

pH.

PURE BEAUTY | PURE INSPIRATION | PURE HAIR



pH is an Italian brand of **professional products** focused on the world of top-range haircare. **Innovation, research on quality and performance, refined fragrances** and an **elegant and sophisticated image** to offer the **best beauty rituals to the best salons.**



## PURE BEAUTY

Pure formulation, pure packaging to enhance your pure beauty. Quality, design and sustainability for your exclusive pure beauty routine. Made in Italy.

## PURE INSPIRATION

Enveloping and refined fragrances, pure and rich textures bring you a pure beauty experience to stimulate your senses and emotions, transforming them into pure inspiration.

## PURE HAIR.





## TARGET

Our main target is the salons where professionals, colorists and stylists of the highest level can carry out technical services and haircare beauty rituals with pH products. This is why we create products, accessories, materials and technical supports to grow the salon's business.

# CONSUMER

The pH consumer is the young,  
instinctive, elegant, original woman.

She is attentive to aesthetics and beauty,  
always looking for performing products for beauty rituals that  
allow her to enhance her femininity.





## SALON

Everything you need to set up the salon:  
from the window to the retail point of sale,  
from the treatment area to the cash desk

# PRODUCT RANGE





## FRAGRANCE

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Strong or delicate, intense or introspective, fragrances can represent all the complexity of feminine beauty. Some are softer, others are capable of releasing passionate and sensual notes. The desire for beauty and the pursuit of harmony are two values that we have translated with quality, professional products, with a strong orientation to the purest and most refined femininity.



## PROFESSIONAL FORMULAS

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A complete range of professional beauty care treatments for all hair types.

Pure formulas enriched with natural butters, oils, and extracts of flowers, seeds and plants to give the hair hydration, softness and vitality.





FOR COLORED HAIR

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# ARGAN & KERATIN COLOR

Ammonia free hair coloring gel cream,  
enriched with argan oil and keratin.  
Intense colours and luminous reflexes.  
Perfect coverage of grey hair. Ensures  
long lasting and resilient color.

100 ml





HAIR PRODUCT AWARD

Argan&Keratin Color by pH Laboratories won the 2019 Hair Products Award for Best Color Gel of the year. The Hair Products Award is an important recognition of the quality of the product, but also of the company's commitment to research and development of the best products.

**Intense and long lasting colours**

**Palette of 78 nuances**

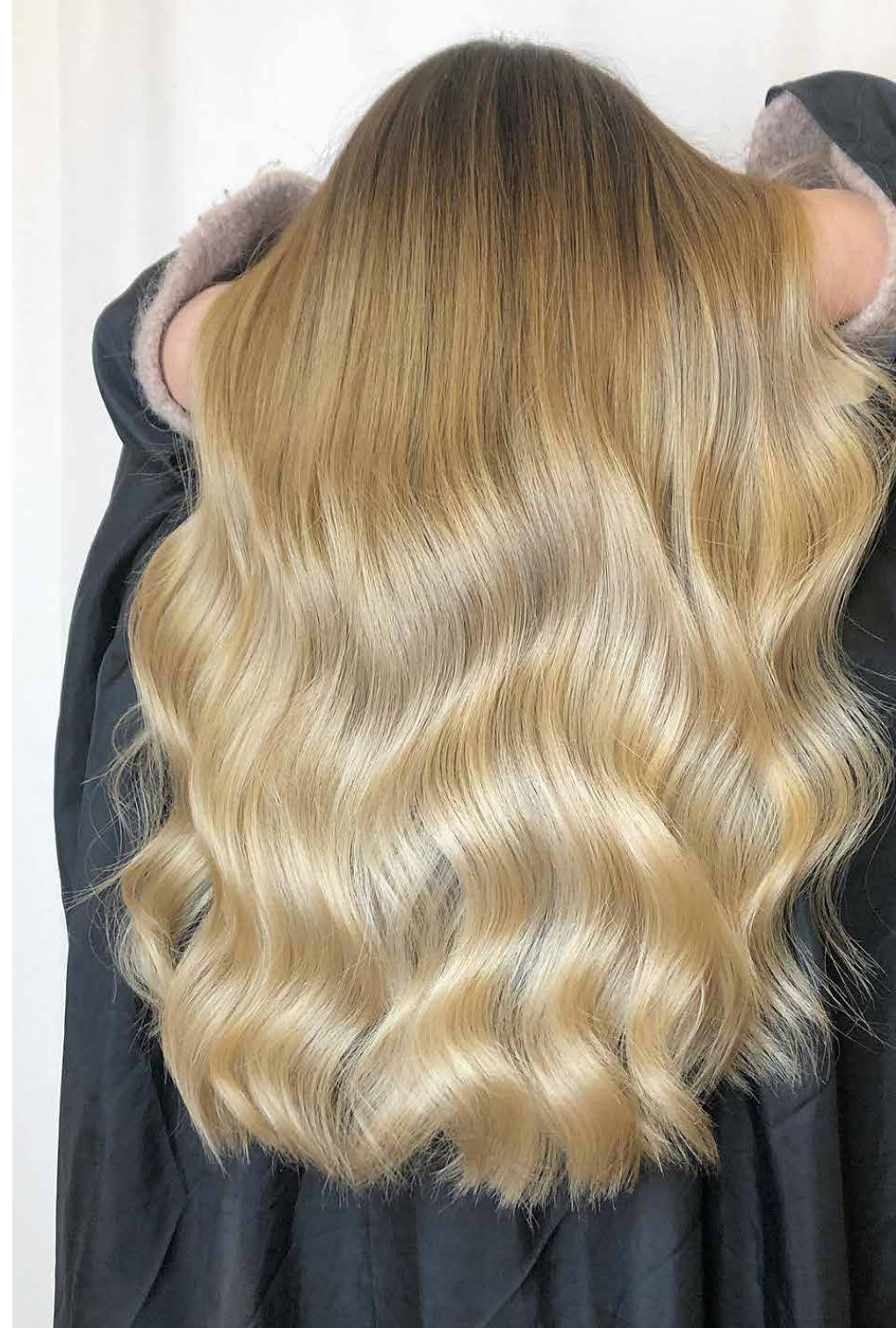
**Perfect coverage**

**Gentle formula**

**Easy to use**

**High yield**

**Refined fragrance**



### 0 NATURAL

### .71 COLD BEIGE

### .17 ARCTIC

### .1 ASH

### .72 COLD BROWN

### cold.0 COLD NATURAL

### .12 PEARL

### .08 NATURAL PEARL

### .35 WARM BROWN

### .3 GOLDEN

### .4 | .44 COPPER | INTENSE COPPER

### .66 RED

### .55 MAHOGANY

### .2 VIOLET

### SUPER LIGHTENER

### BOOSTER

### TONER

### PURE PIGMENTS

**Legend:**

- Neutralizzante: Red - orange, Orange - yellow, Green
- Neutralizzante: Purple Blue - Pure Blue, Pure Green - Pure Green, Pure Violet - Pure Violet, Pure Red - Pure Red
- On Level: Pure Pigments (1.0 - 10.0), Pure Pigment (1.07 - 10.07)
- On Level: Pure Pigments (1.0 - 10.0), Pure Pigment (1.07 - 10.07)



## SOFIA

*icing sugar*  
WHITE

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*candy floss*  
PINK

# LOLLIPOP

**semi permanent cream color  
without ammonia** Ideal for creating  
pastel color schemes for soft,  
delicate or intense fashion effects

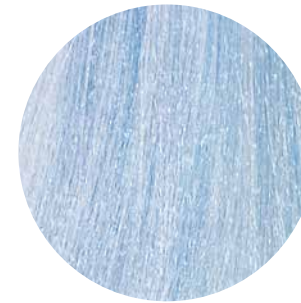


**5 COMPLETELY  
INTERMIXABLE NUANCES**  
of pastel shades for  
**INFINITE CREATIVE SERVICES**

*marshmallow*  
PEARL



*smurf jelly*  
BLUE



*sweet coal*  
GREY



*candy floss*  
PINK



*icing sugar*  
WHITE



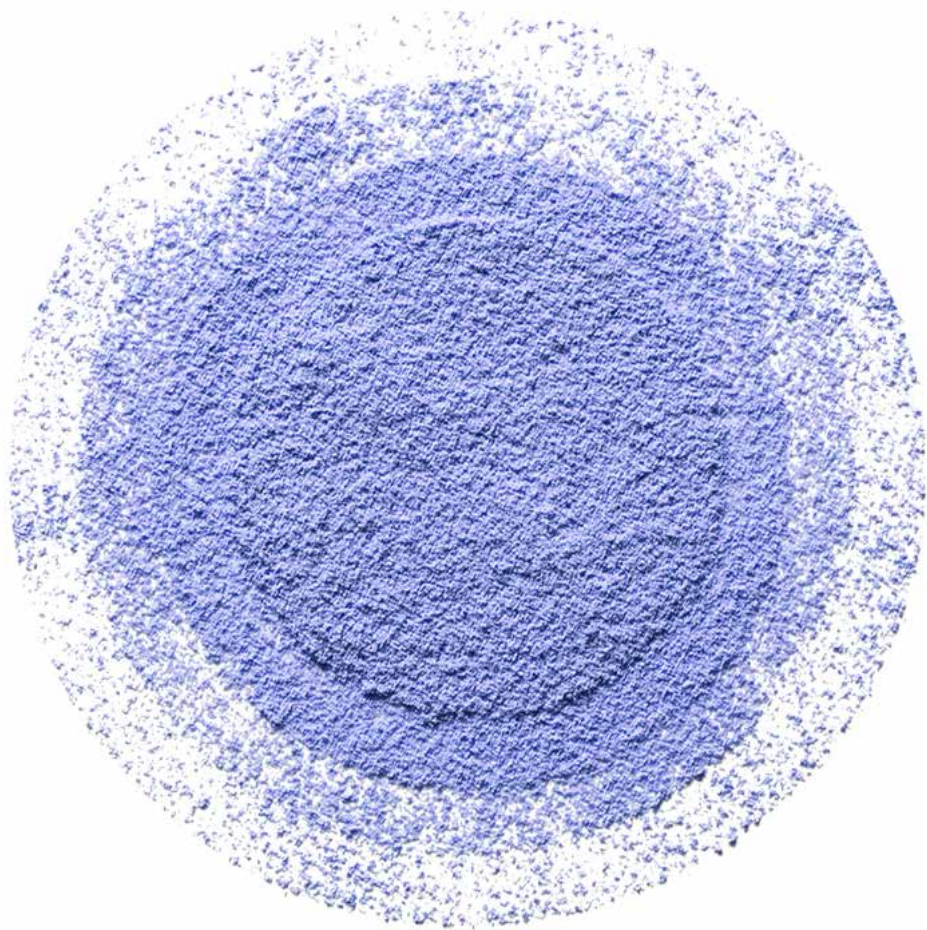


## PEROXIDE

A stabilized oxidizing creamy emulsion. It mixes easily with pH Pure Hair Illuminating Colour to ensure exceptional results proving delicate on the skin and respecting the hair at the same time.

1000ml

5 vol. - 1,5%	1000ml
10 vol. - 3%	1000ml, 150ml
20 vol. - 6%	1000ml, 150ml
30 vol. - 9%	1000ml
40 vol. - 12%	1000ml



# ABSOLUTE BLONDE BLEACH

with **polyamino sugar condensate**

Bright blondes and extreme lightening, up to 9 shades, without compromising the natural softness of the hair. Blue powder for professional use, non-volatile and easy to mix and apply, which gives intense, quick and safe lightening, thanks to its formula enriched with condensed polyamino sugar.

500 gr

## **Polyamino Sugar Condensate**

Protects and conditions the hair during the lightening phase. Hydrates, strengthens and repairs the hair fiber, increasing its resistance and elasticity.



FOR COLORED HAIR

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# ARGAN & KERATIN

color protection

Ideal as a post coloring service as it rebalances the physiological pH value of the hair, nourishes, hydrates and strengthens it from root to tip. The acid pH closes the cuticle scales, prolonging the colour retention with bright and intense reflections.



## ACTIVE PRINCIPLES

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### Argan oil

Known as “Desert Gold, Argan Oil is a natural oil that is obtained from the cold pressing of *Argania spinosa* seeds.

**Protective.**

**Moisturizing.**

**Illuminating.**

### Keratin

Hydrolyzed keratin is the trico-cosmetic treatment par excellence: it penetrates the hair and binds to the fibers that constitute it. In fact, the hair is mainly made up of keratin which tends to weaken over time.

**Deep reconstruction.**

**Detangling.**

## FRAGRANCE

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### *oriental-ambree*

**TOP\_FRUITY:**

Blackcurrant | Green Note | Peach | Nutmeg | Mandarin

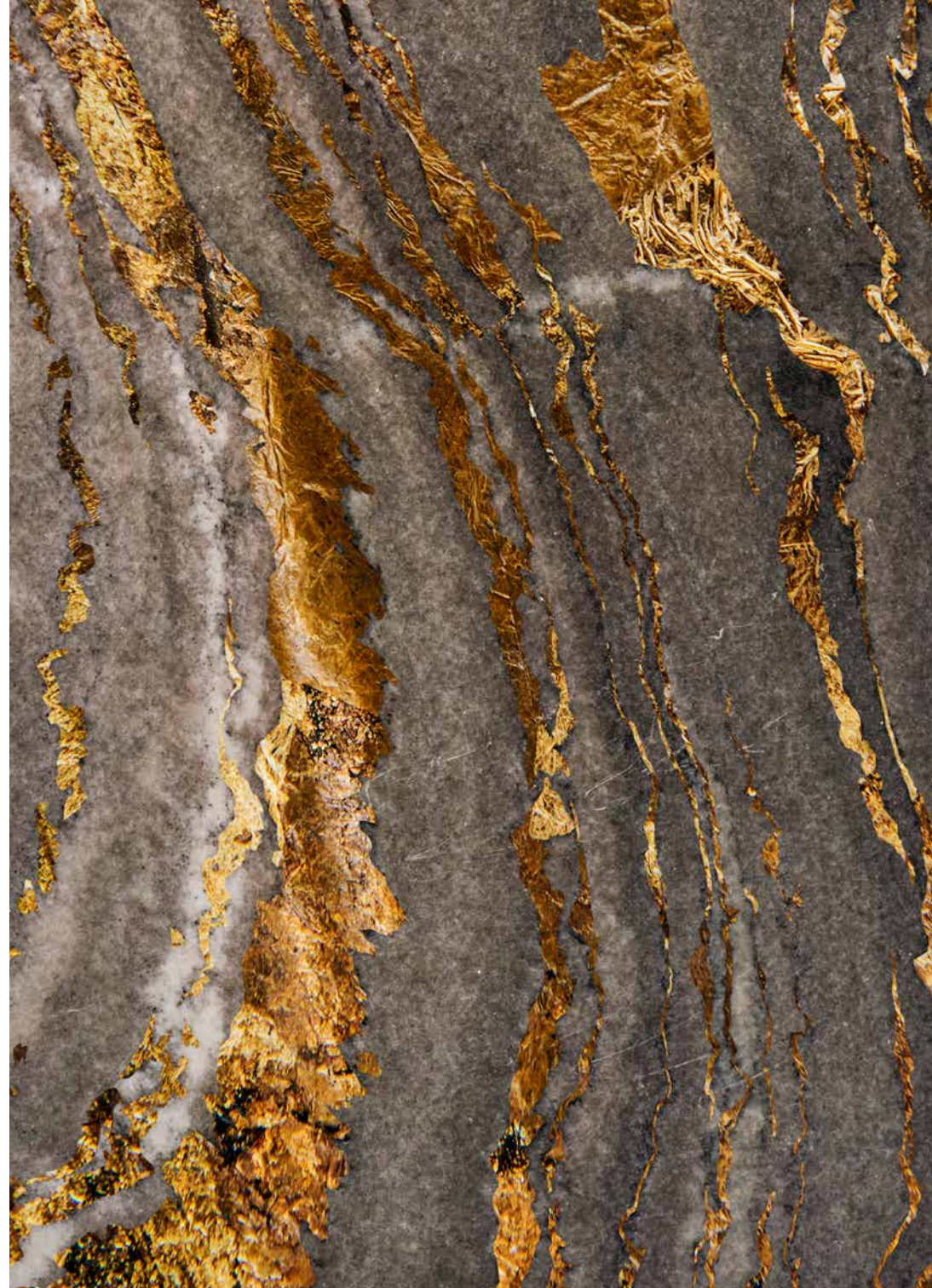
**HEARTH\_WOODY:**

Jasmine | Patchouli | Cyclamen | Honey

**BASE\_AMBERY:**

Vanilla | Tonka Bean | White Musk

Oriental, sensual and exotic composition opens up with fresh blackcurrant together with precious green and fruity notes. At its heart romantic and sweet flowers dominate in harmony with patchouli and honey. At its base the sensuality of vanilla meets refined white musk.







### ARGAN&KERATIN SHAMPOO

Deeply moisturises hair leaving it stronger, shiny and soft.

**Directions for use:** Apply to damp hair, massage through and rinse. Repeat if necessary.

250 ml | 10 ml



### ARGAN&KERATIN MASK

Deeply moisturises hair leaving it stronger, shiny and soft.

**Directions for use:** Apply to damp hair, massage through and rinse. Repeat if necessary.

250 ml | 10 ml



### ARGAN&KERATIN NECTAR

Spray conditioning treatment. Restores damaged hair. Anti-frizz effect. Protects against UVA-UVB rays and heat. Maintains colour shine. Soft, silky hair. Extreme shine. Prevents split ends. Maximum combability. Confers body and volume to the hair. 24-hour hold hairset.

**Directions for use:** Spray onto damp hair. Do not rinse.

150 ml | 10 ml

Paraben Free. Isothiazolinone (MC-MCI) free.  
Diethanolamine (DEA) and triethanolamine (TEA) free.  
No synthetic hair dyes.



## ARGAN&KERATIN ELIXIR

Nourishes and controls hair giving it a silky shiny look.

**Directions for use:** Apply to dry or damp hair. Do not rinse.

100 ml



FOR BLEACHED AND DAMAGED HAIR

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# PURE REPAIR

with hyaluronic acid

The botox effect reconstruction system to restructure, plump and deeply repair bleached, damaged, weakened and brittle hair. Regenerated, strengthened and protected, the hair is healthy, vital, disciplined, soft and shiny.

## ACTIVE PRINCIPLES

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### **Hyaluronic acid**

Capable of giving hydration to the hair structure, it has a real anti-aging botox effect on the entire hair. Strengthens and restructures the hair shaft, and creates a protective film that prevents the dispersion of water. In this way, the hair maintains the correct hydration value and is visibly resistant to breakage, shiny and visibly bouncy.

### **Baobab oil**

Effectively counteracts dryness, fragility, opacity, loss of fiber, thanks to its high moisturizing, nourishing and regenerating power given by the richness of essential fatty acids, vitamin C and E. It is an excellent natural repairer for weak and brittle hair, thanks to its high concentration of antioxidants that help to counteract the formation of free radicals.

### **Mafura butter**

Is obtained from the extraction of an evergreen plant in southern and eastern Africa. Rich in essential fatty acids [such as oleic acid, palmitic acid and linoleic acid] it is an excellent conditioner for dry hair. It nourishes and helps regenerate it by healing damaged ends. It is also a valuable scalp nourisher and adjuvant for normal hair regrowth.

### **Fermented aloe**

Is the new active cosmetic with aloe vera developed through an innovative hyper-fermentation process. This patented technology converts simple sugars into metabolites of cosmetic interest, and increases their moisturizing properties, even when the hair is exposed to prolonged thermal stress.





## FRAGRANCE

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### *noir*

**TOP\_SPICY:**

bergamot, orange, spicy accord, amber

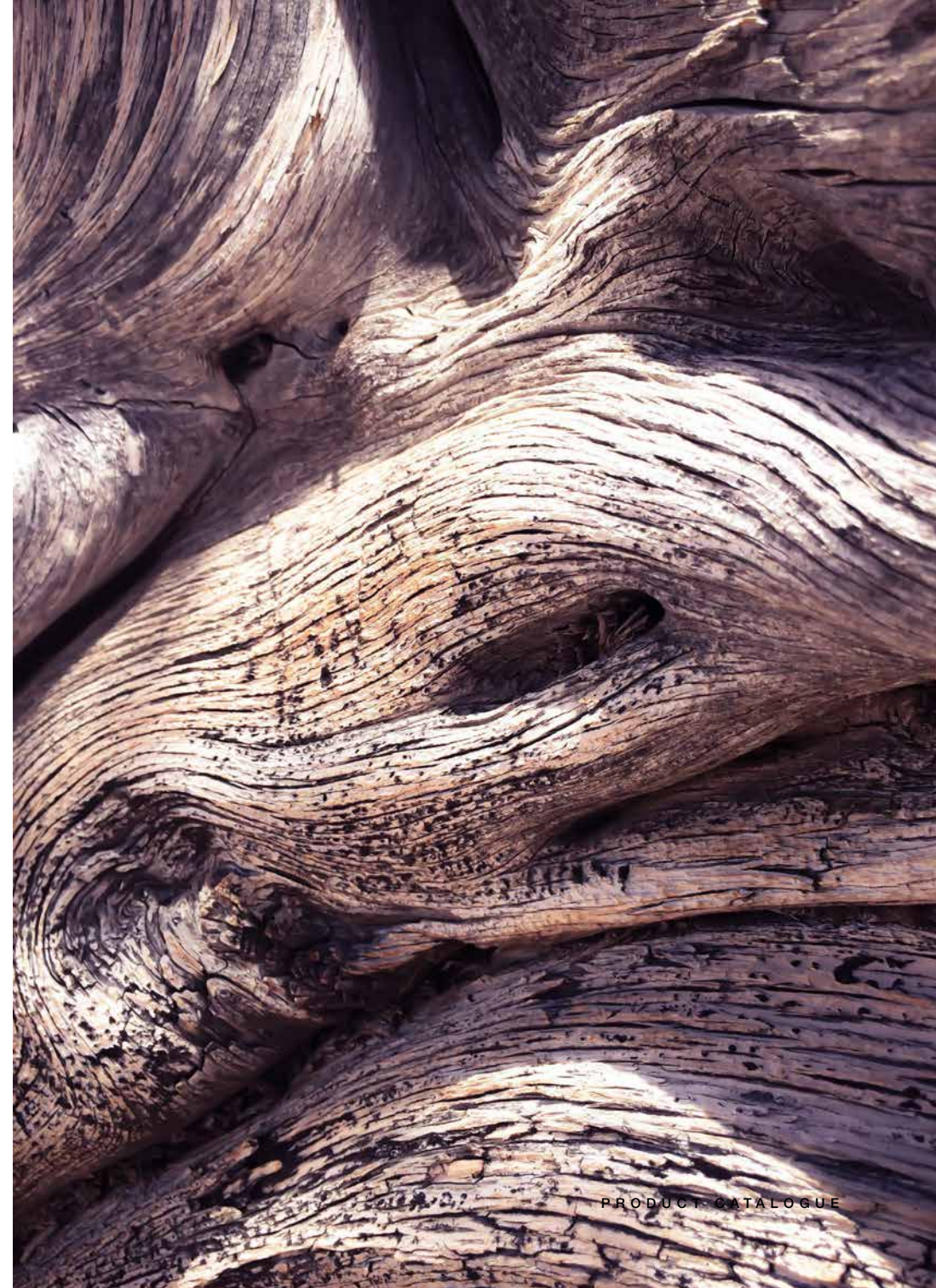
**HEARTH\_AMBERY:**

labdanum, benzoin, styrax, cedar wood

**BASE\_WOODY:**

vanilla, patchouli, vetiver, white musk

An enveloping, refined and sophisticated fragrance. It opens with floral and fruity notes of turkish rose sweetened by cherry and rhubarb. The heart maintains its femininity with a gradation of elegant, luminous and sunny lily, fresh, spring-time lily of the valley, and violet with its surprising facets. Olfactory notes become musky and powdery over time thanks to the presence of musk, benzoin and patchouli.





### PURE REPAIR SHAMPOO

Botox effect shampoo with hyaluronic acid, for bleached and treated hair. Gently cleanses and moisturizes.

**Directions for use:** Distribute the shampoo evenly over the hair and massage thoroughly for proper cleansing. Rinse thoroughly.

1000 ml | 400 ml | 10 ml



### PURE REPAIR DETANGLER

Detangling botox effect with hyaluronic acid, for bleached and damaged hair. Disciplines and makes the hair silky with an immediate anti-aging effect.

**Directions for use:** Spray evenly on towel-dried hair, in particular lengths and ends. Detangle. After 3-5 minutes, rinse thoroughly.

200 ml



### PURE REPAIR TREATMENT

Botox effect treatment. Smooths, repairs and strengthens with an anti-aging effect. Instantly visible results.

**Directions for use:** Mix from 10 to 20 ml with warm water, in a ratio of 1:2.5 and mix. Apply the treatment strand by strand, from roots to ends, with a brush and massage carefully. Wrap the hair in a towel and leave on for 15 minutes. Rinse thoroughly.

500 ml | 10 ml



### PURE REPAIR MASK

Botox effect mask with hyaluronic acid, for bleached and damaged hair. Nourishes and fortifies with a plumping and anti-aging effect, making the hair strong, soft and shiny.

**Directions for use:** Distribute the mask evenly on washed and towel-dried hair. For better distribution, divide the hair into sections. Leave on for 10 minutes and rinse thoroughly with warm water.

1000 ml | 200 ml | 10 ml





FOR DEHYDRATED HAIR

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# DEEP MOISTURE

with kokum nut butter and rose extract

The regenerating moisturising treatment suitable for dry, dehydrated and brittle hair. It acts deeply inside the hair, fortifying it and repairing split ends. Anti- frizz action.

## ACTIVE PRINCIPLES

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### **Kokum nut butter**

Rich in fatty acids (Omega 6, Omega 9, palmitic and stearic acid) contains vitamin E, the par-excellence anti-aging factor. Moisturises, nourishes and confers greater shine to the hair. Ideal for dry, brittle or damaged hair with split ends.

### **Rose extract**

Moisturising and toning and calming action. Gives shine and softness to the hair, making it easy to comb and eliminating frizz.

## FRAGRANCE

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### *allure*

#### **TOP\_gourmand:**

rose | lychee | blackcurrant | bergamot

#### **HEARTH\_floral:**

jasmine | iris | freesia | thrush

#### **BASE\_woody:**

sandalwood | vanilla | white musk

A sensual fragrance that opens with fruity notes combined with the femininity and freshness of the rose. At its heart, creamy white flowers are accompanied by soft iris. Its base, sandalwood, vanilla and musky notes infuse warmth into the mélange note.







### DEEP MOISTURE SHAMPOO

Moisturising conditioner for dry and dehydrated hair, enriched with kokum butter and rose extract. Makes the hair silky and scented.

**Directions for use:** apply to towel-dried hair, comb thoroughly, process for 1 to 3 minutes and rinse.

250 ml | 1000 ml | 10 ml

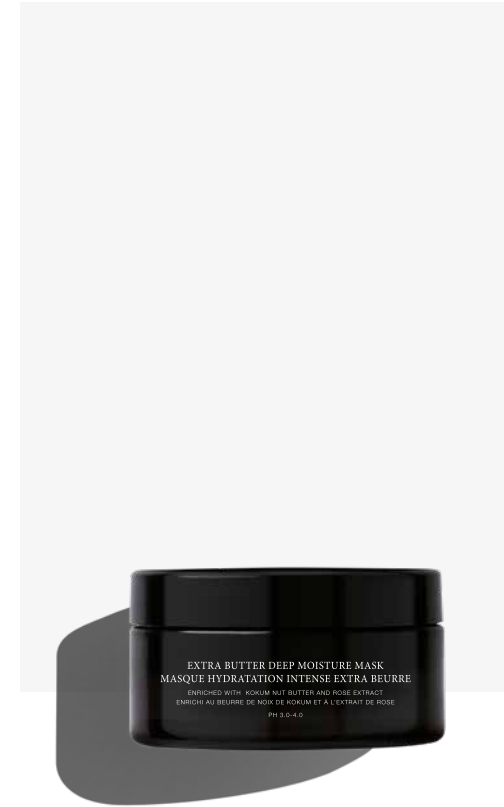


### DEEP MOISTURE CONDITIONER

Moisturising conditioner for dry and dehydrated hair, enriched with kokum butter and rose extract. Makes the hair silky and scented.

**Directions for use:** apply to towel-dried hair, comb thoroughly, process for 1 to 3 minutes and rinse.

250 ml | 1000 ml | 10 ml



### DEEP MOISTURE MASK

Moisturising mask for very dry and dehydrated hair. Rich in kokum butter and rose extract. Perfumes, infuses softness and shine.

**Directions for use:** apply to towel-dried hair, comb thoroughly and process from 3 to 5 minutes then rinse.

200 ml | 1000 ml | 10ml



FOR SMOOTH HAIR

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# SMOOTH PERFECT

with monoi oil and magnolia extract

Smooth perfect is a taming replumping treatment, recompacts the texture of frizzy rebellious hair, improves combability reducing styling times significantly.

## ACTIVE PRINCIPLES

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### **Monoï oil**

Made from Tiare flowers, it is an oil rich in vitamin E, with moisturising anti-ageing action: limits the formation of free radicals and slows down the ageing process. Nourishes and conditions the hair, improving combability and softness, eliminating the frizz. This makes the hair bright and soft.

### **Magnolia extract**

Rich in anti-oxidant phenolic compounds with moisturising and elasticising action. They protect the hair fibre and make the hair healthy and shiny. They protect the hair fibre and make the hair healthy and shiny.

## FRAGRANCE

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### *bouquet*

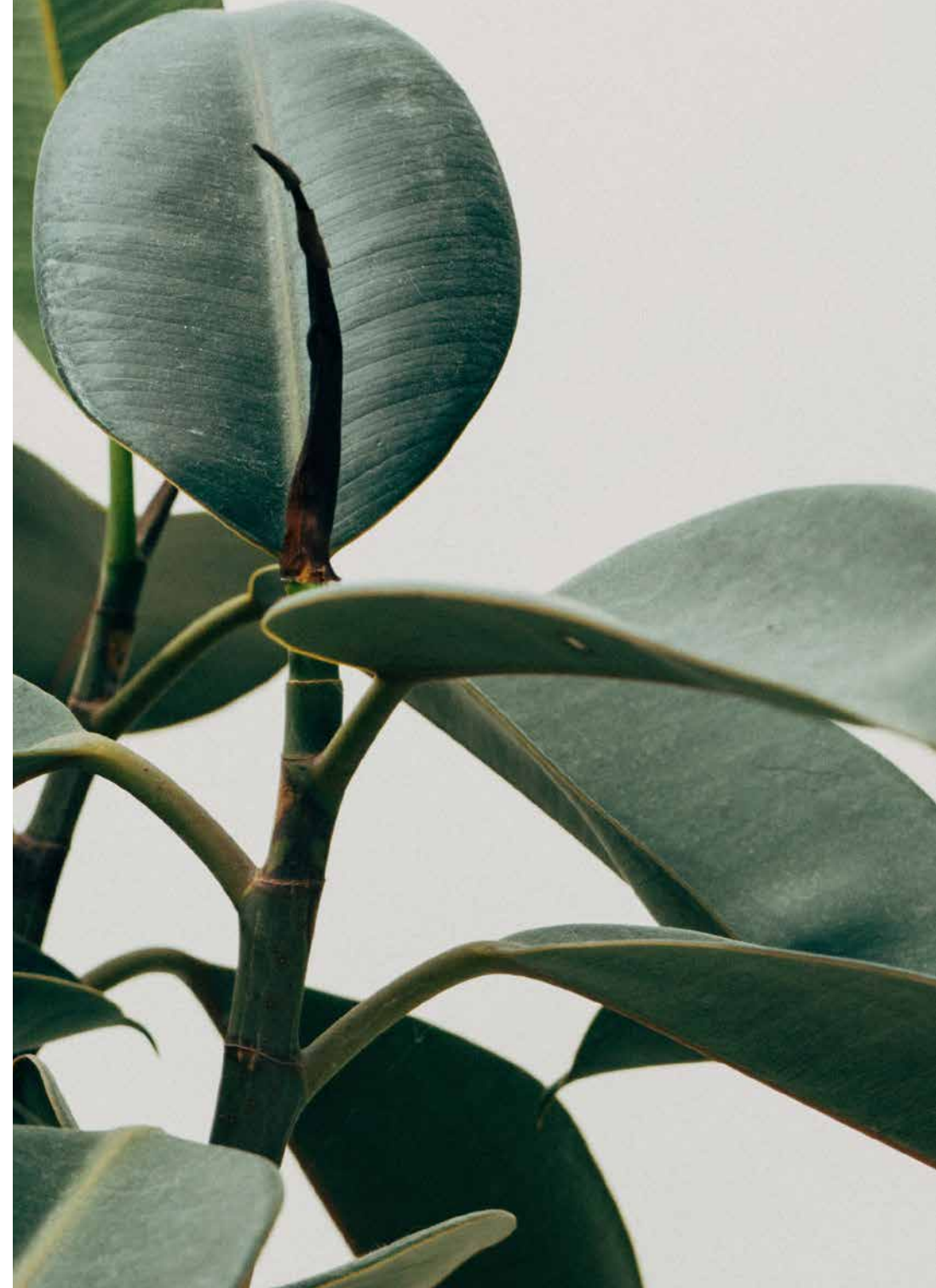
**TOP\_**oriental:  
orange red | honey | white flowers

**HEARTH\_**floral:  
jasmine | pear

**BASE\_**vanilla:  
patchouly | White musk | vanilla

The fragrance revolves around a sophisticated honey accord combined with red orange and sensual white flowers.

At its heart, pear and jasmine give a summer touch to the composition. At the base, vanilla, patchouly and elegant white musk provide roundness to the fragrance.





### SMOOTH PERFECT SHAMPOO

Taming shampoo for frizzy unruly hair, enriched with monoi oil and magnolia extract. Delicate and scented texture, cleanses the hair leaving it smooth, silky and scented.

**Directions for use:** emulsify on damp hair, massage and rinse. Repeat if necessary.

250 ml | 1000 ml | 10 ml



### SMOOTH PERFECT CONDITIONER

Taming conditioner for frizzy unruly hair, enriched with monoi oil and magnolia extract. Disentangles and moisturises eliminating frizziness and leaving the hair smooth, silky and scented.

**Directions for use:** apply to towel-dried hair, comb thoroughly, process from 1 to 3 minutes and rinse.

250 ml | 1000 ml | 10 ml



### SMOOTH PERFECT MASK

Taming mask for frizzy unruly hair, enriched with monoi oil and magnolia extract. Acts deeply, eliminates frizziness and leaves the hair silky and scented.

**Directions for use:** apply to towel-dried hair, massage and process for 3 to 5 minutes and then rinse.

200 ml | 1000 ml | 10 ml



FOR SENSITIVE SKIN AND WEAK HAIR

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# REJUVENATING

with liquorice and orange blossom extracts

Regenerating shampoo for sensitive skin and weak hair, enriched with liquorice and orange blossom extracts. Cleanses, tones, normalises the scalp and strengthens the hair.

**Directions for use:** Emulsify on damp hair, massage, process for 1 minute and rinse. Repeat if necessary.

## ACTIVE PRINCIPLES

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### **Liquorice**

perennial Mediterranean herbaceous plant, with roots precious for their toning, moisturising, soothing and protective properties. Contains flavonoids that fight free radicals with a toning and anti-ageing function, and glycyrrhizin which exerts an anti-inflammatory action on dry, sensitised and toneless scalp, limiting seasonal hair fall.

### **Orange blossom extract**

It acts as a revitalising and soothing agent for sensitive, dry skin. It regenerates the epidermis of the scalp, counteracting seasonal hair fall and excessive dryness making it healthy and shiny.

## FRAGRANCE

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### *unique*

#### **TOP**\_citrus:

bergamot | white Rose | mimosa

#### **HEARTH**\_floral:

thrush | jasmine | lily

#### **BASE**\_woody:

sandalwood | cedar wood | vanilla

A breath of bergamot opens the fragrance, combined with refined white rose and soft mimosa. At its heart, the lily of the valley is the protagonist, alongside with romantic notes of lily and jasmine. At its base, wood and vanilla give depth to the composition.







FOR ICE BLONDE HAIR

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# ICE BLONDE

with illipe butter and jasmine extract

Ice Blonde is an ideal moisturising treatment for natural blondes, bleached hair, highlights or superlighteners. Eliminates and counteracts undesired warm reflexes thanks to blue-violet pigments.

## ACTIVE PRINCIPLES

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### Illipe butter

suitable for the care of dry hair stressed by too many treatments. In fact, it possesses exceptional nurturing properties thanks to its particular composition of fatty acids (palmitic, stearic, oleic, linoleic, arachidonic acids), which help to prevent and fight dryness and restore elasticity and flexibility to the hair.

### Jasmine flower extract

suitable for the care of dry, overworked hair. It has exceptional nurturing properties which help to prevent and fight dryness restoring hair elasticity and flexibility.

## FRAGRANCE

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### *adorable*

#### TOP\_floral:

orange | ylang ylang | neroli

#### HEARTH\_green:

jasmine | fishing | sea salt

#### BASE\_musky:

sandalwood | White musk | solar agreement

A fresh, sparkling composition opens with citrus notes and bright ylang ylang. peach and a slight salty accord form its heart. At its base, a warm sunny accord encloses sandalwood and white musk wood.







## ICE BLONDE SHAMPOO

Anti-yellow moisturising shampoo for cold blonde reflexes, enriched with illipe butter and jasmine extract. Cleanses leaving the hair healthy, soft and scented.

**Directions for use:** emulsify on damp hair, massage and rinse.

250 ml | 100 ml | 10 ml



## ICE BLONDE LEAVE-IN DETANGLER

Anti-yellow leave-in detangling moisturiser for cold blonde reflexes, enriched with illipe butter and jasmine extract. Makes the hair soft, shiny and scented.

**Directions for use:** shake well and spray onto damp hair.

250 ml





# LEAVE-IN

with vanilla and cornflower extracts

## HYDRATING LEAVE-IN DETANGLER

Detangling leave-in moisturiser for all hair types, with vanilla and cornflower extracts. Makes the hair instantly soft, shiny and scented. Anti-frizz and static electricity effect. **Directions for use:** Shake well and spray onto damp hair. Do not rinse.

**pH 3.5 - 4.5**

250 ml

## ACTIVE PRINCIPLES

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### Vanilla extracts

Vanilla is an orchid originally from Mexico and tropical regions. It gives shine and softness to the hair making it glossy and silky. Counteracts the formation of split ends with an anti-frizz action.

### Cornflower

The cornflower, which in the language of flowers symbolizes sweetness and lightness, is used for its soothing, toning and refreshing qualities.

## FRAGRANCE

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### *collection*

#### TOP\_fruity:

pear | lychee | strawberry

#### HEARTH\_floral:

rose | cedar wood | fruity accord

#### BASE\_chypre:

vanilla | patchouly

A playful fragrance which evokes red fruits, opens with pear, litchi and juicy strawberry notes. At its heart, the femininity of the rose is joined by cedar wood. The base is composed of patchouly and creamy vanilla.





ALL HAIR TYPES

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## STYLE & FINISH

with iris and vanilla extract

A collection of final products for an impeccable style. To give volume and shape, increase shine in the hair enshrouding it in a pleasant, intense and provocative fragrance.



## ACTIVE PRINCIPLES

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### Iris

Iris is a perennial officinal herb the best nurturing part of which is found in its roots. precious active principles are extracted from its rhizomes, the main of which being myristic acid, which has always been renowned for its cosmetic soothing, toning and protective properties, which make the hair soft to the touch and glossy to the sight.

### Vanilla

Vanilla is an orchid originally from Mexico and tropical regions. It gives shine and softness to the hair making it glossy and silky. Counteracts the formation of split ends with an anti-frizz action.

## FRAGRANCE

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### *collection*

#### TOP\_fruity:

pear | lychee | strawberry

#### HEARTH\_floral:

rose | cedar wood | fruity accord

#### BASE\_chypre:

vanilla | patchouly

A playful fragrance which evokes red fruits, opens with pear, litchi and juicy strawberry notes. At its heart, the femininity of the rose is joined by cedar wood. The base is composed of patchouly and creamy vanilla.





### THERMO-PROTECTIVE SMOOTHING CREME

Smooth effect cream enriched with vanilla and iris extracts. Tames, moisturises, eliminates frizziness and protects from heat sources.

**Directions for use:** apply to damp or dry hair. Do not rinse

200 ml | 10 ml



### CURL DEFINING CREME

Curl defining cream enriched with iris and vanilla blossom extract. Gives support and definition with anti-frizz effect. Leaves the hair soft and scented.

**Directions for use:** apply to damp or dry hair and style.

125 ml | 10 ml



### SPLIT-ENDS REPAIR SERUM

Split-ends repair serum, enriched with iris and vanilla extracts. Seals and repairs instantly leaving the hair healthy shiny and scented.

**Directions for use:** apply to damp or dry hair.

100 ml | 10 ml



### SCENTED SHINE SPRAY

Glossifying spray, enriched with iris and vanilla extracts. Makes the hair instantly soft, shiny and scented.

**Directions for use:** spray onto dry hair.

125 ml



## SEA SALT SPRAY

Texturising and volumising spray, for beach style waves, enriched with ginseng and chamomile flower extracts.

**Directions for use:** spray onto damp or dry hair at a distance of about 20 cm and style with your hands.

125 ml

### ACTIVE PRINCIPLE

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#### **ginseng & chamomille**

With a regenerating effect, it strengthens the hair giving it structure and body for a more voluminous effect. The chamomile extract, moisturizing, soothing and calming, prevents the hair from drying out.

## FRAGRANCE

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### *elegant*

**TOP\_fruity:**

mandarin | star anise | mimosa

**HEARTH\_floral:**

rose | lime tree | violet

**BASE\_chypre:**

white musk | heliotrope | white woods

A delicate and luminous fragrance that opens in the head with sparkling notes of mandarin and a touch of star anise. Mimosa, the protagonist of the mélange, leads to a floral heart of rose, lime blossom and violet. At the bottom, a refined white musk joins a warm heliotrope and white woods.



## STYLING MOUSSE

Styling mousse with medium hold, with a delicate floral bouquet. Ideal for drying with a hairdryer and/or diffuser. Defines, eliminates frizz and leaves the hair soft and bouncy. Antistatic.

**Directions for use:** Shake well before use, apply to damp hair, proceed to the desired styling.

300 ml





### INSTANT DRY SHAMPOO

Dry shampoo. Refresh the hair instantly, absorbing impurities. Volumises and revives the hair set, leaving a fresh fragrance. Matt effect.

**Directions for use:** Shake well and spray at about 20 cm from the hair, making sure to apply the product to the roots. Process massaging skin and hair with your fingers. Brush the hair to remove excess product.

200 ml



### EXTRA STRONG HAIRSPRAY

Extra strong hairspray. Fixes the desired style, for a long lasting defined look. Easy to use, does not weigh the hair down and dries quickly. Gentle floral bouquet.

**Directions for use:** shake well before use and spray on dry hair at a distance of 20 cm.

300 ml



### TEXTURISING SPRAY

Texturising spray. Provides the hair with body and volume with a satin finish, gently scenting it with a fresh floral note. Dry effect.

**Directions for use:** shake well before use and spray on dry hair from roots to lengths at a distance of 20cm.

300 ml

# BRAND INTROKIT

The collection of accessories and materials to enhance the brand and to support commercial activities.

NEW

# COLOR INTROKIT

PHKK02/0KIT.00

pH bestseller is here with 78 colors and accessories.



NEW

# ARGAN & KERATIN INTROKIT

PHKK01/0KIT.IT

To introduce the most popular  
pH line since 2013.

contaning

## RETAIL

ARGAN & KERATIN SHAMPOO [ 250 ml ]

ARGAN & KERATIN MASK [ 250 ml ]

ARGAN & KERATIN NECTAR [ 150 ml ]

ARGAN & KERATIN ELIXIR [ 100 ml ]

## MERCHANDISING

GIFT BOX - WHITE [ 29 X 23 x 8 cm ]

PRODUCT CATALOGUE | EN [ 27 X 16 cm ]

LUXURY H. - GIFT BAG - BLACK | SMALL [ 18 X 30 x 10 cm ]

WHITE TISSUE PAPAER [ 50 X 75 cm ]







NEW

# BESTSELLER INTROKIT

PHFK02/OKIT.EN

containing

## RETAIL

- DEEP MOISTURE SHAMPOO [ 250 ml ]
- DEEP MOISTURE MASK [ 200 ml ]
- HYDRATING LEAVE IN DETANGLER [ 250 ml ]
- THERMO-PROTECTIVE SMOOTHING CREME [ 200 ml ]
- EXTRA HOLD HAIRSPRAY [ 50 ml ]

## FOILS

- SMOOTH PERFECT SHAMPOO [ 10 ml ]
- SMOOTH PERFECT MASK [ 10 ml ]
- THERMO-PROTECTIVE SMOOTHING CREME [ 10 ml ]
- SPLIT-ENDS REPAIR SERUM [ 5 ml ]

## MERCHANDISING

- GIFT BOX - WHITE [ 29 X 23 x 8 cm ]
- PRODUCT CATALOGUE | IT [ 27 X 16 cm ]
- LUXURY H. GIFT BAG - WHITE | SMALL [ 18 X 30 x 10 cm ]
- WHITE TISSUE WITH LOGO [ 50 X 75 cm ]



NEW

# PURE REPAIR INTROKIT

PHFK02/0KIT.EN

containing

## RETAIL

SHAMPOO [ 400 ml ]

DETANGLER [ 200 ml ]

MASK [ 200 ml ]

SHAMPOO [ 100 ml ]

MASK [ 60 ml ]

## FOILS

SHAMPOO [ 10 ml ]

TREATMENT [ 10 ml ]

MASK [ 10 ml ]

## MERCHANDISING

GIFT BOX | WHITE

BROCHURE | PURE REPAIR [ 27 x 16 cm ] EN

CONSUMER LEAFLET | PURE REPAIR [ 10 x 15 cm ] EN





NEW

# BESTSELLER INTROKIT

PHFK01/OKIT.EN

The kit to present the pH gift selection.

## RETAIL

EXTRA HOLD HAIRSPRAY [ 50 ml ]

TEXTURISING SPRAY [ 50 ml ]

FLOWER MIST - SENSORY HAIR FRAGRANCE [ 10 ml ]

## MERCHANDISING

PRODUCT CATALOGUE | IT [ 27 X 16 cm ]

LUXURY HANDC. - GIFT BAG - WHITE | SMALL [ 18 X 30 x 10 cm ]

ORGANZA GIFT BAG [ 11 x 22 cm ]

MERCHANDISING





## FLOOR EXPO

35 x 35 x 180 cm

PHF50.200/N1



## LUXURY DESK DISPLAY - BLACK

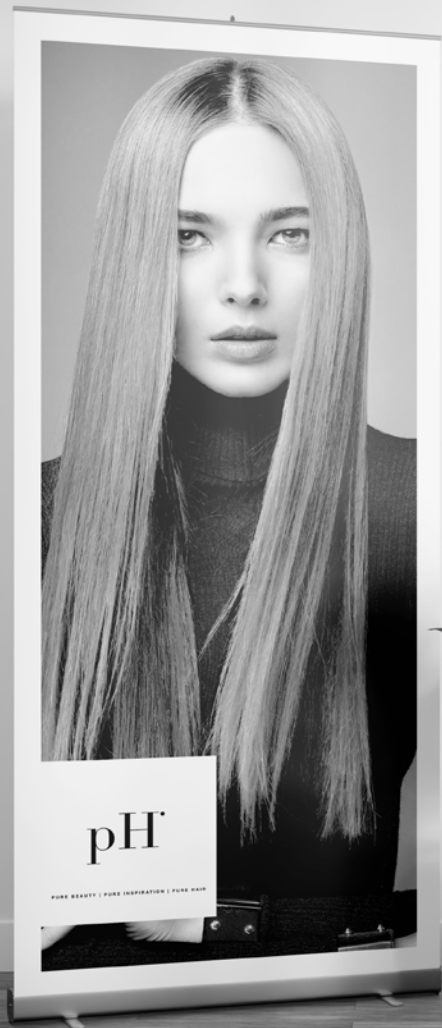
PHF50.210/B0



BACK BAR  
DISPLAY -  
BLACK

35 x 35 x 180 cm

PHF50.214/N0



**MARINA**  
PHF50.400/03



## ROLL-UP

80 x 200 cm



**ELISA**  
PHF50.400/01



**SERENA**  
PHF50.400/04



**PRODUCT**  
PHF50.400/00

NEW

TEXTILE  
BANNER

80 x 150 cm



**SILVIA**

PHF50.402/00



**JULIA**

PHF50.402/01



**PAOLA**

PHF50.402/03



**SOFIA**

PHF50.402/02



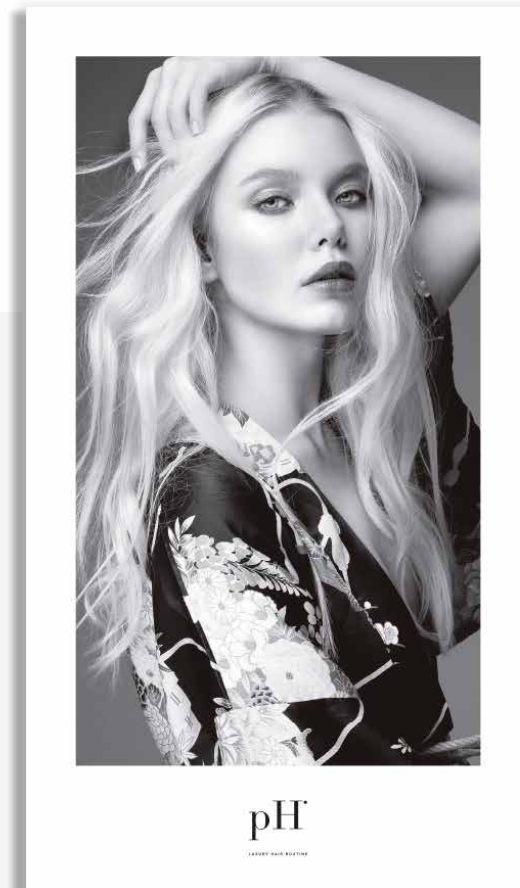


# PANCARTE

double sided | 52 x 91 cm



**MARINA**  
PHF50.201/B0



**SERENA**  
PHF50.202/B0



**ELISA**  
PHF50.203/B0



NEW

PH BRAND  
CATALOGUE - EN  
/ IT

PHF50.012/EN  
PHF50.012/IT





NEW

STAR  
BEAUTY

PHK50.070/0001

The pH beauty "STAR BEAUTY",  
in very soft black velvet embellished  
with sparkling  
golden paillette.



**LUXURY HANDCRAFTED  
GIFT BAG  
WHITE | BIG**

Handles in black satin ribbon.  
36x31x12cm

PHF50.131/B0



**LUXURY  
HANDCRAFTED  
GIFT BAG  
WHITE | SMALL**

Black satin ribbon handles  
and bow  
18 x 30 x 10 cm

PHF50.131/B2





LUXURY  
HANDCRAFTED  
GIFT BAG  
BLACK | SMALL

Black satin ribbon handles and bow  
18 x 30 x 10 cm

PHK50.071/0000



**GIFT BAG -  
ORGANZA | BLACK  
| RETAIL**

black satin handle  
20 x 33 cm

PHF50.131/N0



**GIFT BAG -  
ORGANZA | BLACK |  
TRAVEL**

black satin handle  
20 x 33 cm

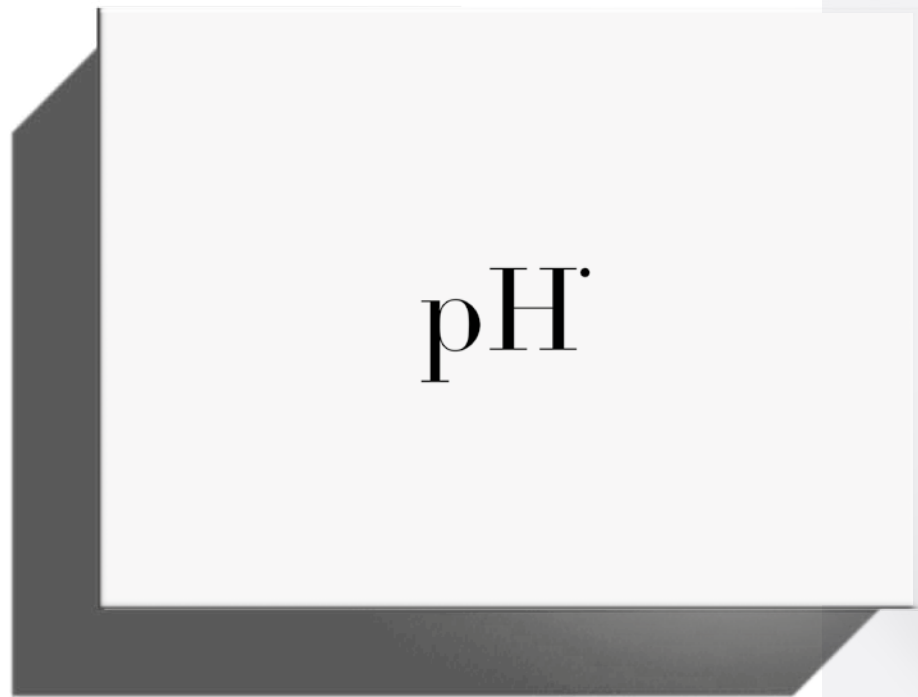
PHF50.131/N2



**SHOPPER  
BAG -  
PRODUCTS**

18 x 26 x 8 cm

PHF50.131/B3



**GIFT BOX - WHITE**

30 X 23 X 8 CM

PHF50.137/00

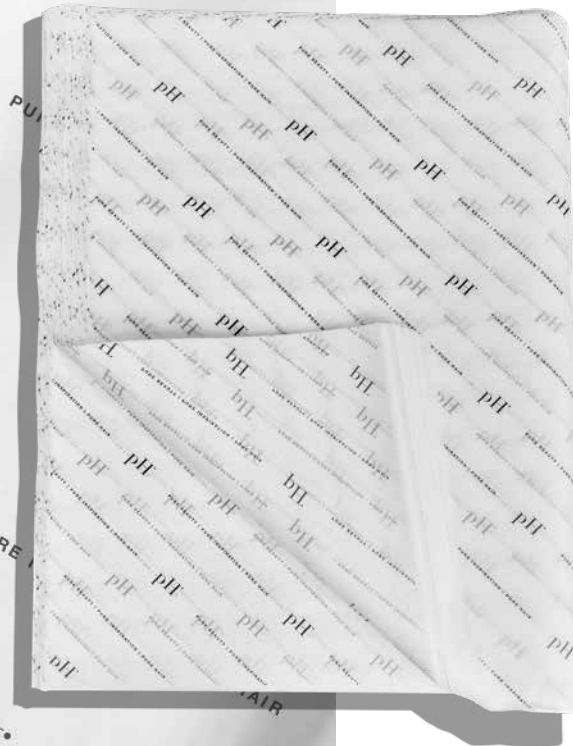


NEW

GIFT BAG -  
ORGANZA | BLACK  
| RETAIL

white tissue 50 x 70 cm  
1 pack (5kg) contains about  
625 sheets

PHF50.990/01



SATIN  
RIBBON

black satin  
50m x 2,5 cm





ACCESSORIES

NEW



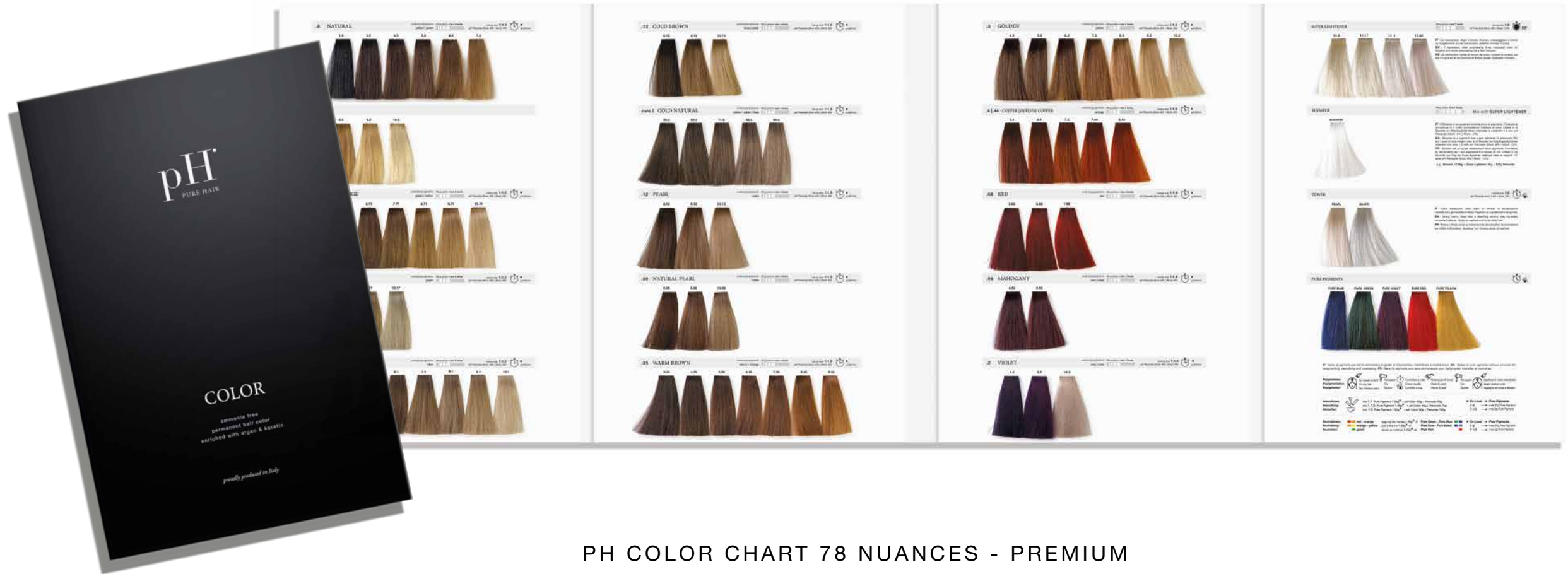
pH

PIASTRA PROFESSIONALE PER UNO STILE LISCIO, MOSSO O RICCIO, DEFINITO E A LUNGA TENUTA  
PROFESSIONAL STRAIGHTENER FOR A SMOOTH, WAVY OR CURLY, DEFINED AND LONG-LASTING STYLE  
LISSEUR PROFESSIONNEL POUR UN STYLE LISSE, ONDULÉ OU BOUCLÉ, DÉFINI ET DURABLE

# PURE STYLER

professional straightener

PHF50.121/N0



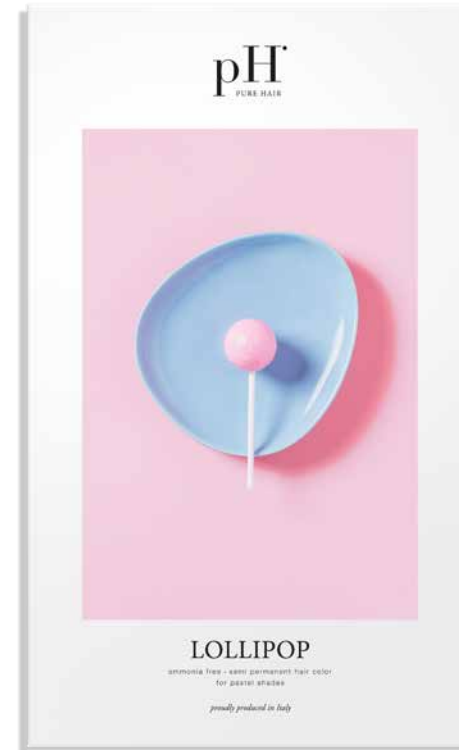
PH COLOR CHART 78 NUANCES - PREMIUM

luxury pH Color chart  
 78 nuances  
 22 x 33 x 3 cm  
 PHK50.005/0003



## PH COLOR CHART 78 NUANCES

pH color chart  
 78 nuances  
 18 x 36 x 1 cm  
 PHK50.005/0002



PH LOLLIPOP  
DESK COLOR CHART

PHK50.007/0000





**P. HAIR  
CUTTING CAPE  
- BLACK**

1pc / pack  
90 x 115cm

PHK50.068/0000



**P. DISPOSABLE  
CAPES - WHITE  
(50PCS)**

50pcs / pack  
90 x 115cm

PHK50.016/MANT3



**P. TINT BOWL  
BLACK WITH HANDLE**

PHF50.100/N0

**P. TINT BRUSH  
BLACK | TAPERED  
BRISTLE**

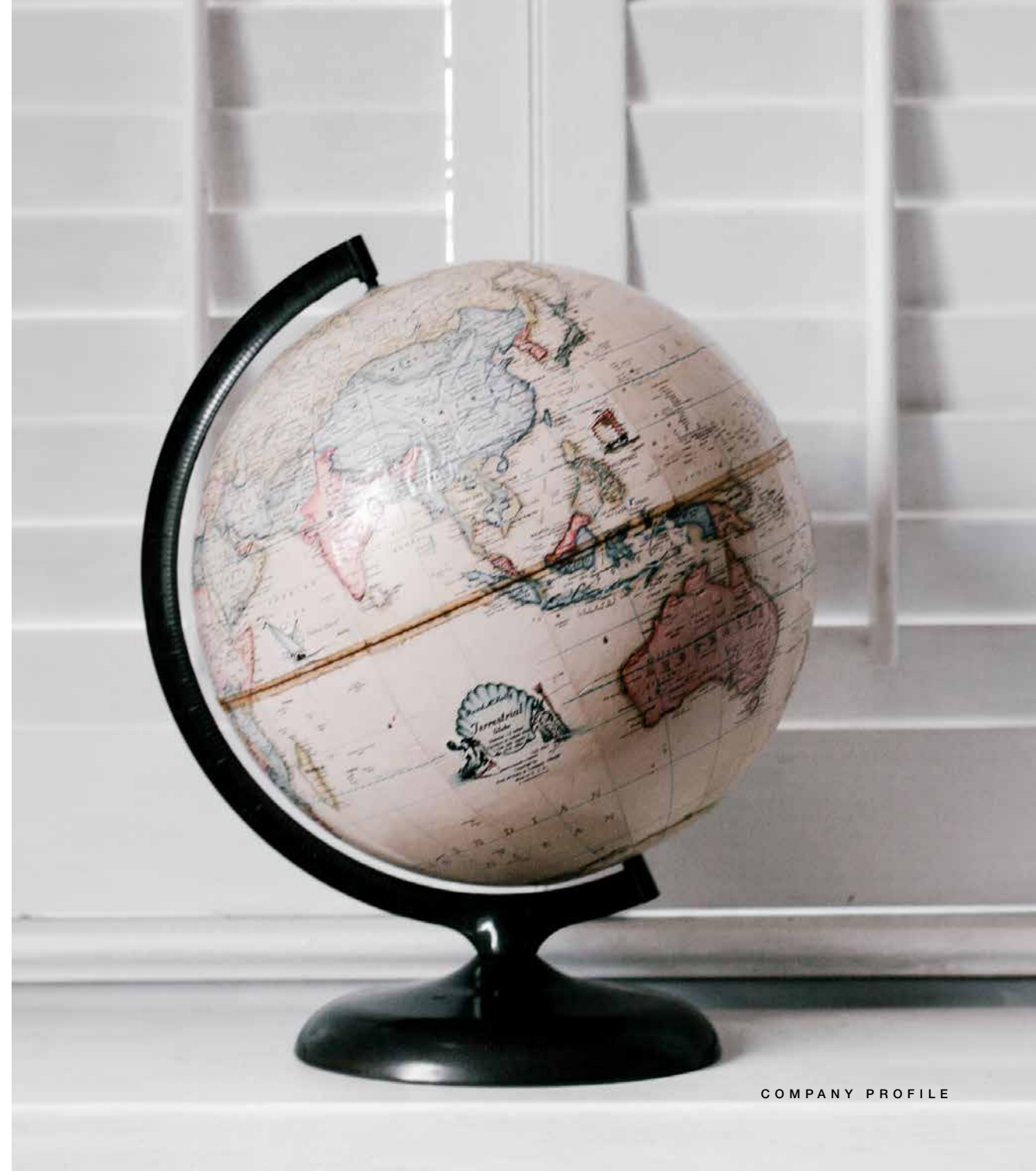
PHF50.101/N0

MORE ABOUT US

# INTERNATIONAL

pH a brand appreciated internationally for its quality and for the people who make it up. To date, pH is present in over 40 countries around the world

- |          |                |
|----------|----------------|
| ITALY    | BULGARIA       |
| FRANCE   | ROMANIA        |
| UK       | CZECH REPUBLIC |
| GERMANY  | POLAND         |
| SPAIN    | UNITED ARAB    |
| PORTUGAL | EMIRATES       |
| SWEDEN   | TURKEY         |
| BRAZIL   | JORDAN         |
| GREECE   | IRAN           |
| CYPRUS   | IRAQ           |
| ALGERIA  | TUNISIA        |
| RÉUNION  | MALAYSIA       |
|          | TAIWAN         |





## PUBLIC RELATIONS

We like to meet at fairs all over the world, with meetings and events organized to present our news and keep us updated, to listen to the voice of our customers and create a team with them.



GRAND OPENING\_VIDEO



COSMOPROF\_VIDEO



## WEBSITE

official e-commerce website

[www.phlaboratories.com](http://www.phlaboratories.com)

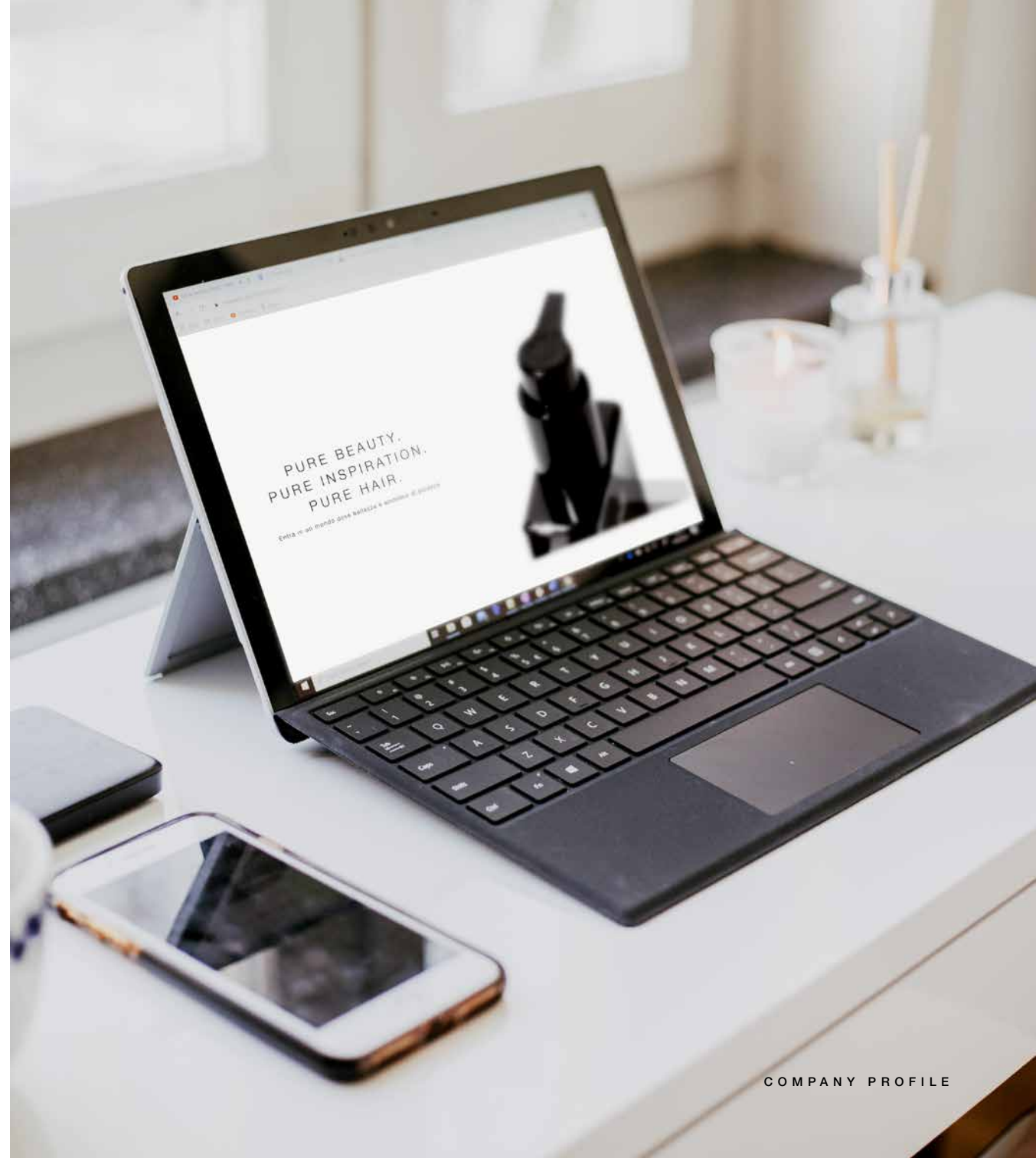
official e-commerce website for our distributor customer

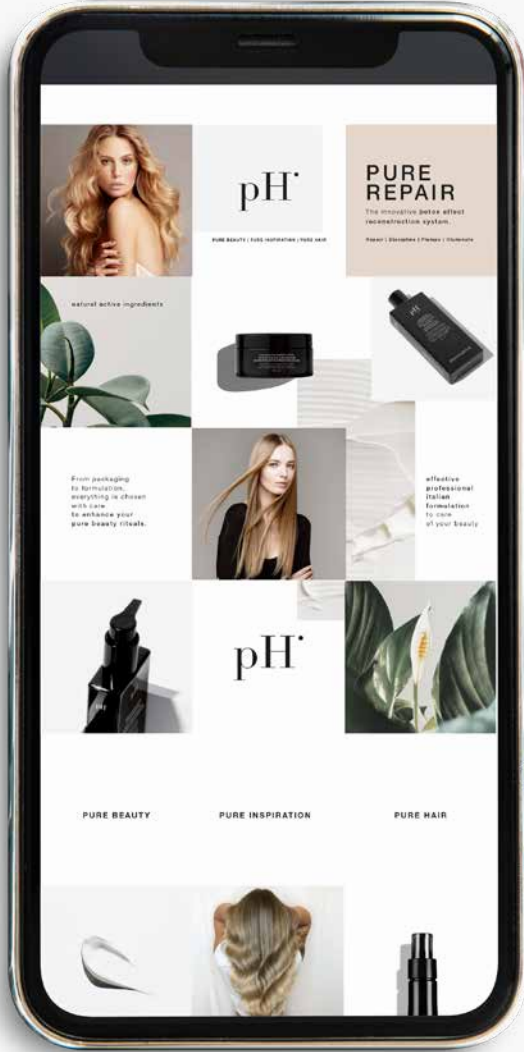
[www.mypH.pro](http://www.mypH.pro)

where you can find offers dedicated  
to him and “education” materials  
to be able to sell at best pH



PH WEBSITE





## SOCIAL

We have an active presence on the official pH social channels to increase brand identity. We provide images and materials to be able to communicate the brand on their social networks without departing from the official pH communication.



facebook

pH Laboratories Official  
phlaboratories



instagram

pH Laboratories Official  
@pH\_laboratories



youtube

pH Laboratories Official



linkedin

pH Laboratories srl

## AS SEEN ON

Articles and advertising inserts  
present in various trade magazines  
directed both to salons and to the consumer.



## SOCIAL ACTIVITIES

#Hopeforkids social activity

The proceeds from the purchase of the HOPE scented candle, we have financed the Regina Margherita Children's Hospital in Turin, a pediatric center of national importance and a reference center for many children affected by serious diseases.

#Hopeforkids



HOPE\_VIDEO



WWW.PHLABORATORIES.COM

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