



NATURAL WE LIKE IT



Mission

Raw materials carefully selected

We control the origin of our raw materials and favor organically certified active ingredients.

We offer organic ingredients such as phyto extracts and plant oils to ensure high quality in professional salons and to satisfy even the most demanding clients.

Botanical science, 100% plant-based high-performance formulas without synthetic ingredients, silicones or parabens.

We use wind and geothermal energy from Pontedera and Lardarello in Tuscany to produce cosmetics with low CO2 emissions.

Conscious packaging and eco-design.

We attach great importance to the selection of our primary packaging - in line with our green philosophy.

We only use bottles and tubes from environmentally friendly sources, including recycled materials such as PCR (post-consumer recycling) and 100% plant-based raw materials such as sugar cane. Packaging that significantly reduces Co2 emissions during the production phase.

 **naturalmente**



Our natural treatments

We are naturally botanical products

Inspired by the plant world, we are committed to revealing the valuable properties and benefits of nature - with respect and the aim of preserving them.

The plant extracts in our products cleanse and repair gently and carefully without attacking the hair fiber. With every treatment, the customer's well-being and results take center stage.

The first phase of the treatment begins in the salon, Specialized professionals, who are always up to date thanks to our academy, use the latest techniques and products with selected functional active ingredients to achieve immediate results.

The treatment is then continued at home for a customized beauty routine. Like a tailor-made suit, our resale products fulfil all hair needs.

For 20 years, we have been translating our vision of beauty and well-being into 100% natural and high-performance products.





Botanic Haircare

All our products are crafted from carefully selected botanical ingredients, sourced from renewable and sustainable origins.

Our formulas, designed for hair care and beauty, combine exceptional purity with organic and biodynamic principles to deliver visibly satisfying results.

With a diverse and comprehensive range, we offer solutions for every need—from nourishment and repair to protection and definition—ensuring hair that is healthy, strong, and naturally radiant.

Botanic Skincare

Effective, natural, sustainable. Our innovative formulations meet the needs of those who seek the best while respecting the skin, the body, and the environment.

Crafted with pure ingredients and free from harmful substances, they are designed to minimize environmental impact through recyclable packaging and sustainable raw materials. Created for those who live unfiltered, they enhance authentic, natural beauty..



Our natural treatments

*Services and salon treatments.
Each treatment is individually tailored to the needs of the hair
for a customized care experience.*

WELL-BEING

The Suite

The innovative relaxation ritual with essential oils.

Immerse yourself in a unique experience inspired by Ayurvedic tradition, where body and mind unite in a holistic ritual that stimulates the senses and renews your beauty.

The three sessions are designed to breathe new life into the skin, hair and face.

A product line with 100 % plant-based, functional active ingredients for immediate results.

The treatment consists of three sessions:
Cleansing and care - deep detox and aromatherapy.

Oxygenation and nourishment - Hair Oiling to breathe new life into the scalp and hair.

Balancing and regeneration - Shirodara to promote psycho-physical balance and rapid regeneration of the hair structure, restoring the well-being of the scalp.

TREATMENTS

InBloom

Regenerating and detox care range - developed to reduce skin irritation and revitalize damaged hair fibers.

Just as strong and lush flowers grow from a balanced and nutrient-rich soil, only a healthy scalp can produce full and beautiful hair.

InBloom by Naturalmente has been specially developed to thoroughly cleanse problematic scalps, stimulate cell renewal and restore the skin's natural respiration. At the same time, it strengthens and regenerates the lengths of weakened or damaged hair.

Fortify + Revitalising

Combats hair breakage and hair loss, regenerates the scalp and stimulates hair growth. The 100 % natural revitalizing treatment strengthens the hair structure and promotes hair growth. It counteracts the ageing of the hair follicles, supports the cell renewal of the scalp and protects it from harmful environmental influences. For full, healthy hair - with oleuropein and glutathione.

Organic Hair Teraphy OHT

Repairs damaged and frizzy hair, penetrates deep into the hair structure. Thanks to its



formula, it strengthens the hair shaft and also strengthens brittle hair.

A unique professional hair care product with a botanical base. The synergy of amino acids from plant sources repairs damaged hair and gives fine hair volume and fullness.

With plant keratin based on soya, wheat and arginine amino acids, it revitalizes the hair and gives it new strength and natural shine. A high-performance product line for professional use that can also be used at home.

COSMETICS

Nature Inside

A range of botanical and sensory treatments that deliver immediate results in terms of shine and beauty for hair and scalp. The right combination of Nature Inside products enables a complete and effective experience with every application, both in the salon and at home. Nature Inside offers moments of complete natural cosmetics: it moisturizes, nourishes, gives volume and cleanses. With its dynamic effect, it restores shine to the hair and refreshes the scalp.

Styling & Finishing

A product line developed as a versatile fixing and protection system to achieve excellent results in the hairdressing salon while

providing clients with basic protection during blow-drying at home.

In line with our philosophy, the products contain environmentally friendly fixatives, gentle oils and 100% natural raw materials from organically grown plants and flowers.

A product range that fulfils all hair needs and styling desires, with professional advice for a fashionable and high-quality result without leaving residue or weighing down the scalp and hair.

SunCare

A treatment that begins in the salon, continues on the beach and ends with an evening shower. SunCare is an EcoSun Pass-certified line, one of the most important awards for the environmental compatibility of sun protection products. It not only protects, but also contributes to the protection of the oceans, which are polluted every year with harmful and invasive sunscreen filters that damage our ecosystem.

The complete range also includes products for the home that have been specially developed for hair and body to protect, care for and maintain our beauty. All products are rich in high-quality plant-based ingredients and vitamins.

COLOUR

Opaque, brightening, tinting, reflective. For professional hairstylists who want to offer their clients different and profound sensations, we have created BENESSERE COLORE - a lifestyle and a working method that creates an experience that transforms “color” into respect for the hair and scalp, creating an explosion of shine and beauty.

All our products are plant-based: that is our philosophy. To replace conventional formulas based on paraffin, synthetic fragrances, aggressive surfactants and petrochemical alkalis, we have developed two types of ammonia-free hair color rich in plant-based amino acids, oils and aromas:

Creamy Color: this line was born out of the need to offer the purest traditional hair color possible. Our research has resulted in a color formula that meets the color requirements of traditional cream hair dyes.

Ton Color:

Ton Color: is the Naturalmente gel hair color that covers 100% of grey hair. It offers a more vibrant shade with a vegetable base enriched with jojoba oil, oleic acid, castor oil, orange essence and lauramidopropyl betaine (organic surfactant).

The Color Service includes Decoshine and Decowhite and 4 WELLNESS COLOR treatments. The color service includes Decoshine and Decowhite and 4 WELLNESS COLOR treatments • Day Treatment • Refreshing Treatment • Extreme Treatment • Home Therapy Treatment

Color Plant Flower

A plant-based hair color that is an alternative to traditional oxidative hair dyes. 22 carefully selected plants from all over the world produce shades that meet all the needs of those who want a natural and long-lasting color without sacrificing intense and long-lasting shades and reflections. The power of the colouring plants, in particular Lawsonia Inermis, better known as the henna plant, strengthens the hair structure and allows the hair to shine in all its beauty.