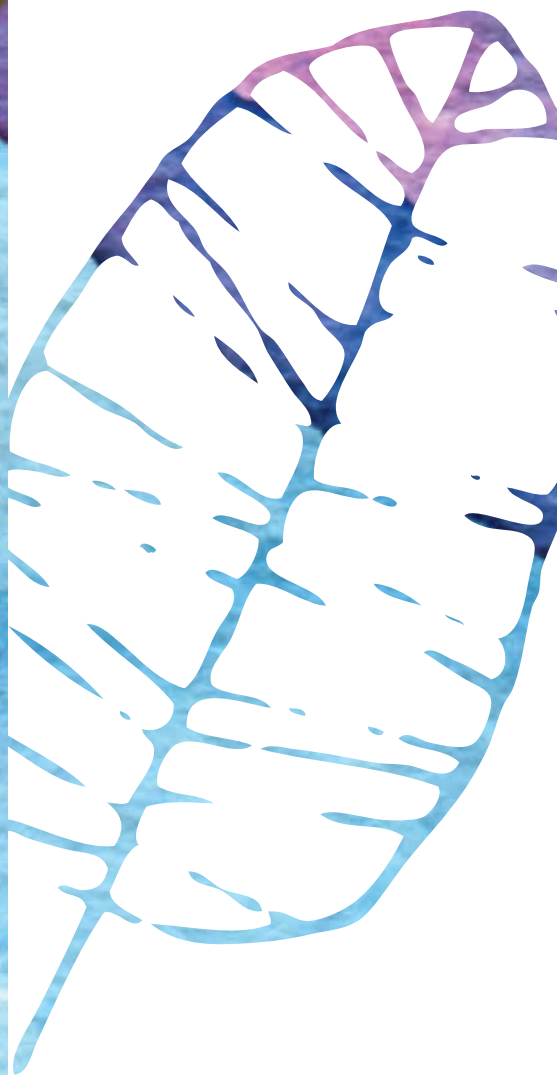


 JEAN PAUL MYNÉ®
HAIR PROFESSIONAL

NAVITAS
ORGANIC TOUCH



TASTE FOR CREATION



WITHIN THE NAVITAS LINE, A NEW APPROACH TO DIRECT COLOUR IN THE SALON IS BORN.

NAVITAS ORGANIC TOUCH HAS BEEN DEVELOPED THROUGH PAINSTAKING SELECTION OF THE FINEST, SAFEST INGREDIENTS, THE CHOICE OF FRAGRANCES AND SUBSTANCES FREE FROM ALLERGENS, PARABENS, SLES, AND SLS, AND ABSOLUTE GENTLENESS AND CARE FOR THE SKIN AND SCALP.

THE TOP QUALITY ORGANIC PIGMENTS WHICH FORM THE BASIS OF THESE PRODUCTS, SKILFULLY COMBINED WITH THE FANTASTIC COSMETIC BASE, GIVE THE HAIR A NEW COLOUR FLAVOUR, WITH SHINE, MOISTURISATION AND DEPTH OF COLOUR AND HIGHLIGHTS THAT WILL DELIGHT.

12 SHAMPOO AND MASK SHADES FOR INFINITE EFFECTS.

FOR THE CLIENT

A NEW
**TASTE IN
COLOUR**
WITH LOTS OF
BENEFITS:

ORGANIC - GENTLE - SAFE - SILICONE-FREE - ALLERGEN-FREE
- PARABEN-FREE - PERSONALISED - TEMPORARY

TECHNOLOGY AND INGREDIENTS

A SKILFUL BLEND OF **ECO-CERT NATURAL** OR NATURALLY DERIVED SUBSTANCES DEVELOPED BY THE JEAN PAUL MYNÈ LABORATORIES' TIRELESS WORK TO DELIVER THE VERY BEST FOR HEALTHY HAIR IN HARMONY WITH NATURE.

ORGANIC TOUCH **SHAMPOO**

It contains marine collagen and oat and wheat proteins, which have a moisturising, nourishing action. **Free from sulphates, SLS and SLES**, it contains cleansing agents of natural origin obtained from coconut and olive, for a gentle but in-depth cleansing action on the hair and scalp.

ORGANIC TOUCH **MASK**

Precious amino-acids and ceramides give ORGANIC TOUCH MASK a powerful, synergic reconstructive action on even seriously damaged hair, while **ARGAN, WILD ROSE and FLAX oils** help to untangle and moisturise the hair, and give it shine.



TASTE FOR CREATION

Sesame

Paprika

Grey Pepper

Cinnamon

Carob

Milk



Blueberry

Curry


Tumeric

Sumac

Cumin

Poppy Seeds

Spices are the chromatic inspiration for bringing **NEW TASTE TO COLOUR: SPICIER, SWEETER, MORE DELICATE OR HARsher**, expressing your personality to the full while keeping your hair healthy, **for restructuring, giving light, nourishment or tone, or intensifying, attenuating and revitalising a colour** in the simplest possible way.



TASTE FOR CREATION

IT SIMPLIFIES AND **INCREASES** SALON SERVICES

NAVITAS Organic Touch is intended to provide all skilled colour stylists with a peerless tool for setting free **the taste for creating infinite effects**.

Like a top chef, the colour stylist can formulate a unique shade by mixing NAVITAS ORGANIC TOUCH to **create a work in fresh taste** and give the client a personalised result.

- **CLEANSING AND ADDING HIGHLIGHTS TO HAIR**
- **REVITALISING AND BLOCKING COLOUR AFTER COLOURING**
- **CREATING THE RIGHT SHADE FOR STREAKS OR HIGHLIGHTS**
- **KEEPING THE COLOUR VIBRANT OVER TIME**
- **PUTTING HIGHLIGHTS IN UNDYED HAIR**
- **PREPIGMENTING BEFORE COLOURING**
- **CONTROLLING HIGHLIGHTS OR CORRECTING A COLOUR**

Different methods of use for different services and effects. Using the **SHAMPOO** on its own or in synergy with the **MASK** in the same shade, and having fun with the MILK to dilute and attenuate the intensity of the chosen shade, or just for a clear GLOSS effect. **NAVITAS ORGANIC TOUCH offers a thousand ways of reinterpreting colouring** and making fashion into an unmistakable, highly personal style.

TRAINING ON LINE

A pioneer in distance learning, Jean Paul Mynè offers all salons the opportunity of participating in **on line training sessions on NAVITAS ORGANIC TOUCH** enabling them to gain full knowledge of the line's potential, its characteristics and above all the new services for inclusion in the salon's menu. Live streaming lets you interact directly, dialoguing with the company's technical staff and hair colour experts to clear up all your doubts and make best use of the line right from the start (to be scheduled in September).

REQUEST YOUR PERSONAL PASSWORD AND ACCESS THE STREAMING AND PODCAST AREA.

AND NATIONWIDE ORGANIC **RAINBOW...**

Nationwide across Italy with 5 dates (to be scheduled in September-October) with limited number of participants to establish direct contact with the company's artistic team, which designs and develops **innovative, original application methods and techniques**. Immersed in the seductive atmosphere of spices, which bring far-away lands nearer and evoke unforgettable flavours, scents and sights, **ORGANIC Rainbow dedicated to NAVITAS Organic Touch** is a unique opportunity for revitalising and boosting the colour segment business in the salon, with new creative and styling ideas. Finally, strategic factors like merchandising, sensory marketing and technical-styling skills are combined in a single format at the service of customer satisfaction and **a unique, unrepeatable salon experience**.

NAVITAS
ORGANIC TOUCH

 JEAN PAUL MYNÉ®
HAIR PROFESSIONAL

DIMA COSMETICS srl - Via Annibali, 31L - 62100 Macerata - Italy - T. +39 0733 280228
www.jeanpaulmyne.com - info@jeanpaulmyne.com

MADE IN ITALY



Jean Paul Myné does not test products on animals.