

**- Radicchio Lotion: RINASCITA**

**Ingredients:**

Aqua (Water), Alcohol SD, Cichorium Intybus (Chicory) Root Extract.

**EAN:**

8051418882001

**Capacity:**

100 ml

**100% NATURAL**

Rinascita (meaning "rebirth") is the hydroalcoholic brew that holds an international patent since 1975. Its recipe follows the traditional techniques of preparing herbal remedies. Its secret formula has been handed down from generation to generation since 1975 when it was first invented.

A prepared mixture of radicchio (chicory) is put in specially designed tanks for over 90 days while brewing cold. After being decanted and filtered the lotion is saturated with vitamins, mineral salts, amino acids and microelements: all active ingredients naturally derived from fresh plants.

Rinascita is free of any added chemical compounds, preservatives, colourings, and perfumes. Through specific hygienic and dermo-cosmetic activity, it creates the conditions needed by the scalp to regain its balance and function, lessening your hair loss while re-establishing the normal life cycle of the hair: the hair grows and naturally thickens.

When applied regularly, the lotion provides the essential nourishing elements for the germinative function of hair bulbs. Dandruff disappears and so does any signs of scalp dermatitis.

The results may vary from person to person, depending on your age and your physical characteristics, but they are always considerable and concrete.

Time frames for application may vary according to your demands:

If your hair is already strong and healthy a single application a week is enough.

Otherwise, apply the lotion as indicated here below:

**DANDRUFF, SEBORRHOEA AND EXCESSIVE HAIR LOSS**

Stage 1 → daily for 4 weeks

Stage 2 → 3 times a week for 5 weeks

Stage 3 → once a week to maintain results

**BALDNESS**

Stage 1 → daily for 6 months

Stage 2 → 4 times a week for 4 months

Stage 3 → once a week to maintain results

**HOW TO USE:**

Close your eyes and take a deep breath: in fact, breathing deeply helps your state of relaxation and it opens your scalp pores making this way the lotion more effective.

**Application and Massage:**

Generously pour the lotion into your scalp and, massage it strongly for at least five minutes (do not to rub otherwise you'll only cause damage to your hair). With your fingertips apply a light but energetic pressure performing circular movements. Remember not to let your scalp skin dry out but apply the lotion every minute for five minutes. Let the lotion work for a minimum of 30 minutes to 3 hours, depending on your demands and your time available.

**The Wait: get back your time**

In the meantime read a good book, watch a film, go running, have a beer or sip a drink with your friends... Enjoy your free time and do something that pleases you and makes you happy.

Then, rinse your hair with "Carisma" or "Bellezza" our Radicchio Shampoo designed for a combined action with the lotion.

Do not apply the lotion on open wounds.