

ELISIR

TREATMENTS OF EXCELLENCE

Helen Seward
hair products 



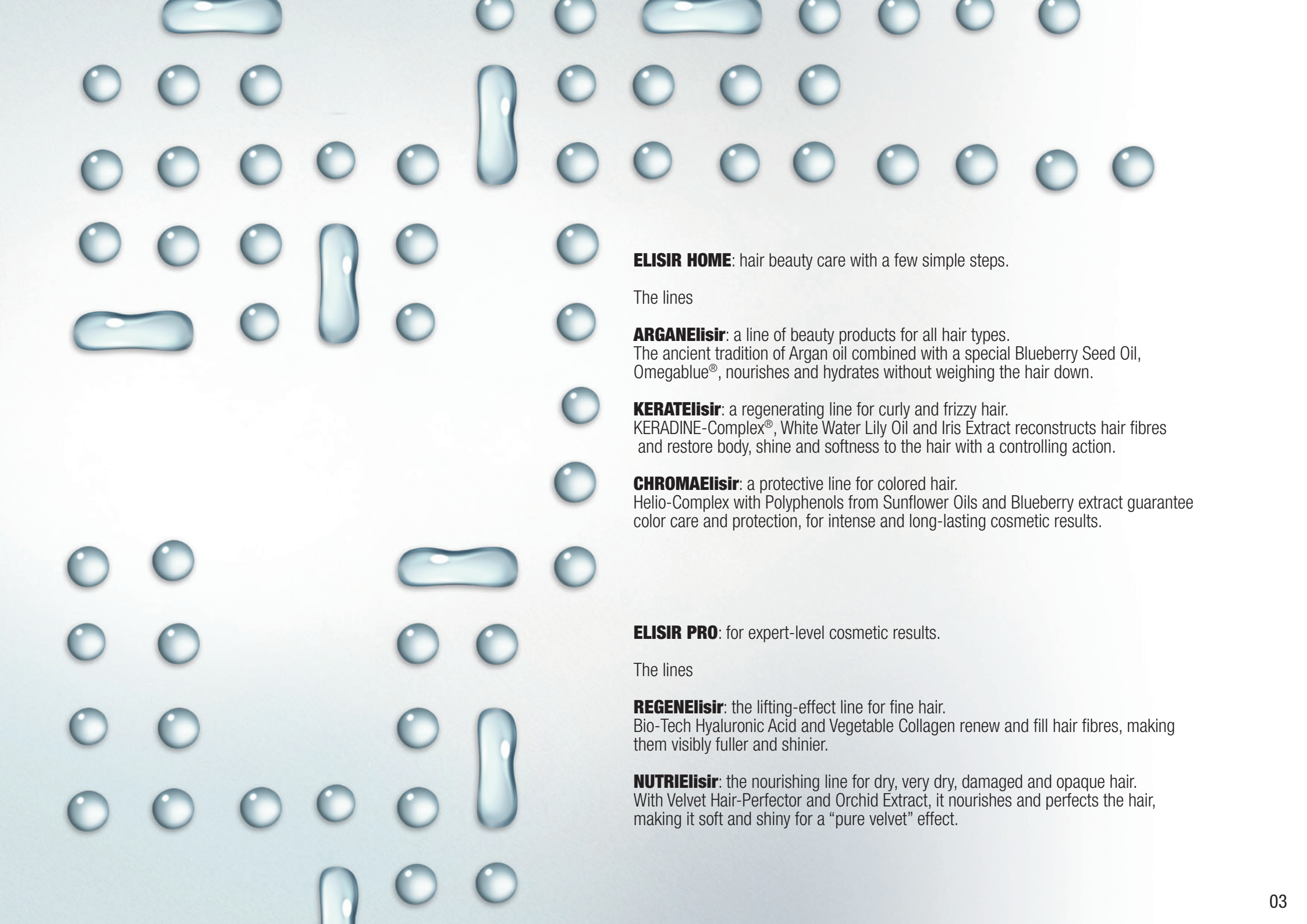
ELISIR

TREATMENTS OF EXCELLENCE

Natural, high-tech ingredients working in perfect harmony for the best hair beauty treatments.

The Elisir range consists in treatments of excellence, inspired by the research and experience of Helen Seward, a company specialised in the development of professional hair products.

Elisir proposes five lines of products, all with targeted action, satisfying a complete range of needs:
ARGANELisir, **KERATELisir**, **CHROMAELisir**,
REGENELisir and the new **NUTRIELisir**.



ELISIR HOME: hair beauty care with a few simple steps.

The lines

ARGANELisir: a line of beauty products for all hair types. The ancient tradition of Argan oil combined with a special Blueberry Seed Oil, Omegablue®, nourishes and hydrates without weighing the hair down.

KERATELisir: a regenerating line for curly and frizzy hair. KERADINE-Complex®, White Water Lily Oil and Iris Extract reconstructs hair fibres and restore body, shine and softness to the hair with a controlling action.

CHROMAELisir: a protective line for colored hair. Helio-Complex with Polyphenols from Sunflower Oils and Blueberry extract guarantee color care and protection, for intense and long-lasting cosmetic results.

ELISIR PRO: for expert-level cosmetic results.

The lines

REGENELisir: the lifting-effect line for fine hair. Bio-Tech Hyaluronic Acid and Vegetable Collagen renew and fill hair fibres, making them visibly fuller and shinier.

NUTRIELisir: the nourishing line for dry, very dry, damaged and opaque hair. With Velvet Hair-Perfector and Orchid Extract, it nourishes and perfects the hair, making it soft and shiny for a “pure velvet” effect.

NUTRIELISIR

NEW BIRTH FOR HAIR



NOURISHING FOR DRY AND OPAQUE HAIR

NUTRIElisir is the innovative treatment line that directly nourishes dry, very dry, damaged and opaque hair.

NUTRIElisir product formulas restore incredible softness and shine thanks to specific nourishing action, along with an innovative velveting effect.

The high performance of NUTRIElisir products is guaranteed by professional formulas with VELVET-HAIR PERFECTOR and ORCHID EXTRACT.

VELVET-HAIR PERFECTOR

A high-tech and innovative system of polymers that guarantees an intense nourishing action and perfects the condition of hair fibres, offering an extraordinary velvety texture.

- **SILAMINE POLYMER**: nourishes and restructures, protecting the hair cuticle, while thanks to its perfecting action it also restores shine and beauty to dry and damaged hair fibres.
- **SATIN ELASTOMER**: offers an intense moisturizing-like effect and incredible smoothing action with unique and surprising sensations.

ORCHID EXTRACT

A precious natural extract renowned for its soothing and protective properties.

Completing the NUTRIElisir product offer:

CONTROLLING/STRAIGHTENING POLYMER
HEAT PROTECTOR
SHINING AGENT with LONG-LASTING effect



DELICATE SOOTHING CLEANSING

SHAMPOO

Cod. 757 - 250 ml

With Velvet Hair-Perfector and Orchid Extract

THE BENEFITS

- Sulphate-free formula
- Guarantees ultra-delicate cleansing
- Performs a soothing and detangling action
- Rich and creamy texture

USE

Apply to wet hair and massage delicately.
Rinse well with warm water. Repeat the operation if necessary.



INTENSE NOURISHING ACTION for VERY DRY HAIR

MASK

Cod. 758 - 200 ml

With Velvet Hair-Perfector and Orchid Extract

THE BENEFITS

- Intense hair fibre rebuilding
- Performs an anti-frizz action
- Offers an excellent detangling action
- Guarantees extreme softness and shine

USE

Apply to damp hair and massage well.
Leave to work for 5-10 minutes and then rinse carefully

ENHANCED ACTION

For particularly damaged and medium-thick hair, it is recommended to add a few drops of nourishing Oil to the mask.



INSTANTANEOUS DAILY NOURISHING ACTION for DRY AND OPAQUE HAIR

MILK

Cod. 759 - 150 ml

With Velvet Hair-Perfector and Orchid Extract

THE BENEFITS

- Pre-styling: performs an intense hydrating action
- Post-styling: restores shine and softness daily

USE

Shake well before use. Spray evenly over damp or dry hair, then distribute the product with a comb. Do not rinse.



LONG LASTING NOURISHING and PROTECTIVE ACTION for VERY DRY and DAMAGED HAIR

OIL

Cod. 761 - 50 ml

With Velvet Hair-Perfector and Orchid Extract

THE BENEFITS

- Performs a powerful anti-frizz action
- Creates a smooth and velvety film on the hair fibre
- Prevents split ends
- Protects against stress caused by heat and external microaggressions

USE

Pour a small amount into the palm of your hand and apply evenly to damp or dry hair.
Do not rinse.

REGENELISIR

RENEWED HAIR WITH LIFTING EFFECT



LIFTING EFFECT FOR THIN HAIR

REGENEIsir is the innovative beauty treatment for hair with a 2 STEP lifting effect, designed to restore body, volume and shine to thin and dull hair, lacking volume.

REGENEIsir acts on the hair fibres in just a few minutes, renewing and filling them. The hair will have more body, appear fuller, silkier and extra-shiny. Results can be seen after 5-6 washes.

REGENEIsir product performance is guaranteed by the synergic action of Bio-Tech Hyaluronic Acid and Vegetal Collagen.

BIO-TECH HYALURONIC ACID

A bio-technological active ingredient rich in sugars, able to 'capture and bind water', offering excellent moisturizing properties.

VEGETAL COLLAGEN

Extracted from Acacia gum and featuring a protective coating action, it guarantees softness and long-lasting hydration.

SPECIFIC BODY-RESTORING AGENTS

Innovative technological ingredients that support and enhance the performance of the two natural active ingredients, encouraging their deposit on the hair and guaranteeing:

- body and volume
- protective action that increases hair fibre strength and resistance



STEP 1: MOISTURIZING and HYDRATION

SHAMPOO

Cod. 774 - 250 ml

With Bio-Tech Hyaluronic Acid and Vegetal Collagen

THE BENEFITS

- Sulphate-free formula
- Guarantees ultra-delicate cleansing
- Performs a hydrating action and restores body
- Guarantees detangling and maximum shine

USE

Apply to wet hair and massage delicately.
Rinse well with warm water. Repeat the operation if necessary.



STEP 2: LONG-LASTING REGENERATION

SERUM

Cod. 775 - 100 ml

With Bio-Tech Hyaluronic Acid and Vegetal Collagen

THE BENEFITS

- Visibly increases hair body and volume
- Intense hydration action
- Offers extreme softness and shine

USE

After using the REGENEIsir Shampoo, apply to damp hair and leave to work for 15 minutes.

RECOMMENDED DOSE

- Medium-short hair: 10 ml
 - Medium-long hair: 20 ml
- Rinse with warm water.



FOR STYLING

VOLUMIZING SPRAY

Cod. 776 - 150 ml

With Bio-Tech Hyaluronic Acid and Vegetal Collagen

THE BENEFITS

- Performs an excellent volume restoring action from the roots
- Helps to maintain styling with a natural effect
- Visibly enhances the fullness of hair
- Offers shine

USE

Apply evenly to damp hair, starting from the roots. Do not rinse.

CHROMAELISIR

THE BEAUTY OF INTENSE AND SHINY COLOR



PROTECTIVE HYDRATING ACTION FOR COLORED HAIR

CHROMAEIisir is the specific line for colored and hair with highlights, with high moisturizing and color protective action.

Colored hair requires special care, as coloring and bleaching treatments may weaken the hair or make it more fragile, while external microaggressions can affect its shine.

That's why it is important to intervene with a treatment able to:

- protect the structure and color of treated hair
- prevent dehydration
- repair superficial alterations caused by external microaggressions

CHROMAEIisir products boast a balanced mix of technological and active ingredients, which guarantee the care and protection of damaged hair fibres but above all, ensure intense, shiny and long-lasting color.

HELIO-COMPLEX

Complex with a photoprotective and repairing action, composed of:

- *Escalol HP®*: photoprotective treatment, designed and patented especially for hair protection, which improves the resistance of hair fibres and guarantees longer-lasting color. Thanks to its cationic nature, it is perfect for hair, making it easier to comb and offering body and softness, without weighing it down.

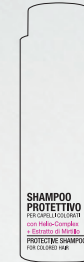
- *Polyphenols from Sunflower oil*: perform a protective action on the hair fibres, repairing damage caused by UV radiation, guaranteeing long-lasting cosmetic color.

BLUEBERRY EXTRACT

Rich in tannins, flavonoids and Vitamin C, with an anti-free radical and anti-oxidant action, guaranteeing cosmetic color protection.

SPECIFIC TREATMENT AGENTS

CHROMAEIisir formulas include specific agents dedicated to treatments for colored hair, restoring shine and enhancing color.



SHAMPOO

Cod. 765 - 250 ml

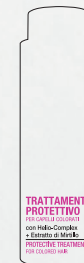
With Helio-Complex and Blueberry Extract

THE BENEFITS

- Delicately cleanses
- Performs a moisturizing action
- Offers extraordinary shine and softness
- Protects cosmetic color

USE

Apply to wet hair and massage delicately. Rinse well with warm water. Repeat the operation if necessary.



TREATMENT

Cod. 766 - 250 ml

With Helio-Complex and Blueberry Extract

THE BENEFITS

- Intense conditioning, moisturizing action
- Actively protects cosmetic color
- Guarantees an immediate detangling effect
- Offers softness and silkiness

USE

Apply to damp hair, leave to work for a few minutes, then rinse.



MASK

Cod. 767 - 250 ml

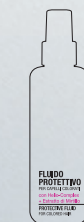
With Helio-Complex and Blueberry Extract

THE BENEFITS

- Deeply rehydrates
- Restores extraordinary softness and shine
- Protects color
- Performs an incredible illuminating action
- Guarantees an enhanced conditioning effect on colored and damaged hair

USE

Apply to damp hair and massage well. Leave to work for 5-10 minutes and then rinse carefully.



BI-PHASE PROTECTIVE FLUID

Cod. 768 - 200 ml

With Helio-Complex and Blueberry Extract

THE BENEFITS

- Instant moisture
- Performs an immediate detangling action
- Protects color
- Restores shine and softness

USE

Shake well before use. Spray evenly along the entire length of the hair, without rinsing.

KERATELISIR

REGENERATED AND SHINY HAIR



REGENERATING ANTI-FRIZZ TREATMENT FOR CURLY, FRIZZY AND UNRULY HAIR

KERATEIsir is the line of treatments designed to regenerate frizzy hair, rebuilding the hair fibre and restoring its original silkiness and shine.

KERATEIsir products revitalise the hair fibres and perform a special anti-frizz action, ideal both for those who want perfectly straight hair and those who want to enhance their curls, highlighting shine, body and movement.

Also guarantees:

- controlling action
- thermal protection
- long-lasting styling in any humidity conditions

KERATEIsir is enriched by KERADINE-COMPLEX®, a precious combination of KERATIN + KERADYN HH™

KERATIN

Harmonious action by:

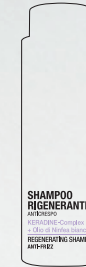
- Low molecular weight Keratin, which rebuilds and strengthens the hair fibre from within, offering body and fullness.
- High molecular weight Keratin able to form a protective and conditioning film, visible through the renewed look of the hair fibres, which appear shiny and soft.

KERADYN HH™

An innovative and patented conditioning agent designed to positively influence the surface properties of damaged hair, reducing friction between individual fibres and re-establishing the natural dynamics of healthy hair. The KERADYN HH action thus translates into hair that is extraordinarily silky to the touch, soft and shiny.

Completing the KERATEIsir product offer:

WHITE WATER LILY OIL
IRIS EXTRACT
HEAT PROTECTOR
ANTI-FRIZZ SHIELD



SHAMPOO

Cod. 746 - 250 ml

With KERADINE-Complex and White Water Lily Oil

THE BENEFITS

- Delicately and efficiently cleanses
- Illuminates and restores the natural dynamics and fluid movements of hair
- Controls frizzy hair
- Offers extreme softness and lightness

USE

Apply to wet hair and massage delicately.
Rinse well with warm water. Repeat the operation if necessary.



MASK

Cod. 747 - 250 ml

With KERADINE-Complex and White Water Lily Oil

THE BENEFITS

- Rebuilds and revitalises hair fibres
- Controls, guaranteeing excellent detangling properties
- Heat protection and anti-frizz shield
- Restores the hair's natural dynamics
- Enhances hair shine

USE

Apply to damp hair and massage well.
Straight hair: leave to work for 5-10 minutes.
Curly hair: leave to work for just an instant.
Carefully rinse with warm water.



STRAIGHTENING SERUM FOR UNRULY HAIR

Cod. 748 - 125 ml

With KERADINE-Complex and White Water Lily Oil

THE BENEFITS

- Controls and performs an anti-frizz action on rebellious hair
- Smooths, strengthens and rebuilds hair fibres
- Heat protection
- Guarantees long-term styling control, even in high humidity conditions

USE

Apply a small amount of product into the palm of your hand and spread over the entire head of hair, massaging into the length and tips. Do not rinse.



STYLING FLUID FOR CURLY AND WAVY HAIR

Cod. 749 - 125 ml

With KERADINE-Complex and White Water Lily Oil

THE BENEFITS

- Enhances the tones and dynamics of curls, without stiffening
- Performs an anti-frizz action
- Hydrates and offers natural definition
- Offers maximum shine to curly and wavy hair

USE

On damp hair: apply evenly along the length and tips, leave to dry naturally or use a diffuser to highlight the effect.
On dry hair: pour onto the palm of your hand and apply to individual locks, crumpling each one.

ARGANE^lisir

PRECIOUS ALCHEMIES FOR HAIR



ILLUMINATOR FOR ALL HAIR TYPES

ARGANElisir is the line of treatments of excellence for all hair types, combining the precious virtues of Argan Oil with a special Blueberry Seed Oil, Omegablue®.

The synergy between these two precious ingredients guarantees a triple action:

- *nourishing*: restores the natural film of lipids. Fuller hair, with more body.
- *repairing*: rebuilds hair fibres. Silkiness, softness and shine.
- *protective*: neutralises free radicals. Anti-ageing action.

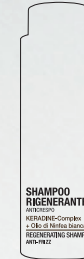
ARGAN OIL

Argan Oil is a precious plant oil used for millenniums thanks to its multiple properties. Boasting proven efficiency in the trichological field, its use is justified by its rich and unique composition consisting in:

- Essential fat acids, in particular OMEGA-9, featuring a nourishing and repairing action.
- Squalene, a natural component of the hydrolipidic film, with a protective action.
- Phytosterols and tocopherols, performing an anti-radical action.

OMEGABLUE®

Extracted from wild blueberry seeds, Omegablue® is a special natural ingredient with a hair fibre rebuilding action, perfect when used for daily hair protection. An ultra-light oil, it is rich in unsaturated essential fatty acids OMEGA 3 and OMEGA 6 and as proven by documented clinical studies, it forms a protective and repairing barrier against external aggressive agents. Thanks to the contribution of natural anti-oxidants (Vitamin E), Omegablue® also protects hair against the action of free radicals, preventing phenomena owing to oxidative stress and therefore the premature ageing of hair fibres and cosmetic color.



SHAMPOO

Cod. 738 - 250 ml

With Omegablue and Argan Oil

THE BENEFITS

- Guarantees delicate cleansing
- Ensures rehydration
- Offers body and vitality
- Performs a protective action against free radicals

USE

Apply to wet hair and massage delicately.

Rinse well with warm water. Repeat the operation if necessary.



MASK

Cod. 739 - 250 ml

With Omegablue and Argan Oil

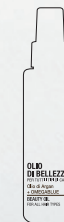
THE BENEFITS

- Deeply nourishes hair fibres, offering renewed body and fullness
- Guarantees an excellent detangling action
- Performs a rebuilding action
- Offers shine and silky softness

USE

After shampooing, apply to damp hair, massage and then rinse carefully with warm water.

ENHANCED ACTION For particularly worn and damaged hair, leave to work for a few minutes before carefully rinsing. In this case, a few drops of Argan Oil can be added to the Argan Mask when applying the product.



OIL

Cod. 737 - 100 ml

With Omegablue and Argan Oil

THE BENEFITS

- Guarantees rapid absorption: does not stain and does not leave any residue
- Offers extraordinary shine
- Guarantees an anti-frizz effect: controlled hair that's easy to comb
- Offers extreme softness
- Restores body and renews the beauty of hair fibres
- Reduces drying time: simpler and faster styling
- Protects against daily oxidative stress and external microaggressions

USE

Before styling: apply a few drops onto damp hair, then dry.

As daily protection: apply a few drops onto dry hair and distribute evenly.



SPRAY MASK 10 IN 1

Cod. 712 - 150 ml

With Omegablue and Argan Oil

THE BENEFITS

- Guarantees extraordinary detangling and softness
- Offers heat protection
- Guarantees an anti-frizz effect
- Prevents split ends
- Performs a repairing action on damaged hair
- Simpler and faster styling
- Longer-lasting styling
- Offers extraordinary body
- Guarantees maximum shine and color retention
- Protects against UV rays: anti-ageing action

USE

Spray evenly onto washed and damp hair and distribute the product using a comb. Do not rinse.

COMMUNICATION ON THE POINT OF PURCHASE



SAMPLES Cod. 7570 - 7580 - 7610



EXPO Cod. P/757

LEAFLET Cod. P/758GB



EXPO Cod. P/774

LEAFLET Cod. P/775GB



SAMPLES Cod. P/765 - P/767 - P/766



SAMPLES Cod. P/747 - P/746



SAMPLES Cod. P/739S - P/739M - P/739O



EXPO Cod. P/768

LEAFLET Cod. P/766GB



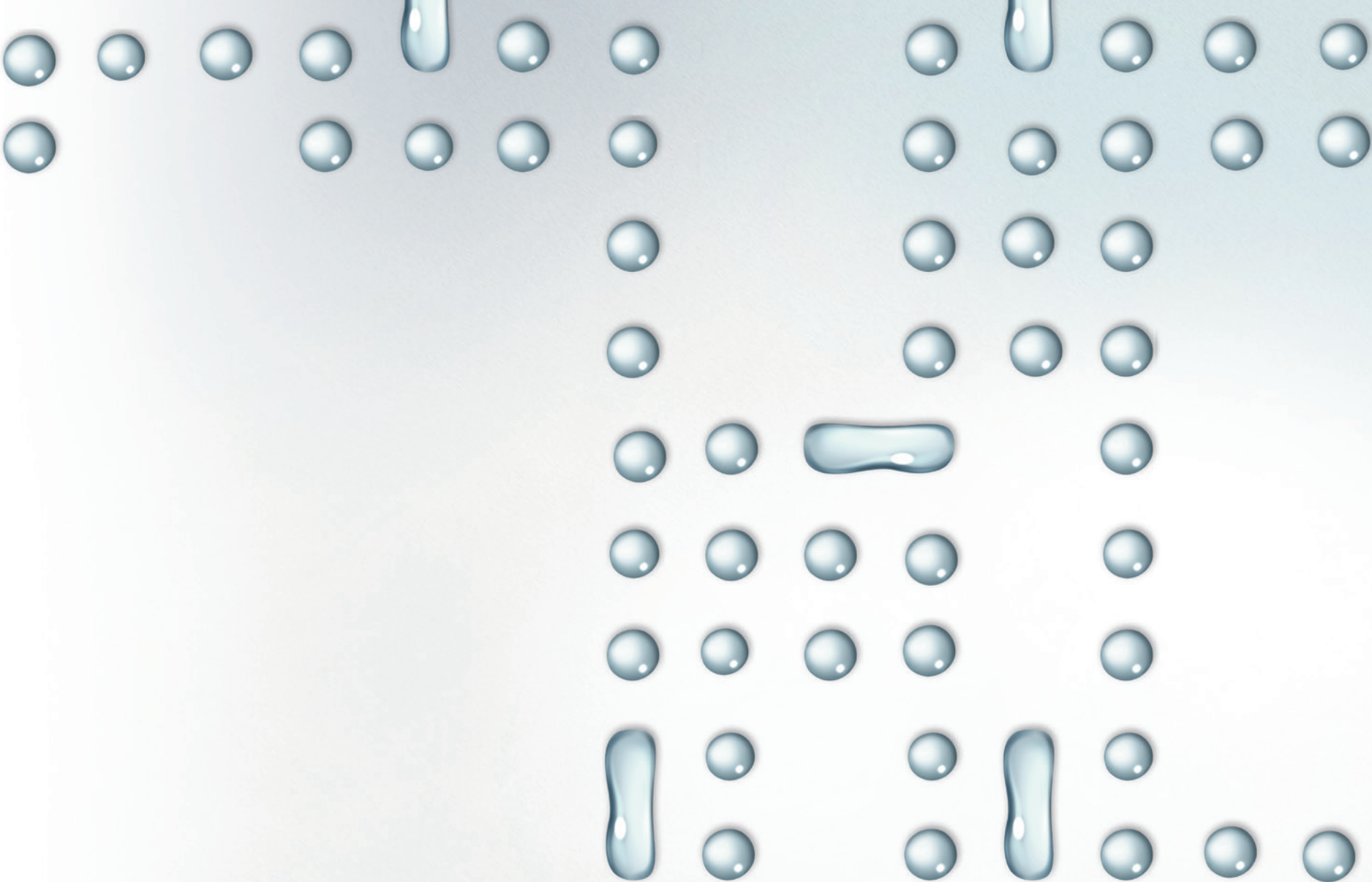
EXPO Cod. P/748

LEAFLET Cod. P/749GB



EXPO Cod. P/737

LEAFLET Cod. P/738GB



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