

# EXPORT MAGAZINE

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## COLORUSH

COLLECTION

COLOR IS BEAUTY,  
INGENUITY, IMAGINATION.

*Helen Seward*  
MILANO

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On the cover: Colorush Collection,  
 by Helen Seward Milano

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**seward  
mediter**  
h a i r c a r e

**WHEN NATURAL  
BECOMES HYPER-TECH**

## **ABSOLUTE CURL TRIO**

The maintenance program for curly hair made up of three products for professional use designed as a curly routine.

**ABSOLUTE CURL SHAMPOO**

**ABSOLUTE CURL MASK** NEW SIZE

**ABSOLUTE CURL FLUID**

The KIT includes the Helen Seward special Curl Comb.

**THE CURLY ROUTINE FOR PERFECT CURLS.**



Discover more on [www.helenseward.it](http://www.helenseward.it)

*Helen Seward*  
MILANO

# SEWARD MEDITER

## WHEN NATURAL BECOMES HYPER-TECH

### ABSOLUTE CURL: THE CURLY ROUTINE FOR PERFECT CURLS

Looking after curly hair is easy with the **MEDITER ABSOLUTE CURL** line.

A few simple steps is all it takes to achieve natural, bouncy and well-defined curls.

The professional products in the MEDITER ABSOLUTE CURL line are formulated to perfectly cleanse and discipline wavy, curly and rebellious hair, restoring its combability and shine. The formulas, enriched with Activated ORGANIC Hemp Oil and ANTIFRIZZ SHIELD, hydrate the hair fibre, performing a powerful anti-frizz action and giving the hair long-lasting natural definition.



**ABSOLUTE CURL TRIO** is the maintenance program for curly hair made up of three products for professional use designed as a curly routine.

- anti-frizz disciplining action
- hydrating action with improved elasticity and quality of the hair
- perfect combability
- heat protection
- definition and hold.

The KIT includes the Helen Seward special Curl Comb:

- an antistatic wide-tooth wooden comb;
- perfect for evenly spreading the mask after shampooing;
- gently combs wet or dry hair, restoring its natural wave pattern.

# ABSOLUTE CURL TRIO



**ABSOLUTE CURL SHAMPOO**  
 ANTI-FRIZZ ELASTICIZING SHAMPOO  
 For curly and rebellious hair with Activated Organic Hemp Oil + ANTIFRIZZ SHIELD.  
 Cleansing for curly, unruly hair, eliminating all impurities: anti-frizz taming action, enhances the curl and restores vigour, tone and elasticity.  
 92.5% natural-origin ingredients  
 SULFATE FREE - EASY RINSE SYSTEM

**NEW SIZE**



**ABSOLUTE CURL FLUID**  
 STYLING ANTI-FRIZZ FLUID  
 For curly and rebellious hair with Activated Organic Hemp Oil + ANTIFRIZZ SHIELD.  
 Elasticizing modelling fluid defines the curl with a powerful taming action, eliminating the frizz effect. Guarantees flexible hold with long-term styling control and protection from humidity. 93% natural-origin ingredients

**ABSOLUTE CURL MASK**  
 ANTI-FRIZZ ELASTICIZING MASK  
 For curly and rebellious hair with Activated Organic Hemp Oil + AN-TIFRIZZ SHIELD.  
 With a powerful taming action, it helps to restore elasticity to curly hair, eliminating the anti-frizz effect, making it much easier to detangle hair and restoring shine.  
 91% natural-origin ingredients



**A PERFECT COMBINATION OF INGREDIENTS OF NATURAL ORIGIN FOR THE PROFESSIONAL TREATMENT OF CURLY HAIR.**