

HAIR BOOK



**Exclusive Hair Beauty
Professional Experience**

Versum™

VersumTM

**Exclusive Hair Beauty
Professional Experience**

EXCLUSIVE HAIR BEAUTY PROFESSIONAL EXPERIENCE

When **formulation quality, know-how and creativity** come together, the door opens to a new exclusive experience in haircare, which enhances the work of professionals thanks to **technical products, highly versatile treatments and distinctive performance.**

Versum™ seeks effective, reliable over time and esthetically faultless results for every technical, stylistic and treatment need creating, thanks to its wellbeing treatments, **healthy and beautiful hair.**

High quality and innovation become tools available to exacting hairstylists looking for a partner brand to provide form to their creativity by means of **five product families** with extraordinary potential, supported by an **Academy** that offers training and professional development.



DISTINCTIVE BY NATURE

Versum™ embodies the essence of complexity that is typical of contemporaneity, in which **tradition and innovation** are in constant dialogue and influence one another.

Versum™ expresses the **cosmopolitan esthetics** of New York through products designed and perfected from **Italian craftsmanship** and creativity, in laboratories where passion and **obsession for detail** have allowed excellence in formula creation to be obtained.

Versum™ blends the **finest natural ingredients and innovative technologies**

to create high performing professional products, the first to have created and believed in **hybrid cosmetic technology.**

Versum™ elevates treatments to a sublime wellbeing experience bringing together the clients' desire for beauty and the professionals' wish to stand out.

Versum™ inspires and influences thanks to its innate ability to **anticipate trends** in a continually evolving sector.



TEACHING EXCELLENCE

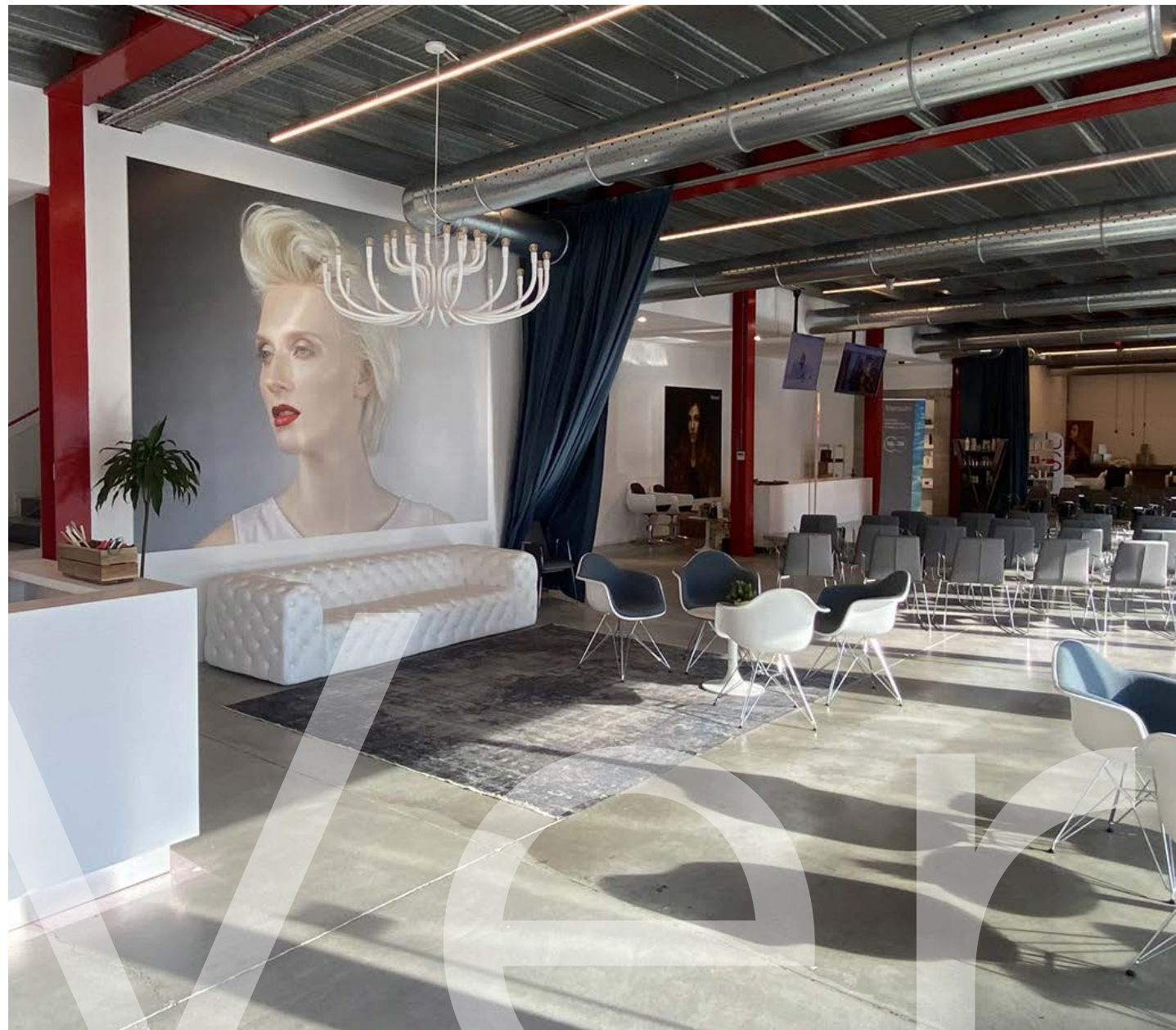
SUN SEA ACADEMY

Convinced that commitment, know-how, quality products and talented staff are required in order to achieve excellence, we have created **in-depth training pathways** to convert this enormous potential into impeccable results.

Our Academy not only boasts highly **specialized international trainers**, but also takes advantage of the skills of the same technicians who participated in the research and formulation phase of the treatments, making them the best teachers

of the tools and skills needed to obtain the maximum distinctive performance from the Versum™ product range.

A **complete training program** offers hairstylists around the globe technical and stylistic **further training pathways**, as well as a continuously up-to-date overview of the sector trends, to substantially contribute to the development of professionals who aspire to excellence.



NATURE AND TECHNOLOGY WINNING SYNERGY

The precious formulas, the complexes and the ingredients present in our products are the result of profound research and development which has enhanced the **synergy between the most advanced components of modern cosmetics and the innovative naturally derived active ingredients**.

Our signature use of **Mediterranean Sea Water**, a fundamental ingredient of nearly all our formulations, whose composition is rich in **92 oligoelements and precious mineral salts** spasmodically increases the efficacy of Versum™ treatments, ensuring surprising performance whilst fully respecting the skin and the hair.

The competence acquired over so many years of experience is brought together in the renewed Versum™ families, compact and optimized lines that offer hairstylists products with **excellent performance and refined esthetic results**.





ALCHEMIST

Versum™ Alchemist offers two highly innovative lines dedicated to **hair reconstruction**, R-Tech and B-Tech. Thanks to their unique formulations with a base of Oxy Keratin, ProdeW™ 500, Collagen and Hyaluronic Acid, they are designed to deeply reconstruct and restructure the hair from the inside, making it visibly stronger, healthier, shinier and silkier, right from the first application.

R-TECH

B-TECH





Scan for video tutorial

ALCHEMIST R-TECH

Reconstructing

Deep reconstruction capable of repairing every part of the hair, developed by exploiting an innovative 100% natural protein called Oxy Keratin. This special Keratin, **granted to Versum in a world exclusive**, reconstructs the hair from the disulfide bonds of the amino acid chains that make it up, thanks to its impressive ability to bond to human proteins. From the first treatment, it stops the hair's tendency to break, resulting in visibly stronger, healthier and more dynamic. The products of the R-Tech line are Free of SLS, SLES, parabens, cocamide DEA, cocamide MEA, silicones, paraffin, PEG and MIT.



Oxy Keratin

A 100% natural protein, **granted to Versum for one year as a world exclusive**

Versum™ is the first brand in the world to use this special keratin in cosmetics. This completely innovative ingredient was developed in collaboration with the CNR (National Research Centre) in Bologna, Italy, from studies on the hair of a particular endangered Sardinian sheep. Laboratory results show an **increase of up to 87% in resistance to breaking and up to 32.7% in hair elasticity**. The calculations were carried out by CEMIN (Centre of Excellence for Innovative Nanostructured Materials for Chemical, Physical and Biomedical Applications).



Reconstructing Shampoo

with Oxy Keratin and natural surfactants



1.000 ml



250 ml

The exclusive formula using Keratin derived from a circular economy, patented by the CNR National Research Council of Italy, gently cleanses and reinforces the hair strand, making it stronger and more resilient.

Use: apply to damp hair, then lather by gently massaging over the scalp. Rinse and repeat the shampoo application. Leave on for 2 minutes, rinse and apply Reconstructing Filler.

Active ingredient: The natural surfactants, combined with the acidic pH of the formulation, gently cleanse, preparing the hair for subsequent treatment without attacking and stressing its structure.

PH: 5.2

Code: 250 ml VS16042 | 1000 ml VS16041

Reconstructing Filler

with Oxy Keratin, ProdeW™ 500 and Tamarind Extract



9x20 ml

The exclusive formula using Keratin derived from a circular economy, patented by the CNR National Research Council of Italy, rebuilds disulphide bonds and strengthens the internal structure of the hair strand. Leaves hair visibly stronger and healthier.

Use: after R-Tech Shampoo, apply to towel-dried lengths and ends, leave on for 10 minutes and rinse. Continue the reconstruction treatment with Reconstructing Treatment.

Active ingredient: The special blend of amino acids in ProdeW™ 500 penetrates the innermost part of the hair and repairs damaged keratin, restoring its disulfide bonds and stopping its tendency to break right from the first application. Oxy Keratin repairs the cortex in the innermost layers of the hair.

PH: 6.0

Code: VS16043



Reconstructing Treatment

with Oxy Keratin, Wheat Germ Oil and Tamarind Extract



1.000 ml

The exclusive formula using Keratin derived from a circular economy, patented by the CNR National Research Council of Italy, repairs the hair's cuticle leaving the strand compact and shiny, restores body and seals split ends.

Use: after R-Tech Filler, apply to towel-dried lengths and ends, leave on for 10 minutes and rinse. Finish the reconstruction treatment with R-Tech Finalizer.

Active principles: Thanks to its long-chain formulation, Oxy Keratin repairs and replenishes the outer layers of the cortex and the cuticle in its entirety, while Vitamin B-3 and all the natural extracts in the formulation nourish and hydrate the hair.

PH: 5.0

Code: VS16044

Reconstructing Finalizer

with Oxy Keratin, Marula Oil, King Coconut Oil and Tamarind Extract



1.000 ml



250 ml

Thanks to the presence of Marula Oil and King Coconut Oil, the last step of the reconstruction treatment deeply hydrates hair leaving it ultra shiny, surprisingly velvety and silky to the touch.

Use: apply after R-Tech Treatment, leave on for 5 minutes and rinse.

Active principles: Oxy Keratin coats the outside of the hair with a protective film while the two oils and Tamarind Extract leave the hair incredibly soft.

PH: 4.9

Code: 250 ml VS16046 | 1000 ml VS16045

Reconstructing Pink Foam

with Keratin and Hyaluronic Acid



200 ml

Body and hair restructuring cream in a pink foam. It works to repair hair breakage thanks to the circular economy Keratin in the formula.

Use: shake before use. Turn upside down, apply a small amount on to your hand and massage in.

Active principles: the Hyaluronic Acid makes the hair and body very soft and silky. It also provides a pleasant fragrance.

pH: 3.9

Code: 200 ml VS16047





Scan for video tutorial

ALCHEMIST B-TECH

Botulino Effect

Professional lifting-effect line **for damaged, brittle and weak hair**. Mediterranean Sea Water combined with Ceramides I, III and VI, Collagen and Keratin perform a deep strengthening, anti-inflammatory and remineralizing action, leaving the hair full-bodied, soft and extremely elastic with an **immediate Botulino Effect**.



Botulino Effect Water

with Mediterranean Sea Water



150 ml

Technical solution to be combined with B-Tech Botulino Effect Lotion to obtain a creamy emulsion with a lifting effect on the hair. With remineralizing, strengthening and anti-bacterial Mediterranean Sea Water.

Principi attivi: Mediterranean Sea Water, which is naturally rich in 92 different Mineral Salts, strengthens the structure of the hair by increasing the longevity of styling. Mediterranean Sea Water also has remineralizing, strengthening and anti-bacterial actions.

PH: 5.0 - 6.0

Botulino Effect Lotion

with Ceramides I, III, VI, Collagen and Keratin



50 ml

Restructuring lotion specifically for treating tired, brittle and damaged hair. It combines a functional blend that provides a filling and plumping effect similar to Botulin, transforming the preparation into a real hair lift. With Ceramides I, III, VI, Collagen and Keratin, that increase elasticity and help repair damaged hair.

Principi attivi: Ceramides I, III, VI, Collagen and Keratin increase elasticity and help repair damaged hair. Ceramides and Collagen are naturally occurring elements that ensure the elasticity and freshness of tissues, a true elixir of eternal youth. While these ingredients act on the outside of the hair, creating a film that protects from external agents and makes it impervious to moisture, Keratin acts on the inside, repairing breaks in the cuticle layer and plumping up the cortex. The hair will then appear fuller, stronger, shinier and silkier.



Botulino Effect Water and Botulino Effect Lotion they can be ordered in the elegant B-Tech Box.

Code: sold only in the Botulino Effect Kit with code R098

How to use

for performing results

1. WASH THE HAIR with Advance Preparing Shampoo
2. TOWEL-DRY
3. PREPARE THE LOTION: the product will crystallize at temperatures below 59°F; the process is reversible. Soak the vial for a few minutes in a bowl of warm water until it is dissolved and transparent. Then continue as follows: FOR LONG HAIR: • pour 30ml of active seawater solution into the appropriate bowl; • take 10ml of B-Tech Botulino Effect Lotion with the appropriate dispenser and combine in the bowl; • mix well until a creamy product is formed. FOR SHORT HAIR: • pour 15ml of active seawater solution into the appropriate bowl; • take 5ml of B-Tech Botulino Effect Lotion with the appropriate dispenser and combine in the bowl; • mix well until a creamy product is formed.
4. APPLICATION OF THE CREAM (prepared as described above): • apply the product with a brush on sections of about 3cm; • leave on for about 15 minutes, possibly under a heat source; • rinse lightly (50-60%) with cool water; • proceed to blow-dry and brush; • flat iron as follows: fine hair 350°F; thick hair 410°F.



ELEMENTS

Versum™ Elements offers four lines of hair treatments: Fusion, Hydrator, Power and Soft Touch, designed **to meet the needs of every hair type** through perfect beauty rituals to restore it to its natural condition of **health and splendor**.

The lines, made with the best active ingredients of phytotherapeutic origin that nature has to offer, combined in formulations designed in our laboratories, aim to **enhance the beauty of the hair**.

SOFT TOUCH

HYDRATOR

POWER

FUSION





Scan for video tutorial

ELEMENTS SOFT TOUCH

Ultra Nourishing

Ultra-nourishing professional line that gives even the **frizziest hair** body and softness, and leaves it easy to comb.

High-performance line, extremely rich and creamy, allows you to detangle even the most difficult hair.

The products of the Soft Touch line are Free of SLS, parabens, paraffin and MIT.



Five Secrets Oil

Hazelnut Oil, Tamanu Oil, King Coconut Oil, Marula Oil and Pequi Oil



A blend of Oils created by our laboratories and **marketed exclusively by Versum** was born from the experience gained in different markets and the opportunity to know and choose the best of each place. The blend consists of **5 dry Oils**, each of which come from a different continent.

- **Hazelnut Oil** from Europe has hydrating and emollient properties, and eliminates frizz.
- **Tamanu Oil** from Oceania has a hydrating action and can smooth the cuticular layer, leaving the hair silky and shiny.
- **King Coconut Oil** comes from Asia, it has a hydrating and protective action on the hair and prevents attacks from external agents.
- **African Marula Oil** hydrates, deeply nourishes and has emollient properties.
- **Pequi Oil** from South America has hydrating, anti-frizz and nourishing properties that ensure soft, tangle-free hair.

This particular blend of Oil has been developed to both combine the best benefits of the different oils, and to bind oils of different specific weights and densities to it can get to work on all the different layers of the structure.

Softening Shampoo

with Five Secrets Oil and Ginger Extract



1.000 ml



250 ml

The formula with Ginger Extract performs a delicate and purifying cleansing action, whilst the exclusive Five Secrets Oil - a precious blend of Marula, Tamanu, Pequi, King Coconut and Hazelnut Oils - gives extreme nourishment to the hair fiber, limiting dehydration.

Use: apply to damp hair, lather by gently massaging over the scalp, then rinse.

Active principles: Ginger is a superfood with a purifying action that, when added to a shampoo, enhances its cleansing power without making it aggressive. The Mediterranean Sea Water remineralizes the hair.

PH: 5.5 - 6.5

Code: 250 ml VS16012 | 1000 ml VS16011

Softening Boost Five Secrets Oil

with Five Secrets Oil and Avocado Oil



4x20 ml

This product combines the properties of Marula, Tamanu, Pequi, King Coconut, Hazelnut and Avocado Oils in an extraordinary beauty treatment that excellently nourishes and adds shine, elasticity and combability to your hair.

Use: after Softening Shampoo, apply throughout towed hair to ends. Leave it on for 10-20 minutes according to hair shaft conditions. Use a source of heat to increase effectiveness. Rinse and apply Soft Touch mask.

Active principles: The Avocado Oil in the Softening Boost product is one of the most famous superfoods in the world. Its nourishing properties are well known and it is particularly rich in Vitamins A, B, C, D, E and K. It is an antioxidant and it prevents ageing, but above all it deeply hydrates the hair. The Mediterranean Sea Water remineralizes the hair.

PH: 6.5

Code: VS16019



Nourishing Mask

with Five Secrets Oil and Royal Jelly



1.000 ml



250 ml

The formula with Five Secrets Oil - a precious blend of Marula, Tamanu, Pequi, King Coconut and Hazelnut Oils - and Royal Jelly nourishes and strengthens the hair fiber, leaving hair extremely silky, shiny and manageable. Performs an effective anti-frizz action.

Use: apply after Softening Shampoo, leave in for 5 minutes and rinse.

Active principles: Royal Jelly is a superfood rich in Vitamin B5 that deeply nourishes the hair, making it healthier and stronger over time. The Mediterranean Sea Water remineralizes the hair.

PH: 2.8 - 3.8

Code: 250 ml VS16016 | 1000 ml VS16015

Repairing Mask

with Five Secrets Oil and Goji Berries



1.000 ml



250 ml

The formula with Five Secrets Oil - a precious blend of Marula, Tamanu, Pequi, King Coconut and Hazelnut Oils - and Goji Berries repairs and restores the hair structure, leaving hair extremely soft and manageable. Performs an effective anti-frizz action.

Use: apply after Softening Shampoo, leave in for 5 minutes and rinse.

Active principles: Goji Berries are a superfood rich in antioxidants, ideal for eliminating free radicals and oxidative stress. They don't just repair the hair, but also prevent damage. The Mediterranean Sea Water remineralizes the hair.

PH: 3.5 - 4.5

Code: 250 ml VS16014 | 1000 ml VS16013

Anti-frizz Mask

with Five Secrets Oil and Shea Butter



1.000 ml



250 ml

The rich formula with Five Secrets Oil - a precious blend of Marula, Tamanu, Pequi, King Coconut and Hazelnut Oils - and Shea Butter performs a deep anti-frizz action. The formula rich in vitamins A and E hydrates and repairs the fiber, restoring the hair's natural elasticity.

Use: apply after Softening Shampoo, leave in for 5 minutes and rinse.

Active principles: Shea Butter is the ultimate nourishing and hydrating substance. Rich in fatty acids and Vitamins, it nourishes, hydrates and restores the hair's natural elasticity. All actions which lead to the elimination of frizz. The Mediterranean Sea Water remineralizes the hair.

PH: 3.5 - 4.5

Code: 250 ml VS16018 | 1000 ml VS16017





Scan for video tutorial

ELEMENTS HYDRATOR

Moisturizing

Professional line specifically **for dry and dehydrated hair**. It contains a Blend of Fine Oils, Wildflower Honey and Probiotics mixed with Mediterranean Sea Water that deeply nourishes and remineralizes the hair, leaving it soft and shiny. Hydrator allows the skin microbiome to return to its natural balance and healthy state. The products of the Hydrator line are Free of SLS, SLES, parabens, cocamide DEA and cocamide MEA.



Moisturizing Shampoo

with Blend of Precious Oils and Wildflower Honey



1.000 ml



250 ml

The formula enriched with Wildflower Honey, Argan Oil, Olive Oil and Linseed Oil gently cleanses and hydrates dry and frizzy hair. This shampoo gives hair amazing shine and softness.

Use: apply to damp hair, lather by gently massaging over the scalp, then rinse.

PH: 4.5 - 5.5

Code: 250 ml VS16002 | 1000 ml VS16001

Moisturizing Mask

with Blend of Precious Oils and Wildflower Honey



1.000 ml



250 ml

The formula enriched with Wildflower Honey, Argan Oil, Olive Oil and Linseed Oil hydrates and makes dry hair more manageable, resulting in amazing shine and softness.

Use: apply after shampooing, leave in for 5 minutes and rinse.

PH: 4.0 - 5.0

Code: 250 ml VS16004 | 1000 ml VS16003

Active principles

A Blend of Precious Oils, Wildflower Honey, Probiotics and Mediterranean Sea Water

Wildflower Honey has a high capacity to soothe skin discomfort, while it deeply nourishes and hydrates the shaft of the hair, thanks to its natural composition rich in vitamins and mineral salts.

The Blend of Precious Oils, a special blend of Argan Oil, Flaxseed Oil and Olive Oil, envelops the hair without making it greasy or weighing it down, creating a film that prevents water from evaporating.

When the water is retained inside the hair, it stays soft and hydrated. The Probiotics rebalance the microbiome of the skin. The Mediterranean Sea Water remineralizes the hair.



Scan for video tutorial

ELEMENTS POWER

Age Defying

Professional line specifically **for fine, limp hair that does not hold a style**. It gives the hair body and a fresh burst of youthfulness, by gently cleansing without attacking the natural hydrolipid shield and intensively nourishing it. It is the ultimate **anti-aging treatment**, capable of leaving hair shiny, silky and glossy. The products of the Power line are Free of SLS, SLES, parabens, cocamide DEA, cocamide MEA and paraffin.

Age Defying Shampoo

with Plukenetia Volubilis, Probiotics and a blend of Soybean



Gently cleanses, hydrates and restructures hair leaving it healthier, more youthful and revitalised. Enriched with Plukenetia Volubilis, Probiotics and Soy Proteins, it gives elasticity and structure to the hair, making it easier to style.

Use: apply to damp hair, lather by gently massaging over the scalp, then rinse.

PH: 4.5 - 5.5

Code: 250 ml VS16006 | 1000 ml VS16005

Age Defying Mask

with Plukenetia Volubilis, Probiotics and a blend of Soybean



This active mask smooths and repairs the hair cuticles, injecting moisture into the hair shaft and leaving it healthier, more youthful and revitalized. Enriched with Plukenetia Volubilis, Probiotics and Soy Proteins, it makes hair supple, soft and easier to style.

Use: apply after shampooing, leave in for 5-10 minutes and rinse.

PH: 4.0 - 5.0

Code: 250 ml VS16008 | 1000 ml VS16007

Age Defying Lamellar Elixir

with Plukenetia Volubilis, Probiotics and a blend of Soybean



Leave-in Product. Covers hair with a silky film that facilitates styling and hold. Repairs the cuticle, hydrates and leaves hair healthier. Enriched with Plukenetia Volubilis, Probiotics and Soy Proteins, it leaves hair supple, soft and glossy.

Use: after washing, apply to towel-dried lengths and ends, massage in and dry.

Code: 90 ml VS16009 | 9x7 ml VS16010



Active principles

Plukenetia Volubilis, Keratin, Probiotics and a blend of Soybean, Olive and Flaxseed Oil

Keratin is the structural protein of which hair is composed, included in the Power line of products, it repairs the cuticular layers and enriches the hair. Plukenetia Volubilis, a Peruvian climbing plant, promotes keratin's penetration of the structure, allowing it to reach even the innermost cuticular layers. The blend of three oils hydrates and nourishes the hair, leaving it soft. The Probiotics rebalance the microbiome of the skin. The Mediterranean Sea Water remineralizes the hair.





Scan for video tutorial

ELEMENTS FUSION

Leave-in

Professional line perfect **for leaving hair soft and easy to comb**. Use either **on damp hair before styling or during cutting** to rehydrate and make it easier to comb.

The Fusion line Leave-Ins are the perfect conclusion to any treatment, and offer the professional three different formulations that can meet the needs of every type of hair: from the finest to the most brittle.

The products of the Fusion line are Free of SLS, SLES, parabens, cocamide DEA, cocamide MEA, MIT and sulphates.



Detangling **Dual phase Leave-in**

with Blend of Precious Oils, Wildflower Honey, Probiotics and Mediterranean Sea Water



150 ml

Leave-in Product. The lightweight formula with Wildflower Honey and Probiotics detangles and hydrates hair without weighing it down, resulting in hair that is ultra-soft, shiny and manageable. Used prior to technical services, it acts as a porosity equalizer.

Use: after washing, shake the bottle and spray onto towel-dried hair, then dry.

Active principles: Wildflower Honey deeply nourishes and hydrates the shaft of the hair, thanks to its natural composition rich in vitamins and mineral salts. The Blend of Precious Oils, a special blend of Argan Oil, Flaxseed Oil and Olive Oil, envelops the hair without making it greasy or weighing it down, creating a film that prevents water from evaporating. When the water is retained inside the hair, it stays soft, hydrated and easy to comb. The Probiotics rebalance the microbiome.

Code: VS16020

Multi action **15in1**

with Moringa Oil and Silk Protein



150 ml

Leave-in Product. With its unique action, this versatile treatment provides numerous benefits for all hair types: nourishes, hydrates, repairs, prevents split ends, delivers heat and UV protection, injects softness and shine, eliminates frizz and volumizes.

Use: after washing, spray onto towel-dried hair, then dry.

Active principles: Silk Protein is a large protein that coats the outside of the hair with a film that leaves it silky, soft and easy to comb. Moringa Oil is hydrating, emollient and an antioxidant, and protects the hair from UV rays. It is also rich in Omega 9, Vitamins A, B and C, and various minerals and amino acids. It acts both externally and within the hair, and thanks to its low density it is easily absorbed, making it perfect for a no-rinse product.

PH: 3.0 - 4.5

Code: VS16021

Conditioning **Leave-in cream**

with Blend of Precious Oils, Wildflower Honey and Probiotics



250 ml

Detangles hair leaving it extremely silky, shiny and instantly manageable. If used without rinsing, it provides a gentle conditioning effect.

Use: after shampooing, apply to towel-dried hair, leave in for 2 minutes and rinse. For rinse-free use, rub a small amount into the palms of your hands, apply over the hair and proceed to drying.

Active principles: Wildflower Honey deeply nourishes and hydrates the shaft of the hair, thanks to its natural composition rich in vitamins and mineral salts. The Blend of Precious Oils, a special blend of Argan Oil, Flaxseed Oil and Olive Oil, envelops the hair without making it greasy or weighing it down, creating a film that prevents water from evaporating. When the water is retained inside the hair, it stays soft, hydrated and easy to comb. The Probiotics rebalance the microbiome.

PH: 3.8 - 4.8

Code: VS16022



TRIKOLOGY

Versum™ Trikology offers two complete lines, Charcoal Detox and Active Bloom, which can **treat all skin anomalies** that make hair fragile, dull and lacking vitality.

The two lines offer both **normalizing and strengthening** functions to stimulate regrowth and restore well-being to skin and hair.

CHARCOAL DETOX

ACTIVE BLOOM





Scan for video tutorial

TRIKOLOGY CHARCOAL DETOX

Normalizing

A normalizing professional line for the treatment of the discomfort caused by dandruff, excess sebum and hyperhidrosis, it helps restore the natural balance of the skin. Its unique formulation with Ecocert-Cosmos certified Bamboo Charcoal has a powerful detoxifying, purifying and normalizing action. Hair feels soft and energized, and skin is healthy again, for a wonderful spa-effect sensation. The products of the Charcoal Detox line are Free of SLS, SLES, parabens, cocamide DEA, cocamide MEA and sulphates.



Carbone di Bambù Certificato Ecocert-Cosmos

Bamboo Charcoal, 100% plant-based

Thanks to its versatility, Bamboo Charcoal means the **solution to all the most common skin anomalies** can be provided in a single line of products. This ingredient is perfect for absorbing, treats hyperhidrosis and is ideal for scalps that get dirty frequently.

It purifies and removes excess sebum. It performs an exfoliating action, eliminating the unsightly problem of dandruff. And finally, it performs a thorough **detoxifying action** by removing all the external elements that can be deposited on the skin, through smog, the toxins present in the atmosphere and inside the body due to incorrect nutrition. Its wide range of functions makes it an ideal product, not just for those with obvious skin problems, but also those who want healthy skin and glossy, healthy hair.



Normalizing Peeling

with Bamboo Charcoal, Rosemary Oil, Lavender Oil and Eucalyptol



150 ml

The formula with Bamboo Charcoal and Eucalyptus re-balances the hydrolipidic film, removes impurities and purifies the skin, preparing it for subsequent treatment. Infuses a sense of freshness and well-being thanks to its pleasant perfume.

Use: apply to damp skin, massage in for 5 minutes and rinse. Follow with Charcoal Detox Shampoo.

Active principles: Eucalyptol has a detoxifying and energizing action, while Rosemary Essential Oil stimulates the skin's microcirculation, promoting hair regrowth. Lavender Essential Oil acts both on dandruff and excessive sebum production. The Mediterranean Sea Water remineralizes the hair.

PH: 7.0

Code: VS16023



Normalizing Shampoo

with Bamboo Charcoal, Panthenol and Amino Complex



1.000 ml



250 ml

The formula with Bamboo Charcoal and Ammino Complex purifies and normalises skin with dandruff, excess sebum and irregularities. Soothes itching and gives a sense of well-being thanks to its pleasant perfume.

Use: apply to damp hair, lather by gently massaging over the scalp, then rinse.

Active principles: Panthenol nourishes the hair while the Amino Complex, a combination of natural amino acids, tackles dandruff and excessive sebum production. The Mediterranean Sea Water remineralizes the hair.

PH: 5.0

Code: 250 ml VS16025 | 1000 ml VS16024

Normalizing Treatment

with Bamboo Charcoal, Panthenol, Vitamin B5 and Amino Complex



1.000 ml



250 ml

This detoxifying treatment with Bamboo Charcoal and Ammino Complex normalizes skin impurities giving hair extreme hydration, softness and manageability. The sought-after perfume infuses a pleasant sense of well-being.

Use: after rinsing off shampoo, massage in for 3 minutes, applying only to the roots. Massage in for 2 minutes and rinse.

Active principles: Panthenol nourishes the hair while the Amino Complex, a combination of natural amino acids, tackles dandruff and excessive sebum production.

Vitamin B5 strengthens and repairs the hair, acting on the cohesion of cuticles that form the outer layer of the hair. Vitamin B5 makes the hair very shiny and easy to comb, without weighing it down or making it greasy. The Mediterranean Sea Water remineralizes the hair.

PH: 5.5

Code: 250 ml VS16027 | 1000 ml VS16026





Scan for video tutorial

TRIKOLOGY ACTIVE BLOOM

Reinforcing

Professional **strengthening** line which, thanks to the special formulation enriched with 15 phyto extracts, is able to both **stimulate skin circulation**, thus promoting regrowth, and **slow down hair loss** by strengthening the root, thanks to all the fundamental elements of which the hair is composed. The products of the Active Bloom line are Free of SLS, SLES, parabens, cocamide DEA, cocamide MEA, silicones and paraffin.



Reinforcing Shampoo

with Nettle, Guarana and 15 plant extracts



1.000 ml



250 ml

The innovative formula, which combines the stimulating action of nettle, Chili Pepper and Guarana together with 15 different plant extracts, gently cleanses and purifies the scalp, favoring the oxygenation of the hair bulbs and enhancing the absorption of the active ingredients of Reinforcing Lotion.

Use: apply to damp hair, then lather by gently massaging over the scalp. Leave in for a few minutes and rinse. Follow with Reinforcing Lotion.

PH: 4.0 - 5.0

Code: 250 ml VS16029 | 1000 ml VS16028

Reinforcing Lotion

with Nettle, Guarana and 15 plant extracts



90 ml



9x7 ml

Leave-in product. The innovative formula, which combines the stimulating action of Nettle, Chili Pepper and Guarana together with 15 different plant extracts, strengthens hair prone to thinning and loss, giving it vitality, energy, body and volume.

Use: after Reinforcing Shampoo, apply to scalp and massage until completely absorbed.

Code: 90 ml VS16030 | 9x7 ml VS16031

Active principles

Probiotics, Nettle, Guarana and 15 plant extracts including Mint, Lemon Balm, Chili Pepper, Aloe, Ginger, Turmeric, Cardamom and other precious natural active ingredients

The special blend of ingredients and extracts of natural origin is targeted at two main actions. The first is increasing blood circulation with the aim of stimulating hair regrowth. The second is providing the bulb with the fundamental elements with which the hair is made, and strengthening the hair root, slowing down hair loss. The Probiotics rebalance the microbiome of the skin. The Mediterranean Sea Water remineralizes the hair.



EASY TECH

Versum™ Easy Tech offers five comprehensive technical lines designed to provide today's professional with **the widest range** of tools needed to achieve any desired result.

Today, Easy Tech is immediately distinguishable by **quality, technique, versatility and guaranteed results**. The breadth of the Easy Tech range allows the hair stylist to choose the best product and adapt the salon service to his or her personal creativity and feeling.

ADVANCE

EASY COLOR

EASY OXY

EASY BLONDE

GRADIENT TONE



EASY TECH ADVANCE

Technical Solution

Technical line providing preparatory or maintenance tools **for chemically treated, bleached or colored hair**, through a complete range designed to solve all kinds of needs.

Its special formulations prolong the duration of treatments, enhance the brilliance and hold of color, neutralize golden highlights on gray, light and bleached hair, and allow the hair structure to be modified by alkalizing or acidifying.

Advance line products are Free of SLS, cocamide DEA, cocamide MEA, paraffin and allergens.



Extra Silver Shampoo

with Grape Extract and Blend of purple pigments



1.000 ml

250 ml

The blend of high concentration pigments makes the shampoo extremely effective at neutralizing brassy tones in white, light and bleached hair. The formula with Grape Extract ensures a uniform tone and prolongs the effect over time.

Use: apply to damp hair, then lather by gently massaging over the scalp. Leave in until the desired tone is achieved, then rinse.

Active principles: The blend of three purple pigments of different dimensions ensures color penetration throughout the hair structure while neutralizing yellow tones in an optimal and long-lasting way. Grape Extract is a nourishing antioxidant and allows hair to regain its health after bleaching. The Mediterranean Sea Water remineralizes the hair.

PH: 5.5

Code: 250 ml VS16036 | 1000 ml VS16037



Scan for
video tutorial

Performing Shampoo

with Aloe Vera, Sunflower Oil, Citrus Acids and Probiotics



1.000 ml

250 ml

This low pH shampoo gently cleanses and eliminates redness and skin discomforts caused by chemical treatments and coloring. The presence of Aloe Vera and Sunflower Oil contributes to increasing color radiance over time.

Use: apply to damp hair, lather by gently massaging over the scalp, then rinse.

Active principles: Aloe Vera and Probiotics eliminate redness and skin discomfort. Sunflower Oil increases the glossiness of the hair. Citrus Acids, keeping the pH of the formulation low, allow the shampoo to remove less pigment from color-treated hair when washing. The Mediterranean Sea Water remineralizes the hair.

PH: 4.0 - 5.0

Code: 250 ml VS16033 | 1000 ml VS16032



Scan for
video tutorial

Performing Mask

with Aloe Vera, Sunflower Oil and Probiotics



1.000 ml

250 ml

This acidifying mask with Aloe Vera and Sunflower Oil increases luminosity, depth of color tones and the intensity of cosmetic color, leaving hair soft and silky.

Use: after shampooing, apply and leave in for 5 minutes then rinse.

Active principles: The Oils and Aloe Vera hydrate the hair and increase its glossiness, which is further enhanced by light reflectors, prismatic elements that are deposited on the shaft with exceptional light-reflecting power. The Probiotics rebalance the microbiome of the skin. The Mediterranean Sea Water remineralizes the hair.

PH: 4.0 - 5.0

Code: 250 ml VS16035 | 1000 ml VS16034



Preparing Shampoo

with Ceramides I, III, VI, Hyaluronic Acid, Collagen, Keratin and Probiotics



1.000 ml

This high pH pre-treatment shampoo with Hydrolyzed Collagen and Keratin effectively cleanses, eliminating oiliness and impurities. It encourages the hair cuticles to open, preparing the hair for subsequent treatments.

Use: apply to damp hair, then lather by gently massaging over the scalp. If needed, leave in for a few minutes and rinse.

Active principles: All the elements in the formulation increase elasticity and help repair damaged hair. The Probiotics rebalance the microbiome of the skin. The Mediterranean Sea Water remineralizes the hair.

PH: 8.5 - 9.5

Code: VS16038



Scan for video tutorial

Maintaining Shampoo

with Ceramides I, III, VI, Hydrolyzed Collagen and Keratin



250 ml

This low pH shampoo preserves and prolongs the results of technical services and treatments over time. It facilitates the closing of the hair cuticles, concentrating the principle active ingredients in the strand, injecting hair with a healthy shine.

Use: apply to damp hair, lather by gently massaging over the scalp, then rinse.

Active principles: All the elements in the formulation increase elasticity and help repair damaged hair, boosting the longevity of previous treatments. The Probiotics rebalance the microbiome of the skin. The Mediterranean Sea Water remineralizes the hair.

PH: 4.0 - 5.0

Code: VS16039



Scan for video tutorial

Maintaining Mask

with Ceramides I, III, VI, Hydrolyzed Collagen and Keratin



250 ml

Used at the end of technical treatments, this low pH mask seals the hair cuticles, prolonging the results of the treatment. The formula with Hydrolyzed Collagen performs a nourishing action, leaving hair extremely silky.

Use: apply after shampooing, leave in for 5 minutes and rinse.

Active principles: All the elements in the formulation increase elasticity and help repair damaged hair, boosting the longevity of previous treatments. The Probiotics rebalance the microbiome of the skin. The Mediterranean Sea Water remineralizes the hair.

PH: 3.5 - 4.5

Code: VS16040



Scan for video tutorial



Scan for video tutorial

EASY TECH EASY COLOR

Permanent Coloring

Technical permanent color line ensuring **maximum coverage, longevity** of highlights, **high color brilliance** and excellent lightening power even on dark and difficult bases. All while fully respecting the natural structure of the hair.

A wide range of technical tools are available in the portfolio, allowing the professional to personalize the coloring experience. Versum has chosen to remove **PPD** pigment from the color line as it is a major culprit in skin irritation, and also offers an **Ammonia-Free** line.



Easy Color Permanent Coloring

with Pearl Extract



100 ml

Permanent oxidation dye that combines perfect coverage of white hair, maximum durability with high gloss and expression of tone.

Use: mix one part Versum Easy Color with one and a half parts Versum Easy Oxy (1:1.5). For the modulating and super-lightening series mix one part Versum Easy Color with 2 parts Versum Easy Oxy (1:2).

Active principles: Pearl Extract, rich in Amino Acids, Vitamin B, Calcium, Potassium and Magnesium, with an effective strengthening and remineralizing action.

Easy Color Permanent Coloring Ammonia Free

with Marine Collagen. **Ammonia-free formulation**



100 ml

Permanent oxidation dye that combines perfect coverage of white hair, maximum durability with high gloss and expression of tone.

Use: mix one part Versum Easy Color Ammonia-Free with one and a half parts Versum Easy Oxy Compact (1:1.5). For the modulating and super-lightening series mix one part Versum Easy Color Ammonia-Free with 2 parts Versum Easy Oxy Compact (1:2).

Active principles: Marine Collagen is a natural substance that is extremely effective in counteracting free radical activity by providing the body with substances required for skin metabolism.

Why choose Easy Color

advice to the professional

- Within Versum color there are 7/8 different pigments for each shade, to ensure color deposition along the entire structure, and consequently perfect coverage of white hair.
- PPD pigment has been removed, as it is one of the main culprits of skin irritation during coloring.
- The Amphotera molecule in the formulation is characterized by a double electrical charge that can equalize the hair's absorption of color, preventing the ends being darker.



EASY TECH EASY OXY

Oxydizing

Oxidizing line designed to achieve cosmetically perfect results in coloring and bleaching services, while respecting the hair. It offers two different activators; a traditional cream and one richer in thickeners to create a more compact mixture. A double tool, available to the professional.



Easy Oxy Emulsion Cream 5, 10, 20, 30, 40 vol

with Cashmere Protein and Hyaluronic Acid



1.000 ml

Stabilized oxidizing cream that allows for cosmetically perfect results in coloring and bleaching services, thanks to its formula enriched with Cashmere Protein and Hyaluronic Acid.

Active principles: Natural Cashmere proteins, with their powerful hydrating action, act by nourishing the shaft deeply and protecting the skin. Thanks to its hydrating properties, Hyaluronic Acid works on the hair, keeping it hydrating during coloring. This precious molecule creates a protective film that prevents water from dispersing, while protecting the scalp and hair.

Code: 5 vol VS26020; 10 vol VS26021; 20 vol VS26022;
30 vol VS26023; 40 vol VS26024

Easy Oxy Compact Peroxide 10, 20, 30, 40 vol

with Marine Collagen



1.000 ml

Stabilized oxidizing cream that allows for cosmetically perfect results in coloring and bleaching services, thanks to its formula enriched with Marine Collagen. The compact consistency thickens the mixture, helping to make a denser cream.

Active principles: Marine Collagen is a natural substance that is extremely effective in counteracting free radical activity by providing the body with substances required for skin metabolism.

Code: 10 vol VS26000; 20 vol VS26001; 30 vol VS26002; 40 vol VS26003





Scan for
video tutorial

EASY TECH

EASY BLONDE

Bleaching

Professional bleaching line that can offer the specific tool for any service. The special formulations of Easy Blonde have different pigments inside them to modify the final tone of the bleaching. It guarantees lightening by up to eight tones, or nine in the case of Easy Blonde 9 Tones Powder.



Easy Blonde 9 Tones Powder

with Guar Gum and Cashmere Protein



2x500 gr

9-Tone Bleaching Powder is ideal for highlights and strong, quick bleaching, up to nine shades lighter. Especially suitable for dark, thick and difficult-to-lighten hair. The formulation enriched with Guar Gum and Cashmere Protein allows the hair to retain its structural integrity during the bleaching process. Ultramarine Blue Pigment reduces the occurrence of warm tones in the final result.

Use: recommended for use with Versum Easy Oxy at 5, 10, 20, 30 volumes in 1:2 dilution.

Active principles: Guar Gum is a natural gum that helps create the texture of the product while having a conditioning action that helps keep the hair soft. Cashmere Protein has an intense protective action, minimizing the aggressiveness of the bleaching product on the shaft of the hair.

Code: VSNDECO9TONIK

Easy Blonde Blue Powder

with Guar Gum and Cashmere Protein



2x500 gr

Versum Compact bleaching powder is ideal for highlights and bleaching up to eight shades lighter, while maintaining the integrity and hydration of the hair. Its precise formulation means the product can be blended evenly with ease, without releasing dust into the air. Ultramarine Blue Pigment reduces the occurrence of warm tones in the final result.

Use: recommended for use with Versum Easy Oxy at 5, 10, 20, 30 volumes in 1:2 dilution.

Active principles: Guar Gum is a natural gum that helps create the texture of the product while having a conditioning action that helps keep the hair soft. Cashmere Protein has an intense protective action, minimizing the aggressiveness of the bleaching product on the shaft of the hair.

Code: VSNDECOBLUK





Easy Blonde **White Powder**

with Guar Gum and Cashmere Protein



2x500 gr

Versum Compact bleaching powder is ideal for highlights and bleaching up to eight shades lighter, while maintaining the integrity and hydration of the hair. Its precise formulation means the product can be blended evenly with ease, without releasing dust into the air.

Use: recommended for use with Versum Easy Oxy at 5, 10, 20, 30 volumes in 1:2 dilution.

Active principles: Guar Gum is a natural gum that helps create the texture of the product while having a conditioning action that helps keep the hair soft. Cashmere Protein has an intense protective action, minimizing the aggressiveness of the bleaching product on the shaft of the hair.

Code: VSNDECOWHITEK

Easy Blonde **B-Bleach Cream**

with White Clay



500 ml

Cream bleach with a distinctive black color, ideal for cool or natural results. Thanks to the pigments it contains, it neutralizes warm tones for perfect bleaching success.

It lightens by up to eight tones and is suitable for all bleaching techniques. Its cream formulation with a soft texture ensures easy application and gentle impact on the hair, leaving it soft and shiny.

Use: recommended for use with Versum Easy Oxy or Versum Easy Oxy Compact at 20, 30 or 40 volumes in 1:2 dilution.

Active principles: White Clay, a natural mineral with excellent detoxifying properties, is able to absorb metals and impurities from tissues.

Code: VS26004





Scan for video tutorial

EASY TECH GRADIENT TONE

Direct Color Mask

Line of nine color masks that provide instant shiny results. With Gradient Tone, the stylist has the opportunity to personalize the in-salon service and the client can maintain their color at home as perfect as the one created by the stylist. A beauty ritual to make you feel fresh out the salon, every day.



Gradient Tone

with Abissinia Oil, Rice Protein and colour pigments

Cream coloring masks available in nine shades that can be mixed together. Ideal for revitalizing colored hair between coloring processes, neutralizing unwanted tones, illuminating natural hair with new highlights and creating intense colorful effects on bleached hair. Free of Ammonia and Hydrogen Peroxide, these masks are easy to apply and ready to use.

Use: apply to washed and towel-dried hair, leave in for 5-15 minutes. Rinse and dry.



Gradient Silver | 280 ml | Cod. R081



Gradient Violet | 280 ml | Cod. R089



Gradient Red | 280 ml | Cod. R083



Gradient Caramel | 280 ml | Cod. R082



Gradient Copper | 280 ml | Cod. R088



Gradient Black | 280 ml | Cod. R086



Gradient Chocolate | 280 ml | Cod. R085



Gradient Beige | 280 ml | Cod. R084



Gradient Gold | 280 ml | Cod. R087

Perfect masks for every color

One single product, multiple results

1. Does not lighten natural hair, making it ideal for recoloring bleached highlights on a natural base without lightening it.
2. Gently masks the first grays.
3. The less water left on the hair at the time of application, the greater the coloring power of the product. For maximum intensity of highlights and longevity, after washing the hair with shampoo, we recommend drying it completely, before applying the product.
4. Leave-in time is directly proportionate to the intensity of the highlights and their longevity. We recommend adjusting the leave-in time between 5 and 15 minutes depending on the desired result.
5. To intensify the result or reduce the leave-in time, you can leave the product in under a source of heat.

EASY TECH EASY WAVE

Permanent Kit

Safer formula, without the smell of ammonia. Its special formulation makes it suitable for all hair types: natural, colored, and with highlights. Thanks to this unique formula, you can achieve both intense and soft curls by adjusting the size and quantity of curlers used.



Easy Wave Permanent Kit

with Apple Stem Cells



PHASE A 100 ml
PHASE B 120 ml

Perm for all hair types. Permanent waving liquid with excellent protective effect for hair, guaranteeing a strong and long-lasting curl. Contains Apple Stem Cells.

Use: after shampooing, dab away any excess water, wrap the hair with rollers and apply the liquid evenly through every strand, starting from the nape. Leave in for 5-20 minutes depending on hair type, checking the curling. Then, rinse thoroughly with lukewarm water and set with the Neutralizer (leave in for 10 minutes). A preliminary test is recommended to avoid any sensitive skin reaction.

Active principles: Stem Cells stimulate the production of key fibrous proteins, like collagen and elastin, providing a protective effect for hair during treatment.

Kit Code: VS16065





ARTIS

Technology at the service of creativity, to shape looks to perfection. Versum™ Artis offers three lines, Shape, Style and Finishing, to allow the professional **to express their creativity to the fullest** in the creation of natural, extreme and trendy looks. The products guarantee perfect, uncompromising, long-lasting hairstyles.

SHAPE

STYLE

FINISH





Scan for
video tutorial

ARTIS Shape

Styling and Finishing

Creates, molds and styles the details of every look.

The line includes all the products to be applied to the hair once styling is finished, to define and hold the style. Five products for all effects: from the shiniest to the most matte look, with different hold options.



Matt Paste

Extra strong hold



100 ml

Extra strong hold paste with matte effect for sculpting extreme long-lasting hairstyles.

Use: apply a small amount of product to damp or dry hair after warming it in your hands or heating it with a hairdryer in the pot, then style to create the desired effect.

Benefits: White Clay gives maximum hold and a matte effect while the beeswax ensures protection and hydration. Non-greasy and rinses out with water. The presence of liposoluble UVB sunscreen guarantees protection from UV rays.

Code: VS26210

Soft Pomade

Brillantine with Aloe Extract



80 ml

Ideal for creating a wet look and shine, giving definition, while allowing the hair some movement.

Use: apply a small quantity to wet or dry hair. Style with your hands to create the desired effect, define a style or tame curls.

Benefits: ensures great styling while providing a naturally tidy look without drying or turning greasy. Aloe Vera ensures hydration.

Code: VS26208

Sculpting Gel

Extra Strong Gel with D-Panthenol



200 ml

Holding gel with sunscreen, ideal for sculpting and styling the most innovative hairstyles, providing extra strong hold and protecting the hair from damaging solar radiation.

Use: apply a small amount to damp hair to ensure exceptional hold or to dry hair to shape and define the desired style.

Benefits: its special formulation contains D-Panthenol with emollient and brilliant properties, preventing dehydration and hair fragility, for a healthy appearance. Leaves no residue. Restylable when wet.

Code: VS26207



Scan for video tutorial

ARTIS Style

Styling and Finishing

Defines style by providing discipline and movement.

The line includes all the products to be applied before styling to protect the hair from the aggressive action of heat tools while giving it a shape that lasts.



Volume Booster

Volumizing Spray for fine and flat hair



150 ml

Thanks to its special formulation, the product gives the hair volume. The trace elements in the formula strengthen and invigorate the root, giving the style long-lasting volume.

Use: spray on to damp hair, directing it into the roots, then blow dry. On short hair it can be used all over to thicken and give the style some hold.

Benefits: ideal for fine hair that tends to go flat. Spraying the product directly into the roots provides volume and hold.

Code: VS26206

Curls Definer

Emulsion with Elastin and Goji Berry Water



100 ml

Provides curls with definition and elasticity, and helps to create soft, natural-looking waves. Counteracts frizz by making curls voluminous and defined for a long time.

Use: apply to damp hair and distribute through the ends, then blow dry.

Code: VS45127

Thermal Protector

Thermal Protector Spray



300 ml

Protects the hair from damage caused by the high temperatures of drying tools, prevents weakening and split ends and leaves hair soft and shiny. It also has anti-static, anti-frizz and glossy properties.

Use: apply to damp hair for blow-drying, and to dry hair before using a flat iron or curling iron. Perfect anytime for daily protection.

Benefits: the perfect ally for flat iron users. It envelops the hair to protect it from the heat of the hair dryer, flat iron and tongs. It has a gaseous formulation that keeps the hair from getting wet, so it can be sprayed on every time the flat iron is used.

Code: VS26203

Strong Hold Mousse

Extra Strong Hold



300 ml

Light velvet-texture mousse with extra strong hold that supports, gives body and shapes hair without weighing it down.

Use: shake well and dispense a knob of product into the palm of your hand then apply to washed and towel-dried hair, distributing evenly with a comb. Blow-dry into desired style. Apply very small quantities to dry hair for final touch-ups.

Benefits: ideal for providing volume, high definition and long-lasting hold to wavy styles or for achieving perfect, defined curls with "freehand" or diffuser drying. Panthenol guarantees hydration and extreme shine.

Code: VS26204

Total Relaxer

Smoothing fluid silk effect



150 ml

Enriched with NATURAL PLEX, a mix from natural sources, it protects the hair from heat during styling. Perfect for smooth folds, it relaxes hair fibers and ensures a reduction in frizz and volume, giving hair a healthy and vibrant appearance.

Use: apply a small amount of cream to the entire length of towel-dried hair and comb through to spread it evenly. Proceed to drying.

Code: VS26215



Scan for video tutorial

ARTIS Finish

Styling and Finishing

Make every style memorable with the perfect final touch.

The line includes all the oils, which can be used both on wet hair to hydrate and on dry hair to create shine.

These products are joined by sprays with or without gas, the perfect tools for adding the final finishing touches to whatever style you want to achieve.



Crystal Drops

Hydrating and nourishing Crystal Drops



100 ml

With Argan Oil to leave hair soft and shiny and prevent split ends.

Use: apply before or after drying. Do not rinse out.

Benefits: applied before drying it leaves the hair silky and shiny, preventing split ends. Used on dry hair it brightens and defines the style.

Code: VS26213

Mediterranean Oil

With Pistachio Oil



100 ml

A blend of five non-greasy plant oils, with a hydrating and deeply smoothing action. Seals cuticles, eliminating frizz and facilitating the use of drying tools.

Use: apply to damp hair, comb through then blow-dry.

Benefits: ensures softness and shine without weighing hair down or making it greasy.

Code: VS26212

Polishing Spray

Polishing Spray with Flaxseed Oil



100 ml

To provide extreme shine and protect all hair types from humidity.

Use: spray on to dry hair from a distance of 20cm.

Benefits: enriched with Vitamin E, it prevents oxidation.

Code: VS26202

Eco Hair Spray

Eco-friendly extra-strong hold hairspray



300 ml

To set and define any style, leaving hair hydrated, shiny and light.

Use: spray on to dry hair from a distance of around 30 cm for the perfect hold.

Benefits: suitable for all hair types, removable with just a few brush strokes. Contains sunscreen.

Code: VS26201

Hair Spray Strong

Strong-hold hairspray



500 ml

To personalize hairstyle details, set it over time and provide shine without leaving residue.

Use: to give the base support, apply to damp hair then style. For long-lasting hold and control, spray after styling from a distance of around 20 cm from the hair.

Benefits: protects and adds shine without leaving residue.

Code: VS26200

SUN SHINE SUMMER ROUTINE

Hydrating

Hydrating hair care line that protects hair from the sun, salt, and chlorine. Its formula, enriched with Inca Oil and Carrot, is highly moisturizing and nourishing, promoting softness and shine.



Solar Shampoo

with Inca and Carrot Oil



250 ml

Hydrating Inca Oil and Carrot Oil-based Shower Shampoo. It delicately cleanses body and hair. It hydrates and gives vitality to dry hair stressed by sun exposure, sea salt and chlorine, making it soft and shiny.

Use: apply to damp hair, lather by gently massaging over the scalp, then rinse.

Active principles: the unique formula, infused with Inca Oil and Carrot, offers exceptional moisturizing and nourishing benefits. Inca Oil, abundant in essential fatty acids and vitamins, aids in repairing hair fibers and preventing dehydration. Meanwhile, Carrot, a potent antioxidant, shields hair from UV ray damage.

pH: 4.0-5.0

Code: VS16055

Solar Mask

with Inca and Carrot Oil



250 ml

Hydrating Inca Oil and Carrot Oil-based Mask. It repairs damage caused by exposure to the sun, sea salt and chlorine, hydrates the structure deep-down and gives hair back its natural softness and shine. It manages frizzy hair and protects its color.

Use: apply after Solar Shampoo, leave on for 5 minutes and rinse.

Active principles: the unique formula, infused with Inca Oil and Carrot, offers exceptional moisturizing and nourishing benefits. Inca Oil, abundant in essential fatty acids and vitamins, aids in repairing hair fibers and preventing dehydration. Meanwhile, Carrot, a potent antioxidant, shields hair from UV ray damage.

pH: 3.8-4.8

Code: VS16056

Solar Protective Oil

with Inca and Carrot Oil



150 ml

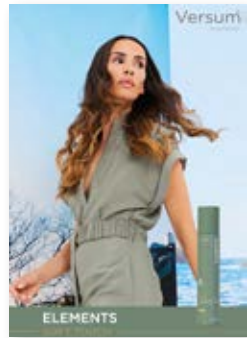
Protective Inca and Carrot Oil-based Oil. When applied to dry hair before exposure, it protects against UV rays, chlorine and sea salt. After washing, it hydrates and gives hair softness and shine and controls frizz.

Use: distribute throughout all the hair before exposure. After washing, shake, spray onto towel-dried hair, then dry.

Active principles: the unique formula, infused with Inca Oil and Carrot, offers exceptional moisturizing and nourishing benefits. Inca Oil, abundant in essential fatty acids and vitamins, aids in repairing hair fibers and preventing dehydration. Meanwhile, Carrot, a potent antioxidant, shields hair from UV ray damage.

Code: VS16057

TOOLS



New Poster 70x100
Elements
cod. VS26229



New Poster 70x100
Triology
cod. VS26230



New Poster 70x100
Easy Tech
cod. VS26231



Poster ARTIS
Methamorphosis 7
cod. VS26226



Poster ARTIS
Methamorphosis 5
cod. VS26224



Poster ARTIS
Methamorphosis 6
cod. VS26225



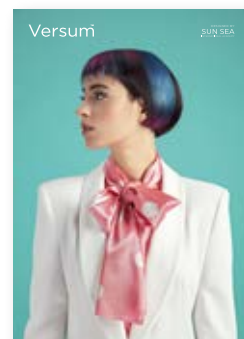
Poster ARTIS
Methamorphosis 3
cod. VS26222



Poster ARTIS
Methamorphosis 4
cod. VS26223



Poster ARTIS
Methamorphosis 1
cod. VS26220



Poster ARTIS
Methamorphosis 2
cod. VS26221



Crown Alchemist
R-TECH
cod. VS26253 - VS26255 - VS26251



Flyer Easy Wave
PERMANENT KIT
cod. VS26242



Flyer Alchemist
R-TECH
cod. VS26240



Flyer Elements
SOFT TOUCH
cod. VS26239



Flyer Triology
CHARCOAL DETOX - ACTIVE BLOOM
cod. VS26241



Flyer Sun Shine
SUMMER ROUTINE
cod. VS16095

TOOLS



New Versum catalogue
cod. VS26236



New EASY TECH
color chart
cod. VS45139



AMMONIA FREE
color chart
cod. VS45193



Gradient Tone
counter expo
cod. VS45133



Gradient Tone color chart
cod. VS45196



Summer bag
cod. VS16093



Ballpoint pen
cod. SUNACCO003



Sachets Artis
FINISH
Mediterranean Oil
cod. VS45121



Sachets Triology
CHARCOAL DETOX
Normalizing Treatment cod. VS16081
Normalizing Shampoo cod. VS16080
Normalizing Peeling cod. VS16079



Sachet Triology
ACTIVE BLOOM
Reinforcing Shampoo
cod. VS16082



Sachets Alchemist
R-TECH
Reconstructing Finalizer cod. VS16089
Reconstructing Treatment cod. VS16088
Reconstructing Filler cod. VS16087
Reconstructing Shampoo cod. VS16086



Sachets Elements
SOFT TOUCH
Repairing Mask cod. VS16075
Softening Shampoo cod. VS16074
Anti-frizz Mask cod. VS16077



Sachets Elements
HYDRATOR
Moisturizing Shampoo cod. VS16070
Moisturizing Mask cod. VS16071



Sachets Elements
POWER
Age Defying Shampoo cod. VS16072
Age Defying Mask cod. VS16073



Sachets Easy Tech
ADVANCE
Extra Silver Shampoo cod. VS16085
Performing Shampoo cod. VS16083
Performing Mask cod. VS16084

TOOLS



Leaflet ARTIS
cod. VSBOOK06/EN



Kit Artis Box
cod. ARTISBOXKIT



Disc complete with hole
for coloring
cod. VERSUM BLOOM



Apron Versum
cod. VS45195



Hair cutting cape
Versum
cod. VS45194



Disposable capes
30 pcs per pack
cod. MANTELLE



Solid perfume Versum
cod. VS16090



Hair dye bowl with handle
and rubber edge
cod. VS45122



Brush Versum Logo
cod. VS45123



Roller diam. 20 mm
cod. SUNACC0014



Roller diam. 16 mm
cod. SUNACC0013



New TNT Versum
Shopper
cod. VS26233



Personalized Gama hair
dryer Versum
cod. VS26245



Professional scale
Versum
cod. VS16091



Digital timer
Versum
cod. VS16092

TOOLS



New floor display
cod. VS26232



Wall display
cod. VS45132

Brand Architecture Versum

ELEMENTS

Treatments for the stem

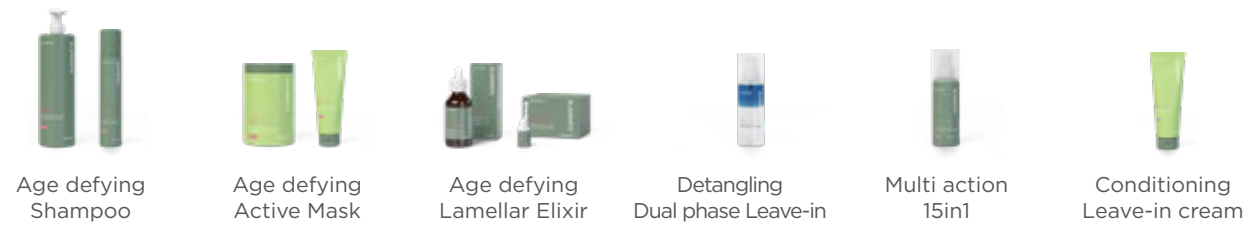
SOFT TOUCH

HYDRATOR



POWER

FUSION



TRIKOLOGY

To treat skin imperfections

CHARCOAL DETOX

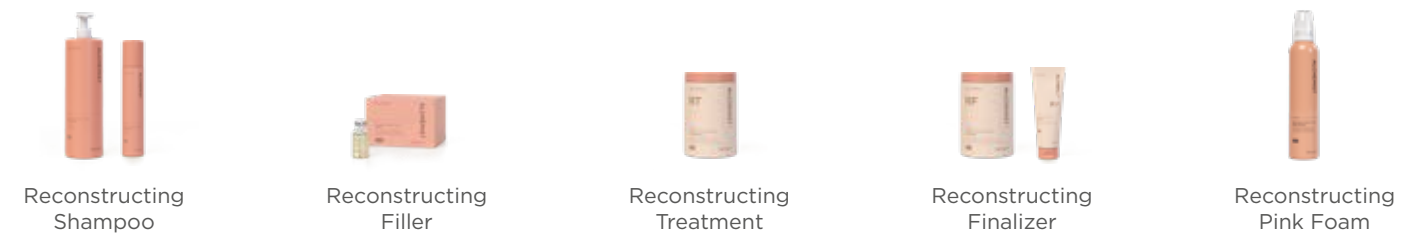
ACTIVE BLOOM



ALCHEMIST

Technologically advanced solutions

R-TECH



B-TECH



EASY TECH

Technical line for the professional

ADVANCE



EASY COLOR

EASY BLONDE

EASY OXY



GRADIENT TONE



ARTIS

Technology at the service of creativity

SHAPE

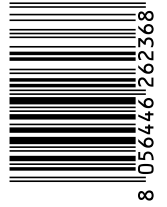


STYLE



FINISH





versumhair.com



@versumhair



Versum Italia



Versum

Versum inc.

370 70th Ave Ste#22 - New York 10001 - USA