

TOP 7 FOR MEN



INCO  
NEI MIGLIORI



passion for beard and hair

INCO'S STORY, AN ALL-ITALIAN STORY

Barbering is an ancient profession, with an unchanged and timeless charm.

This extraordinary profession's appeal can be found in modern barbershops where the care and attention to the customer are placed front and center. In the Italian culture, the barbershop has always played a key role in society as a place of meeting, ritual, passion and unique emotion. Forty years ago, we were among the first ones to place aftershave creams on the market and since then we have been continuing our commitment as partners of Italian barbers. We firmly believe that innovation and tradition give life to the Barber profession to create and support the exclusive style of today's man and allow him discover not only who he is, but who he can be.



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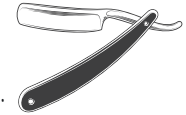
**TOP**<sup>7</sup><sub>FOR MEN</sub>

The new Top 7 offers a whole range of products for a retro and well-groomed look. Hair and beard care services provide an enjoyable experience that will give character and vitality to your personality. Pampering and a setting that only your trusted barber can give you.

# 7

## MAN 4.0 IN SEVEN POINTS

1. Being unique is more interesting than being perfect.
2. Selective in his choices and less subject to fashions.
3. Wearing make-up helps improving the look and feel better about yourself.
4. Take care of one's own image, appear natural as support of an inner life.
5. Safeguarding the environment, sensitivity to environmental issues, research of "Made in Italy" and the short supply chain.
6. More care and more charm. Soft and voluminous cuts inspired by the 1950s, shorter and more nuanced beards.
7. Projection towards the "middle ways" without cultural, geographic or class barriers. New hybrid style codes.



A complete range of products, designed and tailored for men and which meets all daily needs and requirements, from skin and beard care to hair and scalp health.



beard



hair



face





**SEVEN TEAM RECOMMENDS:**

Applied directly on the brush dampened in hot water, it develops a pleasant foam ensuring an optimal result.

**7 energizing aromatic, floral, fresh notes**

- For the mind: Bergamot, Lemon, Citrus
- For the heart: Lavender, Floral notes
- For the soul: Eucalyptus, Soft woods



**SEVEN TEAM RECOMMENDS:**

**Before:** Apply all over the face and massage until it is completely absorbed as a protective action and to facilitate the smooth gliding of the razor blade.

**After:** Apply all over the face and massage until it is completely absorbed to treat the micro-cuts and to soothe the irritation of the skin caused by shaving.

**7 sea, woody, and flowery energizing notes**

- For the mind: Litsea cubeba, marigold
- For the heart: cedar leaves, mint
- For the soul: patchouli, vetiver, balsamic wood



**SHAVING CREAM / 100 ML**

**Eucalyptus essential oil**

**High performance**

**Application by brush**

It protects the most delicate skins and provides comfort for a smooth and precise shave. Moreover it prevents irritation thanks to the soothing action of Boswellia serrata and the refreshing and antibacterial properties of Eucalyptus essential oil.

**PRE AFTER SHAVE / 150 ML**

**Anti-reddening emulsion**

**Refreshing and toning**

**Astringent without alcohol**

Suitable for the daily care of the face. Before shaving the allantoin contained in the product softens and moisturizes the skin and provides antioxidants to slow down the aging process with a protective action. After shaving the Boswellia serrata has an important soothing effect, eliminates irritation, and leaves the skin relaxed and moisturized. Especially suitable for very sensitive and delicate skin.



beard



**SEVEN TEAM RECOMMENDS:**

Apply before and after shaving, massaging until it is completely absorbed. It visibly reduces reddening, leaving the skin toned, elastic, and pleasantly scented with a considerably refreshing effect. Highly recommended during the summer.

**Avoid contact with the eyes.**

**7 fresh, woody, and amber energizing notes**

- For the mind: lime, jasmine
- For the heart: cyclamen, nutmeg, coriander
- For the soul: patchouli, oak wood



**SEVEN TEAM RECOMMENDS:**

Apply liberally to the skin after shaving with light pats on the face in order to facilitate absorption and not cause any further irritation to the skin.

**7 aromatic, flowery, and musky energizing notes**

- For the mind: bergamot orange, lemon, citrus
- For the heart: lavender, flowery notes
- For the soul: white musk, sweet wood

**ICE GEL / 150 ML**

**Pre & after shave emulsion**

**Refreshing**

**Anti-reddening**

Indicated for the daily care of the most impure skins and for those who enjoy a greater sensation of freshness. A pre & after shave gel containing allantoin and a polysaccharide derived from corn and soy that moisturizes the skin with long-lasting action. It acts as a barrier against any external agent, leaving the skin soft to the touch.

**AFTER SHAVE / 250 ML**

**Gently alcoholic**

**It calms irritations**

**Skin re-vitalizer**

It tones and softens the skin after shaving and deeply moisturizes. The aloe extract and Boswellia serrata have a soothing effect on irritation and burns caused by the razor. Menthol provides a pleasant refreshing effect.



lavender



# 7

## SEVEN TIPS TO GET THE PERFECT BEARD:

- 1.** Take care of your skin by using an exfoliating product once a week to remove dead skin cells and keep your skin smooth.
- 2.** Moisturizing and preparing thoroughly with Pre & After Shave and after-shave products helps keep your skin well-hydrated and soft in order to facilitate growth and reduce initial itching.
- 3.** Wash your beard frequently with a mild and soothing shampoo.
- 4.** Use a leave-on sanitizing conditioner at least twice a week.
- 5.** Use products that contain vitamins necessary for healthy hair growth.
- 6.** Follow a healthy and balanced diet to increase your intake of vitamins and minerals.
- 7.** Get help from a professional for the care, thinning out, and styling of your beard.



beard

**SEVEN TEAM RECOMMENDS:**

Apply a small amount of product and massage until absorbed. Do not rinse out. Comb carefully. We recommend an application at least three times a week.

For best results, cleanse the beard with Top Seven Fortifying Shampoo and then, when the beard is dry, apply Beard & Moustache Balm.

**7 aromatic, citrusy, and woody energizing notes**

- For the mind: bergamot orange, lemon, citrus
- For the heart: lavender, flowery notes
- For the soul: Melaleuca, sweet wood



**SEVEN TEAM RECOMMENDS:**

Apply in drops on the palm of the hand and distribute well over the length of the beard making sure to reach the underlying skin.

**7 Citrus, fresh, amber energizing notes**

- For the mind: Lime, Jasmine, Lemon
- For the heart: Coriander, Violet, Marine Notes
- For the soul: Oak wood, Amber, Patchouli



**BEARD & MOUSTACHE BALM / 50 ML**

**It softens and conditions**

**Tea tree oil - purifying**

**It Provides gloss**

For optimal care of your beard, it nourishes, moisturizes, softens and provides structure and shine. It contains shea butter, for proper hydration and protection from external agents, and flaxseed oil rich in vitamin E, the antioxidant par excellence. Essential oil of Melaleuca, which has been known since ancient times for its sanitizing and purifying properties.

**BEARD OIL / 50 ML**

**Hemp oil and Vitamin E**

**It sanitizes and hydrates**

**Scented beard**

A fundamental oil for beard care. It helps to keep it soft, hydrated and perfectly sanitized. Nourishing and restructuring hemp oil plays a critical role together with Jojoba oil, with strong moisturizing properties. Vitamin E performs a valuable antioxidant action.



lime



#### **SEVEN TEAM RECOMMENDS:**

Apply to the hair, dilute with water, and proceed with cleaning. Rinse out thoroughly. Repeat if necessary. Suitable for frequent use and for preventing hair loss or as an alternative to the Osmoluv anti-dandruff and anti-stress treatment.

#### **7 citrusy, spicy, and musky energizing notes**

- For the mind: orange, watermelon, black pepper
- For the heart: geranium, rose
- For the soul: vanilla, white musk



#### **SEVEN TEAM RECOMMENDS:**

**Intensive treatment.** Apply a few drops to the scalp every morning and massage to distribute evenly. **Maintenance treatment.** Apply every other day or at least 3 applications per week. Highly performing if integrated with fortifying shampoo. Do not rinse out. **Avoid contact with the eye.**

#### **7 citrusy, spicy, and fruity energizing notes**

- For the mind: orange, watermelon, black pepper
- For the heart: geranium, Litsea cubeba
- For the soul: vanilla, tonka bean



black pepper

## **FORTIFYING SHAMPOO / 250 ML**

**It prevents hair loss,  
densifies and strengthens  
It Moisturizes the skin.**

Formulated for the daily care of hair made duller and more fragile simply because of the exposure to the external agents up to problems with the scalp, this shampoo helps strengthen the hair fiber and prevent breakage. It is rich in B-group vitamins, which play an important role in the oxygenation and hydration of the skin and promote healthy hair growth.

**THE TREATMENT IS COMPLETED WITH CASTOR OIL AND RICE BRAN OIL:**  
- **NOURISHMENT** of the skin and hair by binding to, and reinforcing, the natural keratin.  
- **ANTIOXIDANT PROTECTION** from sunlight - they fight skin aging for healthy skin and stronger hair.

## **ANTI HAIR LOSS LOTION / 100 ML**

**Multifunctional vitamin complexes  
Its strengthens the hair fiber  
It protects the scalp**

A COSMETIC TREATMENT FOR THE SCALP AND HAIR RICH IN ACTIVE INGREDIENTS AND BENEFITS:

- **Hotflux® stimulates the microcirculation by providing a greater supply of oxygen to the hair bulb through a heat effect that lasts for a few minutes**
- **5 botanical extracts** (blueberry, cane sugar, maple sugar, orange, and lemon) for proper exfoliation of the scalp and to promote cell renewal.
- **Acetyl cysteine** is a powerful antioxidant that protects cell multiplication at the level of the hair matrix.
- **Panthenol**, the "beauty vitamin," nourishes the root, which makes the hair vital and shiny.
- **βcarotene** fights against dryness of the skin and the hair shafts.





**SEVEN TEAM RECOMMENDS:**

Spray on dry hair at a distance of about 20/30 cm to fix, on the root to volumize. Go over to intensify the hold. Shake well before use.

**7 fresh, woody, amber energizing notes**

- For the Mind: Orange, Lemon, Litsea Cubeba
- For the Heart: Marine Notes, Tarragon
- For the soul: Amber, Vetiver, Balsamic Woods



**SEVEN TEAM RECOMMENDS:**

It is important to use the right amount of gel according to the length of your hair and the hold you want to achieve. After taking some product on the tips of your fingers, rub it between your hands for uniform distribution, and adjust the lengths of your hair into the desired shape. Alcohol free, wait a few seconds for proper dryness.

**7 woody, fruity, and sea energizing notes**

- For the mind: lemon, Litsea cubeba
- For the heart: anise, tarragon
- For the soul: vetiver, balsamic wood, patchouli



hair

## CONTROL FIX / 200 ML

**Spray fixer**  
**Soft touch Argan**  
**Shape and hold**

Hold and shine for all hair types. A new formula for men, with Argan Oil and Geranium Essential Oil, which is able to invisibly fix the hairstyle and protect hair against the aggression of external agents. It is suitable for all hair types, which it helps to fortify, hydrate and make it brighter.

## SHAPING GEL - EXTREME / 200 ML

**24-hour hold - strong**  
**Mineral active ingredients**  
**Alcohol free**

One pass and the hair is in order for the whole day. Suitable for medium-short hair for a strong hold and to resist humidity and have a high shine. The sorbitol and panthenol help to deeply hydrate the hair and maintain its elasticity. Calcium and magnesium work together to give strength to the hair and prevent hair breakage.



hair

**SEVEN TEAM RECOMMENDS:**

Take a quantity of product that is proportional to your hair, work it between the hands to warm it, and then apply to the hair locks to model and define as you like. Does not leave residues.



**7 aromatic, floral, fresh energizing notes**

- For the mind: Bergamot, Lemon, Citrus
- For the heart: Lavender, Floral notes
- For the soul: Rosewood, Cedarwood



**SEVEN TEAM RECOMMENDS:**

Rub the desired amount between the hands and apply to damp hair, then shape your hair before styling. For a more solid look, work the wax in your hands and apply to dry hair to define the locks. Does not leave residues.

**7 woody, sea, and fruity energizing notes**

- For the mind: lemon, marigold
- For the heart: anise, cedar leaves, tarragon
- For the soul: patchouli, balsamic wood



anise

**DARK CLAY / 75 ML**

**Matt + Define  
+ Natural**

Hairstyles with soft hair, with a hold that is natural, but perfect for the entire day. California clay rich in minerals for tousled and natural looks with separation of the locks of hair. Modeling wax that is easy and quick to use, matt effect. It contains sunscreens to protect the keratin.

**REDVOLUTION WAX / 75 ML**

**Water wax + Glossy  
+ natural**

Invisible effect for natural looks with a water-based wax suitable for various types of styling. It leaves the hair shiny and protected. It helps maintain proper hydration and provides a medium hold.



face

**SEVEN TEAM RECOMMENDS:**

delicately apply the roll-on to the expression wrinkles and around the eyes. Without massaging further, allow it to be absorbed. Keep the roll-on turned upside down with its ball facing downward to facilitate the application.



**7 citrusy, woody, and amber energizing notes**

- For the mind: orange, mandarin orange, jasmine
- For the heart: violet, sea notes
- For the soul: amber, oak wood



**NO STRESS EYE / 15 ML**

**Lifting formula**

**Helps prevent circles under the eyes**

**Revitalizing**

Based on new anti-aging research this lifting eye cream contains Hexapeptide-48 whose action keeps the “beauty receptors” active and reduces expression wrinkles. Its constant and extended use enables mature skin to regain a toned and smooth appearance around the eyes. It strengthens the skin barrier to counter external aggressors.

INCO, an Italian manufacturing company where doing business means creating value for professionals and end customers by establishing solid relationships inspired by correctness, honesty and efficiency.

- We offer a complete “Made in Italy” experience
- We support and enhance scientific research
- Our production system is sustained by clean and renewable energy
- We only choose high quality raw materials
- Our products are designed with professionals for professionals
- We promote “Total Professional Beauty”
- We strive for Wellbeing



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