



NHP

NHP is the new concept of haircare that considers nature its fundamental principle. NHP is organic certified and it is not treated with toxic substances or chemical processes, so the scalp is protected, not irritated. Also NHP helps the environment, in fact all packaging is 100% recyclable and products are created using alternative forms of energy.

VITA 68 00 PERMANENT COLOUR CREAM 100 ML - 60 SHADES

Permanent hair dye Ammonia, Parabens and PPD free; it is enriched with Argan Oil and Cocoa Butter to satisfy the most sensitive scalp and to direct deep inside the hair shaft all the pigments. NHP pigments are one of the best in the market in terms of colour durability and shine; also the colouring process takes slightly longer, compared with a standard hair dye, in order to maintain the hair healthy.

The line carries 60 vibrant shades.

Packaged in a 100 ml tube.



VITA 69 55 CREME ACTIVATOR 10 VOLUMES

Highly stabilized creamy oxidizing emulsion, rich in Panthenol and conditioning ingredients. It provides a treating and protecting action both on the scalp and on the hair fibre, it helps penetration and stability of the colour allowing the best final result.

Packaged in a 1000 ml bottle.



VITA 69 19 CREME ACTIVATOR 20 VOLUMES

Highly stabilized creamy oxidizing emulsion, rich in Panthenol and conditioning ingredients. It provides a treating and protecting action both on the scalp and on the hair fibre, it helps penetration and stability of the colour allowing the best final result.

Packaged in a 1000 ml bottle.



VITA 69 20 CREME ACTIVATOR 30 VOLUMES

Highly stabilized creamy oxidizing emulsion, rich in Panthenol and conditioning ingredients. It provides a treating and protecting action both on the scalp and on the hair fibre, it helps penetration and stability of the colour allowing the best final result.

Packaged in a 1000 ml bottle.



VITA 69 21 CREME ACTIVATOR 40 VOLUMES

Highly stabilized creamy oxidizing emulsion, rich in Panthenol and conditioning ingredients. It provides a treating and protecting action both on the scalp and on the hair fibre, it helps penetration and stability of the colour allowing the best final result.

Packaged in a 1000 ml bottle.





VITA 69 01 NOURISH HAIR BATH

Gentle shampoo free of SLES, DEA, parabens and colorants, enriched with organic Argan and Macadamia oil, nourishing and restoring natural ingredients; it replenishes moisture and softness to dry, damaged and colour treated hair and provides shine and manageability. It respects and protects the hair colour.

Packaged in a 1000 ml bottle.

VITA 69 01/2 NOURISH HAIR BATH (RETAIL SIZE)

Gentle shampoo free of SLES, DEA, parabens and colorants, enriched with organic Argan and Macadamia oil, nourishing and restoring natural ingredients; it replenishes moisture and softness to dry, damaged and colour treated hair and provides shine and manageability. It respects and protects the hair colour.

Packaged in a 250 ml bottle.



VITA 69 02 NOURISH HAIR MASK

Deep and intense nourishing mask free of parabens, paraffins and colorants. It is based on organic Argan and Macadamia oil, natural, replenishing and fortifying substances. It restores the right hydrolipid balance to dry, damaged and colour treated hair which is left silky, smooth, vigorous and shiny. It tames frizzy hair and performs an effective antiradical and antioxidant action, protecting against colour fading.

Packaged in a 1000 ml jar.



VITA 69 02/3 NOURISH HAIR MASK (RETAIL SIZE)

Deep and intense nourishing mask free of parabens, paraffins and colorants. It is based on organic Argan and Macadamia oil, natural replenishing and fortifying substances. It restores the right hydro lipid balance to dry, damaged and colour treated hair which is left silky, smooth, vigorous and shiny. It tames frizzy hair and performs an effective antiradical and antioxidant action, protecting against colour fading.

Packaged in a 250 ml tube.

VITA 69 03 BEAUTIFYING ELIXIR

It is a precious fluid based on a wise blend of natural oils, like Argan, Macadamia and Sunflower. It is instantly absorbed by the hair to provide extraordinary light weight smoothness, softness and shine. Free of alcohol, parabens, PEG-PPG, mineral oils and artificial colorants, it is enriched with β -Carotene, a natural antioxidant and protective agent that performs an effective anti-aging action. Beautifying elixir is a complete wellness treatment:

- infuses deep moisture and regenerates the fibre of dry, brittle and coloured hair
- strengthens weak hair and controls coarse and untameable hair
- improves comb ability, facilitates blow-drying and provides a frizz-free finish
- protects the hair from free radicals and shields it from external aggression (Chemicals, heat, pollution, atmospheric agents).

Packaged in a 100 ml bottle.



VITA 69 04 TOP TEN

Intensive spray mask based on organic Argan and Macadamia oil, Silk proteins and Panthenol, free of parabens, paraffin and colorants. An innovative multifunctional treatment that instantly transforms all hair types by offering 10 benefits with just one step:



1. Immediately imparts vitality and a healthy looking hair;
2. Repairs and nourishes dry and damaged hair;
3. Gives discipline and eliminates frizz;
4. Disentangles and leaves the hair silky;
5. Prevents and reduces split ends;
6. Protects against heat styling damage;
7. Helps brushing and iron straightening;
8. Improves body and volume;
9. Adds extra shine and protects the colour;
10. Grants a long lasting perfect style.

Packaged in a 150 ml bottle.

VITA 69 13 SCALP DETOX

Dermo-purifying serum based on essential oils with specific sanitizing, detoxifying and soothing properties. Formulated with alpha-hydroxy acids, which carry out a soft peeling action; it removes desquamation, sebum plugs and impurities from the scalp allowing a deep cleansing. It moisturizes, oxygenates and tones the scalp stimulating cell renewal. It is ideal to prepare the scalp to receive the next treatment.

DIRECTIONS: Before shampooing the hair, apply the product uniformly to scalp and massage carefully. Leave on for a few minutes, then rinse and proceed with the NHP treatment. It is suggested to use it once a week.

Packaged in a 150 ml bottle.



VITA 69 11 PURIFYING HAIR BATH

Purifying hair bath that combines the cleansing and healing efficacy of green clay with the astringent, antiseptically and soothing properties of a specific blend of natural essential oils. Rich in active principles against seborrhoea and dandruff and B-group vitamins essential for hair health; it is ideal to use on oily and irritated scalp, even associated with dandruff and hair fall. It fortifies and nourishes the hair adding elasticity, softness and shine.

DIRECTIONS: Apply to wet hair. Massage the product into the scalp and spread throughout the hair; leave on for 3-5 minutes and then rinse well. Repeat if necessary. Complete with the best suited NHP treatment.

Packaged in a 1000 ml bottle.

VITA 69 11-2 PURIFYING HAIR BATH (RETAIL SIZE)

Purifying hair bath that combines the cleansing and healing efficacy of green clay with the astringent, antiseptically and soothing properties of a specific blend of natural essential oils. Rich in active principles against seborrhoea and dandruff and B-group vitamins essential for hair health; it is ideal to use on oily and irritated scalp, even associated with dandruff and hair fall. It fortifies and nourishes the hair adding elasticity, softness and shine.

DIRECTIONS: Apply to wet hair. Massage the product into the scalp and spread throughout the hair; leave on for 3-5 minutes and then rinse well. Repeat if necessary. Complete with the best suited NHP treatment.

Packaged in a 250 ml bottle.





VITA 69 08 SCRUB HAIR BATH

Exfoliating and purifying hair bath specific for dry and greasy dandruff. It carries out an effective anti-inflammatory, sebum-balancing, antibacterial and soothing activity. It guarantees quick and lasting results, leaving the hair soft and weightless.

DIRECTIONS: Apply to wet hair. Carefully massage the product into the scalp, leave on for 2-3 minutes and then emulsify and spread throughout the hair. Rinse well. Alternate it with NHP BALANCE Purifying hair bath. Complete the treatment with NHP Active antidandruff lotion.

Packaged in a 1000 ml bottle.

VITA 69 08-2 SCRUB BATH (RETAIL SIZE)

Exfoliating and purifying hair bath specific for dry and greasy dandruff. It carries out an effective anti-inflammatory, sebum-balancing, antibacterial and soothing activity. It guarantees quick and lasting results, leaving the hair soft and weightless.

DIRECTIONS: Apply to wet hair. Carefully massage the product into the scalp, leave on for 2-3 minutes and then emulsify and spread throughout the hair. Rinse well. Alternate it with NHP BALANCE Purifying hair bath. Complete the treatment with NHP Active antidandruff lotion.

Packaged in a 250 ml bottle.



VITA 69 10 ANTIDANDRUFF ACTIVE LOTION



Formulated to restore the scalp healthy balance and to help solve problems of dry as well as oily dandruff and scalp irritations. Rich in sanitizing and refreshing essential oils that act in synergy with sebum-modulating and antiseptic functional substances to effectively fight all the factors responsible for the disease.

DIRECTIONS: Apply to dry or towel blotted scalp. Massage gently with fingertips. Do not rinse. It is suggested to use after NHP BALANCE Purifying hair bath and NHP DANDRUFF Scrub hair bath.

Intensive treatment: 2-3 applications a week for 3-4 weeks.

Preventive and maintenance treatment: 1-2 applications a week for 5-6 weeks.

Packaged in a 100 ml bottle.

VITA 69 09 ANTIDANDRUFF ACTIVE LOTION IN AMPOULES

Formulated to restore the scalp healthy balance and to help solve problems of dry as well as oily dandruff and scalp irritations. Rich in sanitizing and refreshing essential oils that act in synergy with sebum-modulating and antiseptic functional substances to effectively fight all the factors responsible for the disease.

DIRECTIONS: Apply to dry or towel blotted scalp. Massage gently with fingertips. Do not rinse. It is suggested to use after NHP BALANCE Purifying hair bath and NHP DANDRUFF Scrub hair bath.

Intensive treatment: 2-3 applications a week for 3-4 weeks.

Preventive and maintenance treatment: 1-2 applications a week for 5-6 weeks.

Packaged in a 10 ampoules (7 ml each) box.

This packaging allows the product to be directed only to the zone of the head that requires action.



VITA 69 05 STIMULANT HAIR BATH

Treating shampoo with fortifying and preventive anti-hair loss action formulated with mild and dermo-compatible cleansing agents. It carries out a purifying and soothing function. It respects the physiological balance of hair and scalp and provides strength, health and comb ability.

DIRECTIONS: Distribute evenly into damp hair, delicately massage and leave on for 3-5 minutes. Rinse carefully and repeat if necessary. Complete the treatment with NHP Stimulant lotion.

Packaged in a 1000 ml bottle.

VITA 69 05-2 STIMULANT HAIR BATH (RETAIL SIZE)

Treating shampoo with fortifying and preventive anti-hair loss action formulated with mild and dermo-compatible cleansing agents. It carries out a purifying and soothing function. It respects the physiological balance of the scalp and of the hair and provides strength, health and comb ability.

DIRECTIONS: Distribute evenly into damp hair, delicately massage and leave on for 3-5 minutes. Rinse carefully and repeat if necessary. Complete the treatment with NHP Stimulant lotion.

Packaged in a 250 ml bottle.





VITA 69 07 STIMULANT INTENSIVE LOTION

The high concentration of toning and energizing essential oils increases the peripheral microcirculation and revitalizes the scalp. The plant stem cells carry out a restoring and renewing action on epidermis and piliferous bulb which is indispensable to fight hair loss.

DIRECTIONS: Apply to dry or towel blotted scalp. Massage gently with fingertips. Do not rinse. It is suggested to use after NHP Stimulant hair bath.

Intensive treatment: 3-4 applications a week for 3-4 weeks.

Preventive and maintenance treatment: 1-2 applications a week for 5-6 weeks.

Packaged in a 100 ml bottle.

VITA 69 06 STIMULANT INTENSIVE LOTION IN AMPOULES

The high concentration of toning and energizing essential oils increases the peripheral microcirculation and revitalizes the scalp. The plant stem cells carry out a restoring and renewing action on epidermis and piliferous bulb which is indispensable to fight hair loss.

DIRECTIONS: Apply to dry or towel blotted scalp. Massage gently with fingertips. Do not rinse. It is suggested to use after NHP Stimulant hair bath.

Intensive treatment: 3-4 applications a week for 3-4 weeks.

Preventive and maintenance treatment: 1-2 applications a week for 5-6 weeks.

Packaged in a 10 ampoules (7 ml each) box.

This packaging allows the product to be directed only to the zone of the head that requires action.





VITA 69 14 and 69 14-2 VOLUMIZING HAIR BATH

It cleanses effectively and fights the tendency of fine hair to become oily and heavy quickly and delivers long lasting volume from roots to ends. It is enriched with organic Bamboo extract and Phytoceramides that restore and strengthen the hair fibre from inside, it leaves the hair thicker, softer and more resistant. It imparts bounce and manageability, controls static electricity and gives the hair a healthy and shiny look.

Packaged in a 1000 ml and 250 ml bottle.

VITA 69 15 and 69 15-2 VOLUMIZING HAIR MASK

Organic Bamboo extract, rich in amino acids, vitamins and mineral salts, nourishes without adding weight and leaves the hair fuller and thicker; Sunflower Phytoceramides increase the cohesion of the cuticle scales improving elasticity and resistance of the hair fibre. Visible and long lasting results: hair becomes more voluminous, soft and vigorous, shiny and easier to style.

Packaged in a 1000 ml jar and 250 ml tube.



VITA 69 16 VOLUMIZING MOUSSE

Indispensable helper for styling fine hair, it gives shape and long lasting support to hairstyle, leaving the hair soft, elastic and bright. It bonds the fibre with a lightweight substantive film that prevents dehydration and protects the hair from thermal and mechanical stress as well as external agents.

Packaged in a 300 ml can.