

**GOOD
SOCIETY**
artègo



**BEAUTIFUL OUTSIDE,
BLOOMING INSIDE.**

**ALL THAT YOU NEED TO MAKE
YOUR HAIR BEAUTY SHINE:
A NEW PHILOSOPHY FOR
A PRESTIGIOUS LINE.**

**GOOD SOCIETY IS ALL THIS:
PRECIOUS CONDITIONING
AND CLEANING CREAMS,
LUXURIOUS HYDRATING
AND ELASTICIZING FLUIDS,
RICH SPRAYS TO GIVE VOLUME
AND TEXTURE TO THE HAIR,
PROTECTING ITS BEAUTY.**

**GOOD
SOCIETY**



THE ETERNAL ELEGANCE OF BLACK&WHITE AND THE SURPRISING BEAUTY CONTAINED IN ITS CONTRAST ARE HIGHLIGHTED BY GOOD SOCIETY'S PACKAGES.

PRECIOUS PASTEL CREAMS ARE CHERISHED INSIDE.

A MIX OF PLEASANT, SUGGESTIVE AND INEBRIATING NEW AND OLD FRAGRANCES, STUDIED TO THRILL AND MOVE.

WITH GOOD SOCIETY WE RECREATED THE UNREAL YET ACTUAL ATMOSPHERE OF A COSMOPOLITAN CITY, WHERE CONTRASTS BRUSH AGAINST EACH OTHER, WITHOUT COLLIDING; A CITY WHERE YOU CAN ADMIRE THE MAJESTY AND MAGNIFICENCE OF STEEL AND GLASS SKYSCRAPERS WHILE YOU ARE WALKING IN A PARK FULL OF COLORED FLOWERS.

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51



**7 BEAUTY CODES,
7 SIMPLE SOLUTIONS
TO HAIR BEAUTY.**

**FIND YOUR PLACE
IN THE GOOD SOCIETY.**



JUST A GOOD SOCIETY TO START MY DAY.

OUR LIFE IS HECTIC, WE'RE ALWAYS RUNNING AROUND; SO MANY THINGS TO DO, SO LITTLE TIME TO DO THEM. TAKE A MOMENT TO CUDDLE YOURSELF, AN INTIMATE AND PLEASANT BREAK.

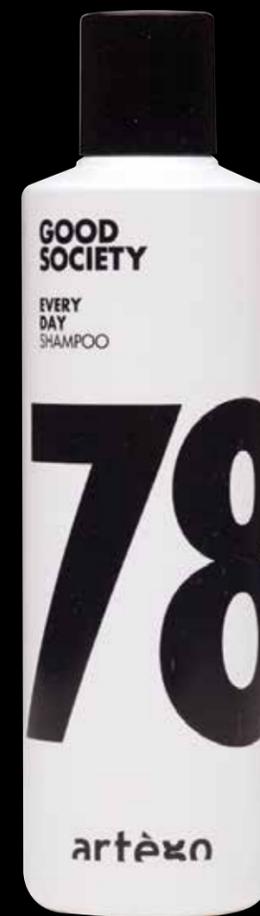
EVERY DAY: A CREAMY SHAMPOO AND A LIGHT CONDITIONER TO HYDRATE AND CLEAN YOUR HAIR, DAILY.

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EVERY DAY

THE SWEETNESS OF HONEY TO SOFTEN AND ENLIGHTEN THE HAIR; THE MAGIC OF **ALOE VERA** TO HYDRATE AND PROTECT; THE EFFICACY OF **TEA TREE OIL** TO PURIFY.

AN ENVELOPING **CHAMOMILE** AND **SULTANA** FRAGRANCE TURNS THE HABIT TO WASH OUR HAIR IN AN ENERGETIC TOUCH TO START THE DAY OR IN A RELAXING MOMENT TO END IT WITH A CUDDLE.



SHAMPOO 250ML - 1L
CONDITIONER 200ML - 1L



02

RICH COLOR



JUST KEEP WHAT YOU WANT

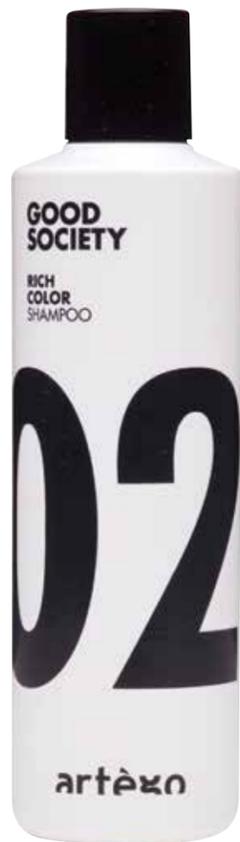
WOMEN HAIR COLORS ARE ABOUT THEIR MOST INTIMATE FEELINGS. **RICH COLOR** NOURISHES AND PROTECTS THE COLOR, KEEPING IT FRESH AND BRILLIANT LIKE THE FIRST DAY. THE HAIR WILL SHINE IN ALL ITS WONDERFUL REFLEXES.

WASABI, WITH ITS ANTI-OXIDANT PROPERTIES, SHIELDS THE HAIR FROM SUNRAYS, CHLORINE AND SALT.

MELANIN: OF THE ESSENCE FOR COLOR DURATION AND STABILITY.

GUAR FLOUR, PANTHENOL AND **VITAMIN E**: SOFTENING, SOOTHING AND ANTI-OXIDANT PROPERTIES FOR THE SCALP AND THE HAIR.

RICH COLOR HAS A DELICATE **POPPY AROMA**: WASHING AND CONDITIONING THE HAIR WILL BE LIKE TAKING A SPRING WALK THROUGH BLOOMING FIELDS.



SHAMPOO 250ML - 1L
CONDITIONER 200ML - 1L



A GENTLE IDEA FROM THE BEGINNING.

YOUR HAIR IS FINE AND DELICATE, WEAK OR THINNED OUT? **GENTLE VOLUME** WILL TAKE CARE OF IT, GRANTING STRENGTH, VOLUME AND MANAGEABILITY.

GUAR FLOUR, ORIGINATING FROM THE GRINDING OF THE PLANT OF THE SAME NAME, CREATES A FILM THAT THICKENS, STRENGTHENS AND LIGHTENS THE HAIR;
OLIGOMINERAL ELEMENTS LIKE COPPER, MAGNESIUM AND ZINC, ORIGINATING FROM YEAST FERMENTATION, PROTECT AND SUPPORT THE HAIR STRUCTURE.
PANTHENOL PRESERVES HYDRATION INSIDE THE HAIR.

THE FRAGRANCES OF **VANILLA** AND **CLEMENTINE**, FRESH AND CITRUSY, IMPROVES YOUR MOOD, AWAKENING YOUR SENSES.



ROOT SPRAY

PERFECT TO GIVE VOLUME AND THICKNESS TO THE HAIR, LEAVING IT SHINY AND SOFT. IDEAL FOR WEAK AND FINE HAIR. NOT ONLY VOLUMIZING AGENTS, BUT ALSO A **BIOACTIVE COMPONENT (A MIX OF MANY INGREDIENTS SUCH AS AMINO-ACIDS AND VITAMINS)** THAT HELPS STRENGTHENING THE HAIR FROM ROOT TO LENGTH.

SHAMPOO 250ML - 1L
CONDITIONER 200ML - 1L
SPRAY 150ML

95 GENTLE VOLUME

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INTENSE HYDRATION

CREAM SHAMPOO, ENRICHED WITH **PANTHENOL**, SOOTHES AND CALMS THE HAIR.

EXCLUSIVE VEGETABLE ORIGIN SURFACTANTS AND CONDITIONING ELEMENTS RENEW DEHYDRATED AND DRY HAIR, LEAVING IT SOFT AND SHINY.

SLS/SLES AND PARABEN FREE



REGENERATION IS WHAT I NEED FOR MY HAIR.

OUR HAIR ARE A FRAME FOR OUR FACE, THEY'RE LOYAL COMPANIONS THAT CONVEY OUR MOOD AND FEELINGS; OBJECT OF DESIRE OF MANY, OFTEN LOVED BUT ALSO STRESSED BY EXTERNAL AGENTS THAT DRY IT AND MAKE IT THIRSTY. QUENCH YOUR HAIR WITH **INTENSE HYDRATION**, THE PERFECT BALANCE FOR DRY AND TREATED HAIR.

NO RINSE CONDITIONER

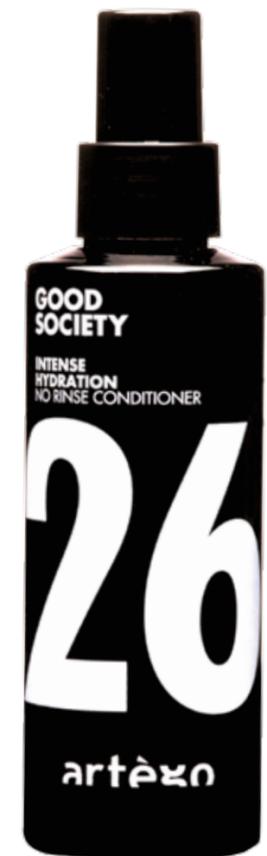
A TWO-PHASE PRODUCT, TO BE SHAKED BEFORE USE. IT NOURISHES AND HYDRATES THE HAIR DEEPLY, WITH AN ANTI-AGE AND FILLING EFFECT.

KERATIN REPAIRS THE DAMAGES FROM THE INSIDE.

HYALURONIC ACID, A PRECIOUS INGREDIENT NATURALLY PRODUCED FROM OUR BODY, BALANCES THE WATER INSIDE THE HAIR, LEAVING IT SOFT AND WELL HYDRATED, IMPROVING ITS LOOKS AND ITS HEALTH, ALSO ACTING AS A RESTRUCTURING CONDITIONER. THANKS TO ITS **PROTECTIVE** AND **FILMING INGREDIENTS** COMBING IS EASIER; **SMOOTHING** AND **SOFTENING ELEMENTS** MAKE THE HAIR **SHINE**.

IT HAS THE INTENSE AND EXOTIC **FRANGIPANI** AND **TONKA BEAN** FRAGRANCE.

PARABEN FREE



SHAMPOO 250ML - 1L
NO RINSE CONDITIONER 75ML - 150ML



**JUST BE PART OF
THE GOOD SOCIETY.**

INITIATED BY ARTÈGO. OF COURSE.



CHITOSAN PCA,
A NATURAL POLYMER
OF NATURAL ORIGIN,
HAS FILMING, HYDRATING
AND PROTECTIVE PROPERTIES.
IT HELPS MAINTAINING
CURLY HAIR IN SHAPE.

ITS **KUKUI** AND
ORANGE PEEL FRAGRANCE
IS INTENSE, VIVID AND
LUSH, FULL OF ENERGY.

I KNOW I AM A CURLY GIRL.

CURLY AND ELASTIC HAIR: IT MOVES
WHEN YOU WALK, IT SHINES IN THE SUN.
ALL THIS IS **PERFECT CURL**.

PERFECT CURL CREAM

IT DEFINES AND CONDITIONS CURLS
MAKING THEM SOFT, ELASTIC AND SHINY.
IT HAS AN EFFICIENT PROTECTIVE FILTER AGAINST
HEAT (HAIRDRYERS AND IRONS).
SUITABLE FOR ALL KIND OF DRYING, PERFECT
TO BE USED WITH A HAIR DIFFUSER.

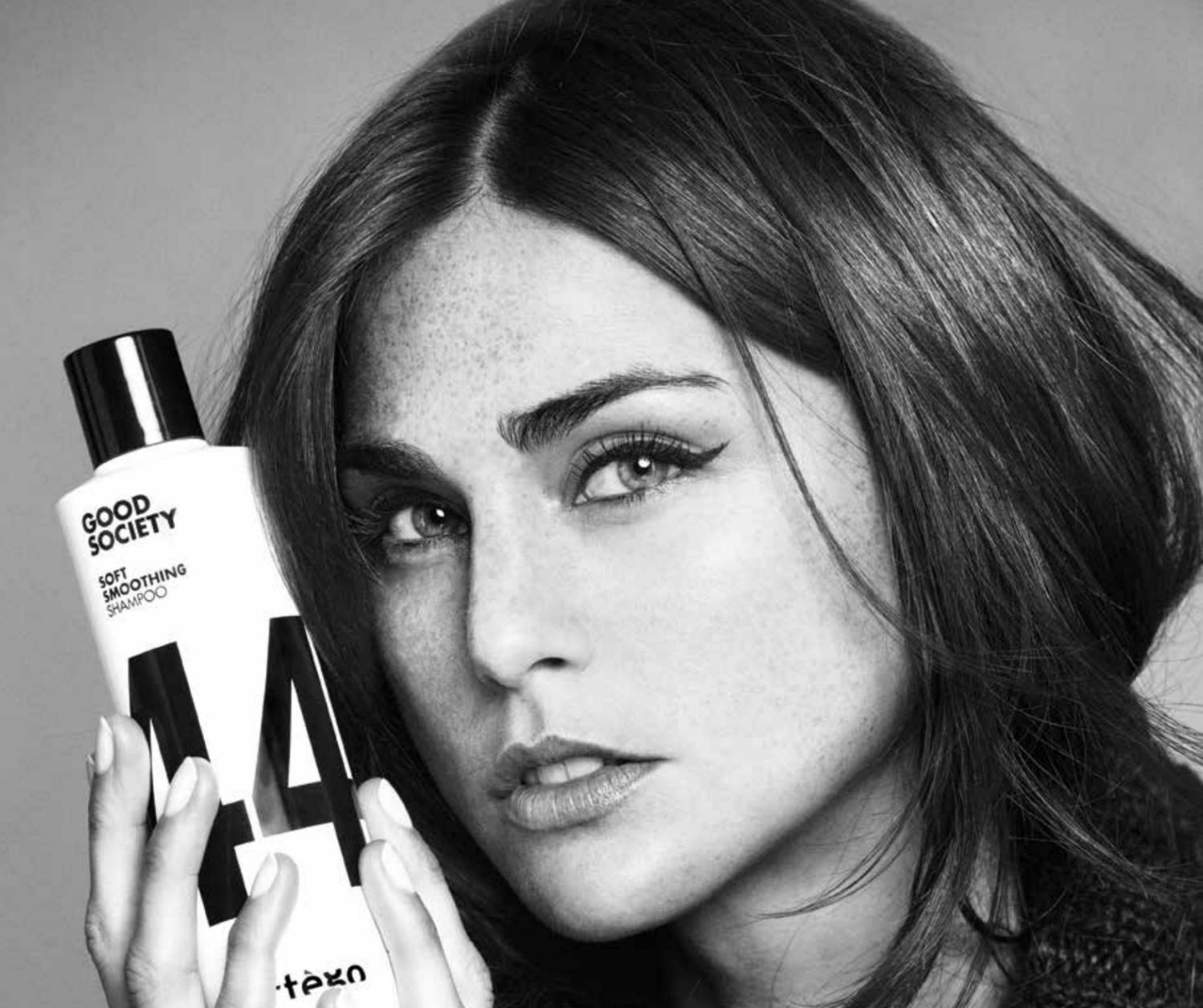
SCENTED WITH A CAPTIVATING EXOTIC
VANILLA AROMA.

SHAMPOO 250ML - 1L
CONDITIONER 200ML - 1L
CREAM 100ML



30 PERFECT CURL





44 SOFT SMOOTHING

MY HAIR LOVES THE GOOD SOCIETY.

IMAGINE A WOMAN THAT WALKS, WITH HER LONG AND SMOOTH HAIR WAVING ON HER SHOULDERS: HOW CHARMING AND SEDUCTIVE CAN SHE BE?

SOFT SMOOTHING MAKES THE HAIR SMOOTH AND SILKY: FORGET FRIZZY AND UNTAMABLE HAIR, WELCOME SHINE AND ORDER!

CHRONDUS CRISPUS, A SMALL **RED SEAWEED** RICH IN MAGNESIUM AND ZINC, SHIELDS THE HAIR WITH A SOOTHING WATERPROOF FILM.

JOJOBA OIL, A PRECIOUS ESSENCE USED CENTURIES AGO FROM PRIMITIVE PEOPLE, NOURISHES THE HAIR, MAKING IT SHINE.

VITAMIN E, A STRONG ANTI-OXIDANT ELEMENT, PROTECTS THE HAIR FROM ATMOSPHERIC AGENTS.

MAGNOLIA ROSE AND FRUCTOS FRAGRANCE, A DELICIOUS MIX OF FLOWERS AND FRUITS WILL EMBRACE YOU, GENTLY.

SHAMPOO 250ML - 1L
CONDITIONER 200ML - 1L
FLUID 100ML



SOFT SMOOTHING FLUID

STRAIGHTENING ANTI-FRIZZ CREAM. IT MAXIMIZES THE STRAIGHT EFFECT AND ENSURES A LONG LASTING HAIR SET. IT GIVES SHINE AND INCREASES HAIR COMBABILITY. IT HAS A SPECIAL PROTECTIVE FILTER FOR HEAT. PERFECT FOR ALL KIND OF DRYINGS.

DELICATE **MAGNOLIA ROSE** SCENT.

CLEANING CREAM /
CONDITIONING CREAM /
FLUID

YOU ARE SO SPECIAL TO ME.

REFRESHING SPORT

VEGETABLE COAL, PURIFYING AND ABSORBING SUBSTANCE, MAKES THIS SHAMPOO IDEAL BOTH FOR THE HAIR AND THE SKIN: AFTER TRAINING, AFTER A LONG DAY OF WORK... OR JUST ANYTIME YOU NEED IT.

SUSFACTANTS ARE SWEETENED BY MAGNESIUM, **GUAR FLOUR** AND **GLYCEROL**, MAKING IT DELICATE AND EFFICIENT AT THE SAME TIME.

JUNIPER, SANDALWOOD AND **MANGO**, EXOTIC AND TRADITIONAL AROMAS, WILL GIVE YOU THE FEELING TO WALK INTO AN OLD BARBER SHOP, WHERE YOU JUST SMELL CLEAN AND ESSENTIAL FRAGRANCES.

SLE/SLES AND PARABEN FREE.

SHINY GREY

WHITE AND GREY HAIR TEND TO ASSUME THAT NASTY YELLOWISH COLOR. **SHINY GREY** SHAMPOO HAS AN ANTI-YELLOW EFFECT, RESTORING NATURAL LIGHT INTO THE HAIR AND MAKING SILVER TONES SHINE AGAIN.

SUNFLOWER OIL AND **GLYCEROL** HYDRATE THE HAIR, MAKING IT SHINY, LIGHT AND SILKY.

SHINY GREY SHAMPOO HAS A GRATIFYING **MIXED BERRY** FRAGRANCE, THAT TURNS THE SHAMPOO EXPERIENCE INTO AN INEBRIATING MOMENT.

SHAMPOO SHINY GREY 250ML - 1L
SHAMPOO REFRESHING SPORT 250ML
SPRAY 150ML



EQ FACTOR SPRAY

AN "ALL-ROUNDER" FOR YOUR HAIR'S HEALTH. **EQ FACTOR SPRAY** IS A ONE OF A KIND PRODUCT:

- IT UNTANGLES THE HAIR AND PROTECTS THE COLOR FROM OXIDATION;
- IT GIVES VOLUME AND BALANCES THE HAIR POROSITY;
- IT SEALS THE CUTICLES PROTECTING FROM UV RAYS HEAT AND ATMOSPHERIC AGENTS;
- IT BUFFERS THE EFFECT OF CHEMICAL SUBSTANCES;
- IT HELPS THE STYLISTS BECAUSE IT KEEPS THE LOCKS DEFINED DURING CUTS;
- IT HELPS PREVENTING SPLIT ENDS AND MAKES SENSITIZED HAIR MANAGEABLE AND DISCIPLINED.

EQ FACTOR IS ALSO A WONDERFUL HAIR PARFUM: AN ENCHANTING **DATURA** AND **ORCHID** FRAGRANCE THAT INEBRIATES OUR FEELINGS AND ENVELOPS OUR SENSES.

ARGAN OIL HAIR SERUM

USING ARGAN OIL HAIR SERUM IS AN INVALUABLE EXPERIENCE: THE HAIR WILL LIVE A NEW LIFE AND SHINE.

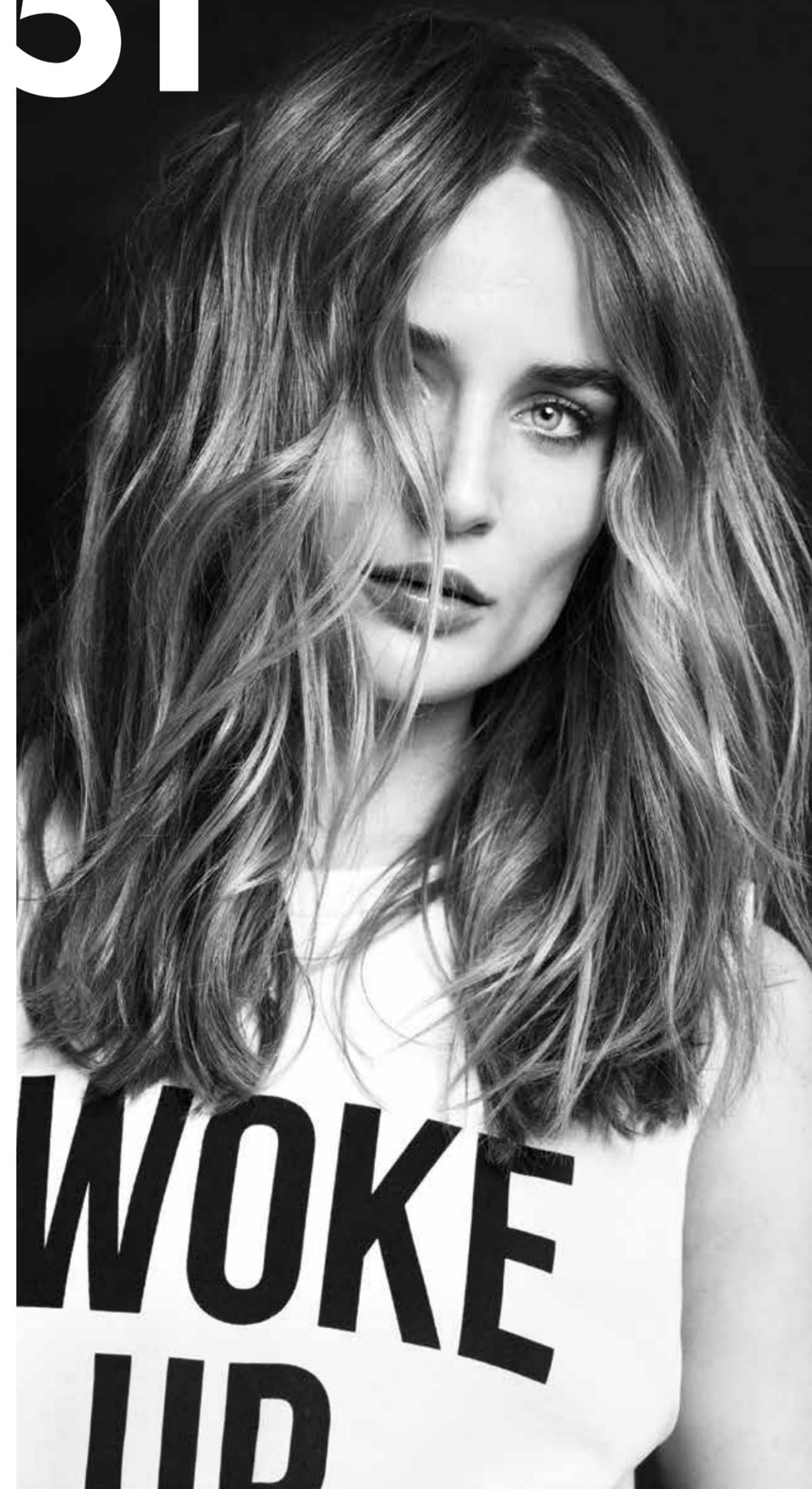
ARGAN OIL HAIR SERUM MAKES THE HAIR SILKY AND COMBABLE, IT GIVES BODY AND VOLUME AND SHIELDS FROM THE ATMOSPHERIC AGENTS. IT PROTECTS FROM THE HEAT (HAIR DRIER AND FLAT IRON) AND HAS A STRAIGHTENING ANTI FRIZZ EFFECT. WE FORMULATED THIS PRODUCT THANKS TO A CONTROLLED INGREDIENT, ARGAN OIL, ORIGINATING FROM SOUTHERN MOROCCAN COOPERATIVES THAT WORK SAFEGUARDING THE ARGANIA FOREST, DESIGNATED AS A UNESCO BIOSPHERE RESERVE, THAT'S WHY OUR ARGAN OIL IS **CERTIFIED ECOCERT**.

THE EXOTIC SCENT OF **TONKA BEAN** AND **BLUE ORCHID** WILL CARRY YOUR SENSES TO MAGICAL FARAWAY PLACES.



OIL 75ML

51 SPECIALS





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