

POMOIRO



Powerful Anti-Ageing treatment

Over time, various factors like aggressive technical treatments, pollution, and UV rays can cause hair to become thinner and less elastic. This is also due to the physiological effects of ageing and stress. The hair's ability to hold styling can also decrease over time.

The good news is that it's possible to slow down this process. One effective solution is to use a natural molecule called Lycopene, which helps combat all these processes.

POMODORO is our Anti-Ageing treatment for scalp and hair based on Lycopene

- Rejuvenate and protect the scalp from ageing
- It slows down the scalp and hair oxidative stress and fights free radicals.
- Replumps the hair making it thicker with a filler effect
- It provides necessary and efficient protection against UV rays
- Counteract oxidation through the high concentration of vitamins C, B and flavonoids
- Have a practical anti-inflammatory and soothing function
- Fight toxins and detoxify the scalp thank the anti ageing effect of Lycopene



How to make the ritual

STEP 1

Apply on dry hair. Mix three Botanic spoons of Pomodoro Shampoo in a bowl with 10 ml of sparkling water, emulsifying and then apply and make a gentle massage on the scalp. Leave on for 5 minutes, after rinse and repeat the shampoo.



STEP 2

Dab the hair after the shampoos, put 3 or 4 Botanic spoons in a bowl of Pomodoro Balm, mix with a brush and apply it strand by strand (size 5/6 cm) on all roots, lengths and hair tips. Untangling the hair with our wooden comb. Leave it on for 15 minutes under a humid heat source (or wet a towel, wring it well, wrap it around the client's head and place it under a dry heat source).



How to make the ritual

STEP 3

Rinse and dry the hair with towel well. Apply one pump of Fluido Pomodoro to lengths and ends and proceed with the styling.



STEP 4

After the styling, put a drop of Pomodoro oil **ONLY** on the lengths and tips. The treatment films the hair making them extremely shiny.



POMODORO SHAMPOO



pH: 5,23

Action on the hair:

This product gently cleanses while leaving the skin feeling soft. It is a co-wash, meaning it does not deeply wash but instead provides intense conditioning with gentle surfactants derived from the moringa tree. This co-wash helps to improve skin elasticity and has a potent anti-inflammatory effect, making it highly effective in countering skin ageing.

Hair type/use:

For thin hair

Formulation: CO-WASH is an entirely different conception, i.e. it is a conditioner that also performs a cleansing but very delicate action, and the surfactant is BEHENAMIDOPROPYL DIMETHYLAMINE (non-ionic surfactant of vegetable origin, Moringa tree, with antistatic and detangling properties); conditioning agent CAPRYLIC CAPRIC TRIGLYCERIDE
ADDITIVES: tomato extract and others

POMODORO BALM



pH: 4,96

Action on the hair:

This beauty treatment for hair contains a rich formulation of natural elements, including high concentrations of tomato extract. It provides shine, brilliance, nourishment, protection, and deep restructuring to the hair fibre.

Hair type/use:

For thin hair

Formulation: Tomato, Avena, Chamomille, Witch hazel.

POMODORO FLUID



pH: 5,14

Action on the hair:

This fluid works as a conditioner and emollient, providing moisture and softness to hair. It contains Lycopene an extract of fatty acids, shea butter, olive oil, and oils from rosemary, basil, and corn.

Hair type/use:

For thin hair

Formulation: it is a conditioning and emollient fluid based only on CAPRYLIC-CAPRIC TRYGLYCERIDE, tomato extract and other natural extracts.

POMODORO FLUID



pH: 5,02

Action on the hair:

Very moisturizing oil based on LYCOPENE AND ARGAN OIL and Wheat.

Hair type/use:

For all hair types – use ONLY after the styling on tips and lengths

Formulation:

Tomato extract and other natural extracts