightly salty.

Size

200ml

Natural ingredient: GREEN COFFEE

Green coffee is a powerful natural antioxidant element. It stimulates the hair bulb favoring the hair thickening.

Hold factor 5





SHINE BRIGHT

Dry shining spray

- One touch for maximum shine, inebriating scent on the hair.
- It enlightens the haircut and the hair color.
- It reduces frizz and static electricity.

How to use it

Spray uniformly on dry hair. Spray a small amount of product on selected strands to create a 3D effect.

Fragrance

Sensual and musky aroma with notes of vanilla and flowers.

Size
250ml



HOT SHOT

Medium-strong hold hairspray

- Professional hairsprays with medium-strong hold.
- It gives support to the styling.
- It shields from humidity and frizz without adding weight.
- It remains workable even if it dries quickly.

How to use it

Spray from a distance of 30 cm.
Apply twice for a stronger hold.

Fragrance

whipped cream scent enriched with fruity notes of cherry

Sizes
250 - 500ml

Medium - strong hold 4



STRONG BOND

Strong hold hairspray

- Professional hairspray with strong hold.
- Its extra fine and uniform vaporization fixate instantly with extreme hold.
- It gives body and shine.
- It guarantees maximum support and volume to the hair and to every hairstyle, leaving no residues.
- It dries quickly.

How to use it

Spray from a distance of 25-30 cm.
Apply several times for an extreme hold.

Fragrance

Sweet and fruity mango scent.

Size
250ml

Strong hold 5



UP & DOWN

Medium hold no-gas hairspray

- Anti humidity. It gives volume and shine to the hair without adding weight.
- It can be re-shaped after the application.
- It does not leave any residue even if used repeatedly.
- Removable with a few brush strokes.

How to use it

Once the hair is dry, spray from a distance of at least 20-30 cm.

Fragrance

Delicious sweet Tonka beans aroma, enriched with fruity notes of peach and apricot.

Sizes
250ml - 400ml

Medium hold 3



How to get the best...

TOUCH helps you express your creativity: your hands will be safely guided by high tech products, where your craftsmanship and our innovation meet.

That is why we thought that some suggestions on how to maximize the result of our products may be useful. You will make the difference.

artēxo
CARE FOR BEAUTY



Soft silky threads



Opaque unruly waves



Wispy soft waves

Soft silky threads

THE PRODUCTS

- RAIN DANCE HYDRA SHAMPOO
- RAIN DANCE HYDRA CONDITIONER
- FOREVER SMOOTH
- SHINE BRIGHT
- PURE WAVES



THE STEPS

1. Wash twice with Rain Dance Hydra Shampoo.
2. Apply FOREVER SMOOTH treatment on damp hair. Massage on the lengths for perfect absorption. Leave for 10 minutes.
3. Rinse accurately and condition with Rain Dance Hydra Conditioner. Rinse.
4. Apply two knobs of PURE WAVES mousse.
5. Blow dry with a flat brush.
6. Create small natural waves on the lengths with a flat iron or iron.
7. Vaporize SHINE BRIGHT.

Opaque unruly waves

- BEAUTY PRIMER
- CONTROL FREAK
- SHINE BRIGHT
- STRONG BOND.



1. Apply BEAUTY PRIMER to hydrate the hair.
2. Apply a blend with a small amount of BEAUTY PRIMER and CONTROL FREAK gel to give the hair texture and thickness.
3. Blow dry naturally, using a blow-drier and shaping with your hands.
4. Vaporize SHINE BRIGHT on the desired areas to get a 3D effect.
5. Fix the style with STRONG BOND.

Wispy soft waves

- BEAUTY PRIMER
- PURE WAVES
- CONTROL FREAK
- UP&DOWN
- BE MATT



1. Apply BEAUTY PRIMER to hydrate and give structure to the hair.
2. Apply PURE WAVES on damp hair in blend with CONTROL FREAK to give the hair body and definition.
3. Blow dry and create waves using an iron.
4. Move the hair and fix the waves by applying a small amount of BE MATT on the lengths.
5. Vaporize Up & DOWN to fix the look naturally.



Low soft ponytail



Falling moons



Crystal effect wind

Low soft ponytail

THE PRODUCTS

THE STEPS



- BEAUTY PRIMER
- PURE WAVES
- UP&DOWN

1. Apply BEAUTY PRIMER and massage the lengths to detangle and hydrate the lengths.
2. Apply PURE WAVES and blow dry the hair with a brush to obtain volume on the upper area and light movement on the lengths.
3. Finish by vaporizing UP & DOWN to fix the hairstyle naturally.

Falling moons



- BEAUTY PRIMER
- PURE WAVES
- HOT SHOT

1. Apply BEAUTY PRIMER to detangle and hydrate the hair.
2. Apply PURE WAVES and work the hair with a round brush and blow drier to create natural and vaporous movement.
3. Wispy HOT SHOT to fix the look and define the half moons.

Crystal effect wind



- BEAUTY PRIMER
- PURE WAVES
- SEA STYLE
- STRONG BOND

1. Apply BEAUTY PRIMER to hydrate and give structure to the hair.
2. Apply PURE WAVES on the roots and SEA STYLE spray on lengths and tips.
3. Blow dry using the hands.
4. Vaporize STRONG BOND to fix the look.



Lived-in braid



Shiny rebel volume

Lived-in braid

THE PRODUCTS

THE STEPS



- BEAUTY PRIMER
- SEA STYLE
- UP&DOWN

1. Apply BEAUTY PRIMER to hydrate the hair.
2. Apply SEA STYLE spray on all lengths and realize small twists; then blow dry using a hair diffuser to create movement
3. Realize the braid taking sections on both sides and converging the weave to the center.
4. Ruffle the lengths and the braid.
5. Vaporize UP & DOWN for a natural look.

Shiny rebel volume

- BEAUTY PRIMER
- CONTROL FREAK
- BE MATT
- SHINE BRIGHT

1. Apply BEAUTY PRIMER over the entire length of the hair to hydrate and add body.
2. Apply BEAUTY PRIMER in blend with CONTROL FREAK gel to give texture and thickness to the hair.
3. Mold the hair with hands and flat iron to define movement and volumes.
4. Apply BE MATT wax to saturate and shape the tips.
5. Vaporize SHINE BRIGHT to create a 3D light effect.





Compact wet effect



Afro messy curls

Compact wet effect

THE PRODUCTS

THE STEPS



- BEAUTY PRIMER
- ROCK ME
- HOT SHOT

1. Apply BEAUTY PRIMER to hydrate the hair.
2. Apply ROCK ME to define and sculpt the shape.
3. Fix the style with HOT SHOT.

Afro messy curls



- BEAUTY PRIMER
- CONTROL FREAK
- BE MATT

1. Apply BEAUTY PRIMER to hydrate the hair.
2. On squared sections of about 2x2cm apply CONTROL FREAK gel and realize two-strand narrow braids.
3. Dry using a hair diffuser.
4. Open the hair, then mold the shape using BE MATT to define and fix the look.

MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER

MYARTEGO.COM

artēgo
CARE FOR BEAUTY

BK0024INT