



SHE *iny*
make your life better

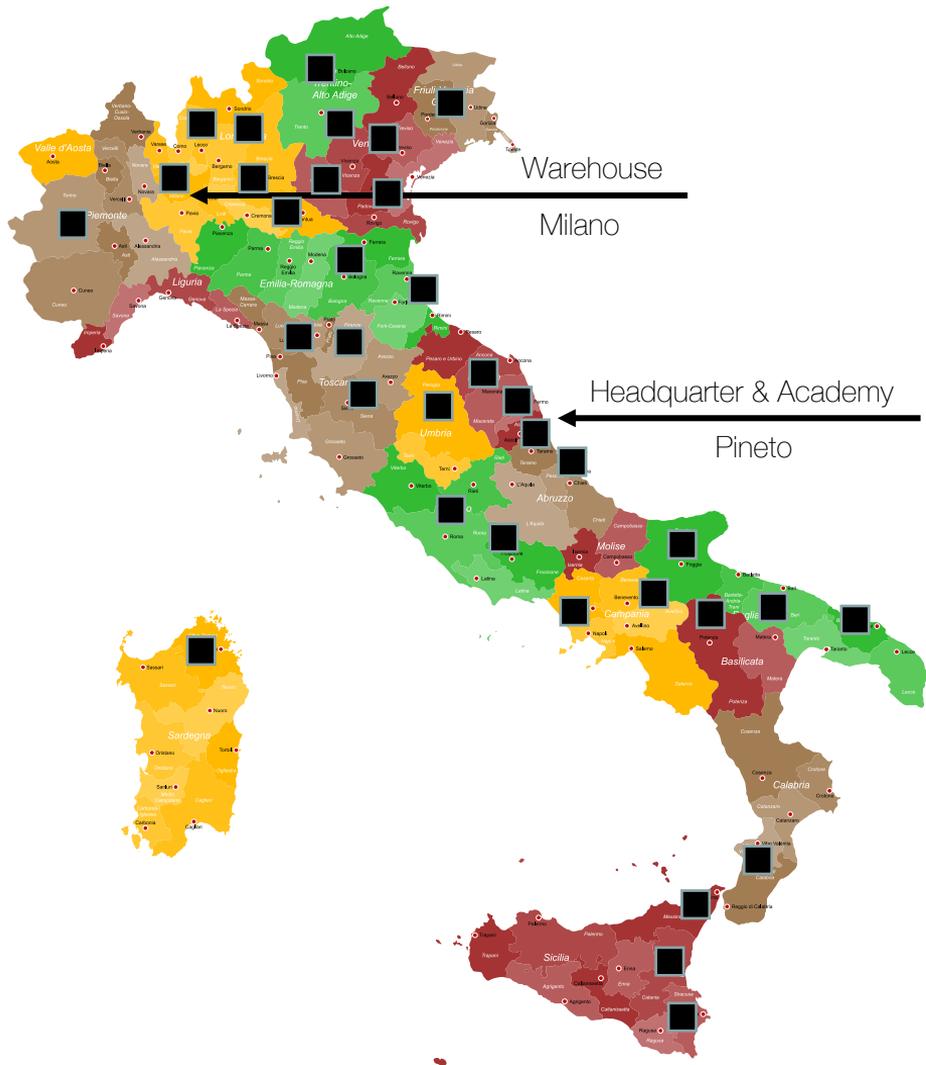
SHEis Beauty International Srl

Vision

Our strategic vision is to create a better daily life for the majority of people. This means that we will make big efforts in everything we'll do, taking care of the environment, of people and their needs and desires.

Mission

We focus our work on passion and innovation, on the skills of people who are motivated for constant change. Our focus is the final consumer.



SHEiS Beauty
International

■ 35 Italian Distributors
> 2000 salons

PHILOSOPHY

MAKE FINAL CUSTOMERS' LIFE
BETTER

Our Strenghts

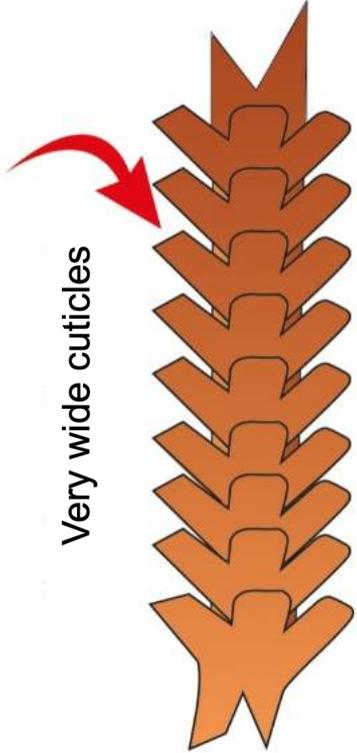
How SHEis works

CHEMICAL PROCESS



We've removed the lifting up phase since is the most aggressive

HAIR TREATED WITH
AMMONIA



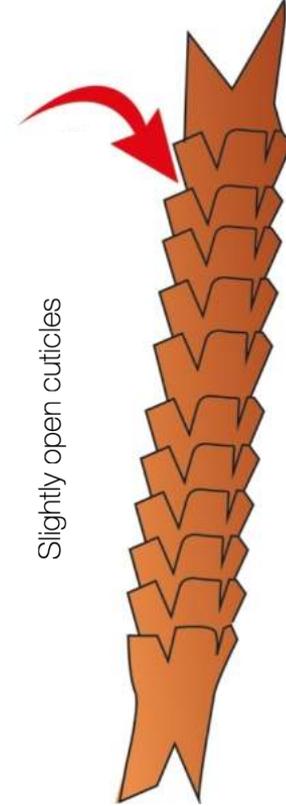
Very wide cuticles

Aggressive action

STRESSED HAIR

The low % of MEA contained in SHE's cream (1,6%) delicately opens the cuticles differently from other ammonia free colors which have an average of 8-10% in order to lift up the natural base

HAIR TREATED WITHOUT
AMMONIA



Slightly open cuticles

Delicate action

RESPECTED HAIR

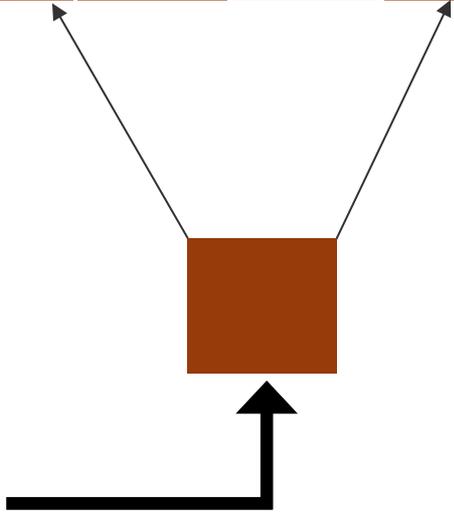
15 min

SELF STOPPING



Laying time is 15 minutes,
to cover white hair too

The color can lay also up to
25/30 minutes with no
change on the result.



SHEIS COLOR BASE CONTAINS 18 DIFFERENT RAW MATERIALS

It contains:

waxes (beeswax and lanoline),

oils (oleic alcohol, and castor oil),

Butylene glycol is a humectant used to retain water avoiding evaporation and therefore drying of the product

emulsifiers and surfactants

hat give the color the following features:

Texture PERFUMED CREAM GEL, easy to mix with oxy and easy to distribute;

Easy to wash.

The surfactant component makes the product easy to remove during the washing phase

Sheis formula has been enriched, furthermore, with SUNFLOWER EXTRACT that guarantees a perfect color stay.



Università Degli Studi di Pavia
Dipartimento di Medicina Interna
Prof. Plinio Richelmi

Bio Basic Europe srl
Via A. Panizzi, 10
MILANO
Certificazione dei prodotti cosmetici
Ricerca e sviluppo dermo-cosmetologica

CERTIFIED PRODUCTS





THE UNIVERSITY OF PAVIA
DEPARTMENT OF INTERNAL MEDICINE AND MEDICAL THERAPY
(Director: Prof. Plinio Richelmi)



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DERMATOLOGICAL QUALITY CERTIFICATION

According to the results obtained on the test:

“Evaluation of the performance and tolerability of a hair dye, by a user testing and an instrumental evaluation on hair locks”.

Products of **SHE**
COLOR

Can offer a better performance (color, combing and softness) in short time compared to other traditional dyeing products.

The coloring time of the intermediate coloring is significantly lower and therefore the potential risk of scalp irritation is considerably reduced.

All the volunteers who have undergone a preliminary epicutaneous test have shown the absence of irritation phenomena, making all the products dermatologically tested and remarkably safer.



TECHNICAL FEATURES





7

COLORING SYSTEMS

1

PRODUCT

1

TONE ON TONE

mix 1:1

- 100% white hair covering
- Maximum lasting
- does not have a lifting up power
- developers 10/20/30 volumes

2

NO AMMONIA

mix 1:1

- White hair maximum covering
- Maximum lasting
- does not have a lifting up power
- developers 10/20/30 volumes

3

TRADITIONAL WITH AMMONIA

mix 1:1

- 100% white hair covering
- Maximum lasting
- up to 3 lifting up levels adding SUPER LIGHT
- developer 30 volumes

4

SEMI-PERMANENT

mix 1:2

- 80% white hair covering
- does not have a lifting up power
- developer 10/20 volumes

5

REFLECTIONS

mix 1:3

developer 10/20 volumes

6

UPER HIGHLIGHTERS

mix 1:2

- highlights up to 3-4 levels
- 20 minutes laying time
- developer 40 volumes

7

10/15 MINUTES
Wellness service

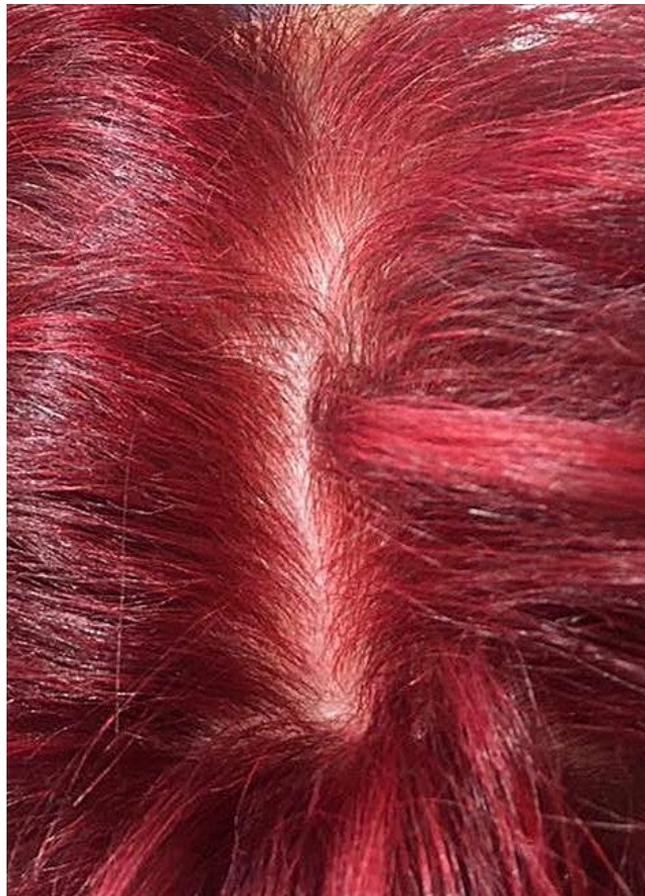
55 color tubes
79 nuances





Before

15
min



After

COMPARISON

TRADITIONAL COLOR

NEEDS TO BUY AT LEAST 4/5 COLORING LINES
(AMM- NO AMM – T.T. – S.P. – RIFL. – S.S.)

AVERAGE LAYING TIME 35/45 MINUTES

THE TRADITIONAL COLOR ALWAYS LIGHTENS
NATURAL MELANINS EVEN WHEN IT IS NOT
NEEDED

THE TRADITIONAL AMMONIA-FREE COLOR
CONTAINS 8 -10% MEA. THIS INVOLVES THE RISK
OF VITRIFYNG THE HAIR

THE LONG CONTACT TIME OF CHEMICAL AGENTS
CAN INCREASE FORMS OF SKIN INTOLERANCE

vs

SHEis color

WITH A SINGLE TUBE YOU CAN GET 7 COLORING
LINES. WAREHOUSE COSTS HALVED

MAXIMUM COLOR EXPOSURE TIME OF 15
MINUTES ALSO TO COVER WHITE HAIR. ALSO YOU
CAN LEAVE IT UP TO 30 MINS WITHOUT CHANGING
THE CHOSEN COLOR. SELF STOPPING
TECHNOLOGY

SHEIS COLOR NEVER LIGHTENS NATURAL
MELANINS EVEN WHEN USING HIGH VOLUME
DEVELOPERS. THIS MEANS THAT WE HAVE
ELIMINATED THE MOST AGGRESIVE PHASE OF THE
TRADITIONAL COLOR

IT CONTAINS THE LOWEST AMOUNT OF MEA THAT
AN AMMONIA-FREE COLOR CAN HAVE

IT IS A DERMATOLOGICAL COLOR CERTIFIED BY A
SPECIALIZED LABORATORY OF THE UNIVERSITY OF
PAVIA

...STILL **35 MINS** of **LAYING TIME?**

BE HAPPY!
today in only **15 minutes**
you can have your
DERMATOLOGICAL COLOR



SHEi
COLOR



Color Bar



Bowl





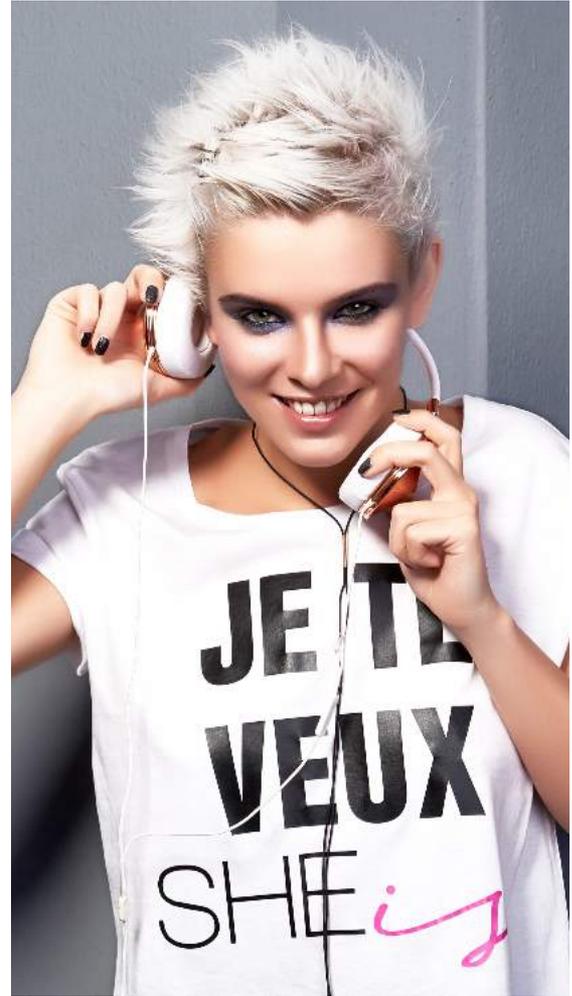




















We also have other products, educational
and much more ...

Thank you for
the attention

SHE*is*

YOUNIC
HIGH TECHNOLOGY COSMETICS