



HAIR CARE
EXPERTS

FIRENZE
PROFESSIONAL





www.firenzeprofessional.com



TAKING HAIRCARE TO THE NEXT LEVEL

FIRENZE PROFESSIONAL



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TWO POINT FIVE

Two • Point • Five the new pH balancing treatment, helps to normalize hair's pH after applying dyes, performing progressive or permanent straightening procedures, bleaching or using other types of chemical treatments. Maintains, protects and enhances the results of all capillary procedures, and deeply nourishes and softens the capillary strand. The pH stabilizing spray closes the hair cuticle, leaving it healthier and shinier.

*This product is exclusive for professional use in beauty salons.



POST-CHEMICAL PROCESSING
CAPILLARY pH STABILIZING SPRAY





K K² KERATIN

S H A M P O O - C O N D I T I O N E R - A N T I F R I Z Z S E R U M
M A S K T R E A T M E N T - A M P O U L E





SODIUM CHLORIDE-FREE (SALT-FREE)

Hair Care professionals recommend using shampoos and conditioners rich in nutrients and free of salt after a straightening procedure or an intensive keratin treatment. Salt acts as a counterproductive agent, which promotes the persistent curling of hair and the recurrence of frizz. Keratin products, contain highly efficient conditioning agents and hydrolyzed keratin, which achieve a shiny, vital and FRIZZ FREE hair.

Keratin Mask Treatment

Mask treatment with plenty of keratin. Revitalizes from the core to outer layers, while replenishing proteins and vitamins lost due to the passing of time or excessive chemical processing.

Keratin Shampoo

Normal to Dry Hair

Its soft formula doesn't contain sodium chloride (salt), which makes easier the replacement of keratin and nutrients that the hair has lost.

Ultimate Care Keratin Shampoo

Oily to Mixed Condition Scalp

A **sulfate-free and sodium chloride-free** formula, softly protects hair. Free of chemical agents.

Keratin Intense Conditioning Complex

Keratin-based hydrating complex, which can be used after shampooing as a leave-in conditioner or as a thermal protection styling cream.

Keratin Antifrizz Serum

(Leave In)

Serum with a lightweight formula that hydrates hair, fighting frizz, keeping it soft and manageable, without weighing it down. Specially formulated for fine and frizzy hair. May be used on wet or dry hair.

Keratin Ampoule*

(Leave In)

An intensive ampoule treatment that can be left to act on hair, replenishing the keratin lost on a daily basis, leaving matchless sheen and softness. It's ideal to use after a straightening job or before ironing hair.



A M P O U L E S

R I N S E O U T

A team of the best European chemists came together to create leave-in and rinse-out ampoules that repair the structure of the hair. With their new formula and continuous use, they act from within the strand to accomplish a permanent solution to your hair's needs.

LUMINOUS

HYDRATION

This rinse out ampoule works by deeply hydrating the strand. Leaves a thin elastic film within and outside the capillary strand, which provides flexibility, elasticity and shine. It gives intense and lasting shine.



BIO-STRUCTURE

RECONSTRUCTION-NUTRITION

Bio-Structure ampoule's new rinse-out formula acts on damaged hair due to chemical and thermal processing. It repairs hair strands from the core to the cuticle. With frequent use, healthier, shinier and silkier hair is obtained.



High technology encapsulated to achieve a magical effect.

C^I C^I² C I O C C O L A T O

S H A M P O O - C O N D I T I O N E R - M A S K T R E A T M E N T

SODIUM CHLORIDE-FREE (SALT-FREE)

The main ingredient in all Cioccolato products is cocoa extract, which is one of the most effective natural antioxidants. Thus, they are an excellent choice for an anti-aging treatment of capillary structures. Its regular use stimulates blood circulation, which revitalizes hair, giving it a natural sheen, softness and volume. They also contain vitamin E that ensures maximum hydration and intense nourishment for damaged, dry or dull hair.





**"IRRESISTIBLE TO
YOUR SENSES"**

Anti-Aging Moisturizer

C O C O P O T I O N





essence of the sea

S H A M P O O - C O N D I T I O N E R - L E A V E I N C R E A M -

“ESCAPE FROM YOUR DAILY ROUTINE

AND DIVE INTO THE SECRETS OF THE TROPICS,
USING COCO POTION”

PARABEN & SODIUM CHLORIDE - FREE (SALT - FREE)

Its incredible formula enriched with Coconut Oil, increases the elasticity and shine of the strand by infusing it with repairing and anti-aging nutrients, which provide hair with needed hydration while recovering its original beauty.

This soft formula is an excellent option to care for fine, frizzy, rebellious, dyed or chemically processed hair; Leaving it stronger and more manageable.

PROTEIN SPRAY - OIL FUSION - MASK POTION





A R G A N P O T I O N

THE PERFECT 10 AMPOULE TREATMENT

ARGAN POTION PURE OIL



- 1 Anti-aging effect
- 2 Softens and conditions
- 3 Strengthens the strand
- 4 Keeps frizz under control
- 5 Provides thermal protection
- 6 Hydrates the capillary strand
- 7 Brings back natural elasticity
- 8 Seals hair split ends and their cuticle
- 9 Improves the scalp's chemical balance
- 10 Provides a healthy sheen without a greasy feeling

A R G A N O I L A M P O U L E T R E A T M E N T

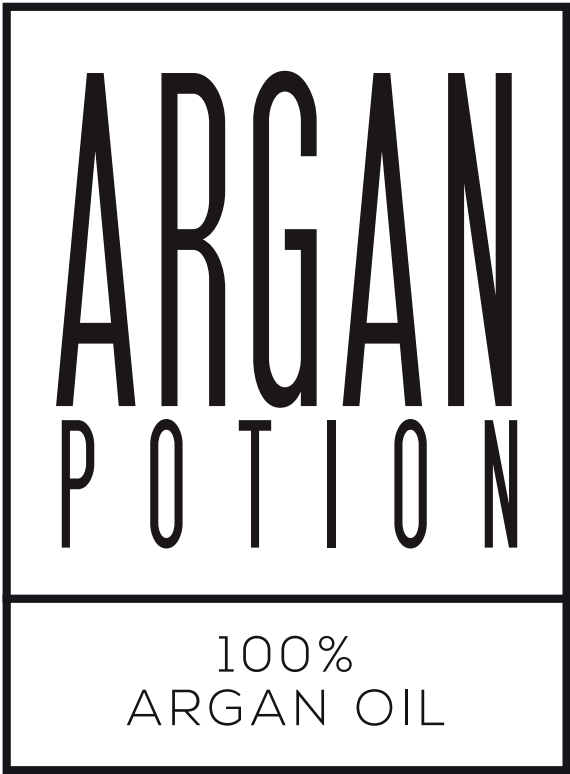




S H A M P O O - C O N D I T I O N E R - L E A V E I N C R E A M -

**“CENTURIES OF KNOWLEDGE PRODUCE A
LEGENDARY POTION, WHICH HAS BECOME THE
SOLUTION OF CURRENT HAIR CARE NEEDS”**

PARABEN & SODIUM CHLORIDE - FREE (SALT - FREE)



ARGAN POTION products are characterized by their main ingredient, Argan oil, which is extracted from the kernels of the tree “Argania spinosa”, better known as the Tree of Life.

The millenary wisdom of hair regeneration and renewal has been obtained all the way from exotic Morocco, and has been used in every Argan Potion product.

From times immemorial, Argan oil has been used as a capillary strand rejuvenator, which is why its benefits can be observed from the very beginning.

PROTEIN SPRAY - MASK POTION - PURE OIL

**"KEEPS HAIR
RESILIENT AND
ALL-PROOF"**

Deeply Restores
the Strand



R R² CUTICLE RESTORE

SHAMPOO - CONDITIONER -
MASK TREATMENT - AMPOULE *

Cuticle Restore products help repair hair and diminish loss due to breakage. They use HMA (Hair Micro Adhesive) last generation technology, which consists in nano-spheres that gradually deposit small quantities of silicones, vitamins and ceramides during the day, that keep the capillary strand healthier for a longer time. All Cuticle Restore products contain vitamin F that makes hair silkier and vitamin P that acts as an antioxidant.

* Cuticle Restore Ampoule: Doesn't require rinsing.



S² SILVER HAIR

S H A M P O O - C O N D I T I O N E R - M A S K T R E A T M E N T

SILVER HUEING FOR GRAY HAIRS

Silver Hair products have been developed using texturizing complexes with special pigments, which neutralize yellowish hues, and produce silvery and bright gray hairs.

HUEING FOR HIGHLIGHTED HAIR

Silver Hair products are recommended for controlling varying hues in highlighted hair, because it delays color oxidation and prevents them from appearing yellowish while at the same time enhancing their color.





**"HAIR THAT RADIATES A
GLAMOROUS GLOW"**

Platinum Hair



**A N T I - H A I R
L O S S**

S Y S T E M



ANTI-HAIR LOSS



SHAMPOO AND CONDITIONER

The main active ingredient for both the shampoo and conditioner is the lipidosterolic extract of the African prune (*Prunus africana*), which prevents hair thinning.

ANTI-HAIR LOSS GEL

AHL's gel is free of aggressive chemicals and alcohol-free, which allows hair to stay strong and flexible, preventing hair loss due to breakage.

ANTI-HAIR LOSS PROTEIN

The Anti-Hair Loss protein is the perfect complement for the Capillary Tonic. Protects fine hair and hair with a tendency to break, from the heat of the iron or blow-dryer.

S H A M P O O - C O N D I T I O N E R - G E L -

ANTI-HAIR LOSS is a unified system of specialized products made to scientifically treat androgenetic alopecia a common form of hair loss. Continuous use of these products helps to control and/or diminish hair loss.

ANTI - HAIR LOSS AMPOULE *

(leave in)

The Anti-Hair Loss leave-in ampoule has been specially formulated for the treatment of androgenic alopecia. Its active ingredient, Octapeptide-2, is a patented anti-hair loss peptide that stimulates components of the extra-cellular matrix such as collagen, fibronectin and elastin, which allows stronger hair strands to generate, thus stimulating hair growth.

ANTI-HAIR LOSS CAPILLARY TONIC

Anti-Hair Loss Capillary Tonic has 2% Minoxidil as its active ingredient, which helps recover capillary follicles damaged due to genetic or hormonal influences, thus stopping hair loss. It promotes the formation of new hair and stimulates its growth, providing greater volume and a healthier appearance.





F R E E D O M

SULPHATE-FREE - SALT-FREE
PARABEN FREE - WITH UV FILTER

The latest in capillary technology with essential oil extracts obtained from nature.

Freedom has been formulated with 100% natural botanical extracts like wheat protein, wheat germ oil, jojoba seed oil and provitamin B5, which revitalize hair and protect it from damaging ultraviolet rays, maintaining red hues for a longer time in dyed hair.



S H A M P O O - C O N D I T I O N E R



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EXPERTS IN:

S O F T N E S S
P E R F E C T I O N
S H I N E
R E S T O R A T I O N
C A R E



**"CURLS TAMED TO
PERFECTION"**

Defined Curls



CURL CONTROL

SHAMPOO - CONDITIONER - LEAVE IN CREAM -
CURL CONTROL OIL - MASK TRETAMENT

Curl Control products have been formulated with avocado extract and essential oils, which makes them the perfect solution for curly hair, providing a hydrated, shiny, soft, defined and frizz-free appearance.



A black and white photograph of a woman with long, straight, dark hair. She is looking upwards and to the right. The hair is very smooth and shiny. The background is plain white.

**"SPECTACULAR,
ALL DAY LONG"**

Perfectly Straight Hair

A² ABSOLUTE STRAIGHT

S H A M P O O - C O N D I T I O N E R

Absolute Straight products contain the perfect combination of volatile silicones that provide silkiness and sheen to straight hair. Silicones also make the capillary strand more resistant, by penetrating and releasing active conditioning ingredients onto the cuticle. One of their main components is wheat extract that supplies vitamin E, which nourishes and strengthens hair, achieving a perfectly straight look.



E^E EXTRA CARE

S H A M P O O - C O N D I T I O N E R - M A S K T R E A T M E N T

Extra Care products provide an optimal balance of nutrients. Amongst its main active ingredients there's hydrolyzed milk protein that supplies better nourishment for hair, while conditioning and hydrating the strand, thus reducing capillary dryness with its continuous use.





**"WISDOM OBTAINED
FROM NATURE"**

Intense Nutrition



COLOR CARE

SHAMPOO - CONDITIONER -
MASK TREATMENT - AMPOULE *

Color Care products protect the quality of color in dyed hairs because they possess solar filters that prevent damage to the capillary strand's cuticle due to exposition to UV light radiation. These products strengthen and repair hair, making the coloring last longer.

They contain Chamomile, which relieves scalp sensitivity after applying the dye, as well as Provitamin B5, which possesses virtues that bring balance to the scalp by cutting off skin fat, providing more vitality to the hair, resulting in a brighter color that lasts for a longer time.

*Color Care Ampoule: Doesn't require rinsing.





EUROCORP INT. THE HOTTEST BRANDS IN TOWN

**"LIVE YOUR LIFE
WITH COLOR"**

Longer-lasting Color





R E L A X

S H A M P O O - C O N D I T I O N E R

With a mint and eucalyptus base, Relax products provide a pleasant and relaxing experience for the senses, while also reducing fat accumulated in the scalp due to their deep cleaning properties, which leave hair soft and more manageable. Daily use is advised because of its perfect combination of natural extracts, hydrating components and cleaning properties that prevent excessive dryness of the scalp.





D DEEP CLEANING

S H A M P O O

Eucalyptus extract is a main component of Deep Cleaning's formula, which refreshes, cleans and stimulates the scalp, while reducing the fat and dirt accumulated, due to capillary processing and daily exposure to the environment.



**"PRESERVES YOUR
HAIR'S ESSENCE"**

Deep Cleaning

A^D ANTI-DANDRUFF

S H A M P O O

Developed to prevent dandruff and scalp dryness. Its main ingredient is Zinc pyrithione, which acts as an antifungal and antibacterial agent. It eliminates dandruff on hair and scalp, softens hair and leaves a pleasant aroma. It can be used daily without consequences, because of its perfectly balanced pH.



E^U EVERY DAY USE

S H A M P O O

It contains the right amount of ingredients to ensure appropriate daily maintenance for hair. Every Day Use combines rehydrating agents like aloe extract, which stimulates capillary follicles and facilitates a healthy hair growth. Its soft formula makes it an ideal product for daily use leaving hair shiny and easy to style.



**"SPECIAL CARE
FOR EVERY DAY"**

Daily Maintenance



PROTEIN SPRAY



B^{io} BIO COMPLEX

Its formula is a balanced combination of proteins and vitamins that maintain hair healthy, protecting it from harmful weather, repairing it when it's damaged by chemical processes.

T^s THERMAL PROTECTION

Ideal protection for hair from the damage caused by thermal appliances, thanks to its active ingredients, which include light-weight silicones and proteins. Its formula shields the capillary strand, nourishes the follicle, softens hair and leaves it more manageable.

K^s KERATIN

Restructures the hair strand, repairing the damage from within, while replenishing the keratin lost due to exposure to chemical processes.



COMPLETE SHEEN

S H A M P O O - C O N D I T I O N E R - M A S K T R E A T M E N T -
S H E E N D R O P S - A M P O U L E *

Complete Sheen is a product line specially formulated to provide the best possible shine to hair and natural hair extensions.

Natural hair extensions find in Complete Sheen the perfect products to keep them shiny and silky for a longer time, extending their durability. The wheat germ, shine silks and repairing silks that this line contains, create a protective film that isolates hair from humidity, reducing frizz immediately.

*Complete Sheen Ampoule: Doesn't require rinsing.





**"ILLUMINATE WITH
YOUR BEAUTY"**

I n t e n s e S h i n e

GEL & SPRAY

STRONG HOLD HAIR SPRAY

Hold Level: Strong

Keeps hairdos defined due to its extreme holding capacity, which allows any style to last longer. Leaves no residues.

STIFF HOLD SPIKING GEL

Hold Level: Strong

Excellent to style hair in elaborate and sophisticated ways. Contains high quality holding components that maintain the hair firm and shiny, leaving no residues.*

SLICK GEL

Hold Level: Medium

Because of its soft consistency, it allows to style hair in a way that prevents the hairdo to lose its shape. It maintains the final hairdo without a rigid feel, allowing curls to keep their softness and mobility, leaving no residues.*

*May be used on wet or dry hair, as well as on short hairdos.







U UNDER CONTROL LEAVE IN CREAM

Its formula with solutions and microemulsions, protects the hair from damage caused by exposure to thermal devices and processes; Conditioning it, while reducing the loss of water and nutrients. Leaves hair soft and smooth to the touch. Perfect for wavy and thick hair.*

*May be used on wet or dry hair.




L E A V E I N C R E A M



BELICE-GUATEMALA-EL SALVADOR-HONDURAS-NICARAGUA- PANAMÁ-
COSTA RICA- PUERTO RICO - JAMAICA - ARUBA - TRINIDAD Y TOBAGO-
CURACAO-HAITI-GUYANA-BERMUDA-BAHAMAS-DOMINICA-
GRANADA-SANTA LUCIA- ANTIGUA & BARBUDA-ISLAS TURCAS &
CAICOS-MARTINICA & GUADALUPE- SAN CRISTOBAL & NIEVES-
SAN VICENTE & LAS GRANADINAS - ISLAS VÍRGENES DE LOS ESTADOS
UNIDOS-REPÚBLICA DOMINICANA -ECUADOR- PERÚ- MÉXICO.

FIRENZE
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H A I R C A R E

A hair salon scene with a man and a woman. The man, wearing a dark vest over a white shirt and dark trousers, is standing and looking down at a woman seated in a hair salon chair. The woman has long dark hair and is wearing a grey patterned robe. The background is a large window showing a cityscape at night. The text "H A I R C A R E" is overlaid in the center.