

AMETHYSTE

professional haircare



BIOMIMETIC MOLECULAR REPAIR



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AMETHYSTE by Farmavita represents a new frontier in beauty. High-performance innovative formulas and sensory textures blend to define a new standard of excellence and regeneration. Today, the range is enhanced with a new, exclusive hair reconstruction treatment:

BIOMIMETIC MOLECULAR REPAIR LEAVE-IN SERUM

An innovation previously unreachable with existing technologies.

A powerful new complex works in perfect synergy with an innovative patent pending technology:

BIOMIMETIC TRI-PEPTIDE COMPLEX: biotechnology that rebuilds hair.
PROGLOSS TECH: the shine revolution inspired by lip-gloss.

DON'T MASK THE DAMAGE, REPAIR IT!

INNOVATION HIGHLIGHTS

- **BIOMIMETIC TRI-PEPTIDE COMPLEX: THE EVOLUTION OF HAIR REPAIR.**

- / **Biomimetic power:** unlike traditional proteins based on animal or vegetable sources, our complex is hair-identical keratin so works in harmony with the hairs' own biology.

- / **Precision repair:** created through synthetic biology Biomimetic Tri-Peptide Complex.

It works specifically on damaged hair structures, thanks to the specific composition of tripeptides.

- / **Elevated potency: progressive+long lasting result.** Biomimetic Tri-Peptide Complex also has elevated potency which results in unrivalled repair performance in formulation, wash after wash.

- / **Biomimetic Tri-peptide Complex: REVERSES 3 YEARS OF DAMAGES*.**

Most hair repair treatments today rely on two well-known, yet limited, technologies: Protein Hydrolysates (only surface protection) or Single Peptide (targeted but partial). Our innovative **Biomimetic Tri-Peptide Complex** (INCI: *Hydrolyzed SR-Tripeptide-137, Hexapeptide-40, SH-Polypeptide-184, SH-Polypeptide-146*) represents the **multi-focal evolution** of hair reconstruction.

FEATURE	Protein Hydrolysates	Single Peptide	OUR TRIPEPTIDE COMPLEX
ACTION LEVEL	Cuticle (Surface)	Cortex (Targeted)	Full 3D Structure
BOND REPAIR	None (Coating)	Partial	Covalent, Ionic & Hydrophobic
DURABILITY	Temporary	Limited	Long-lasting & Progressive

- **INSTANT GRATIFICATION: PROGLOSS TECH**

To ensure immediate visible results and maximize client satisfaction from the very first application, we have enhanced our formula with our patent pending ProGloss Tech.

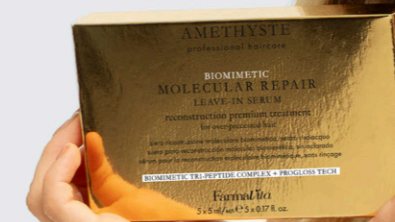
While the Tri-peptide Complex works on deep structural rebirth, ProGloss Tech delivers

IMMEDIATE RESULTS:

- / **Immediate extreme shine:** polishes the hair fiber for a high-definition, glossy finish.

- / **Touch-visible results:** leaves hair remarkably soft and disciplined right after the treatment.

- / **Surface perfection:** smooths the cuticle to reflect light, providing that “salon-perfect” look instantly.



* Reverse hair damage from bleach + color, chemical services, heat by restoring disulfide bonds and increasing strength and shine. Results based on instrumental test: fatigue cycle, DSC scanning, and luminosity analysis.



4 MINUTES TO REVERSE HAIR DAMAGE!

HIGH PERFORMANCE

- / **Rapid recovery:** 4-minute leave-in treatment to reverse hair damage.
- / **Total repair:** deep molecular repair. Proven efficacy*. Targets damage from bleach, color, chemical services and heat.
- / **Proven results:** restores 91% of original strength* and delivers 91% of shine*.
- / **Clean science:** 96% natural origin ingredients, vegan, color-safe and biodegradable actives.



EASY TO USE

- Step 1:** wash the hair with Amethyste Shampoo (do not use Conditioners or Masks).
- Step 2:** towel-dry thoroughly (about 65% wet).
- Step 3:** apply from 2 ml to 5 ml depending on the length, thickness and condition of the hair.
- Step 4:** wait 4 min. for reparative benefits. Do not rinse out.
- Step 5:** style as usual.



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

INITIALLY: use the treatment for 5 consecutive washes.
MAINTENANCE: once the initial cycle is complete, use the serum every 3-4 washes to keep the hair strong.

* Text performed by an external Laboratory. Results may vary depending on hair type and quality.





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