

NYCE

NEW YORK
COSMETIC
EXPERIENCE

LUXURY CARE



*Nature is
the primary luxury.*

*We believe
that nature
is our best
resource.*

THAT IS WHY WE HANDLED IT AS LITTLE AS POSSIBLE, USING CUTTING-EDGE TECHNOLOGY THAT MAKES THE ACTIVE INGREDIENTS CONCENTRATED AND BIO-AVAILABLE, WITHOUT ALTERING THE ORIGINAL PROPERTIES. A LUXURY THAT WE WANTED TO AFFORD, TO MAKE OUR PRODUCTS EXCLUSIVE, UNIQUE AND HIGH PERFORMING, JUST LIKE MOTHER NATURE.



Luxury Care Concept

NTC NATURE TECHNOLOGY AND COSMETICITY

A COSMETIC SYNERGY
WITH ECOFRIENDLY FORMULAS
FOR A UNIQUE AND SENSORIAL
EXPERIENCE.

BIO BERRIES BLEND

A COMPLEX WITH MEDITERRANEAN
BERRIES, «LMW» ACTIVE
INGREDIENTS, CONCENTRATED AND
ORGANIC EXTRACTS.

RIGOROUS TESTING

SUPPORTING THE SCIENTIFIC
APPROACH, GUARANTEEING
THE RESULT AND CERTIFICATION
OF THE COSMETIC QUALITY.

MULTI SEGMENT

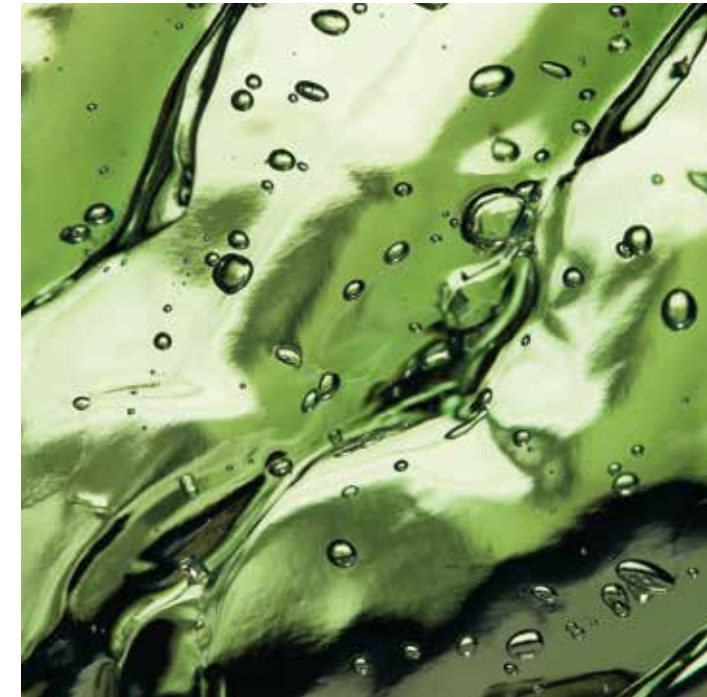
SPECIFIC PROGRAMS
FOR EACH HAIR
FIBRE NEEDS.



1. NYC Concept

Nature, Technology and Cosmetics

NATURE



1. ORGANIC ACTIVE INGREDIENTS
AND CERTIFICATED
FOR A MAXIMUM RESPECT OF YOUR HAIR.



2. ECOFRIENDLY FORMULAS
WHICH HELP TO MAINTAIN HIGH
PERFORMANCE WITHOUT HAVING
TO FORGO ON THE COSMETIC ASPECTS.



6LESS:

1. SLS&SLES FREE
2. PARABENS FREE
3. MINERAL OIL FREE
4. EDTA FREE
5. FORMALDEHYDE LIBERATORS FREE
6. COLORANTS FREE





TECHNOLOGY

A TECHNOLOGY AT THE SERVICE OF NATURE.



1. «BPM» ACTIVE INGREDIENTS

ACTIVE INGREDIENTS WITH LOW MOLECULAR WEIGHT THAT PENETRATE DEEP AND DEPOSIT ON THE HAIR FIBRE IN THE VARIOUS LAYERS OF THE HAIR, BASED ON WHICH ELEMENTS ARE LACKING.



2. EXTRACTION SYSTEM THROUGH BIOREACTOR

DYNAMIC EXTRACTION, WITH NITROGEN, WHICH STOPS OXIDATION, HELPING TO ACHIEVE AN EXTRACT RICH IN BIO-ACTIVE MOLECULES.



COSMETICITY



1. SENSORIAL FORMULATIONS

WITH TRANSPARENT COLORS, CREAMY TEXTURES AND PLEASING TO THE TOUCH.

2. INEBRIATING FRAGRANCES

TO COVER THE CUSTOMER IN A UNIQUE SENSORIAL EXPERIENCE.
TALC, SPICY, AROMATIC AND GOURMAND OLFACTORY NOTES THAT
STIMULATE EMOTIONS, MEMORIES AND STRONG SENSATIONS.

2. Bio Berries Blend

A NATURAL BLEND RICH IN MEDITERRANEAN BERRY EXTRACTS WHICH OFFERS INTENSE MOISTURISING, TONING PROPERTY WITH ANTI-AGEING ACTION ON SCALP AND HAIR.



1. GREEN MANDARIN CONCENTRATE
TRANSVERSAL «BPM» ACTIVE INGREDIENT THAT OFFERS INTENSE MOISTURISING WITH TONING, REFRESHING, PROTECTIVE, SOOTHING AND EMOLLIENT PROPERTIES.



2. MYRTLE BERRIES
TRANSVERSAL ACTIVE, ORGANIC ACTIVE INGREDIENT WITH ECOCERT CERTIFICATE. EXTRACTED BY BIOREACTOR, THANKS TO THE HIGH CONCENTRATION OF FLAVONOIDS, IT PROVIDES A STRONG ANTIOXIDANT ACTION. IT REPAIRS AND PROTECTS THE FIBRE FROM OXIDATIVE STRESS.



3. MEDITERRANEAN BERRIES
DEPENDING ON THE FIBRE'S NEEDS, EACH PROGRAM IN THE LINE HAS A SPECIFIC, FUNCTIONAL BERRY.



SEA-BUCKTHORN - COLOR
JUNIPER - DISCIPLINE
STRAWBERRY TREE - VOLUME
PRICKLY PEAR - EVITA

3. Rigorous testing

SUPPORTING THE SCIENTIFIC APPROACH, GUARANTEEING THE RESULT AND CERTIFICATION OF THE COSMETIC QUALITY, CERTIFIED TESTS ARE CARRIED OUT ON EACH PRODUCT:

Dermatological tests

CLINICAL TESTS TO EXCLUDE THE ABSENCE OF SKIN REACTIONS AND TO GUARANTEE THE ABSOLUTE DERMAL-COMPATIBILITY OF EACH PRODUCT.

Nickel test

TESTING ON EVERY PRODUCTION BATCH TO MONITOR ANY TRACES OF NICKEL.

(*EVEN RESIDUAL TRACES OF NICKEL CAN CREATE ALLERGIC REACTIONS OR SENSITISATION, ESPECIALLY IN PARTICULARLY SENSITIVE INDIVIDUALS EACH BATCH IS THEREFORE ANALYSED TO GUARANTEE A NICKEL CONTENT OF LESS THAN 0.00001%.)



4. Multi segment

4 SPECIFIC PROGRAMS FOR EACH HAIR FIBRE NEEDS, A BENEFIT/SOLUTION LINE:



Color

FOR COLORED HAIR



Discipline

FOR CURLY AND FRIZZY HAIR



Volume

FOR FINE AND FRAGILE HAIR



Evita

FOR DRY AND DAMAGED HAIR





COLOR

AN ILLUMINATING AND NOURISHING PROGRAM FOR COLORED HAIR. THANKS TO THE BIO BERRIES BLEND THE HAIR COLOR MAINTAINS LONG LASTING BRILLIANCE.



Bio Berries Blend Color

- 1) GREEN MANDARIN CONCENTRATE
MOISTURISING, REFRESHING AND TONING.
- 2) MYRTLE BERRIES
PROTECTIVE AND ANTI-AGEING.
- 3) SEA-BUCKTHORN BERRIES
HIGH ANTIOXIDANT STRENGTH, TO MINIMIZE FADING COLOR EFFECT AND MAINTAIN LONG LASTING BRILLIANCE. NOURISHING AND ILLUMINATING PROPERTIES.



Warm gourmand notes

HEAD: CITRUS

HEART: FLORAL-FRUITY

BASE: MUSK



Color Illuminating Shampoo

ILLUMINATING SHAMPOO FOR COLORED HAIR. THE HAIR APPEARS SOFT AND SILKY AND THE COLOR MAINTAINS ITS LONG LASTING BRILLIANCE.

DIRECTIONS: APPLY ON TOWEL DRIED HAIR. LEAVE IN FOR 5 MINUTES THEN RINSE THOROUGHLY.

PACK: 20, 250, 1000 ML



Color Illuminating Therapy

SEALING AND ILLUMINATING TREATMENT FOR COLORED HAIR. HAIR COLOR IS PROTECTED AGAINST FADING AND IS NOURISHED, SOFT AND SILK.

DIRECTIONS: APPLY ON TOWEL DRIED HAIR. LEAVE IN FOR 5 MINUTES THEN RINSE THOROUGHLY.

PACK: 20, 200, 1000 ML



Color Restoring Leave-In

REGENERATING AND ILLUMINATING LEAVE-IN TREATMENT FOR COLORED HAIR. THE HAIR COLOUR IS BRIGHT AND PROTECTED, HAIR APPEARS SOFTER WITH A VELVET FEEL.

DIRECTIONS: APPLY ON TOWEL DRIED HAIR, COMB AND DRY.

PACK: 150 ML





DISCIPLINE

PROGRAM TO CONTROL CURLY AND FRIZZY HAIR. IDEAL FOR ELIMINATING THE FRIZZIES, TONING CURLS AND PROVIDING AN EXTREME STRAIGHTENING EFFECT. THANKS TO THE BIO BERRIES BLEND HAIR IS SOFT, FLOWING AND GLOSSY.



Bio Berries Blend Discipline

- 1) GREEN MANDARIN CONCENTRATE
MOISTURISING, REFRESHING AND TONING.
- 2) MYRTLE BERRIES
PROTECTIVE AND ANTI-AGEING.
- 3) JUNIPER BERRIES
FIBRE-RELAXING AND STRENGTHEN PROPERTIES. GIVES STRENGTH TO THE CURLS AND RELAXES THE FIBRE.



Fresh aromatic note

HEAD: CITRUS

HEART: FLORAL-AROMATIC

BASE: WOODY



Discipline Smoothing Shampoo

CONTROLLING SHAMPOO FOR CURLY AND FRIZZY HAIR AND FOR AN EXTREMELY SMOOTHING EFFECT. FOR SOFTER, MORE FLUID AND CONTROLLED HAIR.

DIRECTIONS: MASSAGE GENTLY AND RINSE.

PACK: 20, 250, 1000 ML



Discipline Smoothing Therapy

CONTROLLING AND DETANGLING TREATMENT FOR CURLY AND FRIZZY HAIR AND FOR AN EXTREMELY SMOOTHING EFFECT. FOR LONGER-LASTING STRAIGHT AND SILKY HAIR.

DIRECTIONS: APPLY ON TOWEL DRIED HAIR. LEAVE IN FOR 5 MINUTES THEN RINSE THOROUGHLY.

PACK: 20, 200, 1000 ML



Discipline Smoothing Serum

NO RINSE CONTROLLING AND NOURISHING TREATMENT FOR CURLY AND FRIZZY HAIR AND FOR AN EXTREMELY SMOOTHING EFFECT. FOR LONGER-LASTING STRAIGHT, CONTROLLED AND SILKY HAIR. NO FRIZZIES.

DIRECTIONS: APPLY EVENLY ON TOWEL DRIED HAIR, THEN DRY.

PACK: 150 ML





VOLUME

VOLUMIZING PROGRAM FOR FINE AND FRAGILE HAIR.
THANKS TO BIO BERRIES BLEND THE HAIR APPEARS STRONGER
AND FULL-BODIED; THICKNESS AND STRENGTH ARE INCREASED.



Bio Berries Blend Volume

- 1) GREEN MANDARIN CONCENTRATE
MOISTURISING, REFRESHING AND
TONING.
- 2) MYRTLE BERRIES
PROTECTIVE AND ANTI-AGEING.
- 3) STRAWBERRY TREE BERRIES
FIBRE-BOOSTING AND STRENGTHEN
PROPERTIES. POWERFUL FIBRE
ANTIOXIDANT AND STRENGTHENING
AGENT.



Inebriating spicy notes

HEAD: CITRUS

HEART: SPICY

BASE: WOODY



VOLUME



Volume Thickening Shampoo

VOLUMIZING SHAMPOO FOR FINE AND FRAGILE HAIR. FINE AND FRAGILE HAIR APPEARS STRONGER, FULL-BODIED AND PERFECTLY MOISTURISED. FOR A LONGER-LASTING HAIRSTYLE.

DIRECTIONS: MASSAGE GENTLY AND RINSE.

PACK: 20, 250, 1000 ML



Volume Thickening Leave-In

NO-RINSE VOLUMIZING TREATMENT FOR FINE HAIR. FOR STRONGER, THICKER AND FULL-BODIED HAIR.

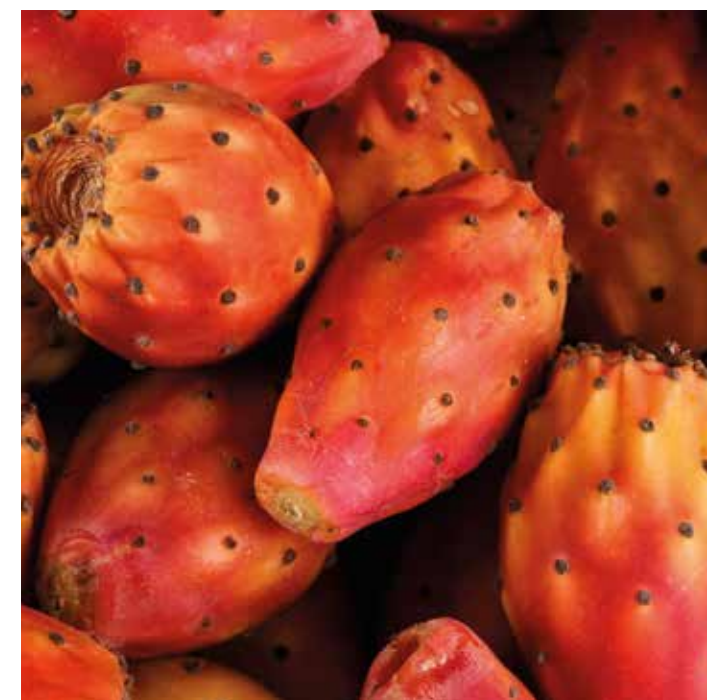
DIRECTIONS: SPRAY ON DAMP HAIR THEN DRY.

PACK: 150 ML



EVITA

RESTRUCTURING TREATMENT FOR DRY AND DAMAGED HAIR. IT RESTRUCTURES AND RE-MINERALISES THE HAIR FIBRE. THANKS TO BIO BERRIES BLEND THE HAIR APPEARS FULL-BODIED AND NOURISHED FROM THE ROOT TO THE ENDS.



Bio Berries Blend Evita

- 1) GREEN MANDARIN CONCENTRATE
MOISTURISING, REFRESHING AND TONING.
- 2) MYRTLE BERRIES
PROTECTIVE AND ANTI-AGEING.
- 3) PRICKLY PEAR BERRIES
EMOLLIENT, HYDRATING AND BODY-FILLER PROPERTIES. THANKS TO ITS FIBROUS PULP THAT CAPTURES AND RETAINS WATER IT HAS A GREAT HYGROSCOPIC CAPACITY THAT RESTRUCTURES AND OFFERS THE HAIR FIBRE INTENSE MOISTURISING.



Inebriating talc notes

HEAD: CITRUS

HEART: FLORAL

BASE: CHYPRE



Evita Rebuilding Shampoo

RESTRUCTURING SHAMPOO FOR DRY AND DAMAGED HAIR. FOR A RESTRUCTURED, NOURISHED AND SILKY HAIR.

DIRECTIONS: MASSAGE GENTLY AND RINSE.

PACK: 250, 1000 ML

Evita Rebuilding Therapy

INTENSIVE RESTRUCTURING TREATMENT FOR DRY AND DAMAGED HAIR. FOR A RESTRUCTURED, NOURISHED AND FILLER HAIR.

DIRECTIONS: APPLY ON TOWEL DRIED HAIR, LEAVE IN FOR 5 MINUTES AND RINSE.

PACK: 200, 1000 ML

Evita Mineral Spray

MINERALISING AND RESTRUCTURING TREATMENT. FOR MINERALISED AND RESTRUCTURED HAIR, FROM THE ROOTS TO THE ENDS.

DIRECTIONS: SPRAY THOROUGHLY ON HAIR, LEAVE IN FOR A FEW MINUTES AND RINSE.

PACK: 150 ML

Evita Brilliant Serum

CUTICLE ILLUMINATING AND SEALING SERUM. FOR RESTRUCTURED, SILKY AND EXTREMELY SHINY HAIR. IT PERFECTLY SEALES THE CUTICLES.

DIRECTIONS: APPLY ON DAMP OR DRY HAIR DEPENDING ON THE HAIR STYLE DESIRED.

PACK: 150 ML





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of nature,
join the
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World.*

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