

MEET THE NEXT GENERATION:

ESSENTIAL HAIRCARE

LEARN MORE ABOUT ITS NEW ADDITIONS



MOMO/ serum

Deeply moisturizing yet lightweight serum specifically formulated for dry or dehydrated hair.

- Heat protection up to 230°C (446°F)
- Promotes a long-lasting hairstyle without weighing the hair down
- Up to 3.4 times shinier hair after one use*
- Up to 8.2 times more hydrated hair**

*Instrumental test on hair strands, gloss measurement vs. untreated hair.
**Instrumental test on hair strands vs. untreated hair



MINU/ milk

Illuminating and protective leave-in treatment for colour-treated hair.

- Heat protection up to 230°C (446°F)
- Protects colour from fading after UV exposure*
- Up to 6.6 times shinier hair**

*Instrumental test on colour-treated hair strands. Statistically significant reduction in colour change after UV exposure when using MINU/ milk vs. untreated hair.
**Instrumental test, hair shine increase, hair strands treated with MINU/ milk vs. untreated hair.



NOUNOU/ oil

Nourishing, repairing oil specially formulated for processed and brittle hair.

- Heat protection up to 230°C (446°F)
- Up to 12.9 times shinier hair after one use*
- Up to 5.1 times stronger hair after one use*

*Instrumental test on hair strands vs. untreated hair.



LOVE SMOOTHING/ serum

Hydrating smoothing serum that delivers long-lasting frizz protection with light control.

- Heat protection up to 230°C (446°F)
- Up to 72 hours (3 days) of frizz control*

*Laboratory evaluation under high-humidity conditions: hair strands treated with LOVE SMOOTHING/ serum vs. untreated hair.



LOVE CURL/ enhancing milk

Lightweight, curl-enhancing milk that helps prevent breakage and controls frizz, while hydrating the hair for improved softness and manageability.

- Heat protection up to 230°C (446°F)



LOVE SMOOTHING/ lightweight milk

Lightweight smoothing milk that delivers a silky finish while enhancing natural shine.

- Heat protection up to 230°C (446°F)
- Up to 72 hours (3 days) of frizz control*

*Laboratory evaluation under high-humidity conditions: hair strands treated with LOVE SMOOTHING/ lightweight milk vs. untreated hair.



LOVE CURL/ co-wash

A gentle, low-lather curl-enhancing cleansing conditioner. It gently purifies hair and scalp without stripping natural moisture.

It helps control frizz, leaves hair silky-soft, shiny and easy to manage, maintaining natural curls' bounce and hydration.



MELU/ serum

Anti-breakage serum formulated to improve the appearance of split ends, helping to visibly smooth and seal them for a healthier, more polished finish.

- Visibly reduces split ends by 32.5% after just one use*

*Clinically tested on 20 volunteers.



VOLU/ conditioner

Fast weightless volumizing conditioner that effortlessly detangles without weighing hair down, helping to restore softness and enhance natural body.

Infused with lightweight conditioning agents, it boosts shine, improves hair texture and leaves hair feeling silky, airy and full of movement.



SU/ hair & body oil

Nourishing multitasking oil that hydrates sun-exposed hair and skin. It provides UV protection for the hair* while leaving skin soft, silky and radiant.

The lightweight formula absorbs quickly into the skin, restoring moisture and enhancing natural glow without feeling greasy.

*This product does not contain SPF for the skin.