

Life Lab

The Sustainable Beauty Laboratory



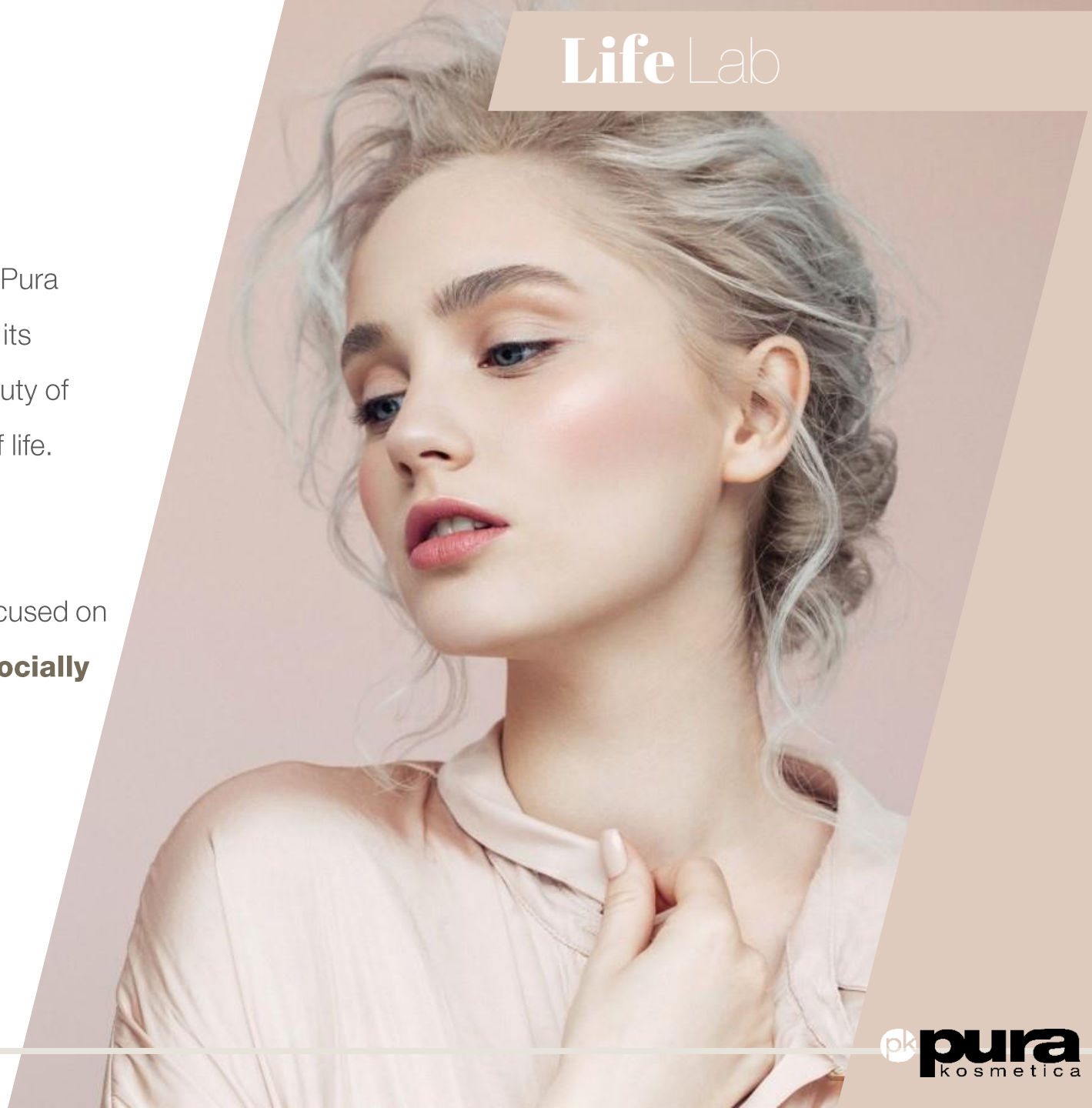
pk **pura**
kosmetica

Life Lab by Pura Kosmetica

It is the new Research, Innovation and Development Project that Pura Kosmetica dedicates to the creative world of the hairdresser and its customers, that offers professional solutions to enhance the beauty of women while respecting the environment, people and all forms of life.

In Life Lab, we put our efforts on the development of formulas focused on respect for our Planet, ensuring maximum transparency from a **socially responsible perspective.**

Life Lab



PURA KOSMETICA supports hairdressers all over the world because for us the real Beauty Laboratory is the Salon, where women can rediscover themselves and their femininity, relying on expert and responsible **PROFESSIONALS**.

All our products are created and tested by professional hairdressers to guarantee top-level performance and certainty of results, in the salon as well as at home, without compromise.

For this reason, Pura Kosmetica does not create only simple hair products, but offers the hairdresser real **BEAUTY RITUALS** for their customers, through customizable and exclusive services.

At the center of our world we place the hairdresser and we dedicate training courses, work tools and support materials to him to accompany him in his **PROFESSIONAL GROWTH**.



Responsible Innovation

Life Lab makes Research & Development the heart of its projects, with the aim of creating **eco-compatible formulas**

- Active ingredients from Organic Farming
- High concentration formulas for a less use of product
- Easy to rinse products, for a less water consumption
- 100% Vegan
- 100% Cruelty Free

Life Lab



«Zero» impact formulas

Life Lab

In Life Lab we are also convinced that respect for the Person means respect for the skin. This is why our formulas are **free from aggressive agents**, such as:

- Petrolatum & Mineral Oil
- EDTA
- Parabens
- SLES - SLS
- Colorants

0%



Concentrated Formulas

Life Lab

With a focus for the environment respect, Life Lab has developed highly concentrated formulas, which achieve the desired effect with a smaller amount of product.

The **Foam enhancer** technology, based on vegetable cellulose, applied to Shampoos, creates a soft, voluminous and rich cream, easy to be rinsed.

The reduction of quantity of product used becomes the key to **reduce CO₂** emissions.



“Easy-Rinse” Formulas

Life Lab

Life Lab has developed easy-to-rinse formulas.

The choice of a less abundant rinse, thanks to the **LOWER WATER CONSUMPTION**, helps to further reduce the impact on the environment.



New **Treatments**

SUPREME CARE

Life Lab



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HYPERFERMENTATED ACTIVES Blend

PK Ferm complex

Oat has a soothing action on the scalp and strongly moisturizes the shaft. Gently protects from external aggressions.

Rice Water rich in amino acids and vitamins, it strengthens the hair, makes it soft and vital, improving its brightness

Ginger rich in antioxidants and vitamins, it performs an effective normalizing and regulating action, restoring the general well-being of the hair and scalp.



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HYPERFERMENTATED ACTIVES Blend

PK Ferm complex

Life Lab

At Life Lab we are convinced that the quality of our raw materials is fundamental. *PK ferm Complex* is the exclusive complex based on Oats, Rice Water and Ginger which, thanks to the hyperfermentation process, multiplies the beneficial power of the individual components for an exceptional synergistic result in terms of:

- Extra Brightness
- Extra Softness
- Extra Vitality and well-being
- Extra Protection

A synergistic action suitable for all hair types, whether colored, natural or problematic.



Our offer

Lenghts

1. PURE LIFE – Dry, Frizzy and Dull Hair

PK Ferm Complex* & AMLA OIL

Nourishing and Regenerating

2. BLONDE LIFE – Blond, bleached, gray and lightened hair

KERAPLEX & PURPLE PIGMENTS

Tonalizing and Plumping

3. KERA-V LIFE – Treated and damaged hair

PK Ferm Complex & VEGAN KERATIN

Restructuring and Restoring

4. CURL LIFE – Curly, Wavy and Permed Hair

PK Ferm Complex & SHEA BUTTER

Elasticizing and Illuminating

5. PRO_COLOR LIFE – Treated, Chemically or naturally treated and colored hair

PK Ferm Complex & SUNFLOWER OIL

Protective and Anti fading



Our offer

6.SILK LIFE – Frizzy, Unruly and Rebellious Hair

PK Ferm Complex & COTTON MILK

Smoothing Softener and Anti-frizz

Scalp

7.ENERGY LIFE – Fine, Weak and Falling Hair

PK Ferm Complex & GINSENG

Loss Prevention & Energizing

8.CLEAN LIFE – Hair and Scalp with dundruff

PK Ferm Complex & NETTLE

Purifying and Moisturizing

9.NORMAL LIFE – Greasy Hair and Scalp

PK Ferm Complex & SAGE

Balancing & Normalizing



1. Pure Life



Action:

Ideal for:

Active ingredients:

Nourishing and Regenerating

Dry, Frizzy and Dull Hair

Amla Oil and PK FERM

SHAMPOO
250 -1000 ml

MASK
200 -1000 ml

LEAVE IN SPRAY MASK
150 ml

NOURISHING OIL
55 ml



2. Blond Life

Action: :

ideal for:

Active ingredients :

TONALIZING AND PLUMPING

Blond, bleached, gray and lightened hair

KERAPLEX and PURPLE PIGMENTS



TONALIZING
SHAMPOO
250 – 1000 ml



TONALIZING
MASK
200 – 1000 ml



TONALIZING
LEAVE IN
SPRAY MASK
150 ml



ILLUMINATING
OIL
55 ml

3. Kera-V Life



Action:

Ideal for:

Active ingredients :

RESTRUCTURING AND RESTORING

Treated and damaged hair

PK FERM COMPLEX + VEGAN KERATIN

SHAMPOO
250 -1000 ml

MASK
200 -1000 ml

ALL IN ONE SPRAY MASK
150 ml

SPLIT ENDS PREVENTING CREAM
100 ml



4. Curl Life

Action:

Ideal for :

Active ingredients:

ELASTICIZING AND ILLUMINATING

Curly, Wavy and Permed Hair

PK FERM COMPLEX + Shea Butter

SHAMPOO

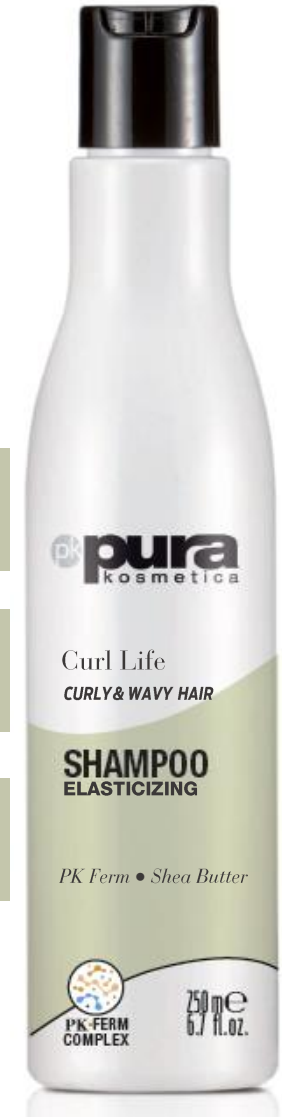
250 -1000 ml

MASK

200 -1000 ml

CURL DEFINITION CREAM

150 ml



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5. Color_Pro Life



Action:

Ideal for:

Active ingredients:

COLOR PROTECTION

Chemically or naturally Colored hair

PK FERM COMPLEX + Sunflower Oil

SHAMPOO
250 -1000 ml

MASK
200 -1000 ml

PROTECTIVE OIL
55 ml



6. Silk Life



Action:

Ideal for :

Active ingredients:

SMOOTHING AND ANTI-FRIZZ

Frizzy, Unruly And Rebellious Hair

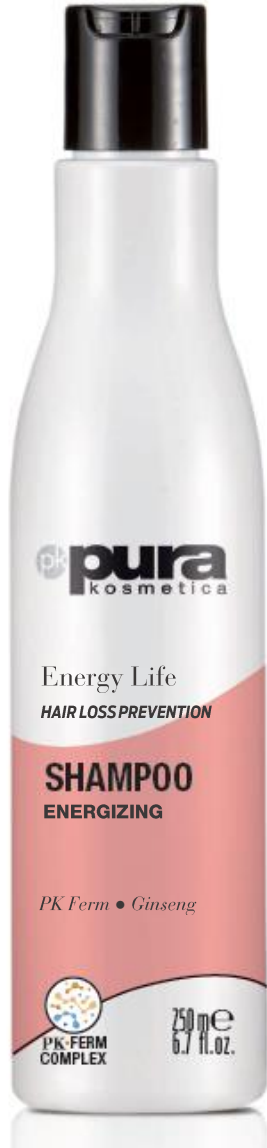
PK FERM COMPLEX + Cotton Milk

SHAMPOO
250 -1000 ml

MASK
200 -1000 ml

ANTI FRIZZ & THERMAL PROTECTOR
150 ml

7. Energy Life



Action:

Ideal for :

Active ingredients:

ENERGYZING e LOSS PREVENTION

Thin, weak and tending to fall

PK FERM COMPLEX + Ginseng

SHAMPOO
250 -1000 ml

SINGLE USE LOTION
12*8 ml

8. Clean Life



Action:

Ideal for :

Active ingredients:

PURIFYING and MOISTURIZING

Hair and scalp with dandruff

PK FERM COMPLEX + Nettle

SHAMPOO
250 -1000 ml



9. Normal Life

ACTION:

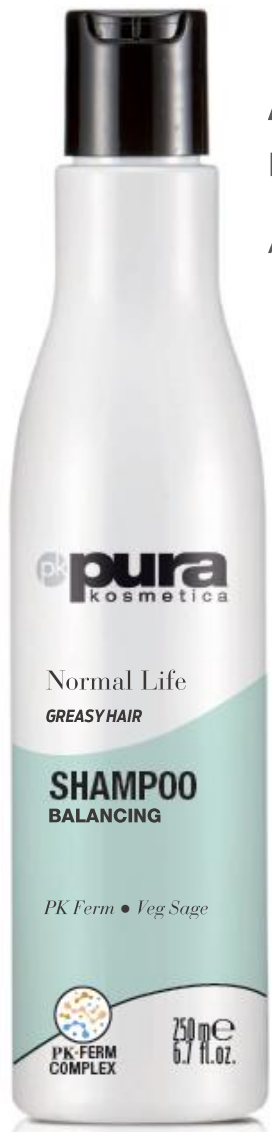
Ideal for :

Active ingredients:

BALANCING AND NORMALIZING

Oily scalp and hair

PK FERM COMPLEX + Sage



SHAMPOO
250 -1000 ml



AGO
22BLOND
LIFEOCT
22

- CURL
LIFE
- SILK
LIFE

DEC
22

- KERA-V LIFE
- COLOR_PRO
LIFE
- NORMAL LIFE
- CLEAN LIFE
- ENERGY LIFE

Life Lab

Il Laboratorio della **Bellezza Sostenibile**



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