HAIR COMPANY
PROFESSIONAL
inimitable style
New actives,
next-level performance!
Express your art and create exclusive looks. Discover all the hair company professional styling products and be inspired by our hair experts.

Treating mousse

ACTIVES:
Luminescine • Argan oil • Macadamia oil

(LEAVE-IN)

Mousse that thanks exceptional formula hydrates and conditions and, above all, treats and reconstructs the root fibre. Thanks to its ability to enhance the sun's rays, luminescine illuminates and softens the hair for an instant smooth and healthy sensation. Ideal for customers that want instant reconstruction and smooth protection.

Method of use: apply the mousse to damp hair distributing it evenly, do not rinse off, then dry hair as usual.

FORMAT
200 ml / 6.76 fl oz

Nourishing creamy oil

ACTIVES:
Cotton oil • Vitamin E • Luminescine

(LEAVE-IN)

Innovative beauty treatment for hair. This very light texture, formulated with cotton oil and vitamin E, allows to nourish, reinforce and shine the hair without hanging, performing also an important anti-age action. The presence of luminescine accentuates the brightness. It performs a protective action preserving skin and hair from external agents.

Method of use: work a small amount of product between the palms of the hands untill you will get the transformation of the texture in a very light oil. Apply it to slightly damp hair and proceed with drying. The hair will immediately appear soft, healthy and shiny. For a super-illuminating effect apply an additional amount after the styling.

FORMAT
250 ml / 8.45 fl oz

Frizz stopper shampoo

ACTIVES:
Luminescine • Italian olive leaves extract

Shampoo for difficult and rebellious hair with pH 5.5. Makes hair less frizzy and more docile to comb. Formulated with Luminescine: a complex that restores shine to hair. Thanks to olive leaf extract, a powerful antioxidant and moisturizer, it immediately gives softness and elasticity to even the most rebellious hair. It nourishes and moisturizes. Deeply cleanses without attacking the hair. No sles, no parabens, no petrolates.

Method of use: apply to damp hair, massage gently, leave on for a few minutes, then rinse. Repeat if necessary.

FORMAT
250 - 1000 ml / 8.45 - 33.8 fl oz

Frizz stopper mask

ACTIVES:
Luminescine • Italian olive leaves extract

Hair mask for frizzy hair with strong de-tangling properties with pH 3.5. Contains olive leaf extract, a powerful antioxidant and emollient that can nourish and revitalise even the most seriously damaged hair, making it soft and easier to comb. Its active ingredients include luminescina: a complex that restores the hair's luminosity.

Method of use: after rinsing off the anti-frizz shampoo, pat the hair with a hand towel, apply the mask and distribute evenly. Leave to act for 3-5 minutes, then rinse.

FORMAT
200 - 1000 ml / 6.76 - 33.8 fl oz

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No frizz cream

ACTIVES:
Luminescine • MFP (Mirustyle MFP)

(LEAVE-IN)

Frizz-taming hydrating cream with MFP (Mirustyle MFP) anti-frizz complex which softens, conditions and eliminates the frizz effect. Thanks to its intrinsic capacity to enhance sunlight, luminescine exalts and illuminates the hair with a super smoothing and ultra-radiant effect. Ideal for customers that want a frizz-taming action.

Method of use: apply the cream to damp hair, distribute evenly, then dry as usual.

FORMAT
200 ml / 6.76 fl oz

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Detangling primer

ACTIVES:
Luminescine • Symoleo Vita 7

(LEAVE-IN)

Fluid with high detangling and disciplining power, indispensable before every hairstyle. Thanks to a blend of vegetable oils (almond, avocado, soy, cotton, olive) and cocoa and mango butter, it untangles the most unruly hair knots, making them easy to comb and nourishing them deeply. The presence of Luminescine also gives a natural light to matt and dull hair. Ideal for frizzy and tangled hair.

Method of use: : apply the right amount of product on washed and towel-dried hair, comb through and dry.

FORMAT
150 ml / 5.07 fl oz

Heat protecting serum

ACTIVES:
Luminescine • Argan oil • Protective X-HP (Mirustyle X-HP) complex

(LEAVE-IN)

Applying this serum before blow-drying or using a straightener repairs and conditions hair, creating a protective film that maintains the level of natural hydration. Luminescine enhances the hair's radiance. Special formula containing argan oil, protective x-hp (Mirustyle x-hp) complex for perfect protection against the heat of the hair dryer and straightener. Ideal for customers that want to be protected against the heat of the hair dryer and straightener.

Method of use: apply an appropriate amount of the product to damp hair, comb through to distribute the product evenly, then dry hair.

FORMAT
250 ml / 8.45 fl oz

Curling cream

ACTIVES:
Luminescine

(LEAVE-IN)

Cream for reviving, defining and enhancing curly or wavy hair. Luminescine enhances hair radiance and colour. Ideal for customers that want soft curls with no frizz effect.

Method of use: apply to wet or dry hair to activate or enhance wavy hair. Apply to wet or dry hair, modelling the curls with your hands.

FORMAT
100 ml / 3.38 fl oz

Straight and curly fluid

ACTIVES:
Luminescine • Lemon

(LEAVE-IN)

Fluid leave-in that facilitates styling on straight or curly hair thanks to its "memory effect" formula. With luminescence (restores light and shine to dull hair) and lemon (antioxidant and energizing).

Method of use: on damp hair, apply the right amount of product over the entire length, comb through and adjust styling as needed. Straight hair: blow-dry and flat iron over the entire length of the hair for perfect, long-lasting straightness. Curly hair: blow-dry with diffuser, roller...

FORMAT
200 ml / 6.76 fl oz

Illuminating shampoo

ACTIVES:
Luminescine

Luminescine gives dull, matt hair new light and radiance. Free of sles and parabens, the new active ingredient guarantees respect for the skin and acts as a powerful antagonist of pHotooxidative stress, also protecting weaker hair. Ideal for customers that want a pearl effect.

Method of use: apply an appropriate amount of the product, leave in for a few minutes, then rinse. Repeat if necessary.

FORMAT
250 - 1000 ml / 8.45 - 33.8 fl oz

Illuminating mask

ACTIVES:
Luminescine

Luminescine illuminates the hair, giving it greater radiance and shine. Hair is easy to comb, not frizzy, and incredibly soft. The absence of Parabens protects and respects the skin and the root fibre. Ideal for customers that want a pearl effect.

Method of use: apply to washed and towel-dried hair, distributing the product evenly, leave in for about 3 minutes, then rinse.

FORMAT
200 - 1000 ml / 6.76 - 33.8 fl oz

Illuminating cream

ACTIVES:
Luminescine

(LEAVE-IN)

Nourishes and repairs the root fibre, makes hair smooth and easier to comb for an incredibly silky effect. The luminescine contained in its unique and innovative formula envelopes the hair with a layer of shine while rebuilding it at the same time. A genuine beauty fluid for hair, ideal for customers that want radiance, nourishment, reconstruction and a detangling effect. Do not rinse.

Method of use: wash and towel dry hair then apply the mask, distributing the required amount evenly throughout the hair using a comb. Do not rinse. Style as desired.

FORMAT
250 ml / 8.45 fl oz

Illuminating drops

ACTIVES:
Luminescine • Argan oil

(LEAVE-IN)

Illuminating drops gives hydrating and nourishing deep down and helps to prevent the formation of split ends. A drop is all that is needed for a genuine hair beauty treatment. Luminescine empHasises radiance and tints in both an exceptional and natural way. Highly concentrated.

Method of use: dispense a few drops into the palm of your hand and apply to damp or dry hair. You will see immediate results.

FORMAT
100 ml / 3.38 fl oz

Density shampoo

ACTIVES:
Luminescine • Honey extract

Shampoo for fine hair. Formulation containing luminescine: a complex that restores radiance to the hair. Its special composition contains honey extract, an active with moisturizing and vitalizing properties that can give the hair new vitality and texture. It deeply cleanses without attacking the hair. No sles, no parabens, no petrolatum.

Method of use: apply to damp hair, massage gently and leave on for a few minutes, then rinse. Repeat if necessary.

FORMAT
250 - 1000 ml / 8.45 - 33.8 fl oz

Density mask

ACTIVES:
Luminescine • Honey extract

Mask for fine hair. Treatment based on honey extract, an active with moisturizing and vitalizing properties that can give fine hair tone and body. Contains luminescin: complex that restores radiance to hair. A particularly rich and moisturizing mask, it rebuilds the hair fiber by nourishing the hair shaft and increasing its thickness, thus giving greater volume and vitality.

Method of use: after rinsing off the volume shampoo, pat the hair with a hand towel, apply the mask and distribute evenly. Leave to act for 3-5 minutes, then rinse.

FORMAT
200 - 1000 ml / 6.76 - 33.8 fl oz

Illuminating foam medium fixing

ACTIVES:
Luminescine

Illuminating medium styling foam for fixing and creating all types of hair styles. The luminescine contained in its formula, thanks to its ability to reflect sunlight, accentuates and enhances luminosity and shine in both the hair and the hair style.

Method of use: apply the mousse to damp hair, do not rinse off, then proceed with styling as desired.

FORMAT
250 ml / 8.45 fl oz

Illuminating foam extreme fixing

ACTIVES:
Luminescine

Extreme styling foam for fixing and creating all types of hair styles. Luminescine contained in its formula, thanks to its ability to reflect sunlight, accentuates and enhances luminosity and shine in both the hair and the hair style.

Method of use: apply the mousse to damp hair, do not rinse off, then proceed with styling as desired.

FORMAT
250 ml / 8.45 fl oz

Illuminating spray medium fixing

ACTIVES:
Luminescine • Jojoba oil • Panthenol

Hairspray medium fixing. Fixes and defines all types of hair styles. Formulated with luminescine, a substance capable of increasing reflection of the sun's rays, it adds luminosity to hair styles and protects hair from humidity and polluting external agents. Free from methylene chloride.

Method of use: spray directly onto dry hair at a distance of about 30-50 cm.

FORMAT
500 ml / 16.9 fl oz

Illuminating spray extreme fixing

ACTIVES:
Luminescine • Jojoba oil • Panthenol

Hairspray extreme fixing. Fixes and defines all types of hair styles. Formulated with luminescine, a substance capable of increasing reflection of the sun's rays, it adds luminosity to hair styles and protects hair from humidity and polluting external agents. Free from methylene chloride.

Method of use: spray directly onto dry hair at a distance of about 30-50 cm.

FORMAT
500 ml / 16.9 fl oz

Illuminating spray medium fixing

ACTIVES:
Luminescine • Jojoba oil • Panthenol

Hairspray medium fixing - no gas. It's able to volumizing and fixing all types of hair styles. Luminescine, a substance capable of enhancing the luminosity of the sun's rays, accentuates the light effect in hair and protects from polluting external agents. Free from methylene chloride.

Method of use: spray directly onto dry hair at a distance of about 30-50 cm.

NO GAS

FORMAT
300 ml / 10.1 fl oz

Illuminating spray extreme fixing

ACTIVES:
Luminescine • Jojoba oil • Panthenol

Hairspray extreme fixing - no gas. It's able to volumizing and fixing all types of hair styles. Luminescine, a substance capable of enhancing the luminosity of the sun's rays, accentuates the light effect in hair and protects from polluting external agents. Free from methylene chloride.

Method of use: spray directly onto dry hair at a distance of about 30-50 cm.

NO GAS

FORMAT
300 ml / 10.1 fl oz

Illuminating shining spray

ACTIVES:
Luminescine • Vitamin E • Argan oil • Macadamia oil

The presence of luminescine, vitamin E, argan and macadamia oil gives your hair extreme shine and radiance, nourishing it and leaving it silky at the same time. Non-greasy.

Method of use: after drying, spray over a suitable amount of the product to add a final touch of shine.

FORMAT
250 ml / 8.45 fl oz