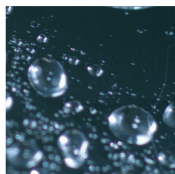
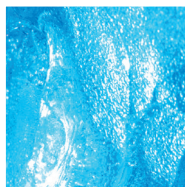
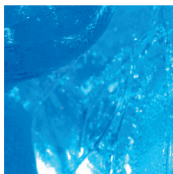
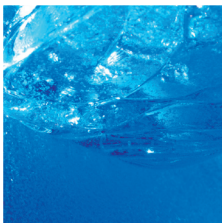


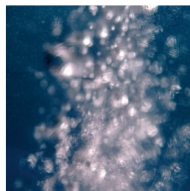
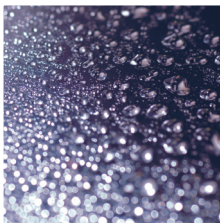
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Simple,
effective
solutions
for hair
beauty

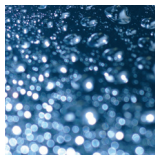
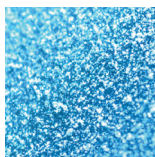


LIDING Life



kemøn
ITALIAN HAIR FASHION

LIDING Life



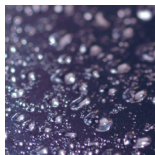
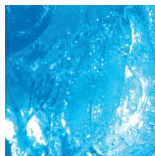
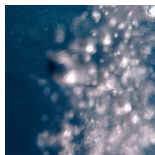
Liding Life by Kemon was created with a clear and precise mission: to offer hair stylists and their clients treatments that have been developed to achieve extraordinary results in the simplest, most effective way possible.

All of the shampoos in the line are based on the results of in-depth studies and the careful evaluation of cosmetic ingredients and have been developed using a balanced blend of surfactants that make it possible to cleanse the hair and scalp in an extremely gentle way, completely avoiding the use of **SLES** (Sodium Laureth Sulfate).

The advantages of using alternative cleansers are obvious and extremely important both in terms of greater skin tolerability and in terms of the greater respect for the environment.

To help the hair re-generate itself, naturally-derived active principles and active, therapeutic ingredients have been selected based on specific scalp and hair requirements.

The packaging stands apart for its professional, streamlined elegance. Clean lines and tone-on-tone colours divide the line up into clearly identified categories using colour codes that facilitate the selection of the most appropriate treatments in each individual case.



LIDING Life

	LINE	SHAMPOO	RINSE-OUT TREATMENT	LEAVE-IN TREATMENT	ACTION
Treatments	FREQUENCE Frequent shampoos	FREQUENCE SHAMPOO COLD TONE	FREQUENCE TREATMENT		Gentle cleansing, hydration and respect for the natural pH
	DEFRIZZ Curly, dry, and frizzy	DEFRIZZ SHAMPOO	DEFRIZZ MASQUE	DEFRIZZ 2 PHASE EXTRA DEFRIZZ 2 PHASE	Hydrates hair, controls frizz, increases suppleness and tones curls
	REPAIR Abused and damaged	REPAIR SHAMPOO	REPAIR MASQUE REPAIR LOTION		Deeply nourishes, repairs the fibre and makes hair silky, soft and shiny
	KROMA SAVER Colour-treated, bleached with streaking	KROMA SAVER SHAMPOO	KROMA SAVER BALM KROMA-LIGHT		Protects from UVA rays, brings out shine, increases durability of colour
	BODY MAX Fine and fragile	BODY MAX SHAMPOO			Increases the diameter of hair and adds body and volume right from the first application
Specific for scalp	POLY VITAL Hair loss	POLY VITAL SHAMPOO		POLY VITAL LOTION	Prolongs the life cycle of the hair bulb and maintains the suppleness of the scalp
	EMERGY F Dandruff	EMERGY F SHAMPOO		EMERGY F LOTION	Removes dandruff scales, provides anti-bacterial action and improves peripheral micro-circulation
	PURITY Greasy	PURITY SHAMPOO			Refreshing, revitalizing and sebum-normalizing action
Solar	SUN KISS protects hair and body during exposure to the sun	SUN KISS SHAMPOO	SUN KISS BALM	SUN KISS REFRESH	3 phase treatment to let hair take advantage of the sun's beneficial properties

LIDING Life

LIDING Life

FREQUENCE SYSTEM

Hydrating system for hair and bodies exposed to frequent washing

FREQUENCE SHAMPOO

Shampoo for frequent washing

Hydrating shampoo for the daily cleansing of all hair types and the body. Its formula, which offers a balanced mix of cleaning and soothing surfactants, is extremely well tolerated by the skin and hair.

It washes gently and its rich, cosmetic lather helps hold dirt and grease in suspension, until they are rinsed away.

The product's hydrating, emollient and protective properties maintain the physiological level of hydration, giving the cells of the corneal layer their natural lipidic protection.

The LIDING Life hair stylist recommends:

Distribute on wet skin and hair. Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat.

FREQUENCE TREATMENT

Multi-function treatment

Conditioning, rinse-out treatment recommended for use after washing with Frequence Shampoo. Gives hair a touch of silkiness and anti-static control, significantly hydrating it. Improves the mechanical properties of the hair, which becomes soft and easy to comb.

Enriched with Vitamin E, an ingredient that is well known for its excellent anti-oxidant, anti-aging properties, to protect hair from the damage of aging, indiscriminate cosmetic treatments and the degrading action of pollution and atmospheric agents.

The LIDING Life hair stylist recommends:

Apply a walnut-sized amount of the product along the lengths and tips. Massage and comb, leaving product in for 2/3 minutes.

Emulsify and rinse thoroughly. Can also be used as a body moisturizer: in this case, apply without rinsing.



COLD TONE

Yellow-effect fighting shampoo

Attenuates undesirable yellow tones in white, grey, light blonde, streaked, and bleached hair and revives the splendour of natural colour.

The LIDING Life hair stylist recommends:

Distribute evenly on wet hair, massage, rinse thoroughly, repeat if necessary.



FREQUENCE SYSTEM

LIDING Life

LIDING Life

DEFRIZZ SYSTEM

Revitalizing and detangling system for dry, curly and frizzy hair

DEFRIZZ SHAMPOO

Anti-frizz shampoo

Gently cleanses, rebalancing the CMC layer and leaving hair easy to comb, supple and lustrous.

Thanks to the lipids of Cannabis Sativa oil, it nourishes, controls volume and tames dry, curly, frizzy, permed and straightened hair.

Extremely soft and creamy, with a physiological acid pH.

The LIDING Life hair stylist recommends:

Distribute on wet scalp and hair. Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat the operation.

DEFRIZZ MASQUE

Anti-frizz mask

Intensive treatment for dry, curly, frizzy and straightened hair. Enriched with the oily extract of Cannabis Sativa, it hydrates and nourishes hair effectively fighting frizziness for an extended period of time.

As a result of this treatment, hair becomes exceptionally conditioned and soft. In addition, thanks to the extreme substantive properties of sweet almond oil with the hair structure, it provides intense protection, preventing the damage that comes from excessive dehydration.

The LIDING Life hair stylist recommends:

Apply 1/2 of a walnut-sized amount of the product to the lengths and tips of hair, massage and comb. Leave in for 3/5 minutes, emulsify and rinse thoroughly.



Scent:
*Pink grapefruit,
flowers*



Scent:
*Pink grapefruit,
flowers*

DEFRIZZ 2 PHASE

Nourishment for dry, electrified and fine hair

Two-phase, highly-restorative leave-in treatment. Thanks to the rich lipidic composition of the Cannabis Sativa oil extract, it fights frizz for an extended period and leaves hair tamed and easy to manage, eliminating the bothersome effect of fly-away hair. The formula is not greasy and untangles, softens and restores hair.

It offers the right balance of proteins and amino acids to provide body and volume.

The LIDING Life hair stylist recommends:

Use on towel-dried hair, spraying uniformly over entire head. For targeted action, spray on the driest parts of dry hair, comb and do not rinse out.

EXTRA DEFRIZZ 2 PHASE

Detangler for dry, electrified and fine hair

Dual-phase, no-rinse treatment with excellent detangling power. Thanks to the EFAs of Cannabis Sativa oil, it fights frizz for an extended period of time, leaving hair tame and easy to manage.

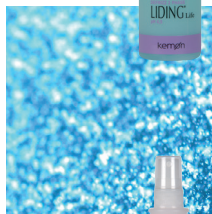
Wraps the hair cuticle in a uniform film, bringing out the luminosity and providing completely unique tactile properties.

Significantly improves the mechanical properties of the most difficult hair, leaving it soft and easy to detangle and style. Non-greasy formula detangles, softens and revitalizes hair.

The LIDING Life hair stylist recommends:

Use on towel-dried hair, spraying uniformly over entire head. For targeted action, spray on the driest parts of dry hair, comb and do not rinse out.

Scent:
*Pink grapefruit,
flowers*



Scent:
*Pink grapefruit,
flowers*



DEFRIZZ SYSTEM

LIDING Life

LIDING Life

REPAIR SYSTEM

Repairing and restorative system for damaged hair

REPAIR SHAMPOO

Rebuilding shampoo
PHASE 1 CLEANSING

Gently cleanses damaged hair while rebuilding it. The synergy between the active ingredients of bamboo and avocado oil acts on the most sensitive areas, leaving hair soft, full of body and lustrous. Does not dry hair out and gives locks luminosity, nourishment and vitality.

The LIDING Life hair stylist recommends:

Distribute on wet scalp and hair. Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat.

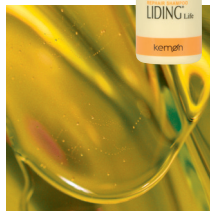
THERMO-REPAIR MASQUE

Internal rebuilding thermal mask for heavily damaged hair
PHASE 2 INTERNAL REBUILDING

Thanks to the heat that is created when this product comes into contact with water, it restores, smoothes and makes hair lustrous in a very short period of time. The warming action allows the active, nourishing ingredients in the formula to regenerate intensely. The active ingredients of bamboo penetrate deeply, hydrating and repairing hair in the most sensitive internal areas. Avocado oil smoothes the external surface of the hair fibre and makes it soft, brilliant and supple. The restorative effect is evident right from the first applications and hair regains energy, body and vigour.

The LIDING Life hair stylist recommends:

Apply a walnut-sized amount of the product to the lengths and tips of hair. Massage and comb and leave in for 2/3 minutes. Emulsify and rinse thoroughly.



REPAIR LOTION

Internal rebuilding rinse-out lotion for damaged hair
PHASE 3 INTERNAL EXTERNAL REBUILDING

A liquid lotion that upon contact transforms into a light emulsion to promote the immediate penetration of the active ingredients into hair.

Reinvigorates the hair fibre without weighing it down, giving a spectacular level of softness from the roots to the tips.

Avocado Oil and Bamboo Extract provide targeted action, operating inside and outside the hair fibre to reinforce and rebuild it.

Hair regains body, volume and brilliance.

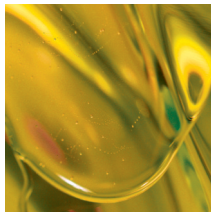
The action is immediate and the effect long-lasting.

The LIDING Life hair stylist recommends:

Apply half or an entire phial to lengths and tips and massage to promote the absorption of the active ingredients.

Leave in for 2/3 minutes and rinse thoroughly.

Scent:
spiced flowers



REPAIR SYSTEM

LIDING Life

LIDING Life

KROMA SAVER SYSTEM

Protection and shine system for colour-treated hair

KROMA SAVER SHAMPOO

Colour protection shampoo

Gently cleanses, keeping the colour stable longer.

Makes treated hair strong and supple. Eliminates the residues that make colour-treated hair dull and makes the fibre surface uniform, creating shine. Protects the hair from external aggressions.

Improves the reflecting properties of the cuticle, enhancing the cosmetic colouring and lessening the fading of the colour following repeated shampooing. It heightens the mechanical properties of the hair, leaving it intact, soft and easy to comb.

The LIDING Life hair stylist recommends:

Distribute on wet scalp and hair. Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat.

KROMA SAVER BALM

Colour protecting conditioner

A true neutral kroming treatment. Prolongs the lustre of colour-treated hair, protecting the colour from dullness and keeping it hydrated and soft for an extended period. With a velvety, light texture, it deeply nourishes from the roots to the tips.

Hair remains visibly more supple and the colour stays shiny and bright longer.

In combination with Kroma-life it transforms itself into a true colour-revitalizing conditioner that shampoo-after-shampoo enhances the reflective tones in colour-treated hair and prevents fading.

The LIDING Life hair stylist recommends:

Apply 1 of a walnut-sized amount of the product to the lengths and tips of hair, massage and comb. Leave in for 2/3 minutes, emulsify and rinse thoroughly. Mix 120 ml of Kroma Saver Balm with a 30 ml envelope of Kroma-life.



BODY MAX SHAMPOO

Volumizing shampoo

Gently cleanses thin hair, making it full of body, vital and lustrous.

The exclusive association of nourishing and energizing active substances, such as creatine, wheat germ extract and polymers, reinforces the external structure of the hair and makes it light, dense and soft right from the first application, ensuring the best conditions for the subsequent volumizing treatments of the BODY MAX line.

The LIDING Life hair stylist recommends:

Distribute on wet scalp and hair. Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat.

Scent:
*lavender,
sandalwood,
sweet musk*



Volumizing system for fine, thin and fragile hair

BODY MAX SYSTEM

LIDING Life

LIDING_{Life}

POLY VITAL SYSTEM

Nourishing and stimulating system for hair that tends to fall out

POLY VITAL SHAMPOO

Hair loss prevention shampoo

A cleansing, stimulating, ginseng-based gel. The vitamin blend found in the shampoo protects skin and hair from environmental stress and is responsible for the revitalization, oxygenation and reactivation of the epidermal cells.

The toning and reinforcing activity of the active ingredients found in the formula make it particularly indicated for cleansing hair that has lost its natural strength and that tends to fall out. It is intensively restorative, volumizing and restructuring, slowing down stress-related hair loss tied to weakening.

The LIDING Life hair stylist recommends:

Distribute on wet scalp and hair. Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat.

POLY VITAL LOTION

Hair loss prevention phial

In combination with Poly Vital Shampoo, this phial treatment is recommended for hair that is subject to premature or excessively heavy hair loss. It stimulates and tones the hair bulb, ensuring proper nourishment to the scalp and hair-sebum apparatus to re-establish the best hygienic-functional conditions. The functional complex, composed of Ginseng, Zinc and Vitamin B, contributes those elements that are essential for proper hair growth.

The LIDING Life hair stylist recommends:

Apply after Poly Vital shampoo, distributing on scalp by sections. Poly Vital Lotion can be applied on the hair and scalp when they are dry as well. Massage, using light pressure with the fingertips. Do not rinse.

Intensive treatment: 1 phial per day for 5 weeks (do not apply on the 7th/ 14th/ 21st/ 28th day) washing hair with Poly Vital Shampoo 2/3 times per week. Maintenance treatment: 2 phials per week, after shampooing, for 3 weeks.



Scent:
mint and sage



Scent:
cinnamon and myrtle

EMERGY F SHAMPOO

Dandruff prevention shampoo

Emergy F Shampoo cleanses gently, completely removing dandruff scales. It contains Piroctone olamine, which provides anti-bacterial action against the oval form of pityrosporum and promotes the detachment of dandruff.

In addition, citric acid, lactic acid and malic acid provide a type of chemical peeling, promoting the dermo-purification process of the scalp, which is gently cleansed with the shampoo.

The mix of active ingredients in the myrtle extract is extremely effective as an anti-reddening and soothing agent for delicate and sensitive skin. Emergy F Shampoo leaves hair clean, shiny and soft and decreases dandruff right from the first applications.

The LIDING Life hair stylist recommends:

Distribute on wet scalp and hair.

Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat.

EMERGY F LOTION

Dandruff prevention lotion

Phial treatment with a balanced combination of mineral oils, climbazole and menthol extracts to reduce dandruff and associated irritations rapidly and in a long-lasting way, re-establishing the comfort of the scalp. The sulphured shale oil is obtained through distillation from a type of sedimentary rock with a high level of sulphur.

It has great anti-microbial, anti-inflammatory and dandruff-fighting properties. Climbazole fights dandruff by providing a soothing action and acts by altering the cellular membrane of the Malassezia Furfur fungus, another agent responsible for dandruff, with the subsequent resolution of associated inflammatory phenomena.

After shampooing, this lotion gives noticeable results right from the first application.

The LIDING Life hair stylist recommends:

Apply after Emergy F shampoo, distribute on the scalp by sections. Massage with fingertips using light pressure. Do not rinse out.



Anti-bacterial system against excess dandruff

EMERGY F SYSTEM

LIDING Life

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PURITY SYSTEM

Purifying system against excess sebum production

PURITY SHAMPOO

Shampoo for greasy hair prevention

Gently cleanses and hydrates hair while also refreshing and revitalizing the scalp.

Its active ingredients include pineapple extract, which has astringent, anti-irritant properties and helps to eliminate dead cells and favour the renewal of the scalp, leaving it smooth and clean.

Sulphured amino acids provide intense sebum-normalizing action, stopping the migration of the sebum, which pools inside the follicles, along the hair fibre.

The cleansing base has been formulated for regular use and provides hair with lightness, volume, hydration, suppleness, brilliance and softness.

Hair immediately appears clean and fresh, thanks to the menthol contained in the formula. Due to the rubefacient properties of the latter, it slightly dilates the vessels in the application area and promotes the penetration of all of the functional active principles into the skin.

The LIDING Life hair stylist recommends:

Distribute on wet scalp and hair. Massage and emulsify, adding water. Rinse thoroughly and, if necessary, repeat.

Scent:
*rosemary, lemon,
peppermint,
thyme, eucalyptus,
juniper*



SUN KISS REFRESH

Freshens and protects hair and body during exposure to the sun

PHASE 1

A non-greasy oil spray that combines practicality and protection for those clients looking for a single product to protect both skin and hair.

Hair: SUN KISS Refresh delicately wraps each hair in a protective film.

Body: SUN KISS Refresh is ideal for normal and tanned skin and gives skin a pleasant, fresh sensation.



SUN KISS SHAMPOO

Cleanses and re-hydrates hair and body after exposure to the sun

PHASE 2

A shampoo that delicately cleanses hair and body after exposure to the sun. Particularly suited for multiple applications during a day, it gently cleanses and eliminates residues.

Gently cleanses the hair and body following sun exposure, removing the residues of suntan products, chlorine and salt. Hydrates and softens hair and regenerates and nourishes the skin on the body.



SUN KISS BALM

Regenerates and rebalances hair after exposure to the sun

PHASE 3

An after sun restructuring balm that repairs, restructures, invigorates and energises hair that has been sensitised by sun, seawater or chlorine.

Provides instant nourishment, deeply restructures and hydrates and improves the combability, softness and luminosity of hair.

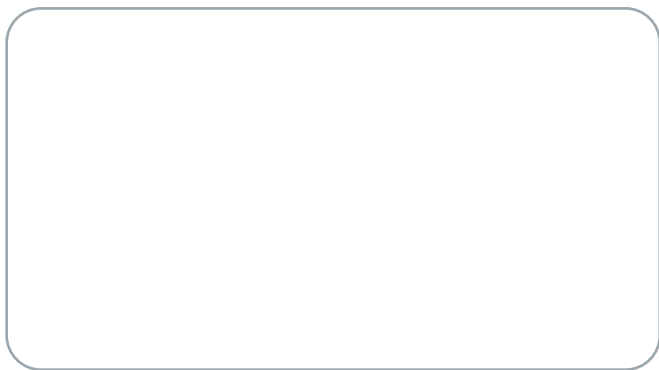


A Sun Kissed summer for you and your clients

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