



MY.ORGANICS launches MY.PURE

A professional
soothing line
for a deep green
everyday life

MY.PURE: INNOVATIVE LUMINESCINE AND LACTIL® TECHNOLOGY

The entire line is formulated with up to 98.75% natural ingredients and is enriched by the innovative technology of LUMINESCINE and the LACTIL® blend.

LUMINESCINE is the first natural active complex based on plant photoluminescence. This technology is derived from mullein flowers which absorb UV radiation, transform it and re-emit it into a new light source. LUMINESCINE, COSMOS approved (Certification for Organic and Natural Cosmetics) exploits the luminescent properties of the plant phytocomplex of flowers.

The new **MY.PURE** line formulated by **MY.ORGANICS** contains up to **98.75% of ingredients of natural origin** with the highest quality raw materials and certified organic or biodynamic ingredients.

A professional, delicate and soothing line, **VEGAN-friendly and AIAB certified**, which guarantees the adoption of a production methodology that involves the use of a low environmental impact production chain. MY.PURE deeply cleanses and leaves hair shiny and soft, perfect for frequent use.

The active complex contained in the MY.PURE formulas penetrates the hair fiber and makes the hair more radiant, shinier and healthier, protecting it from damage from the sun's rays.

The humectant solution **LACTIL®**, on the other hand, acts on the Natural Moisturizing Factor (NMF) of the scalp and hair without weighing it down.

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.

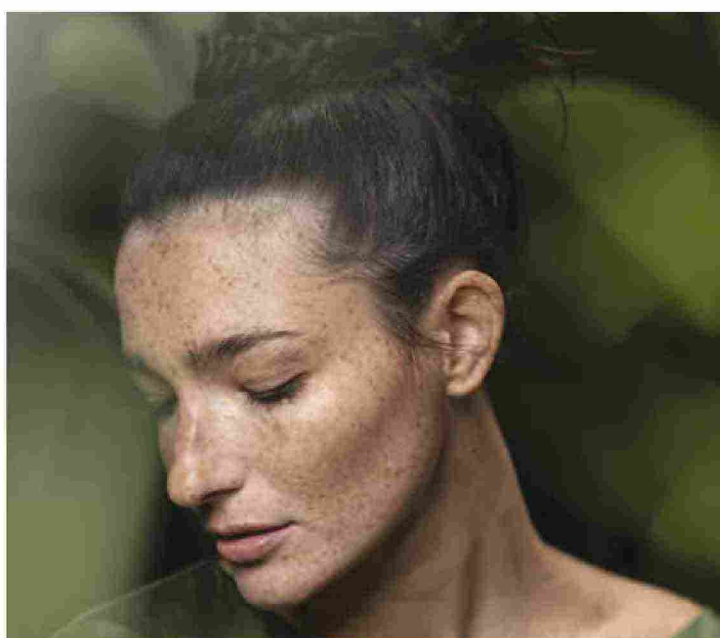
178283



MY.PURE: THE PRODUCTS

SHAMPOO with 97.5% ingredients of natural origin, for frequent use, suitable for all hair types. Pleasantly scented thanks to the essential oils of juniper, lavender and eucalyptus.

CONDITIONER with 97.9% ingredients of natural origin, delicate and moisturizing, suitable for all hair types and for frequent use. **BUTTER** with 98.75% ingredients of natural origin. Pre-shampoo pack formulated with an emulsifier based on olive oils and enriched with shea butter and cocoa butter. Moisturizes, nourishes and protects. **OIL** with 97.3% ingredients of natural origin, nourishing and restructuring, suitable for all types of scalp and hair. Thanks to Jojoba oil and apricot kernel oil, it nourishes and restructures the hair without weighing it down. **BIPHASIC** with 97.5% ingredients of natural origin. Biphasic moisturizing leave-in with polishing, detangling and anti-frizz action. Thanks to the presence of shea butter and panthenol, it nourishes the hair in depth.



Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.

178283