

# H A I R

## ORGANIC HAIR SOLUTION

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# NATURE AT SERVICE OF YOUR HAIR

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**100% VEGAN AND ORGANIC CERTIFIED PRODUCTS  
WITH ESSENTIAL OILS, WITHOUT SYNTHETIC  
FRAGRANCES**



**BIOEARTH**  
*Pura natura*

BIOEARTH has developed a 100% **VEGAN** and **ORGANIC** hair care line tested and approved by hair professionals. :



## PRODUCTS SPECIFIC FOR EVERY NEED PROFESSIONAL RESULTS



### 100% VEGAN – ORGANIC CERTIFIED

With essential oils and synergistic plant extracts

NO added fragrances – With ingredients from organic farming



## GREAT RESPECT FOR OUR HAIR & OUR PLANET



## PACKAGING WASTE REDUCTION

NO folding boxes/secondary packaging– YES glass and recycled plastic (95%)



## DERMATOLOGICALLY TESTED – NICKEL TESTED < 1 PPM



NO Silicones, Cetrimonium chloride, Polyquaternium, mineral oils or petrolates SLS/SLES, Parabens, PEG/PPG



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# Bioearth: Organic Hair Routine in 3 STEPS



## PRE-SHAMPOO: MASKS



**Masks** to be applied to dry hair for 15-20 minutes **before shampooing**  
**100% VEGAN**  
**NO SILICONS, PEG, QUATERNIUM and POLYQUATERNIUM**

## ORGANIC SHAMPOO



Essential part of the HAIR BEAUTY,  
specific for different needs

**100% VEGAN**  
**NO SLS e SLES**  
**NO SILICONS, CETRIMONIUM CHLORIDE and POLYQUATERNIUM**

## POST-SHAMPOO: CONDITIONERS, SERUMS, PACKS, OILS AND LOTIONS



**Conditioners** to complete hair cleansing, **packs** and **serums**, real hair and scalp treatments and **lotions, no-gas mousses and an oil** to complete hair care and styling  
**100% VEGAN**  
**NO SILICONS, PEG, QUATERNIUM e POLYQUATERNIUM**

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# Antioxidant

FOR ALL HAIR TYPES

WITH SPIRULINA, VERBENA AND LAVENDER ESSENTIAL OILS  
EXTRACTS OF MORINGA, BURDOCK, CENTELLA and WHEAT GERM OIL

Based on its 20 years of experience in the world of microalgae, Bioearth has chosen **SPIRULINA**, an alga rich in minerals, proteins, vitamins and antioxidants, as the STAR ingredient for this line.

Suitable for all hair types, it is the **ORGANIC** proposal for combating the effects of oxidative stress and protecting the hair from external aggression and pollution.



# Antioxidant shampoo

## SPIRULINA AND VERBENA



A remineralising shampoo suitable for **frequent washing of all hair types**. Spirulina helps counteract the effects of oxidative stress and protects the hair from external aggression and pollution.

### Functional substances:

Essential oils of verbena, lavender\*; microalgae spirulina, extracts of moringa, burdock\*, centella, fucus, wheat germ oil.

(\*from organic farming)

### How to use:

Gently massage the antioxidant shampoo into damp skin and hair, then rinse. Repeat if necessary. Shake before use.

### Format: 250 ml

Regenerated PET bottle with practical flip top

# Remineralizing conditioner

**SPIRULINA AND LAVENDER**



Recommended after each wash, it **gives volume** to the hair without weighing it down and **protects it from oxidative stress and pollution**.

## Functional substances:

Microalgae spirulina\*, essential oils of verbena, lavender; extracts of moringa, fucus, lavender, centella, burdock\*, wheat.

(\*from organic farming)

## Directions for use:

Apply the conditioner to wet hair, particularly on the ends and massage gently. Leave on for 1-2 minutes, then rinse.

**Format: 150 ml tube**



# Remineralizing pack

SPIRULINA AND CENTELLA



A valuable **remineralising and purifying pack** containing spirulina to help keep **hair young, visibly healthy and vital.**

The formula is enriched with extracts of fucus and burdock, known for their **purifying and detoxifying properties.**

## Functional substances:

Spirulina microalgae\*, essential oils of verbena, lavender\*; extracts of moringa, fucus, lavender, centella, burdock\*, wheat. (\*from organic farming)

## How to use:

Apply to dry hair and leave on for 10-15 minutes. Rinse and wash out. Depending on the condition of the hair, 1-2 applications per week are recommended.

**Format: 150 ml tube**

# Protect

## DECOLOURED AND TREATED HAIR

### WITH CHAMOMILE, MALLOW or CALENDULA AND SWEET ORANGE OR LEMON ESSENTIAL OILS

Treatments aimed at the **care and regeneration** of coloured, chemically **treated** and **damaged** hair.

Enriched with extracts of **calendula, mallow, chamomile and essential oils** that give a pleasant citrus note, they are the natural answer for those seeking soft, silky, shiny hair despite chemical or physical treatments such as colouring, perms, highlights and straighteners





# Protective Shampoo

SWEET ORANGE, CHAMOMILE AND CALENDULA



A shampoo formulated with extracts of **calendula and chamomile**, it gently cleanses treated hair, leaving it radiant and vital.

It contains sweet orange essential oil with a delicate citrus fragrance.

## Functional substances:

Essential oil of sweet orange\*; extracts of calendula\*, chamomile\*, mallow\*; panthenol (\*from organic farming)

## How to use:

Gently massage the antioxidant shampoo into damp skin and hair, then rinse. Repeat if necessary. Shake before use.

## Format: 250 ml

Regenerated PET bottle with practical flip top

# Restructuring conditioner

## SWEET ORANGE AND COCONUT OIL



Thanks to coconut oil and extracts of calendula and mallow, it **nourishes and softens the treated hair**. Used after each shampoo, it helps preserve the beauty of the treatment.

### Functional substances:

Essential oil of sweet orange\*; extracts of calendula\*, chamomile\*, mallow\*; coconut oil\* (\*from organic farming)

### How to use:

Apply conditioner to wet hair, especially the ends, and massage in gently. Leave on for 1-2 minutes, then rinse

**Format: tube 150 ml**

# Illuminating pack

## MALLOW AND COCONUT OIL

Intensively protects and nourishes the treated hair, leaving it **silky, shiny and well nourished**. Suitable for bleached, highlighted or permed hair. Protects the hair from excessive heating by straighteners and hairdryers.

### Functional substances:

Essential oil of sweet orange\*; extracts of calendula\*, chamomile\*, mallow\*; coconut oil\* (\*from organic farming)

### How to use:

Apply to dry hair and leave on for 10-15 minutes. Rinse and wash out. Depending on the condition of the hair, 1-2 applications per week are recommended.

**Format: tube 150 ml**





# Protective spray lotion

GINSENG AND LEMON

Intensively protects and nourishes the treated hair, leaving it **silky, shiny and well nourished**. Suitable for bleached, highlighted or permed hair. Protects the hair from excessive heating by straighteners and hairdryers.

## Functional substances:

Chamomile\* and ginseng\* extract, lemon extract\*, wheat protein (\*from organic farming)

## How to use:

Spray onto wet or dry hair to improve hold. Shake the lotion before use.

**Format: no gas spray 100 ml**



# Purity

## OILY HAIR, WITH DANDRUFF

WITH BLENDS OF SYNERGETIC ESSENTIAL OILS AND EXTRACTS OF GREEN TEA AND BURDOCK



Rich in essential oils, they are formulated to treat oily hair or hair with dandruff problems to **help the scalp regain its natural balance.**

Free of SLS, SLES, silicones and synthetic perfumes, they are well tolerated even by hypersensitive and oily skin

Naturalia  
Tantum



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# Purifying shampoo

BERGAMOT AND THYME



Purifying shampoo for treating skin blemishes with dry and oily dandruff. Leaves the hair **perfectly clean and eliminates dandruff flakes.** Formulated with essential oils of bergamot, lemon, orange and thyme which **purify and calm sensitive and hyper-reactive skin.**

## Functional substances:

Essential oils of bergamot, sweet orange\*, lemon\*, thyme\*; extracts of burdock\*, nettle\*; wheat germ oil (\*from organic farming)

## How to use:

Gently massage the antioxidant shampoo into damp skin and hair, then rinse. Repeat if necessary. Shake before use.

## Format: 250 ml

Regenerated PET bottle (95%) with practical flip top



# Normalising shampoo

SAGE, ROSEMARY AND MINT



With essential oils of rosemary and melaleuca and purifying extracts, it cleanses in depth gently without drying out the hair. Ideal for **oily hair or hair that tends to get dirty easily**, it **normalises sebum production and hair appears shiny and light**.

## Functional substances:

Essential oils of peppermint, sage, rosemary, tea tree; burdock extract\* and green tea\* (\*from organic farming)

## How to use:

Gently massage the antioxidant shampoo into damp skin and hair, then rinse. Repeat if necessary. Shake before use.

## Format: 250 ml

Regenerated PET bottle (95%) with practical flip top

# Rebalancing serum

## BURDOCK AND ROSEMARY



An emollient and purifying serum with burdock, nettle and essential oils of rosemary and sage to **soothe itching and dandruff blemishes**.

Non-greasy. Daily and continuous use for at least 1-3 months is recommended.

### Functional substances:

Extracts of eucalyptus\*, burdock\* and nettle; essential oils of rosemary and sage (\*from organic farming)

### How to use:

Apply the product to the scalp once a day for 1-3 months. Shake before use.

### Format: 50 ml

Bottle with glass dosing pipette



# Nutrition

## DRY HAIR AND SPLIT ENDS

WITH ESSENTIAL OILS OF EUCALYPTUS AND LEMON, WHEAT AND OATS

**Pure nourishment for dry, dry hair and split ends.**

Rich in natural and essential oils, free of SLS, SLES, silicones and synthetic perfumes, they are well tolerated even by dry and hypersensitive scalps.





# Moisturising shampoo

WHEAT AND PANTHENOL



Gentle formula for **dry, dehydrated and split ends** made from natural ingredients with moisturising and nourishing properties such as oats and sprouted wheat. Also suitable for **frequent use**.

## Functional substances:

Essential oils of eucalyptus, lemon; extracts of oats\* and wheat\* (\*from organic farming)

## How to use:

Gently massage the shampoo into damp skin and hair, then rinse. Repeat if necessary. Shake before use.

## Format: 250 ml

Regenerated PET bottle (95%) with practical flip top

# Nourishing conditioner

## ARGAN OIL AND GERMINATED WHEAT



Rich and nourishing formula with argan oil and sprouted wheat. Hydrates and nourishes hair, leaving it shiny and soft. Suitable for **brittle, dry hair and split ends**.

### Functional substances:

Essential oils of lemon, eucalyptus; oat extract\*, wheat; wheat protein and argan oil\* (\*from organic farming)

### How to use:

Apply conditioner to wet hair, especially the ends, and massage in gently. Leave on for 1-2 minutes, then rinse

**Format: tube 150 ml**

# Nourishing pack

ARGAN OIL AND OATS



A rich **nourishing pack with argan oil, oats and energising essential oils** such as lemon and eucalyptus. It nourishes and protects the hair, making it silky, visibly improving its appearance and helping to prevent split ends. It is suitable for **intensively nourishing and moisturising dry, arid and brittle hair.**

## Functional substances:

Essential oils of eucalyptus, lemon; oat\* and wheat extracts; wheat protein and argan oil\* (\*from organic farming)

## How to use:

Apply to dry hair and leave on for 10-15 minutes. Rinse and wash out. Depending on the condition of the hair, 1-2 applications per week are recommended.

**Format: tube 150 ml**



# Nourishing oil

## ARGAN OIL AND OATS



**Moisturises and nourishes dry hair and ends** with organic coconut oil and argan oil. Makes the hair soft and shiny.

### **Functional substances:**

Coconut oil\*, argan oil\* (\*from organic farming)

### **How to use:**

Apply the oil to dry or wet hair, lingering on the ends.

Use on dry hair in a generous dose, as a super-nourishing pre-shampoo or protective pack before putting on your swimming cap, or in a light quantity for ultra-shiny or anti-frizz styling. Do not apply before straightening.

### **Format: 50 ml**

Pharmaceutical glass bottle with dropper

# Energy

TREATED AND DECOLOURED HAIR

WITH EUCALYPTUS, IVY AND ROSEMARY



**Weak and thinning hair** needs specific, gentle yet invigorating products.

Enriched with extracts (ivy, rosemary, sage) and essential oils (such as rosemary and eucalyptus) with **energising activity known to invigorate sluggish and atonic hair**, these products are specific treatments for **cleansing and treating weak and discoloured hair**.

# Reinforcing Shampoo

**EUCALYPTUS AND IVY**



Gentle cleansing formula.

Contains eucalyptus essential oil, known for its **tonic properties**, and ivy extract, used in cosmetics to give **vitality and energy to the scalp**.

## Functional substances:

Essential oil of rosemary\* and eucalyptus\*; extracts of soy germ, ivy\*, rosemary\*, scutellaria, sage\*, oats\*; panthenol, wheat protein and wheat germ extract (\*from organic farming)

## How to use:

Gently massage the antioxidant shampoo into damp skin and hair, then rinse. Repeat if necessary. Shake before use.

## Format: 250 ml

Regenerated PET bottle with practical flip top

# Strengthening serum

## EUCALYPTUS AND ROSEMARY



Tonic and energising formula for **weak and thinning hair**. Contains essential oils of rosemary and eucalyptus. Non-greasy.

### Functional substances:

Essential oil of rosemary and eucalyptus; extracts of soy germ, ivy\*, rosemary\* and sage\* (\*from organic farming)

### How to use:

Apply the product to the scalp once a day for a month. It is recommended to repeat the cycle 2-3 times a year, especially in autumn and spring.

### Format: 50 ml

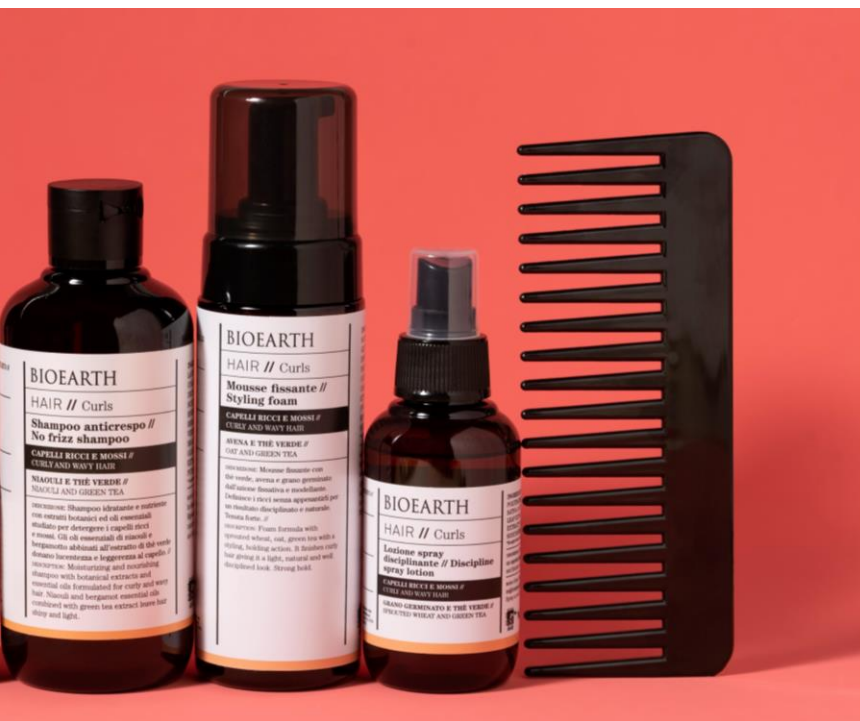
Pharmaceutical glass bottle with dropper



# Curl

## CURLY AND WAVY HAIR

WITH NIAOULI, GREEN TEA, GERMINATED WHEAT AND OATS



**Nourishing and disciplining treatments** for the care and styling of curly and wavy hair.

Specific shampoo and conditioner enriched with niaouli and bergamot essential oils and care and styling products enriched with green tea, oat and wheat extract for **soft, disciplined and natural curly or wavy hair.**

# No frizz shampoo

## NIAOULI AND GREEN TEA



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HAIR // Curls

**Shampoo anticrespo //**  
**No frizz shampoo**

**CAPELLI RICCI E MOSSI //**  
**CURLY AND WAVY HAIR**

**NIAOULI E TÈ VERDE //**  
**NIAOULI AND GREEN TEA**

DESCRIZIONE: Shampoo idratante e nutriente con estratti botanici ed oli essenziali studiato per detergere i capelli ricci e mossi. Gli oli essenziali di niaouli e bergamotto abbinati all'estratto di tè verde donano lucentezza e leggerezza al capello. //

DESCRIPTION: Moisturizing and nourishing shampoo with botanical extracts and essential oils formulated for curly and wavy hair. Niaouli and bergamot essential oils combined with green tea extract leave hair shiny and light.

Shampoo formulated to cleanse **curly and wavy hair** with essential oils of niaouli and bergamot combined with green tea extract to give hair shine and lightness

### Functional substances:

Essential oil of niaouli and bergamot; green tea extract\*, oat\* and wheat (\*from organic farming)

### How to use:

Gently massage the antioxidant shampoo into damp skin and hair, then rinse. Repeat if necessary. Shake before use.

### Format: 250 ml

Regenerated PET bottle with practical flip top

# Detangling conditioner

## NIAOULI AND JOJOBA OIL



Made with **nourishing plant ingredients** such as jojoba oil and essential oils of niaouli and bergamot, it counteracts frizz by giving **soft, well detangled, fluffy hair**

### Functional substances:

Essential oils of niaouli and bergamot; green tea\*, oat\* and wheat germ\* extracts; jojoba oil\* (\*from organic farming)

### How to use:

Apply conditioner to wet hair, especially the ends, and massage in gently. Leave on for 1-2 minutes, then rinse.

**Format: tube 150 ml**

# Discipline spray lotion

## GERMINATED WHEAT AND GREEN TEA

A product formulated with germinated wheat, oats and green tea to be used on both wet and dry hair to improve and revitalise the hold of the hairstyle. Helps discipline and shape curls leaving a soft and natural look. Medium-low hold.



### Functional substances:

Extracts of oats\*, green tea\* and wheat (\*from organic farming)

### How to use:

Spray onto wet or dry hair to improve hold. Shake before use.

**Format: spray without gas 100 ml**



# Styling foam

## OAT AND GREEN TEA



Fixing mousse with green tea, oats and sprouted wheat with a **fixing and modelling action**. Defines curls without weighing them down for a **disciplined and natural result**. Strong hold.

### Functional substances:

Extracts of oats\*, green tea\* and wheat (\*from organic farming)

### How to use:

Apply the fixing foam to wet hair and dry as usual. Shake before use.

### Format: 150 ml

Bottle with no-gas foamer

# HAIR

ORGANIC HAIR SOLUTION

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## POS materials

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# Window display HAIR

**HAIR**  
**ORGANIC HAIR SOLUTION**

**Prendi la Natura per i capelli**  
Dalla Natura per bellezza e benessere consapevole dei tuoi capelli

Specifici per ogni esigenza per rivitalizzare i capelli  
A base di estratti e oli essenziali naturali biologici  
Attenzione massima per i tuoi capelli e l'ambiente  
Packaging a basso impatto 100% riciclabile. Bioplastica e cartone riciccolato  
Formule studiate per ottimizzare l'uso di ingredienti agrodolci

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# Reglette HAIR



**Cod. REGHAIR**



**Cod. REGPURNAT**

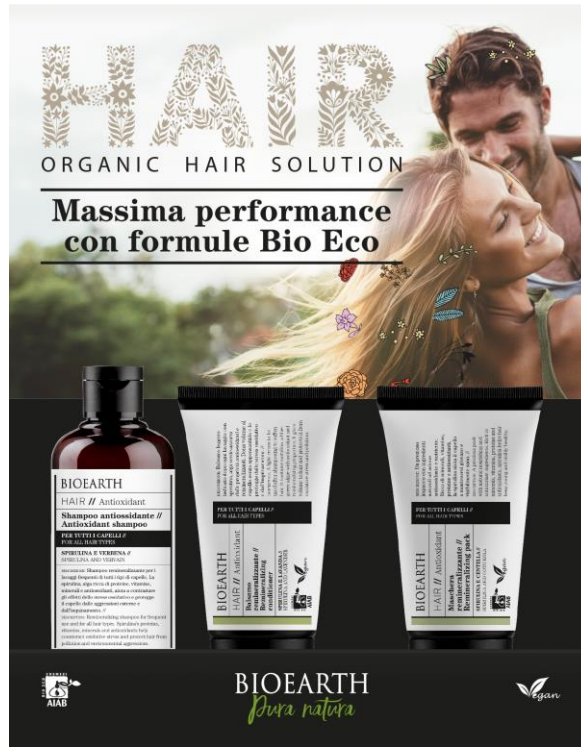
Cardboard with double-sided adhesive tape

Dimensions:

Length 29,5 cm – Height 7 cm – Depth 4 cm



# Counter display HAIR



In 100% recyclable cardboard – Crowner front Italian/back English

It displays 3 shampoos 250 ml, 3 conditioners 150 ml and 3 packs 150 ml

Dimensions: length 31 cm x depth 21,4 cm x height 39 cm

# Sachets HAIR



Sachets in a bag containing 20 pcs

Antioxidant Shampoo  
Remineralizing pack  
Protective shampoo  
Illuminating pack



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BIOEARTH INTERNATIONAL SRL Strada Prinzerà, 55 – 43045 Fornovo di Taro (PR) Italy MADE IN ITALY