

STORIES

HAIR

YOUR NATURAL BEAUTY ROUTINE A GESTURE OF LOVE FOR THE PLANET

HAIR & SCALP WELLBEING

HAIRSTORIES — NEWS AND TRENDS | DESIGNED BY PREVIA NATURAL HAIRCARE | YEAR 1 — NUM° 1/2020

TOXIN FREE AND ANTI-POLLUTION FORMULA

Detoxify scalp and hair using natural products

NEW HAIR REGROWTH TREATMENT

For head-turning hair in only a few weeks!

PURIFYING BEAUTY ROUTINE

Restore balance to your scalp

NATURAL HAIRCARE

PREVIA[®]

ITALIA



*ethic
natural
sustainable*

YOUR NATURAL BEAUTY ROUTINE

A GESTURE OF LOVE FOR THE PLANET

Passion for beauty and nature have led us to become the spokesman for a new concept of cosmetics: products which are not only good for skin and hair, but for the environment too.

It is everyday gestures that make the difference. That is why we have chosen to create products which mirror an all-round sustainable lifestyle. **A daily beauty routine turns into a gesture of love for the planet. A natural ethical and sustainable choice.**

We select natural raw materials with care, gentle fragrances and sustainable packs to manufacture a product which can combine professional performances with a natural soul.



DELICATE
FORMULA



NATURAL
INGREDIENTS



VEGAN
FRIENDLY



FRAGRANCE
EXPERIENCE



SUSTAINABLE
CHOICE

NATURAL HAIRCARE
PREVIA[®]
ITALIA

TOXIN FREE ANTI-POLLUTION FORMULA

Aggressive chemicals increase static electricity in the hair attracting polluting agents present in the atmosphere.

Sebum traps polluting particles and acts on the scalp intensifying its problems. Lack of aggressive chemicals in formulations allows to **detoxify scalp and hair** while **maintaining them in good health**.

The use of **pure and delicate substances** restores the skin to a suitable level of hydration and elasticity, **reduces and prevents the arising of irritations and the forming of dandruff**.

*detox your hair
with our natural
beauty routine*

SKIN AND HAIR ANOMALIES

The health of the hair and scalp depends largely on one's psychophysical condition: the arising of anomalies compared to a state of good health of the skin and hair has several causes which range from stress to poor nutrition, alterations in the microbiome in the scalp to hormonal imbalance. A healthier and more varied diet, combined with healthier lifestyle habits such as regular physical exercise may lead to solving these problems.

Alongside this, a **more careful handling of one's scalp as a first effect will bring about visibly more beautiful hair, but above all healthier and stronger hair**. The first step is certainly the correct choice of specific products according to the condition of the scalp, which can be prone to several kinds of problems such as dandruff or thinning.

The first effect of suitable cure of the scalp is visibly more beautiful, but above all healthier and stronger hair.

HAIR LOSS

One of the issues most dreaded by men and women is hair loss. The loss of a certain percentage of hair is an absolutely natural phenomenon connected to the life cycle of hair, which becomes more abundant with the changing of seasons. **Seasonal hair loss is therefore physiological and generally lasts a few weeks**. If though, the problem is not resolved in a short time, you may be in the presence of abnormal hair loss, characterised by imbalance between hair in the losing stage (TELOGEN) and in the regrowth stage (ANAGEN) which leads to the thinning of hair. To partly counteract this anomaly on the scalp it is necessary to reactivate micro blood circulation by combining ad-hoc massages and cosmetic trichological treatments aimed at reinforcing hair bulbs in the moment of greater weakness..

THINNING

Generally accompanying hair loss, thinning is a problem on its own, **often caused by the simultaneous insurgence of several anomalies**. The accumulation of sebum, which traps dirt and pollutants, poor circulation and the presence of excessive dead cells, leads to great stress on hair bulbs on the scalp, which will then tend to prolong the quiescence stage, thus reducing oxygenation and nourishment to the hair. Gently cure the scalp which is affected by this issue, through the use of purifying shampoos and purifying, soothing and sebum regulating treatments which purify and hydrate the skin deeply for healthier hair.

SEBORRHEA

The hair becomes greasy due to a series of factors which stimulate the over production of sebum at the level of the scalp. Sebum is a natural component of the skin, which carries out a protective and strengthening function, but when produced in large quantities, it has the opposite effect, causing the insurgence of other scalp problems: itchiness, irritation and hair thinning due to lack of oxygenation in hair bulbs. The most effective treatments to fight seborrhea must not only remove the oily film gently, but also restore balance in the scalp to minimise the overproduction and the accumulation of excessive sebum, calming irritation and redness. If applied correctly, the **purifying routine is able to revitalise the hair restoring shine, softness and strength**.

DESQUAMATION

Excessive scalp desquamation, commonly called dandruff, may be caused by the invasion of a pathogen agent or a genetic condition triggered by several contingent factors such as prolonged exposure to pollution, use of products with an overly high alkaline pH, poor nutrition and a stressful pace of life, and it has highly impacting aesthetic setbacks. **All hair and scalp types can be subjected to the insurgence of dandruff**: it is very frequent and common among women and, in slightly greater numbers, in men. **Dandruff is simply the result of a very fast renewal cycle**: dead cells deposit themselves on the outer layer of the scalp, leading to the formation of scaly layers which then detach themselves.

From the aspect of the scales the type of dandruff one is affected by can be detected and the condition which gave rise to it discovered.

Thin and dry grey/white scales, falling on shoulders are typical of moderate dandruff; wide oily yellowy scales, generally stacked on the scalp are caused by a minor form of seborrheic dermatitis and are often accompanied by itchiness, irritation and redness. Psoriasis, associated to dandruff, presents itself as red areas, with annoying itchiness, where dry whitish plaques of scales remain anchored to the scalp.

In all cases, it is extremely important to cleanse the scalp carefully, using products with high anti-bacterial antiseptic and calming action so that the scalp may enjoy its natural balance

EXTRA LIFE

ENERGISING BEAUTY ROUTINE

VITIS VINIFERA MERISTEM CELLS

OLFACTORY EXPERIENCE

GREEN BOUQUET

An elixir of sophisticated freshness, debuts with sparkling notes of kumquat and mint, joined by a green rain of ivy leaves and aloe sap. The jasmine heart embraces transparent bamboo and mallow flower nuances with fruity plum accents and spicy white malabar pepper accents. An enveloping watery base, with boisè touches of lebanon cedar and Madagascar rosewood. Mate leaves and balsamic cypress balance the jus.

TOP • GREEN

mint leaves, ivy leaves, kumquat, aloe sap

HEART • FLORAL

Jasmin, plum, white pepper, bamboo leaves, mallow flower

BASE • WOODY

amber, lily of the valley

NEW ENERGY FOR SCALP AND HAIR

Energising is the beauty routine dedicated to the care of the scalp for the prevention of temporary hair loss.

This treatment aims at infusing new life into the scalp.

It frees the most outward layers from toxins and pollution residues and by stimulating blood circulation, energises the scalp invigorating it and making the hair stronger and more resistant.

KEY INGREDIENTS

97,5% INGREDIENTS OF NATURAL ORIGIN AND FROM ORGANIC AGRICULTURE

A selection of natural active ingredients with marked invigorating and stimulating properties.

3HC COMPLEX—stimulated stem cells from grape berries, bioliquefied *eruca sativa*, bioliquefied green walnut

Regenerating and energising action, helps to reduce and prevent hair loss prolonging the life cycle of hair.

ORGANIC NETTLE EXTRACT*

Astringent action. Stimulates micro blood circulation in the scalp.

COFFEE EXTRACT*, GINSENG ROOTS AND GINKGO BILOBA LEAVES*

Antioxidant, invigorating properties, stimulates hair regrowth.

LEMON RIND EXTRACT*

Astringent, energising and invigorating action.

SKULLCAP EXTRACTS, SOY AND WHEAT GERM

Stimulate cell proliferation and their metabolic activity. Protect from oxidative damage which causes cellular ageing.

*Ingredient obtained from organic farming.

*energising
anti hair loss*

FRAGILE SKIN / THINNING HAIR

DELICATE FORMULA

**ECO BIO COSMETIC
100% VEGAN**



NATURAL HAIRCARE
PREVIA

EXTRA LIFE
ENERGISING SHAMPOO
SHAMPOO ENERGIZANTE
SHAMPOING ENERGISANT

VITIS VINIFERA MERISTEM CELLS
café soluble d'origine
café soluble d'origine

250 ml / 8.45 fl.oz.

ENERGISING BEAUTY ROUTINE

SPRING / AUTUMN

ENERGISING SHAMPOO*

Deeply cleanses and stimulates the scalp, protecting the skin from environmental pollution. Provides the hair with a healthy strengthening look, and fortifying it.

/ Apply to damp hair; massage and rinse. Repeat if necessary.

[100ml, 250ml, 1000ml]

bio eco cosmetic AIAB | Vegan Quality
Nickel tested



HAIR REGROWTH TREATMENT

A remedy for weakening and thinning hair, it supplies nourishment to the bulb.

/ Apply drop by drop directly on clean scalp, covering the entire surface of the hair. Massage the scalp thoroughly to let the product be absorbed and help microcirculation in the hair. Do not rinse.

[10x3ml]

ValidQ certification | organic ingredients
vegan friendly | fragrance free



EVERY DAY

ENERGISING SHAMPOO*+ ENERGISING LEAVE-IN LOTION

Energising lotion is ideal for daily use. Invigorates and stimulates microcirculation in the scalp. Improves skin elasticity. Carries out an astringent emollient action. Refreshes and soothes the scalp.

/ Spray on the scalp at a distance of 1-2 cm and massage. Do not rinse. It can be applied to dry or wet towel-dried hair.

[100ml]

delicate formula | organic ingredients | vegan friendly



"I'm green™ Polyethylene" a bio-polymer derived from sugarcane, 100% recyclable and sustainable, that offers the same safety guarantees as the product of traditional plastic.

Each ton of Green PE produced absorbs up to 3.09 tons of CO₂ thus helping to reduce harmful greenhouse gas emissions.

sustainable choices

NEW HAIR REGROWTH TREATMENT

FOR *head-turning*
HAIR IN ONLY
A FEW WEEKS!



HAIR REGROWTH TREATMENT

WITH SKULLCAP EXTRACT, SOY AND WHEAT GERM

PROLONGS HAIR LIFE CYCLE AND PREVENTS IT FROM THINNING.

STRENGTHENS THE HAIR FROM THE ROOTS MAKING IT THICKER, STRONGER AND MORE FULL-BODIED.

VISIBLE RESULTS IN A FEW WEEKS.



PROVEN AND CERTIFIED* BY TRICHOLOGICAL TESTS FOR A 30-DAY TREATMENT

INCREASE IN THE NUMBER AND DENSITY PER SQ CMS
METABOLIC REGROWTH STIMULATION
INCREASE IN THE AVERAGE HAIR LENGTH

* Effectiveness certified by clinical studies for a 1 vial-a-day treatment of 30 days.

EXTRA LIFE
**PURIFYING
 BEAUTY ROUTINE**
 ORGANIC DANDELION EXTRACT

**SOOTHING
 TREATMENT
 FOR THE SCALP**

Purifying beauty routine is the answer to scalp anomalies such as sensitivity, hyperseborrhea, dandruff and desquamation. Purifies and normalises sebum production leaving the skin clean and elasticised. Soothes the most irritated and sensitive scalp. Ideal for counteracting dandruff, normalising sebum secretion and reducing irritations.

KEY INGREDIENTS

**97,5%
 INGREDIENTS OF NATURAL ORIGIN
 AND FROM ORGANIC AGRICULTURE**

A selection of active principles aimed at detoxifying the scalp, normalising sebum secretions and stimulating tissue regeneration in the scalp.

GREEN CLAY

Detoxifying and sebum regulating action.

TEA TREE OIL

Antiseptic and antimycotic properties. Disinfects, soothes irritation and alleviates itchiness and inflammation.

**TARAXACUM EXTRACTS*, BURDOCK ROOT*, MILK THISTLE*,
 ARTICHOKE LEAVES***

Purifying, antiborrrheic, detoxifying properties.

ERUCA SATIVA STEM CELLS, NETTLE AND WALNUT EXTRACTS

Stimulating and astringent action.

**Ingredient obtained from organic farming.*



**PURIFYING
 SCALP CLEANSER**

Detoxifies and purifies the skin improving its elasticity. Stimulates cell renewal and favours suitable oxygenation in the scalp. Restores the correct balance in skin flora.
/ Apply to dry skin and massage thoroughly. Process for 3-5 minutes. Proceed to shampoo.

[100ml]

delicate formula | organic ingredients
 vegan friendly



**PURIFYING
 SHAMPOO**

Anti-dandruff. Rebalancing, soothing. Cleanses and purifies the skin improving its elasticity. Soothes and stimulates the regeneration of cells.
/ Apply to dry or slightly damp hair; massage and rinse. Repeat if necessary.

[100ml, 250ml, 1000ml]

bio eco cosmetic AIAB
 Vegan Quality
 Nickel tested



**PURIFYING
 TREATMENT**

Contributes to good skin health, rebalancing sebum production. Hydrates the hair leaving it healthy and shiny.
/ Apply to washed and towel-dried hair. Process for 3-5 mins and rinse.

[60ml, 150ml, 1000ml]

bio eco cosmetic AIAB
 Vegan Quality
 Nickel tested



**PURIFYING
 LEAVE-IN LOTION**

Ideal for daily use. Carries out a calming and emollient action, aimed at reestablishing the intactness of the skin's hydrolipidic film. Reduces desquamations, heals itching.
/ Spray on the scalp at a distance of 1-2cm and massage. Do not rinse. It can be applied to dry or wet towel-dried hair.

[100ml]

delicate formula | organic ingredients
 vegan friendly

DELICATE FORMULA

**ECO BIO COSMETIC
 100% VEGAN**



*antidandruff
 rebalancing
 soothing*

OILY SKIN / DANDRUFF



RECYCLED PET

RPET / 100% FROM
 POST-CONSUMPTION

PET is a shatterproof lightweight material which is 100% recyclable and following a correct recovery and recycling process gives rise to rPet which maintains the same qualities as the virgin material.

Recycled PET contributes to diminishing carbon dioxide emissions in the environment and represents an ecosustainable packaging solution.

ESPERIENZA OLFATTIVA
FRESH MOOD

Close your eyes, and breathe in the beautiful fresh and floral wave, elevating you to the top of the world. The rose, queen of flowers, opens the dance with fresh delicate mandarin.

- TOP • FRESH**
 geranium, mandarin, violet, lily of the valley
- HEART • FLORAL**
 cloves, guaiac wood, Jasmin
- BASE • MARINE**
 bee wax, ylang ylang, mossy stone crop



take care of the earth
choose a sustainable
natural beauty

MADE WITH ECO-FRIENDLY PAPER

100%
POST-CONSUMER
RECYCLED
PAPER

100%
RECYCLABLE
BIODEGRADABLE

100%
RESPONSIBLY
MANAGED
FOREST



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MADE WITH LOVE IN ITALY