

GOOD SOCIETY

METROPOLITAN GREENERY



artexo
CARE FOR BEAUTY



GOOD SOCIETY

METROPOLITAN GREENERY

SMILE, BE KIND TO YOURSELF, TO OTHER PEOPLE, TO NATURE,
TO THE WORLD:

KINDNESS AND SMILE ARE THE MAGIC WORDS

Smile
YOU ARE Beauty

TO FEEL WELL, TO ENHANCE WELLBEING, TO CHANGE THE WORLD
AND FOUND A **GOOD SOCIETY**

METROPOLITAN GREENERY

IS
THE NATURE INSIDE THE CITY
AND
THE CITY INSIDE THE NATURE
DYNAMIC, INCLUSIVE, FULL OF LIFE
WHERE ALL PEOPLE CAN FREELY EXPRESS
THEMSELVES
AND THEIR TALENT

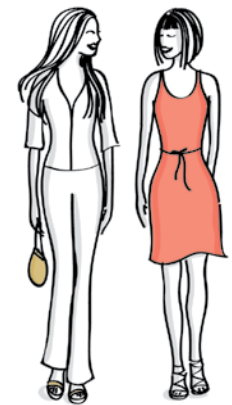
GOOD SOCIETY

SMILE AND KINDNESS
FOR
EVERYONE'S WELLBEING

A new way to live Beauty!



WHAT ARE PEOPLE ASKING OF COMPANIES, OF BRANDS?



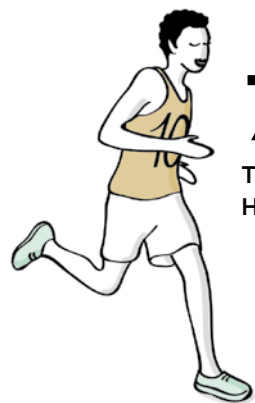
80%
TO PUT THEM
IN A POSITIVE
FRAME OF MIND



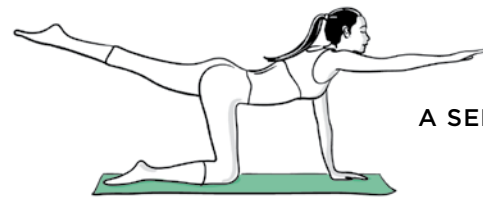
82%
TO GIVE MORE VALUE
TO NATURE
And to the experience
of wellbeing
that nature gives to our
health and balance



75%
TO ENABLE THEM
TO STAY ACTIVE



76%
TO STAY
HEALTHY



74%
TO PROMOTE
A SENSE OF HARMONY
AND BALANCE

THEY ARE ASKING FOR A BRAND THAT CREATES WELLNESS BEAUTY, HARMONY, BALANCE AND VITALITY

with **GOOD SOCIETY**

we enriched the formulas with wellbeing,
life, nature, gratifying sensoriality and pleasure, and enclosed them in sustainable packs

we imagine that nature is in the city and the city into nature,

where people touch, interact, listen, live, have fun
to the rhythm of the city, merged with those of nature that lives and blooms around them...

where modernity, fashion, technology, architecture, art, can design spaces
of beauty, of comfort, of nature, all tailored to people...

where it feels good

thinking about how smiling and being kind to others is a way to give and get pleasure in return;
to do our part, to build a better world,

and so

Smile
YOU ARE
Beauty

GOOD SOCIETY
METROPOLITAN GREENERY

THE GOOD SOCIETY PEOPLE:

There is a **LIGHT** that makes us beautiful.

And that light manifests itself in the eyes, on the skin, in the hair, in a look, conveying joy of living; transforming our life and that of the people around us because we radiate positive energy, with simple gestures full of wellness.

THIS IS WHY WE LOVE **GOOD SOCIETY!**

Because we love life

- it contains **27** natural, botanical, strengthening, nourishing, moisturizing, illuminating ingredients that make our hair healthy, protected and beautiful
- its expressed by exclusive, unforgettable fragrances that wrap you up into a wellness dimension
- its signature style speaks of us: lively, brilliant, dynamic, modern

Because

- it is complete, easy, clear, targeted for specific benefits, with immediate beauty and glow effects and constant care over time
- its packs are respectful of nature and the environment

Because

GOOD SOCIETY is a lifestyle, a mindset, a way of looking at us, at others, at the world: inclusive, dynamic, welcoming, passionate and playful; a way of grasping the beauty of life, for us and for others

Smile AND JOIN THE **GOOD SOCIETY** PEOPLE!



For who loves life

A COMPLETE, DYNAMIC, LIFESTYLE LINE THAT MAKES YOU SMILE

GOOD SOCIETY IS COMPLETE AND DYNAMIC: results, wellbeing, hair beauty and captivating fragrances.

GOOD SOCIETY IS A LIFESTYLE, a way of making the most of a life full of beauty, interesting things to do; work, setbacks, meetings, breaks, love, discovery, fun.

GOOD SOCIETY IS A LINE THAT MAKES YOU SMILE: it lives inside and outside the salon, it lives with people: it is their beauty accomplice, it smiles with them and spreads wellbeing all over.

THE FAMILIES

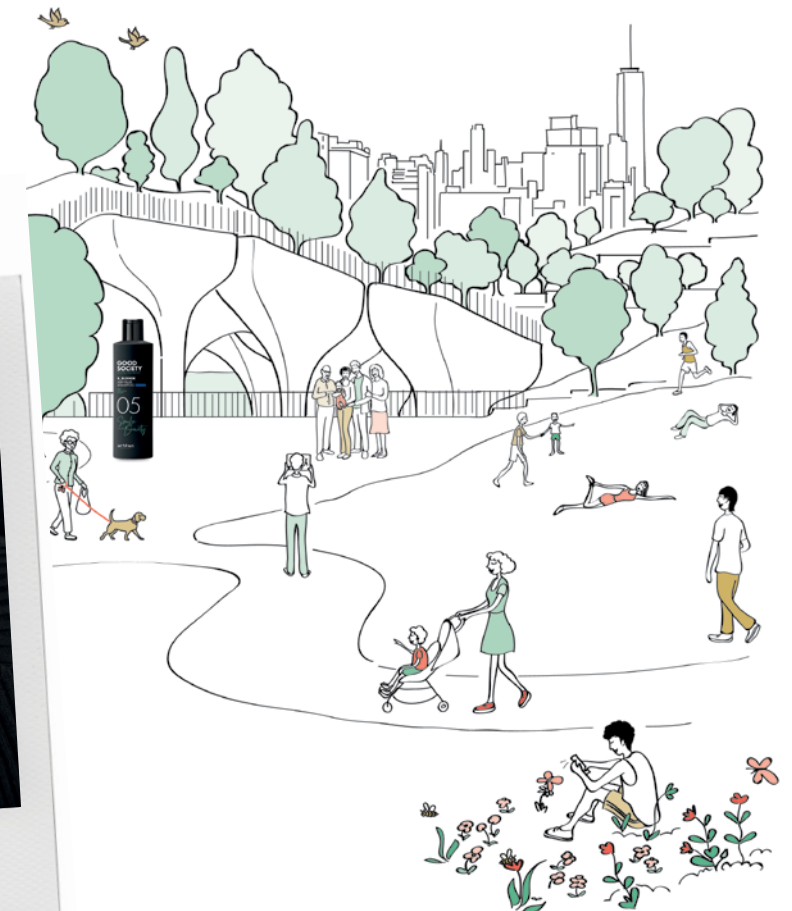
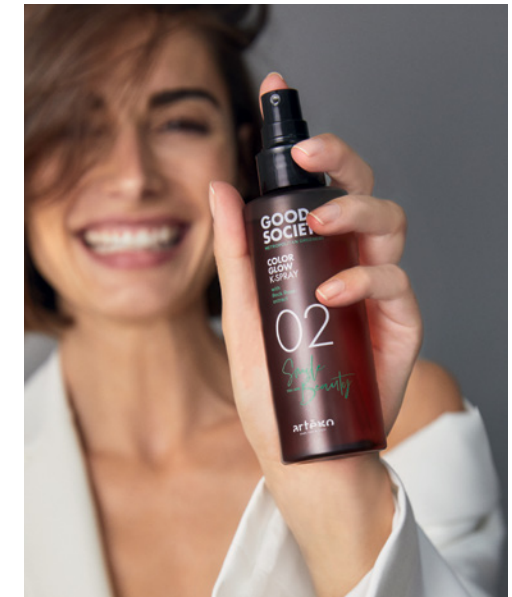
1. **COLOR GLOW**, color maintenance
2. **NOURISHING**, nourishment and hydration
3. **B_BLONDE**, specific for blondes
4. **EVERY YOU**, all hair types
5. **FREE SHAPE**, to support the style
6. **GLEE & BEAUTY**, precious, multifunctional products

INSTANT BEAUTY TOOLS

To transform the hair instantly, making it wonderful

- 90 FREE SHAPE ROOT VOLUMIZING SPRAY
- 10 GLEE & BEAUTY EQ BALANCING CARE
- 02 COLOR GLOW K-SPRAY
- 05 B_BLONDE - ASH TONING LOTION
- 05 B_BLONDE - PLATINUM TONING LOTION

Wow!



KNOW - THE LINE AT A GLANCE

CARE FOR BEAUTY

Always

CARE

A real **CARE & PROTECTION** line.

It gently takes care of the hair color and lengths, shielding every day from pollution, oxidation, damage caused from sunlight and blue light from the monitors, thanks to the specific formulation technologies of our laboratories.

BEAUTY

To maximize the beauty of the hair and of every styling that frames unique faces, of every shape, color, age.

To love who we are, how we are. **To love life.**

GORGEOUS FRAGRANCES

Each family offers harmonious unisex fragrances, with aromas that range from vanilla and talc, amber, to fruit and flower, now spicy, then woody and herbal.

GREEN & SUSTAINABLE PACK

- The packs are made of recycled, recyclable or naturally derived materials:
 - ✓ R-PET sustainable packaging PCR (Post-Consumer Recycled material) that maintains the same characteristics as standard PET
 - ✓ R-PP sustainable packaging PCR (Post-Consumer Recycled material) from post-consumer POLYPROPYLENE
 - ✓ Recycled aluminum containing up to 40% Post-Consumer Recycled material (PCR)
 - ✓ BIO-BASED PLASTIC for over 93% from renewable natural sources: you recognize them for the stamp with the official logo



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CARE FOR BEAUTY

KNOW - THE LINE AT A GLANCE

Beauty and Wellbeing

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CARE FOR BEAUTY

THE PLUSES OF THE LINE

A LINE OF METROPOLITAN WELLBEING

- **EMOTIONAL WELLBEING: VISUAL, OLFACTORY, SENSORIAL AND TACTILE**
 - **A COMPLETE, DYNAMIC, LIFESTYLE LINE THAT MAKES YOU SMILE**
 - **A COSMOPOLITAN, INCLUSIVE, TRANSVERSAL CONCEPT, FOR A METROPOLITAN LIFESTYLE IMMERSSED INTO NATURE**
 - **MICELLAR BASE FOR ALL SHAMPOOS**
 - **CONTRAST TO URBAN POLLUTION AND BLUE LIGHT**
- > 27 NATURAL AND BOTANICAL ACTIVE INGREDIENTS
 - > ADVANCED FORMULATIVE TECHNOLOGIES, BIODEGRADABLE UP TO 93.5%
 - > EXCLUSIVE, ENHANCING, INEBRIATING, PLEASANT FRAGRANCES
 - > IMMEDIATE COSMETIC EFFECT
 - > COMPLETE ASSORTMENT: FROM CLEANSING TO STYLING
 - > CARE AND BEAUTY IN THE SALON AND AT HOME

FREE OF:

PARABENS
RESORCINOL
COCAMIDE DEA
COCAMIDE MEA
SLES
SLS
PPD

GREEN & SUSTAINABLE PACK

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CARE FOR BEAUTY



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CARE FOR BEAUTY

PHYTO-TECHNOLOGY

NATURE + TECHNOLOGY

NATURE INSPIRES US, SCIENCE GUIDES US

with 27 Active Ingredients of Natural Origin, Biodegradable up to 93.5%,
MICELLAR SHAMPOOS FOR MAXIMUM DELICACY, BLUE LIGHT PROTECTION

MICELLAR BASE FOR ALL SHAMPOOS

MAXIMUM DELICACY

RESPECT OF THE NATURAL HYDROLIPIDIC FILM OF HAIR AND SKIN

DEEP CLEANSING FROM SEBUM, SMOG, SMOKING, EXTERNAL AGENTS

CONTRAST TO URBAN POLLUTION AND BLUE LIGHT

Thanks to the action of the ROCK ROSE EXTRACT

PHOTO-PROTECTION

CONTRAST TO FREE RADICALS

ANTI-AGE

FREE OF:

PARABENS

RESORCINOL

COCAMIDE DEA

COCAMIDE MEA

SLES

SLS

PPD

GORGEOUS FRAGRANCES

ENJOYING, ENHANCING, PLEASURE FRAGRANCES

Each product in GOOD SOCIETY holds and release an olfactory stimulus of exclusive pleasure designed to donate wellbeing, relaxation and optimism

Life is rich in fragrances that make people, places, moments, meetings and emotions unforgettable...

like **GOOD SOCIETY**

NATURAL AND BOTANICAL INGREDIENTS OF THE LINE



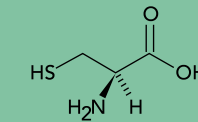
TEA TREE



ROCK ROSE



JOJOBA OIL



CYSTEINE



CORNSTARCH



SUNFLOWER



WASABIA
JAPONICA



SOY PROTEINS



PEPPERMINT



WHEAT GERM
OIL



VEGETABLE
BETAINE



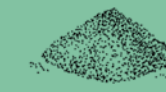
PRACAXI OIL



LINDEN



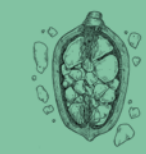
ALOE



ZEOLITE



SPIRULINA



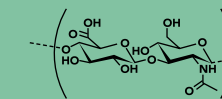
BAOBAB



AMARANTH



COCONUT AND
AVOCADO MILK



HYALURONIC
ACID



LINSEED OIL



BAMBOO
CHARCOAL



ROSEMARY
ESSENTIAL OIL



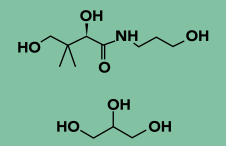
VEGETABLE KERATIN
DERIVED FROM QUINOA



CAROB
EXTRACT



ORGANIC CERTIFIED
ARGAN OIL



PANTHENOL
AND GLYCERINE

GOOD SOCIETY

METROPOLITAN GREENERY

THE GESTURE, THE HANDS, THE HAIR, THE PROFESSIONALISM, THE FEELINGS

In our salons,

a gesture of attention and love for your hair

A skill that accompanies you to a world of wellbeing, care and beauty

SALON ADVANTAGES

Tell your client about them: he will appreciate them, rewarding you and your salon.

MANY BENEFITS

- A contemporary line, with easy-to-use and highly performing products, even at home
- Natural active ingredients to protect the hair and the skin
- Innovative formulas with quick care results and extraordinary performances
- Biodegradability and packaging aimed at respect for the planet
- Sensory wellbeing that encourages you to smile

TECHNICAL PLUS

- Immediate cosmetic performances
- Products that can be combined between different families, to build a personalized beauty acting on the needs and wishes of the customer
- Specific blonde family, to control reflexes on all levels
- Maximum penetration of active principles, without weighting the hair down; the hair is beautiful and revitalized with natural volumes and movement
- Great attention to the professionalism of color services, thanks to the two dedicated families: Color Glow and B_Blonde

CARE FOR BEAUTY

Skills



**COMPETENCE
THAT ACCOMPANIES YOU TO A WORLD OF WELLNESS,
OF CARE AND BEAUTY**

MAKE THE DIFFERENCE, WITH CARE

Always

GOOD SOCIETY

METROPOLITAN GREENERY

CARE FOR BEAUTY

Always



02 COLOR GLOW
COLOR

90 FREE SHAPE
TO SUPPORT THE STYLE

46 NOURISHING
NOURISHMENT AND HYDRATION

05 B_BLONDE
BLONDES

18 EVERY YOU
ALL HAIR TYPES

10 GLEE & BEAUTY
PRECIOUS, MULTIFUNCTIONAL
PRODUCTS

02

COLOR GLOW

It is the family designed to extend the duration of color services. It prevents and neutralizes any oxidant action, protecting and regenerating the original shine of cosmetic color and prolonging its beauty and stability. It nourishes the hair fiber, softens it, illuminates it, leaving natural volumes, without weighting the hair down.



02 COLOR GLOW SHAMPOO
PROTECTION AND LONG LASTING COLOR
250ml - 1l

ACTION Trivalent: gently cleanses, protects, takes care of hair and color, prolonging its duration and improving the structure of the hair.

FORMULA ENRICHED WITH Phytoceramides extracted from Sunflower, Jojoba, Wasabia Japonica.

BEST FOR Maximum duration of cosmetic color, progressive improvement of hair health.

Sustainable Pack Plus
Recyclable / Recycled pack



02 COLOR GLOW MILK CONDITIONER
PROTECTION AND LONG LASTING COLOR
200ml - 1l

ACTION Caressing texture, adheres perfectly to the hair, takes care of the cosmetic color prolonging its duration, it illuminates, conditions and regenerates the hair fiber, instantly detangling. It leaves natural volumes without weighting the hair down.

FORMULA ENRICHED WITH Phytoceramides extracted from Sunflower, Jojoba, Wasabia Japonica.

BEST FOR Maximum duration of cosmetic color, progressive improvement of hair health. It leaves volumes natural, without weighting the hair down.

Sustainable Pack Plus
Recyclable / Recycled pack



02 COLOR GLOW K-SPRAY No rinse multifunctional two-phase spray
PROTECTION AND LONG LASTING COLOR
150ml

ACTION Instantly restores brightness, takes care of the color by sealing it inside the cuticle, preserving shine and enhancing its intensity. It hydrates, restructures, perfumes the hair making it pure silk. It does not weight down.

FORMULA ENRICHED WITH Phytoceramides extracted from Sunflower, Jojoba, Vegetable Keratin, Cysteine.

BEST FOR Instant brightness, it seals the cosmetic color, regenerates the hair fiber without weighting it down.

Sustainable Pack Plus
Recyclable / Recycled pack



Wow!

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CARE FOR BEAUTY



FAMILY'S SPECIAL PHYTO INGREDIENTS

PHYTO-CERAMIDES

Glycolipids and botanical phospholipids **EXTRACTED FROM SUNFLOWER**. Bio-protection of color from atmospheric pollutants (urban protection) thanks to the greater cohesion of the capillary cuticles with less color fading and increased hydration.

WASABIA JAPONICA

It guarantees greater stability and protects the hair color from degradation and free radicals (color fade protection). Naturally rich in Melanin which has a booster effect to counteract the blue light and prevent oxidative stress.

JOJOBA

Jojoba esters and oil, excellent nourishment for the hair, they gives emolliency without weighting the hair down and protect it from moisture and greasiness, leaving it free and easy to manage.

CYSTEINE

It is a reducing agent, known for its strong invigorating and antioxidant properties.

VEGETABLE KERATIN

Bio-mimetic alternative of animal keratin, a fundamental protein of the hair. Combination of quinoa, low molecular weight vegetable proteins and peptides, it improves hydration, strengthens and has an anti-frizz action.

GORGEOUS FRAGRANCE

A sweet and juicy soul, scent of grape, strawberry and sugary orange, embellished with a sinuous symphony of flowery notes. Vanilla nourishes the smile and the persistent note of Amber infuses the composition with a roundness full of sensuality and charm. It instills a feeling of beauty, sweetness, positivity and cheerfulness.

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CARE FOR BEAUTY

18

EVERY YOU

it is the ideal family for any type of hair: natural or colored, smooth, wavy or curly. It takes care of the hair, gradually improving its appearance, with protective, emollient, moisturizing and anti-breakage action. Gentle on the scalp, with a strengthening and sebum-regulating effect.



18 EVERY YOU GENTLE SHAMPOO

ALL HAIR TYPES

250ml - 1l

ACTION gently cleanses, revitalizes, illuminates and softens.

FORMULA ENRICHED WITH Aloe Vera, gradual release Biofunctional Complex with extracts of Carob, Soy Protein and Cornstarch.

BEST FOR Suitable for any type of hair structure, emollient and energizing sebum-regulating product, it revitalizes and illuminates.

Green Sustainable Pack Plus Recyclable / Recycled pack 

18 EVERY YOU GENTLE CONDITIONER

ALL HAIR TYPES

200ml - 1l

ACTION detangles and conditions, generating the progressive wellbeing of the hair.

FORMULA ENRICHED WITH Aloe Vera, a gradual release Biofunctional Complex with extracts of Carob, Soy Protein and Cornstarch.

BEST FOR Suitable for any type of hair structure, elasticizing and anti-breaking, for a progressive improvement of the hair fiber.

Green Sustainable Pack Plus Recyclable / Recycled pack 



FAMILY'S SPECIAL PHYTO INGREDIENTS

BIOFUNCTIONAL COMPLEX with sequential release with:

CAROB EXTRACT moisturizing and elasticizing;

SOY PROTEINS restorative and protective;

SOOTHING AND EMOLLIENT CORNSTARCH. It is a phyto-tech complex with multicapillary injection, 10 effects in 1: volumizes, strengthens, repairs, prevents breakage, builds up, protects, illuminates, conditions, anti-frizz and anti-humidity action.

ALOE VERA BIO extract from Aloe Vera leaves, to moisturize, protect and strengthen the hair.

GORGEOUS FRAGRANCE

The Japanese art and ritual dedicated to the appreciation of incense. Ginger, Cardamom and Sandalwood combine with the warmth of Water lily to give the fragrance its distinctive calming and relaxing property.

Black Orchid and Dark Amber give an air of unmistakable and clean sensuality.

Wellbeing and contentment, the feeling of a peaceful life, in harmony with the world around us.

46

NOURISHING

It is the family that takes care of thin, dull and brittle hair, reinvigorating it. Deeply nourishing for scalp and hair, it restores hydration, body, gives shine, elasticity, vitality and softness. It creates a bioactive film around the hair fiber, replumping and protective, which enriches the hair with active substances, reducing breakage and protecting it from heat.



46 NOURISHING SHAMPOO
 NOURISHMENT AND EMOLLIENCE
 250ml - 1l

ACTION It cleanses gently, deeply nourishing skin and hair. Emollient and restorative, it regenerates the hydrolipidic film reinforcing and protecting the hair fiber.

FORMULA ENRICHED WITH Coconut Milk and Avocado, Enhanced Hyaluronic Acid.

BEST FOR Deep nourishment for dry skin and hair; it regenerates the hydrolipidic film and strengthens the hair fiber.

Green Sustainable Pack Plus **I'm green**
 Recyclable / Recycled pack

46 NOURISHING BOOST MASK
 NOURISHMENT AND EMOLLIENCE
 250ml - 500ml

ACTION Intense nourishment, restorative, moisturizing, elasticizing and replumping. It hydrates scalp and hair, regenerating the hydrolipidic film. It strengthens, smoothes, thickens and protects the hair fiber.

FORMULA ENRICHED WITH Coconut Milk and Avocado, Enhanced Hyaluronic Acid.

BEST FOR Deep nourishment for dry skin and hair; it regenerates the hydrolipidic film, strengthens the hair fiber gradually improving it, elasticizes and replumps.

Green Sustainable Pack Plus **I'm green**
 Recyclable / Recycled pack



FAMILY'S SPECIAL PHYTO INGREDIENTS

COCONUT AND AVOCADO MILK

Nourishing and multifunctional milk, created with a natural micellar process, which contains the beneficial characteristics of Coconut oil, Coconut Water, Avocado Oil and natural Phospholipids. Rich in triglycerides, unsaturated fatty acids (Omega-6, Omega-9), Vitamin E, amino acids, minerals, bio-mimetic phospholipids that deeply nourish the hair. It ensures brilliance, vitality, restoration of the capillary hydrolipidic film, hydration, silkiness, manageability, thermal resistance and protection.

ENHANCED HYALURONIC ACID

Hydration booster effect. 7 in 1 active principle with moisturizing, anti-frizz, anti-pollution action; it gives natural volume, resistance, shine and softness.

GORGEOUS FRAGRANCE

The mystery of carnal attraction, musky aromas constructed with notes of Bulgarian Rose and Jasmine accompanied by the intensity feminine of Coumarin, Musk and Pachouli. The feeling is of fullness, self-esteem, of being an active part in the beauty that surrounds us.

05

B_BLONDE

B_BLONDE is the family dedicated to the protection and maintenance of lightened blonde hair, grey and white hair, both natural and colored. The pigments inside the formula are able to neutralize unwanted warm shades on all levels. The use of these products, wash after wash, enhances the structure of the hair impoverished from bleaching services, making it healthier and more hydrated, for shiny, regenerated, resistant and disciplined hair.

05 B_BLONDE ASH BLUE SHAMPOO 250ml - 1l

ACTION cleanses gently, neutralizes unwanted YELLOW-ORANGE warm effects, restores vigor, structure and brightness to lightened hair. It neutralizes yellowish shades on natural white hair, adding a cold tone.

FORMULA ENRICHED WITH Baobab Extract, Vegetable Keratin.

BEST FOR Instant, visible and controllable balance of unwanted results. Gentle scalp and hair cleansing. Progressive improvement of the hair fiber.

Green Sustainable Pack Plus Recyclable / Recycled pack 



05 B_BLONDE VIOLET OPALINE SHAMPOO 250ml - 1l

ACTION cleanses gently, neutralizes unwanted YELLOW warm effects, restores vigor, structure and brightness to lightened hair.

FORMULA ENRICHED WITH Baobab Extract, Vegetable Keratin.

BEST FOR Instant, visible and controllable balance of unwanted results. Gentle scalp and hair cleansing. Progressive improvement of the hair fiber.

Green Sustainable Pack Plus Recyclable / Recycled pack 



05 B_BLONDE GREY PEARL SHAMPOO 250ml - 1l

ACTION cleanses gently, neutralizes unwanted YELLOW-ORANGE warm effects, restores vigor, structure and brightness to lightened hair. It illuminates natural grey hair, adding a pearl tone.

FORMULA ENRICHED WITH Baobab Extract, Vegetable Keratin.

BEST FOR Instant, visible and controllable balance of unwanted results. Gentle scalp and hair cleansing. Progressive improvement of the hair fiber.

Green Sustainable Pack Plus Recyclable / Recycled pack 



05 B_BLONDE GREEN NO RED SHAMPOO 250ml - 1l

ACTION cleanses gently, neutralizes unwanted RED-ORANGE warm effects, restores vigor, structure and brightness to lightened hair.

FORMULA ENRICHED WITH Baobab Extract, Vegetable Keratin.

BEST FOR Instant, visible and controllable balance of unwanted results. Gentle scalp and hair cleansing. Progressive improvement of the hair fiber.

Green Sustainable Pack Plus Recyclable / Recycled pack 



FAMILY'S SPECIAL PHYTO INGREDIENTS

BAOBAB EXTRACT

Extracted from the iconic African plant, which between mysticism and legend manages to survive the most extreme climates, Baobab is synonymous with strength, good health and good luck. For treated and bleached hair to be pampered, protected and repaired. It has anti-aging properties, it strengthens, protects, nourishes and disciplines sensitized hair, repairing it from pollution and exposure to UV rays.

VEGETABLE KERATIN

Bio-mimetic alternative of animal keratin, a fundamental protein of the hair. Combination of quinoa, low molecular weight vegetable proteins and peptides, it improves hydration, strengthens and has an anti-frizz action.

+ SPECIAL COMPLEX

STYLEZE™ CC-10

Functional thermoprotective polymer that guarantees the natural movement of the hair. It has a protective action from heat, with moisture resistant anti-frizz effect.

GORGEOUS FRAGRANCE

Magnetic duel between entities, super sensual salty vanilla, white amber and a touch of Ambergris, stimulating imaginary sensations that blend with the skin.

Provocative infiltrations of Orange Blossom and Pepper. Magnetism to the extreme, the feeling is that you are at the helm, you find yourself living the full journey of life, you have yourself, and that's all you and the people you meet.

05

B_BLONDE



Wow!

05 B_BLONDE ASH TONING LOTION

150ml

ACTION immediate cosmetic benefit, disciplining and smoothing even on impoverished hair. Enriched with blue-violet micronized pigments, it neutralizes unwanted YELLOW-ORANGE shades restoring vigor, structure and intense brightness.

FORMULA ENRICHED WITH Baobab Extract, Vegetable Keratin, Styleze™ CC-10.

BEST FOR Instant, visible and controllable balance of unwanted effects. Progressive improvement of the hair fiber. Protective UVB - HEV - antipollution.

Green Sustainable Pack Plus
Recyclable / Recycled pack



Wow!

05 B_BLONDE PLATINUM TONING LOTION

150ml

ACTION immediate cosmetic benefit, disciplining and smoothing even on impoverished hair. Enriched with violet micronized pigments, it neutralizes unwanted YELLOW shades restoring vigor, structure and intense brightness.

FORMULA ENRICHED WITH Baobab Extract, Vegetable Keratin, Styleze™ CC-10.

BEST FOR Instant, visible and controllable balance of unwanted effects. Progressive improvement of the hair fiber. Protective UVB - HEV - antipollution.

Green Sustainable Pack Plus
Recyclable / Recycled pack



90

FREE SHAPE

Hair care that defines and supports shape and style.
Enriched with specific functional natural active ingredients;
Each product protects and improves the appearance of the hair, strengthening it and making it healthier and more vital, without weighting it down.



90 FREE SHAPE MODELLING MOUSSE

250ml

ACTION modeling mousse with medium hold to give body and volume; it leaves the hair soft and supple.

FORMULA ENRICHED WITH Wheat Germ Oil.

BEST FOR it replumps, gives volume and hold to the style, without weighting the hair down.

Green Sustainable Pack Plus
Recyclable / Recycled pack



90 FREE SHAPE SOFT CURL CREAM

100ml

ACTION cream to define curls and waves providing elasticity, nourishment, softness and brightness.

FORMULA ENRICHED WITH Amaranth Extract, Spirulina Extract.

BEST FOR defines and elasticizes curly hair, without adding weight.

Green Sustainable Pack Plus
Recyclable / Recycled pack



90 FREE SHAPE SMOOTHING CREAM

100ml

ACTION disciplining and smoothing cream, for straight, shiny and satin hair. Anti-frizz and antistatic effect, shields against the damaging action of hot tools.

FORMULA ENRICHED WITH Amaranth Extract, Styleze™ CC-10.

BEST FOR removes frizz, has an anti-humidity and thermal protection action.

Green Sustainable Pack Plus
Recyclable / Recycled pack



SPECIAL COMPLEX & PHYTO INGREDIENTS

90 FREE SHAPE MODELLING MOUSSE

WHEAT GERM OIL

Obtained from the germ of the wheat seed, it has an antioxidant, invigorating and polishing action.

90 FREE SHAPE SOFT CURL CREAM

AMARANTH EXTRACT

Ancient plant that contains beneficial amino acids for the hair. Non-GMO & naturally gluten-free, it has a strengthening action that allows a greater hold of the style on the hair. The amino acids contained in this ancient plant guarantee the integrity of the hair structure that appears thicker, with less friction and more free to move. The hair is healthier, shinier and protected from atmospheric agents.

SPIRULINA EXTRACT

Blue-green microalgae, with a high content of chlorophyll, source of oxygen and life. It restores vitality and elasticity to curly hair making it more airy and flexible. It contains all the 8 essential amino acids (Phenylalanine, Isoleucine, Leucine, Lysine, Methionine, Threonine, Tryptophan, Valine), beta-carotene, antioxidant phycoyanins, essential fatty acids (Omega 3 and Omega 6).

90 FREE SHAPE SMOOTHING CREAM

AMARANTH EXTRACT

Ancient plant that contains beneficial amino acids for the hair. Non-GMO & naturally gluten-free, it has a strengthening action that allows a greater hold of the style on the hair. The amino acids contained in this ancient plant guarantee the integrity of the hair structure that appears thicker, with less friction and more free to move. The hair is healthier, shinier and protected from atmospheric agents.

STYLEZE™ CC-10

Functional thermoprotective polymer that guarantees the natural movement of the hair. It has a protective action from heat, with moisture resistant anti-frizz effect.



90 FREE SHAPE ROOT VOLUMIZING SPRAY

150ml

ACTION Volumizing lotion, thickens the hair fiber without weighting it down. Ideal at the roots and also on the lengths, it replumps with light support.

FORMULA ENRICHED WITH Linden Extract, Vegetable Betaine.

BEST FOR instantly builds and volumizes roots and lengths, with an antistatic effect.

Green Sustainable Pack Plus  
Recyclable / Recycled pack

90 FREE SHAPE CRYSTAL DROPS

100ml

ACTION illuminating serum, gives instant softness and manageability. Discipline and silky hair with an antistatic and anti-frizz effect.

FORMULA ENRICHED WITH Pracaxi Oil, Linseed Oil.

BEST FOR it seals, illuminates, disciplines, elasticizes and perfumes.

Green Sustainable Pack Plus 
Recyclable / Recycled pack



90 FREE SHAPE ARGAN SUPREME

75ml

ACTION concentrated argan serum, ultra-penetrating and very light. Immediate nourishment and regeneration with sublime and persistent fragrance.

FORMULA ENRICHED WITH Certified organic Argan oil.

BEST FOR it nourishes, hydrates, illuminates, disciplines, seals and perfumes instantly, with extraordinary penetrating and regenerating action.

Green Sustainable Pack Plus 
Recyclable / Recycled pack



90 FREE SHAPE MATTE PASTE

100ml

ACTION paste with a creamy consistency to shape the style with a medium hold. Reworkable with an elegant semi-opaque effect.

FORMULA ENRICHED WITH Zeolite, Bamboo Charcoal.

BEST FOR it gives structure and shape to the hair with a light matt effect.

Green Sustainable Pack Plus  
Recyclable / Recycled pack



SPECIAL COMPLEX & PHYTO INGREDIENTS

90 FREE SHAPE VOLUMIZING ROOT SPRAY

LINDEN EXTRACT

Active ingredient extracted from a species that grows in a particular area of the Mediterranean; it is highly functional and naturally rich in phyto-components such as polysaccharides, flavonoids, peptides, mucilage and amino acids. It helps to hydrate and gives volume and body to the hair.

VEGETABLE BETAINE

Amino acid obtained from sugar beet, it has a moisturizing, volumizing and antistatic action.

90 FREE SHAPE CRYSTAL DROPS

PRACAXI OIL

It protects and maintains the optimal level of hydration. It discipline frizz, giving complete freedom and increasing shine. It reduces frizz for better freedom of definition and more tamed hair. It protects from atmospheric pollution.

LINSEED OIL

Oil extracted from the pressing of flax seeds with emollient, disciplining and illuminating action.

90 FREE SHAPE ARGAN SUPREME

ORGANIC CERTIFIED ARGAN OIL

Extracted from the seeds of the Argania spinosa plant, in southern Morocco, it is particularly appreciated for its nutritional, cosmetic and medicinal properties. It has an antioxidant, anti-aging, moisturizing, illuminating, invigorating action.

90 FREE SHAPE MATTE PASTE

ZEOLITE

Term that literally translated means "hot or boiling stone". It is a volcanic mineral made from incandescent lava and from the brackish water of the sea. It contains the energy of Fire, the freshness of Water and the mineral component of the Earth. Thanks to its detoxifying properties, it manages to absorb toxins and heavy metals by trapping and eliminating them. Ideal as an anti-pollution treatment.

BAMBOO CHARCOAL

Charcoal extracted from bamboo with purifying properties, it can absorb minerals, toxins, impurities and other harmful substances, leaving the hair stronger and healthier.

10

GLEE & BEAUTY

it contains a range of products able to maximize wellbeing in the salon and at home, to be used every day or several times a day. Hair, scalp and spirit are involved in the Care results of this family, that thanks to these multiple benefits, can help you to build an endless story.

10 EQ BALANCING CARE

150ml

ACTION no rinse spray with light texture and very rich in functional ingredients. Irreplaceable in the salon as an ally in all technical services and to boost positivity thanks to its fragrance, practical to always keep handy. It generates immediate wellbeing for the hair and sense of smell, to be used several times a day.

FORMULA ENRICHED WITH Phytoceramides extracted from Sunflower, Enhanced Hyaluronic Acid, Zeolite, Amaranth Extract, Wasabia Japonica.

BEST FOR it equalizes porosity instantly, with a restorative moisturizing effect.



Sustainable Pack Plus
Recyclable / Recycled pack



10 GLEE & BEAUTY DETOX HAIR & BODY WASH

250ml

ACTION balsamic cleansing gel rich in functional active substances for cleansing and toning the scalp and skin; it takes care of the health of the hair. It creates an instant feeling of relief and physical wellbeing, also conveying an energetic sensations of freshness, vigor and balance to our mind.

FORMULA ENRICHED WITH Panthenol and Glycerin, Tea Tree Oil, Peppermint essential oil, Rosemary essential oil.

BEST FOR purifying action for skin and body, with immediate invigorating and energizing effect.



Green Sustainable Pack Plus
Recyclable / Recycled pack



FAMILY'S SPECIAL PHYTO-INGREDIENTS

PHYTO-CERAMIDES

Glycolipids and botanical phospholipids **EXTRACTED FROM SUNFLOWER**. Bio-protection of color from atmospheric pollutants (urban protection) thanks to the greater cohesion of capillary cuticles with less color fading and increased hydration.

ENHANCED HYALURONIC ACID

Booster effect of hydration. 7 in 1 active ingredient with moisturizing, anti-frizz, anti-pollution action; it gives natural volume, resistance, shine and softness.

ZEOLITE

Term that literally translated means "hot or boiling stone". It is a volcanic mineral made from incandescent lava and from the brackish water of the sea. It contains energy of Fire, the freshness of Water and the mineral component of the Earth. Thanks to its detoxifying properties, it manages to absorb toxins and heavy metals by trapping and eliminating them. Ideal as an anti-pollution treatment.

AMARANTH EXTRACT

Ancient plant that contains beneficial amino acids for the hair. Non-GMO & naturally gluten-free, it has a strengthening action that allows a greater hold of the style on the hair. The amino acids contained in this ancient plant guarantee the integrity of the hair structure that appears thicker, with less

friction and more free to move. The hair is healthier, shinier and protected from atmospheric agents.

WASABIA JAPONICA

It provides greater stability and protects the hair color from degradation and free radicals (color fade protection). Naturally rich in Melanin which has a booster effect to shield from blue light and prevent oxidative stress.

PANTHENOL AND GLYCERINE

Ingredients with marked moisturizing, regenerating and soothing properties.

TEA TREE OIL

With purifying properties, it improves the health of the scalp and the hair. It has an anti-inflammatory and specific antibacterial action for the skin, it purifies the hair bulbs from dandruff and pollutants.

PEPPERMINT ESSENTIAL OIL

It gives freshness, tone and hydration to the skin and helps to fortify the roots and purify the pores.

ROSEMARY ESSENTIAL OIL

It is an invigorating oil rich in antioxidants that help counteract premature aging and thinning of hair.

GORGEOUS FRAGRANCE

EQ BALANCING CARE: Oriental aroma, built with sweet powdery myrrh, sensual and enveloping orchid and mystical Datura. It transmits light vibrations, stimulating creativity and fulfillment.

DETOX HAIR & BODY WASH: Energetic mentholated balsamic notes accompanied by an enveloping fragrance of Amber. It conveys the feeling of being strong and healthy, full of vital energy and protective towards others.

KNOW BETTER - DISCOVERING THE LINE

VEGAN PRODUCT MENU



100% VEGAN FORMULA

VEGGIE IS THE NEW LIFESTYLE

The **GOOD SOCIETY** revolution also embraces a 100% Vegan lifestyle, through a selection of products formulated with no ingredients of animal origin:



BEST FOR MEN

10 GLEE & BEAUTY DETOX HAIR & BODY WASH + 90 FREE SHAPE ROOT VOLUMIZING SPRAY

to detoxify and give vigor to the shaft and the scalp, and volume to the hair.

18 EVERY YOU SHAMPOO + 18 EVERY YOU CONDITIONER + 90 FREE SHAPE MATTE PASTE

to cleanse, soften and shape the hair, with medium-hold.

BEST FOR COLOR

02 COLOR GLOW SHAMPOO + 02 COLOR GLOW MILK CONDITIONER to protect + **02 COLOR GLOW K-SPRAY**

for maximum care and durability of cosmetic color.

46 NOURISHING SHAMPOO + 46 NOURISHING BOOST + 10 GLEE & BEAUTY EQ BALANCING CARE

for maximum hydration and daily maintenance of the health of weak and colored hair.

BEST FOR BLONDE

05 B_Blonde Ash Blue Shampoo + 02 Color Glow Milk Conditioner

to protect, care for and extend the duration of cosmetic color and correct unwanted warm results.

05 B_Blonde Violet Opaline Shampoo + 02 Color Glow K-Spray

to cleanse, correct unwanted warm results and give instant brightness.

BEST FOR VOLUME

46 NOURISHING SHAMPOO + 02 Color Glow K-Spray

to add body, light, softness and volume to thin and / or treated hair.

18 EVERY YOU SHAMPOO + 90 FREE SHAPE ROOT VOLUMIZING SPRAY + 90 FREE SHAPE MATTE PASTE

to cleanse and give volume to all hair types.

BEST FOR SPORT

MEN 10 GLEE & BEAUTY DETOX HAIR AND BODY WASH + 90 FREE SHAPE ROOT VOLUMIZING SPRAY to cleanse, detoxify and give body and volume.

WOMAN 46 NOURISHING SHAMPOO + 02 COLOR GLOW K-SPRAY to hydrate, elasticize, add brightness and body.

KNOW BETTER - DISCOVERING THE LINE



Enjoy!

artexo
CARE FOR BEAUTY

INSTANT BEAUTY PRODUCTS

Wow! TOOLS IT'S BEAUTY...INSTANTLY!



02 COLOR GLOW
K-SPRAY

Illuminating, protective, disciplining, sealing and smoothing beauty spray. It locks the cosmetic color in the hair.



90 FREE STYLE
ROOT VOLUMIZING SPRAY

No-rinse volumizing spray for roots and lengths. It builds and gives volume to the hair by lifting it from the root and protecting it.



05 B_BLONDE
ASH TONING LOTION

No-rinse illuminating spray lotion, enriched with blue-violet micronized pigments; it neutralizes unwanted YELLOW-ORANGE reflexes, restoring vigor, structure and intense brightness to the hair. With thermal protection.



05 B_BLONDE
PLATINUM TONING LOTION

No-rinse illuminating spray lotion, enriched with violet micronized pigments; it neutralizes unwanted YELLOW reflexes, restoring vigor, structure and intense brightness to the hair. With thermal protection.



10 GLEE & BEAUTY
EQ BALANCING CARE

Light no-rinse spray rich in functional ingredients. Irreplaceable ally, both in the salon for all technical services and for the daily home hair care. It creates immediate wellbeing, even to our sense of smell. To be used several times a day.



B_BLONDE HINTS AND TIPS



B_BLONDE ASH BLUE SHAMPOO

- on colored or lightened hair lev. 6/7/8 to neutralize residual yellow-orange reflexes
- on colored or lightened hair lev. 9/10 to get very cold ash shades
- on oxidized-yellowed grey hair to obtain a white-ash shade



B_BLONDE VIOLET OPALINE SHAMPOO

- on colored or lightened hair lev. 8/9/10 to counteract yellow-golden residual reflexes
- on oxidized-yellowed grey hair to obtain a pure white shade



B-BLONDE GREY PEARL SHAMPOO

- on grey hair to highlight white with a slight pearl grey shade
- on greying hair, even for men, to illuminate and intensify grey shades
- on colored or lightened hair lev. 6/7/8/9 to neutralize yellow-orange reflexes



B_BLONDE GREEN NO RED SHAMPOO

- on colored or slightly lightened hair lev. 4/5/6/7 to neutralize red-orange reflexes
- on colored male hair to neutralize red-orange reflexes



TECHNICAL TIPS FOR PROFESSIONALS



B_BLONDE ASH TONING LOTION, COSMETIC NEUTRALIZING AND ILLUMINATING ACTION

- instant neutralization of yellow-orange reflexes on all levels, for natural, colored or bleached hair
- on oxidized-yellowed grey hair to neutralize and obtain ash reflexes
- immediate illuminating result, optically lighter than the starting level
- in case of excessive deposit proceed with rinsing, the neutralization obtained will not be lost





B_BLONDE PLATINUM LOTION, INSTANT NEUTRALIZING AND ILLUMINATING ACTION




- instant neutralization of yellow reflexes on all levels, for natural, colored or bleached hair
- on oxidized-yellowed grey hair to neutralize and obtain opal platinum white shades
- immediate illuminating result, optically lighter than the starting level
- in case of excessive deposit proceed with rinsing, the neutralization obtained will not be lost

NB: the intensity of the results obtained with the use of all the **B_BLONDE SHAMPOO** and **TONING LOTION** references are optically visible and may vary according to:

- starting level and reflex
- quantity of product
- developing time
- porosity of the hair
- degree of humidity of the hair

ALL YOU NEED TO KNOW... *at a glance!*

PRODUCT	CARE ACTION	PHYTO-TECHNOLOGY SPECIAL FAMILY INGREDIENTS	SPECIALITIES
<p>02 COLOR GLOW MAXIMUM CERTIFIED DURATION OF COSMETIC COLOR</p>	<p>Family designed to extend the duration of color services. It prevents and neutralizes any oxidizing action, protecting and regenerating the original shine of cosmetic color and prolonging its beauty and stability. It nourishes the hair fiber, softens it, illuminates it, leaving natural volumes, without weighting the hair down.</p>	<ul style="list-style-type: none"> • PHYTO-CERAMIDES EXTRACTED FROM SUNFLOWER • JOJOBA • WASABIA JAPONICA • VEGETABLE KERATIN • CYSTEINE 	<p>COLOR GLOW SHAMPOO Gentle skin and hair cleansing + certified bio color protection</p> <p>COLOR GLOW MILK CONDITIONER Progressive improvement of the hair fiber + certified bio color protection + natural volumes</p> <p> COLOR GLOW K-SPRAY Instant beauty multiplied + certified bio color protection + natural volumes + strengthening + protective UVB - HEV - antipollution + thermal protection</p>
<p>18 EVERY YOU GENTLE AND BALANCED FAMILY IN RESULTS, IDEAL FOR EVERY TYPE OF HAIR, DEDICATED TO EVERYONE'S HAIR, NATURAL OR COLORED, SMOOTH OR CURLY.</p>	<p>Multifaceted family, ideal for any type of natural or colored hair, with a smooth, wavy or curly shape. It takes care of the hair, gradually improving its appearance; with protective, emollient, moisturizing and anti-breakage action. Gentle on the scalp, with a strengthening and sebum-regulating effect.</p>	<ul style="list-style-type: none"> • CAROB EXTRACT • ALOE VERA • SOY PROTEINS • CORNSTARCH 	<p>EVERY YOU GENTLE SHAMPOO Gentle scalp and hair cleansing + emollient & energizing sebum-regulating action + perfect for all hair types</p> <p>EVERY YOU GENTLE CONDITIONER Progressive improvement of the hair fiber + moisturizing + anti-breakage</p>
<p>46 NOURISHING NOURISHMENT AND HYDRATION FOR THIN, DULL, DEHYDRATED AND TREATED HAIR.</p>	<p>It takes care of all thin, dull and brittle hair, reinvigorating it. Deeply nourishing for scalp and hair, it restores hydration, body, gives shine, elasticity, vitality and intense softness. It creates a bioactive film around the fiber, replumping and protective, which enriches the hair with active substances, reducing breakage and protecting it from heat.</p>	<ul style="list-style-type: none"> • COCONUT AND AVOCADO MILK • ENHANCED HYALURONIC ACID 	<p>NOURISHING SHAMPOO Gentle scalp and hair cleansing + skin and hair nourishment</p> <p>NOURISHING BOOST Progressive improvement of the hair fiber + regenerating and elasticizing + progressive light filler effect</p>
<p>10 GLEE & BEAUTY PRECIOUS, MULTIFUNCTIONAL PRODUCTS FOR ENDLESS BENEFITS.</p>	<p>Range of products able to maximize wellbeing in the salon and at home, to be used every day or several times a day. Hair, scalp and spirit are involved in the Care results of this family, that thanks to these multiple benefits, can help you to build an endless story.</p>	<ul style="list-style-type: none"> • PANTHENOL AND GLYCERINE • TEA TREE OIL • PEPPERMINT ESSENTIAL OIL • ROSEMARY ESSENTIAL OIL • ENHANCED HYALURONIC ACID • WASABIA JAPONICA • PHYTO-CERAMIDES EXTRACTED FROM SUNFLOWER • ZEOLITE • AMARANTH EXTRACT 	<p> EQ BALANCING CARE Precious multifunctional instant care effect + fundamentally in technical services + protective UVB - HEV - antipollution + color protection</p> <p>DETOX HAIR & BODY WASH Contemporary serum for a gentle but deep cleansing of the skin and scalp + immediately perceptible wellness effect + refreshing and stimulating</p>

PRODUCT	CARE ACTION	PHYTO-TECHNOLOGY SPECIAL FAMILY INGREDIENTS	SPECIALITIES
<p>05 B_BLOUDE CHROMATIC BALANCE WITH REFLEX CONTROL AND MAXIMUM COSMETICS AND CARE OF BLOUDE HAIR.</p>	<p>Dedicated to the protection and maintenance of lightened blonde hair, grey and white hair, both natural and colored. The pigments inside the formula are able to neutralize unwanted warm shades on all levels. The use of these products, wash after wash, enhances the structure of the hair impoverished from bleaching services, making it healthier and more hydrated, for shiny, regenerated, resistant and disciplined hair.</p>	<ul style="list-style-type: none"> • BAOBAB EXTRACT • VEGETABLE KERATIN 	<p>B_BLOUDE - ASH BLUE SHAMPOO Instant, visible and controllable balance of unwanted reflexes + gentle cleansing of scalp and hair + progressive improvement of the hair fiber</p> <p>B_BLOUDE - VIOLET OPALINE SHAMPOO Instant, visible and controllable balance of unwanted reflexes + gentle cleansing of scalp and hair + progressive improvement of the hair fiber</p> <p>B_BLOUDE - GREY PEARL SHAMPOO Instant, visible and controllable balance of unwanted reflexes + gentle cleansing of scalp and hair + progressive improvement of the hair fiber</p> <p>B_BLOUDE - GREEN NO RED SHAMPOO Instant, visible and controllable balance of unwanted reflexes + gentle cleansing of scalp and hair + progressive improvement of the hair fiber</p> <p> B_BLOUDE - ASH TONING LOTION Instant, visible and controllable balance of unwanted reflexes + progressive improvement of the hair fiber + protective UVB- HEV - antipollution + thermal protection</p> <p> B_BLOUDE - PLATINUM TONING LOTION Instant, visible and controllable balance of unwanted reflexes + progressive improvement of the hair fiber + protective UVB - HEV - antipollution + thermal protection</p>
<p>90 FREE SHAPE HAIR CARE THAT DEFINES AND SUPPORTS SHAPE AND STYLE.</p>	<p>Products designed to support the style and the desired volumes of women and men. Enriched with specific functional natural active ingredients, they protect and improve the appearance of the hair, strengthening it and making it healthier and more vital, without weighting it down.</p>	<ul style="list-style-type: none"> • PRACAXI OIL • LINSEED OIL • ZEOLITE • LINDEN EXTRACT • AMARANTH EXTRACT • EXTRACT OF SPIRULINA • BAMBOO CHARCOAL • WHEAT GERM OIL • VEGETABLE BETAINE • ORGANIC CERTIFIED ARGAN OIL 	<p>FREE SHAPE CRYSTAL DROPS Instant sealant of light and perfume + disciplines and elasticizes with just a few drops</p> <p>FREE SHAPE MATTE PASTE Latest generation formula also ideal for the youngest + also reworkable with hairdryer</p> <p>FREE SHAPE MODELLING MOUSSE Body and hold without adding weight + protection</p> <p> FREE SHAPE ROOT VOLUMIZING SPRAY Instant plumping action for roots and lengths + alcohol-free formula + antistatic</p> <p>FREE SHAPE SOFT CURL CREAM Contemporary definition of the curl + elasticizing + progressive improvement of the hair fiber</p> <p>FREE SHAPE SMOOTHING CREAM Contemporary anti-frizz effect + anti-humidity + thermal protection</p> <p>FREE SHAPE ARGAN SUPREME Instant absorption for an extraordinary regenerating + illuminating result, absolute softness + inebriating fragrance</p>



**GOOD
SOCIETY**

METROPOLITAN GREENERY

Smile
YOU ARE *Beauty*

artexo
CARE FOR BEAUTY



BECAUSE BEAUTY IS OUR JOURNEY
AND THE JOURNEY ITSELF IS OUR DESTINATION



SUSTAINABILITY IS IMPORTANT:

Artēgo is committed to respecting nature, reducing waste and the indiscriminate use of resources, careful in choosing solutions aimed at reducing the environmental impact of its production activities. 100% energy from renewable sources.

FCS paper
ISO 22716 Good Manufacturing Practices

Accessories and materials are reusable, recyclable, with low environmental impact

REDUCE_REUSE_RECYCLE



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