



## Haircare Treatments - MEDAVITA

### LUXVIVA LUXVIVA



**MEDAVITA** 

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### LUXVIVA LUXVIVA

Medavita launches new line Luxviva, multi-functional treatment that deals with the health and beauty of colored hair and bleached hair. The presence of the extract of Sunflower and the power of complex Amino Concentrée give strength and shine to hair while protecting especially the hair brittle and damaged from coloring, but also made ??the hair brittle and dull after repeated bleaching. LUXVIVA contrasts and prevents aging of the structure of the hair, reduces the loss of color, protects from UV damage and increases the brightness of the hair.

#### **COLOR PROTECTION SHAMPOO pH 5**

Anti-free radical, anti-oxidant, anti-fade, protective, illuminating  
Gently cleanses while protecting the hair fiber and cosmetic color from exposure to sunlight and environmental agents. The color is bright, bright, vibrant, stem hydrated, bright. Suitable for all hair types.

**box:** 250/1.000 ml bottle

#### **SILVER SHAMPOO pH 7**

Anti-yellow, anti-free radical, anti-oxidant, protective, illuminating  
Neutralizing shampoo unwanted tints of yellow. Thanks to its formula enriched with pigments direct, protects and cools the reflections, while leaving hair soft, full-bodied, shiny and easy to comb. The color is bright, bright, vibrant, stem hydrated, bright. Suitable for blond hair, bleached, streaked, salt and pepper, and of course whites.

**box:** 250 ml bottle

#### **PROTECTIVE MASK COLOR pH 3.5**

Anti-free radical, anti-oxidant, protective, moisturizing, softening, detangling, conditioning, restores pH, water-soluble and easily rinsed  
Photoprotective mask. It nourishes, conditions, protects and prolongs the vividness, brightness, reflections and depth of color intensity just did. The presence of Jojoba oil, by the very high affinity to the capillary fiber and with remarkable nourishing, moisturizing and emollient properties, regenerates, strengthens and moisturizes intensely.

**box:** jar 250/500 ml

### **FILLER COLOR PROTECTION AFTER pH 3.5**

Anti-free radical, anti-oxidant, protective, illuminating, anti-static, restores the pH Emulsion protective effect dopocolore Mirror. Its unique film forming action wraps the hair and amplifies the reflecting power. Protects color from mechanical and environmental stress, eliminates static electricity, while keeping hair soft and elastic. Guarantees defense against photo-oxidation of hair color, reducing the amount of UV light that reaches the surface of the capillary fiber ; reinforces the stem, giving body and maintaining longer the freshness and luster of the coloring freshly made. Suitable for all hair types.

**box:** 7 ml vials x 24 pcs

### **RAVVIVANTE COLOUR CONCENTRATE**

Anti-free radical, anti-oxidant, protective, brightening the color, repair, illuminating Revitalizing Emulsion staining. Repair damaged areas of the fiber, compacts and closes the cuticle for better fixation of the color and brilliance immediately. The hair conquered an extraordinary brightness, elasticity, tensile strength and vitality, keeping the uniform color from root to tip. Suitable for colored hair, bleached or highlighted hair.

**box:** 10 ml x 10 +10 pcs

### **MILK iperproteico pH 6.5**

Soothing, conditioning, moisturizing, protective, emollient  
Protective milk for sensitive skin color cosmetic, acts directly within the blend color / destaining. Its exclusive formula soothes the scalp and conditioning the hair fiber, leaving the skin soft and moisturized and the hair strong and healthy. Suitable for sensitive skin or particularly sensitive or sensitized hair.

**box:** 1,000 ml bottle

Anti-free radical, anti-oxidant, leaves no residue

Wax matt light -tight flexible. Donate a style full-bodied and defined a matt effect. It does not harden the hair that remains defined, reshaped easily with no residue. Suitable for all hair types.

**box:** 100 ml jar

Anti-free radical, anti-oxidant, leaves no residue, illuminating

Wax glossy medium hold. Highlight the shine of the hair without weighing it down. Media definition for a style soft, natural and shiny. It leaves no residue.

**box:** 100 ml jar

### **GENTLE SPRAY GLOSS**

Illuminating dry, leaves no residue

Spray illuminating gas from no instant and intense fragrance with extraordinary brilliant. Donate an incredible glossy effect to the hair, for the most glamorous occasions, both in the evening of that day. Dries instantly without a trace residue, non-greasy and protects against moisture. From light and silky texture gives a dazzling effect in the long term that leaves hair compact, bright and shiny. Suitable for all hair types, especially colored.

**box:** 150 ml bottle