



PURITY DESIGN
MASTERPIECE

ozone+
complex™





PHILOSOPHY

Italy is, and always has been, home of beauty, art and talent. Cradle of artists who, by their works, were able to give to our country a fundamental role in the definition of "masterpiece".

Beauty cannot be conceived without a contribution of the artist's creative talent. It would be like having a masterpiece forgotten in a drawer. "Purity Design Masterpiece" provides hairstylists, true artists of style, with all the tools necessary to create authentic works of art.

The hairstylist is a beauty creator, an artist that, with Purity Design Masterpiece, has the ideal tools for creating his masterpiece: an unmistakable and unique style.

Itely Hairfashion style is the result of a careful selection of knowledge that, respecting the great tradition of our country, can only give extraordinary outcomes.

Which ones? Sculpted, shaped, brilliant looks... True masterpieces, made in Italy.

MADE IN ITALY

Made in Italy holds a standard all its own for premium quality and unparalleled performance. Consumers around the world recognize Italy for excellence in craftsmanship.

The extensive craftsmanship found in our products comes from passion, close attention to detail and imagination, which is reflected in everything we create. Focusing on innovation, design and above all - quality, is a major force for Itely Hairfashion.

All this is accomplished without ever sacrificing a unique style and trends around the globe.

We proudly exhibit the Italian colors in our logo, it is an incentive to always give the best and to leave nothing to chance. We could do without everything, but we could never do without being made in Italy.



ozone+
complex™

TECHNOLOGY

Purity Design Masterpiece is enhanced with the innovative OZONE + COMPLEX™
High performance polymers mixed in a new technologically advanced complex that coats the hair fiber and protects it from heat, damage from tools and atmospheric agents including smog, moisture and UV rays.

OZONE + COMPLEX™

A special complex made by 4 active ingredients that combine the performance with:

- Anti-pollution action
- UV filter
- Cosmetic color protection
- Intense hydration

ozone+
complex™

SENSATIONS

Experience enchanting and engaging textured scents of soft floral and aquatic fragrances. Lively and energizing notes blend perfectly with the clean-cut and rebel styles.

INGREDIENTS

Moringa Seeds Micro Proteins: shield against air pollution and prevent micro-particles deposits from the external environment.

BioMimetic Phyto-Ceramids: extracted from sunflowers seeds, they effectively protect from cosmetic color fading and wrap the hair shaft with a protective film, promoting cohesion of cuticles.

Phyto-filtre: photo-protective active ingredients derived from bitter orange & baobab. Characterized by absorption spectrum in UV-A and UV-B area and mixed with (anti-free radicals) flavonoids: protecting the hair shaft against premature aging.

Erydrate: a natural sugar containing an extraordinary moisturizing power with a low molecular weight blends easily with the hair fiber providing a natural "silky feel". Defends from flaking and prevents frizz.



**MORINGA SEEDS
MICRO PROTEINS**



**BIOMETRIC
PHYTO-CERAMIDS**



PHYTO-FILTRE



ERYDRATE

SCULPT





SCULPTING ECO HAIR SPRAY

Extra strong hold ecological hairspray. Adds volume to the roots & body and structure to the lengths, without stiffening the hair. Perfect to create long-lasting decisive looks. Easy to remove, does not leave residue.



MODELING ECO HAIR SPRAY

Ecological firm hold hairspray. Dries quickly without leaving residue. Adds volume even to the finest hair without weighing it down. Protects from humidity and fixes by adding softness and satin finish.



SCULPTING MOUSSE

Extra strong hold mousse for 24-hour creative looks. Adds volume even to the finest hair without making it greasy or sticky. Does not leave residue and brushes out easily.



SCULPTING HAIRSPRAY

Extra strong hairspray. Perfect for extreme styles designed to last, it keeps volume and texture unchanged. Micronized spray for a uniform application. Does not leave residue and brushes out easily.



MODELING HAIRSPRAY

Volumizing firm hold hairspray. Captures and fixes styling without stiffening or making it wet. Protects from humidity and environmental damage. Shaping polymers provide flexible hold without weighing the hair down. Does not leave residue and brushes out easily.



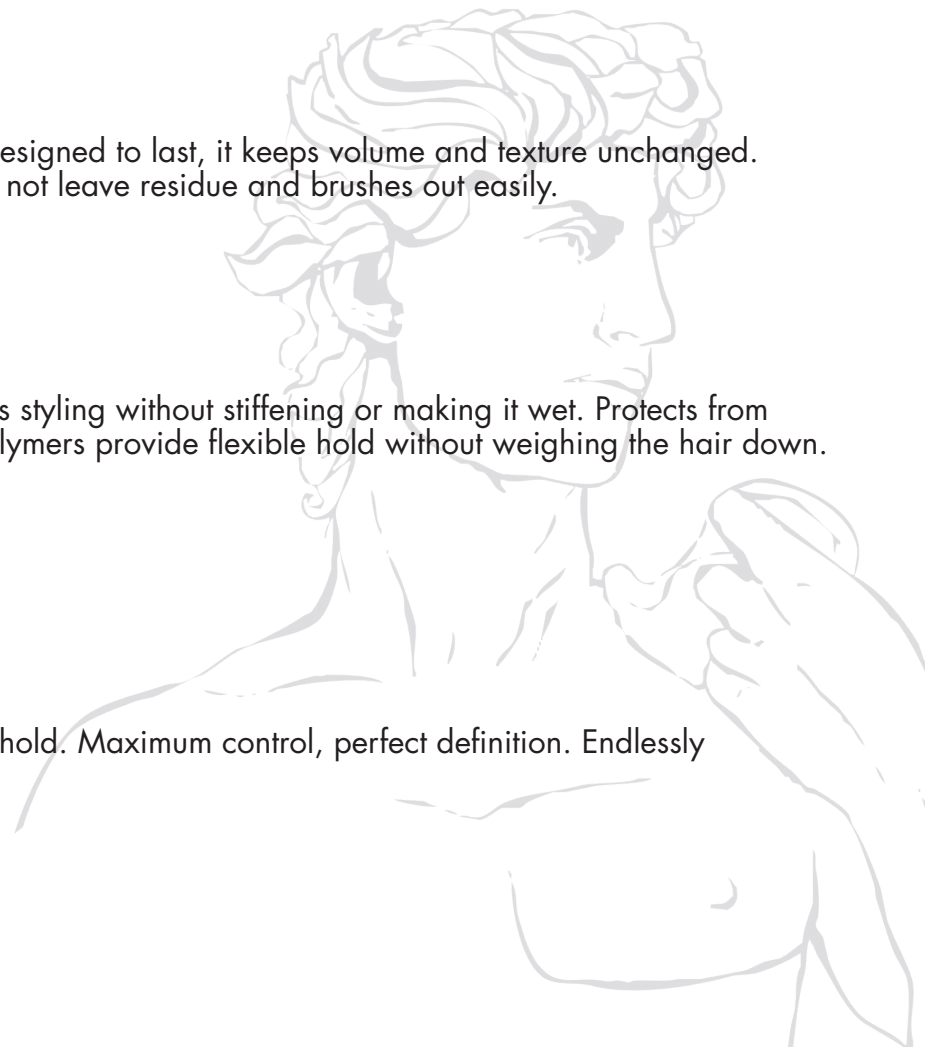
GRIP GEL

Creates a particularly bold look with extra strong hold. Maximum control, perfect definition. Endlessly re-shapable. Residue free.



SCULPTING MATT WAX

Extra strong sculpting wax with a matt finish.





TEXTURE



TEXTURE UP

Medium hold volumizing texturizer. Ideal for voluminous but natural looks. Adds volume to the roots and body to the lengths without weighing the hair down for a “zero gravity” effect. Does not leave residue.



OCEAN MIST

Matt finish hold spray for a perfect “beach finish” with soft and defined waves, naturally ruffled. Thanks to its mineral salts concentration and to its Ozone Plus Complex, helps to preserve the hydrolipid hair level.



HANDS ON CLAY

This modeling paste with ventilated green clay defines and models every single strand. Ideal to create long-lasting looks. Does not dry hair.



MODELING MOUSSE

Modeling mousse that defines without weighing hair down or leaving residue. Ideal for a soft look with plenty of volume. Perfect to enhance curls, with its anti-static effect it eliminates frizz. The film-coating agents protect and give softness and flexibility. Easy brushing and modeling.



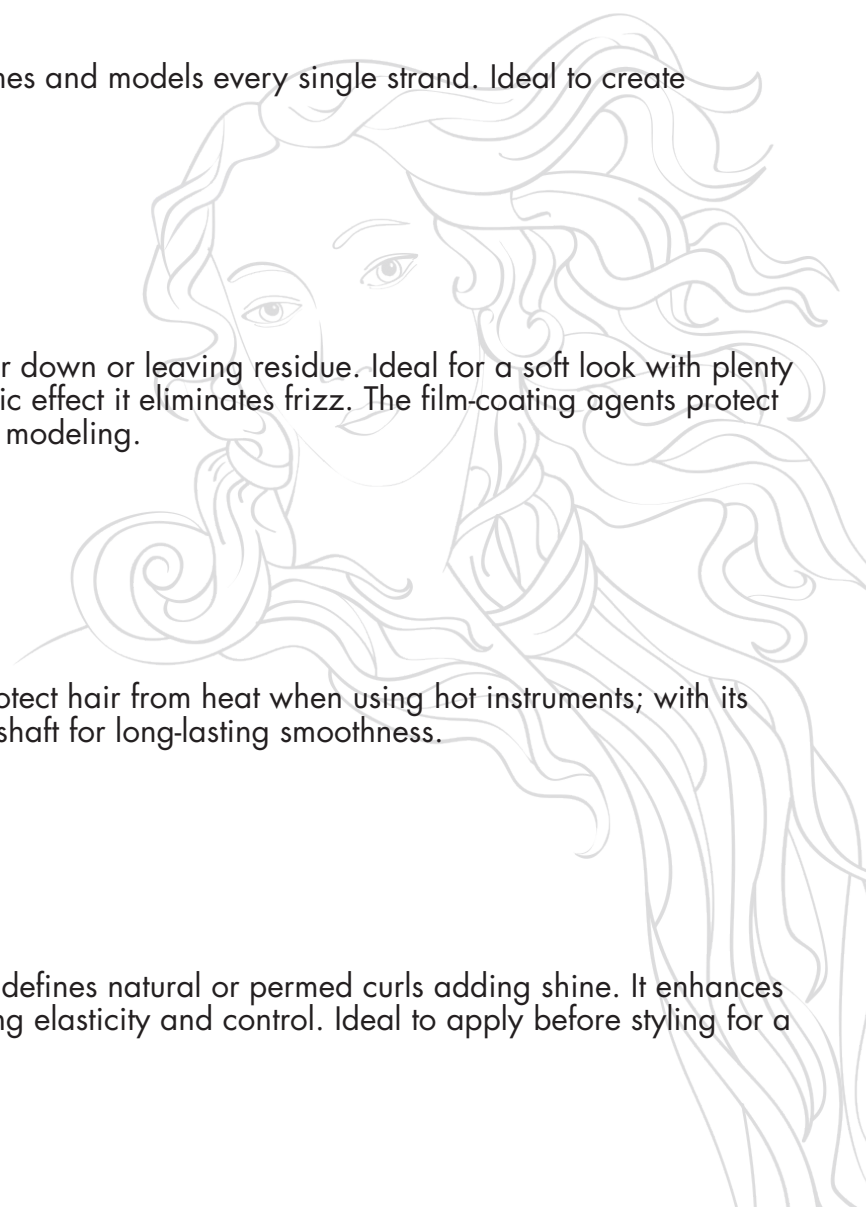
THERMOSHIELD

Disciplining and heat protective formula ideal to protect hair from heat when using hot instruments; with its anti-frizz effect it nourishes the hair from within the shaft for long-lasting smoothness.



CONTOUR GLAZE

Glossy fluid for light fixing with anti-frizz effect that defines natural or permed curls adding shine. It enhances individual curls without weighing them down, adding elasticity and control. Ideal to apply before styling for a natural soft look.





GLOSS



SLEEK POMADE

Ringing technology for this shining, modeling and protecting paste. Medium hold, gloss finish, ideal for styling with a retro inspiration as well as natural looks.



DIAMOND DROPS

Extra shine drops that glide over hair enveloping it in a strong film that protects it from humidity & environmental factors, giving it lightness, combability and an extraordinary silky effect. Improve the appearance of split ends, immediately closing the cuticles. Ideal for a gloss finish.



PURITY DESIGN MASTERPIECE

ozone+
complex™



250 Ohio River Blvd. P.O. Box 162
Baden, PA 15005 1-800-621-4859
www.itylyhairfashion.us



ISO 9001
BUREAU VERITAS
Certification



ISO 22716
BUREAU VERITAS
Certification



PURITY DESIGN MASTERPIECE
BROCHURE ITEM# 5045