

Liding Life

FREQUENCE SHAMPOO (Shampoo for frequent washing) - Hydrating shampoo for the daily cleansing of all hair types and the body.

FREQUENCE TREATMENT (Multi-function treatment) – Conditioning, rinse-out treatment recommended for use after washing with Frequence Shampoo.

DEFRIZZ SHAMPOO (Anti-frizz shampoo) – Gently cleanses, rebalancing the layers of the hair and leaving it easy to comb, supple and lustrous.

DEFRIZZ MASQUE (Anti-frizz mask) – Intensive treatment for dry, curly, frizzy and straightened hair.

DEFRIZZ 2 PHASE (Nourishment for dry, electrified and fine hair) – Two-phase, highly-restorative leave-in treatment.

EXTRA DEFRIZZ 2 PHASE (Detangler for dry, electrified and fine hair) – Dual-phase, no rinse treatment with excellent detangling power.

REPHAIR SHAMPOO (Rebuilding shampoo) – Gently cleanses damaged hair while rebuilding it from the inside out.

THERMO-REPHAIR MASQUE (Internal rebuilding thermal mask for heavily damaged hair) – Thanks to the heat that is created when this product comes into contact with water, it restores, smoothes and makes hair lustrous in a very short period of time.

REPHAIR LOTION (Internal rebuilding rinse-out lotion for damaged hair) – It reinvigorates the hair fiber without weighing it down, giving a spectacular level of softness from the roots to the tips.

REPHAIR SPRAY (No-rinse external rebuilding spray for weakened hair) – When sprayed onto damp hair, it creates a restorative heat that protects hair while volumizing and preparing for heat treatments.

BODY MAX SHAMPOO (Volumizing shampoo) – Formulated to transform fine hair, making it vital and lustrous.

BODY MAX FOAM (Rinse-out volumizing foam) – A soft, conditioning and volumizing foam for fine and fragile hair.

BODY MAX CREAM (No-rinse volumizing cream) – Comprehensive volumizing treatment for fine and fragile hair.

POLY VITAL SHAMPOO (Hair loss prevention shampoo) Cleanses and stimulates the hair and scalp.

POLY VITAL LOTION (Hair loss prevention lotion) This vial treatment is recommended for hair that is subject to premature or excessively heavy hair loss.

EMERGY F SHAMPOO (Dandruff prevention shampoo) – Cleanses gently, completely removing flakes and dandruff residue.

EMERGY F LOTION (Dandruff prevention lotion) – Treatment that reduces dandruff and associated irritations.

PURITY SHAMPOO (Shampoo for greasy hair prevention) – Gently cleanses and hydrates the hair and scalp while refreshing and revitalizing.

KROMER SAVER SHAMPOO (Colour protection shampoo) – Gently cleanses, keeping color stable, longer.

KROMER SAVER BALM (Colour protecting conditioner) – True neutral coloring treatment that prolongs the luster of color treated hair deeply nourishing from root to tip.



Liding Style

CONTROL GEL – provides strong, firm hold for a variety of styles when applied to wet hair.

CONTROL WET – a styling aid that adds volume and control when applied to wet hair.

CONTROL MOUSSE – adds unparalleled volume and control when applied to wet hair.

CONTROL LIS – ideal for achieving long-lasting straightening in curly, wavy or frizzy hair.

CONTROL CURL – accentuates waves, removes frizziness, nourishes and provides elasticity and strength to wavy, curly and straight hair.

CONTROL ROOT – provides extraordinary volume from the root and soft, natural control.

FINISHING ECO – shine-boosting hair spray with medium hold that leaves no residue.

FINISHING ECO STRONG – shine-boosting hair spray with decisive hold for strong styles with no residue. Dries quickly.

FINISHING NET – directional, shine-boosting hair spray that forms a shiny and transparent film, guaranteeing an instant hold.

HOT GLOSS – long lasting thermal spray that provides a straight, tame effect. Used with a flat iron, it smoothes the hair fiber for silky, shiny results and withstands heat and humidity.

HOT VOLUME – an active thermal spray for an ultra light, shiny and static free effect.

HOT NUTRITION – a protective straightening spray that nourishes and repairs. Use on damp hair and style with a blow dryer or flat iron to prepare hair for styling.

SCULPTING GEL – ideal for all hair types, providing strong hold and a brilliant wet look.

SCULPTING MOUSSE – volumizing, shine-boosting mousse that provides flexible hold and adds body without weighing down hair.

SCULPTING SPRAY – shine boosting spray that provides super strong hold without leaving residue.

SCULPTING WAX – medium consistency that sculpts, boosts and supports the most defined styles with a firm hold.



Villa Lodola

SERICUM SHAMPOO – is designed to gently cleanse dry or damaged hair.

SERICUM CONDITIONER – is designed specifically to infuse dry or damaged hair with nourishing moisture and strength.

QUOTIDIE SHAMPOO – is gentle and nondrying on hair that is frequently washed.

QUOTIDIE CONDITIONER – hydrates frequently washed hair without weighing it down.

VIS SHAMPOO – is a gentle cleanser that imparts strength and vitality to fine, limp or lifeless hair.

VIS LOTION – is a hydrating, strengthening formula that imparts strength and vitality to fine, limp or lifeless hair.

REMEDIUM SEBI ARGILLA – white clay, organic willow and silver birch extract to wash and treat scalps with excessive sebaceous secretion which leads to dandruff and itching. Stimulates micro-circulation of the skin.

CUTIS SANA ARGILLA – eco-bio cleansing treatment to gently wash and treat sensitive, irritated skin subject to excessive flaking.



Professional Only

Please make sure when using professional products to follow instructions for proper usage.

Actyva Coloro Color- an innovative coloring concept based on the Actyva philosophy, which values attention to detail, natural formulas, and a play of scents and colors to satisfy the beauty and wellness needs of customers. Each series is different with a different delightfully fruity scent and cream color with Restructuring, hydrating and shine enhancing complexes. Every nuance is associated with 3 different active complexes that work in synergy:

Protamin Plus Complex- amino acids and proteins that restructure hair in depth.

Hydrating Complex- panthenol, which hydrates and makes hair uniformly porous.

Shine Complex- UV filters that protect hair and give it a brilliant sheen.

The PPD free formula contains Alpha-bisabolol, a chamomile extract that has soothing, anti-inflammatory, and anti-irritant properties.



YO Coloring- Yogurt based color PPD & Ammonia Free

Yo coloring is the new, innovative hair color line from Kemon research laboratories that dedicates special attention to the naturalness of the formula and comfort during application.

Therapeutic with yogurt extract- the lactose contained in yoghurt has hydrating, nourishing, protecting, anti-oxidant and restoring properties and helps keep hair strong and healthy.

Ammonia-Free: Maximum coloring without using ammonia to eliminate unpleasant odors and reduce hair swelling to a minimum. One color, 3 options. 21 nuances that cover grey hair without having to add to the base and 3 nuances perfect blonde, for bleached or streaked hair, which make it possible to tone lightened hair without altering the natural base.



Kroma-Life- Treatment that nourishes and colours in one step. An innovative, easy-to-use product that in just **3 minutes** gives hair extreme brilliance, deep nourishment, reflective color intensity, color protection and long lasting results over time. All of this is made possible thanks to innovative **KNE (Kroma Nourishair Enhancer)**, a complex of conditioning and colouring agents that hydrates the structure and revives the colour.



Ritual Color- RITUAL COLOR: MAKE THE MOST OF YOUR COLOURS.

The colour ritual that transforms your usual gestures into gestures of pure well-being, increasing the duration and shine of your colours up to 40%.

STAIN-FIGHTING BARRIER CREAM - FUNCTION: protect the epidermis and shields the skin surface from pigment deposits.

SOOTHING COLOUR AND BLEACHING LOTION - FUNCTION: prepare the skin, protecting sensitive skin. Recommended for sensitive skin, to prevent redness and itching.

SKIN STAIN REMOVER - FUNCTION: eliminate undesired residues, gently removing colour stains.

NORMALIZING SHAMPOO - FUNCTION: stabilize the result, gently eliminating the residues of the applied colour mixture.

POROSITY EQUALIZER - FUNCTION: prepare the hair, making the porosity of the hair fibre and its ability to receive colour uniform. Acts selectively on the hair's most sensitised areas prior to the colouring and bleaching processes. Makes the hair structure homogeneous and the absorption of the colour/bleach mixture uniform.

COLOUR SEALER SPRAY (RINSE-OUT) - FUNCTION: seal the result, closing the hair scales, "trapping" the colour molecules.



Kromaklin- Colour cleaner for oxidation colours.

Easy-to-use, practical and reliable, Kromaklin eliminates cosmetic oxidation colour from hair. It reduces the artificial pigments of the colour without damaging the natural pigments and is the perfect tool for eliminating colour without damaging the hair structure.



Lunex Light + Powder Bleach - Its ingredients work in synergy with the colour, developing and brightening the highlights. The gentle lightening action leaves hair shiny, soft and manageable.

LUNEX LIGHT 1 (90 ml.) Multi-action treatment with coconut amides.

LUNEX LIGHT 2 (180 ml.) Cosmetic developer with emulsifiers and waxes.



Lunex Decap Super Vegetable oil based bleach in compact powder with blue pigment. Great lightening power, odorless, easy to mix and use, non-volatile, does not swell, does not get chalky.



Lunex Ultra- Super lightening cream with chamomile extract, emollients, blue pigment, mix of vegetable oils. Lightens up to 7 levels, gentle on skin and hair, reduced ammonia fumes, suited for all techniques, pleasant fruity scent.



Straight & Wave- Straightening effect/Supporting effect without ammonia
120/120 ml Ammonia-free straightening cream that makes it possible to make curly or wavy hair straight while leaving it soft and shiny. Straight & Wave is also excellent for giving support to the roots. Due to its unique formula, excellent results can be achieved both with natural hair and hair that has been permed, colour-treated or streaked up to 40%. The package contains straightening cream (step 1) and neutralizer (step 2).



ColorOut- System for total or partial removal of artificial colour

120 ml Dual-phase system for total or partial removal of artificial colour, be it tone-on-tone, oxidation, or home colouring products. The SHMSA acts only at the level of the artificial pigment and does not affect the natural pigment or structure of the hair. The emollient ingredients protect and nourish the hair during the service, leaving it soft to the touch and well conditioned. The action of the reducer is very safe, so the service can be repeated many times.

