

MY.LUMÈ: health and beauty treatment with henna signed by MY.ORGANICS



In recent years, the needs of clients in the salon, in the field of beauty, have undergone a significant transformation: more and more clients are asking for **natural and GREEN products**, also with regard to coloring treatments, thus embracing a conscious approach that offers immediate advantages and numerous benefits for the scalp and the hair itself.

For this reason **MY.ORGANICS**, which has always specialised in producing professional products for natural and organic hair care, has formulated the new **MY.LUMÈ plant-based line: a unique colouring, health and wellness treatment for hair**.

MY.LUMÈ is the first **henna line** composed of **six reflective powders** derived from leaves, roots and flowers of various finely ground dyeing plants, which mixed only with hot water create a beneficial coloring ritual, completely natural and suitable for everyone's hair type, even the duller, finest and least voluminous ones.

The **MY.LUMÈ HERBAL POWDER range is available in 6 unique formulas**, composed exclusively of finely ground dyeing plants and carefully selected for their benefits and quality. The **Lawsonia Inermis** plant comes exclusively from **Rajasthan**, a particular state in northern India. The powder derived from this extraordinary plant makes the emulsion of MY.LUMÈ treatment

much more creamy and velvety, easy to distribute on the scalp and hair and quick to rinse.

To guarantee safety and effectiveness, all **MY.LUMÈ** powders are treated with the gamma-ray sterilization method, an **innovative guaranteed sterilization technology**. **MY.LUMÈ** products have been developed in harmony with **MY.ORGANICS'** philosophy and materialize an **effective, natural and safe solution for coloring hair**, while guaranteeing **protection for the hair fiber and scalp**. Henna also offers a wide range of shades, from the most intense shades of red, to the warm shades of mahogany, to the natural shades of chestnut, a variety of colors that adapt to different personal preferences.



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