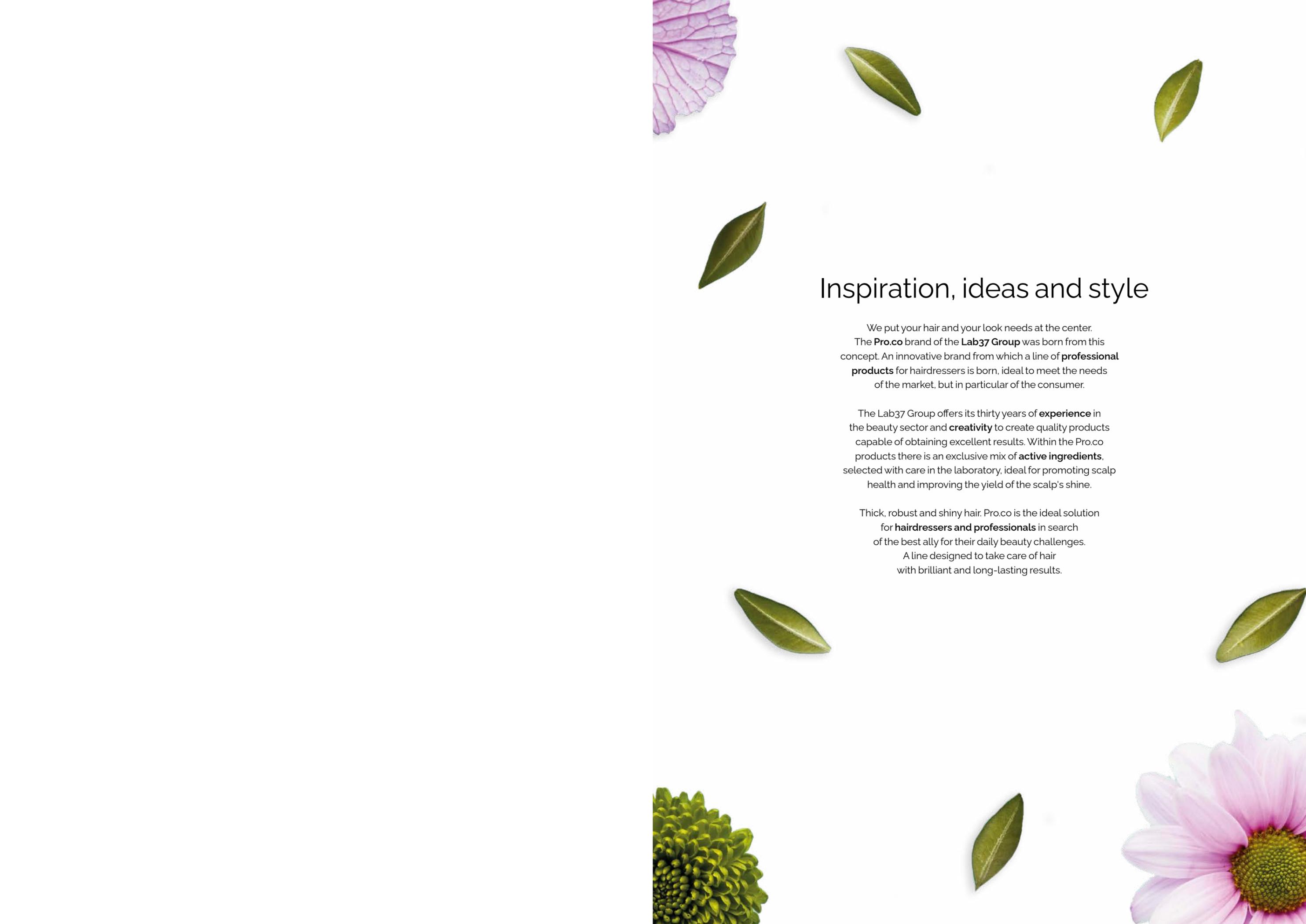


ENGLISH



Pro.co

MADE IN ITALY

The page is decorated with various botanical elements. In the top left corner, there is a purple flower petal. Scattered around the page are several green leaves of different shapes and sizes. In the bottom left corner, there is a green chrysanthemum flower. In the bottom right corner, there is a large pink daisy flower. The background is plain white.

Inspiration, ideas and style

We put your hair and your look needs at the center.
The **Pro.co** brand of the **Lab37 Group** was born from this concept. An innovative brand from which a line of **professional products** for hairdressers is born, ideal to meet the needs of the market, but in particular of the consumer.

The Lab37 Group offers its thirty years of **experience** in the beauty sector and **creativity** to create quality products capable of obtaining excellent results. Within the Pro.co products there is an exclusive mix of **active ingredients**, selected with care in the laboratory, ideal for promoting scalp health and improving the yield of the scalp's shine.

Thick, robust and shiny hair. Pro.co is the ideal solution for **hairdressers and professionals** in search of the best ally for their daily beauty challenges.

A line designed to take care of hair with brilliant and long-lasting results.

NEW



20 IN 1 RAINBOW

A precious beauty ally designed for all hair types.
20 specific actions enclosed in an instant
no-rinse treatment to gently regenerate
the hydro-lipid balance of the hair fiber.

Dermatologically tested product.

1. Conditioner
2. Detangling
3. Emollient
4. Moisturizing
5. Soothing
6. Nutritive
7. Strengthening
8. Protective
9. Anti-frizz
10. Seal the hair scales
11. Rebalancing
12. Illuminating
13. Antistatic
14. Defines the curls
15. Volumizing
16. Keeps the smooth effect
17. Brighten the color
18. Increase the hair color duration
19. Protects from heat sources
20. Protects from weathering.

HOW TO USE: Shake before use.

Spray the product on washed and towel-dried hair,
proceeding from the lengths to the ends.

On dry hair it gives shine and a long-lasting,
soft and silky finish, without weighing the hair down.
Professional product.

Format:
100 ml / 3,38 fl.oz.



Counter display
12 pz



Pro.co
MADE IN ITALY

B*TOX

EFFECT

NEW



BOTOX PLUMPING SHAMPOO

pH 5.0/5.5

A precious beauty ally, the Botox effect Shampoo acts by protecting the balance of the hair fiber, giving a volume-plumping effect. Its delicate formulation based on Keratin and Linseed deeply cleanses helping to restore the strength and resistance of damaged and fragile hair. Professional product, dermatologically tested.

HOW TO USE: Apply to wet hair and massage from roots to tips until a soft foam is obtained. Rinse thoroughly with water and repeat the operation. For an optimal result proceed with the complete treatment of the Pro.co Botox Effect line.

Format:
250 ml / 8,45 fl.oz.
1000 ml / 33,81 fl.oz.



NEW



BOTOX FLUID / PLUMPING TREATMENT

pH 7.5/8.0

A precious beauty ally, the Botox Effect intensive treatment gives volume-plumping and restores the health of treated and damaged hair from within. Rich in active ingredients, including Keratin and Linseed, it penetrates deeply, restoring the hair structure by thickening the hair fiber. Professional product, dermatologically tested.

HOW TO USE: After applying the -Botox Effect Shampoo, towel dry the hair. Apply the Botox Effect Fluid; lock by lock; gently massage and comb the hair. Leave on for 10/15 minutes. Do not rinse. Proceed with the application of the Botox Effect hair Mask, comb, then proceed with rinsing.

Format:
pack of 6 vials x 25 ml / 0,84 fl.oz.



NEW

NEW



BOTOX PLUMPING HAIR MASK

pH 4.0/4.5

A precious beauty ally.
Botox effect hair mask
gives a volume-plumping effect
and new vitality to dull
and weakened hair.
Its rich keratin and linseed
texture protects gently,
guaranteeing instant repair
and resistant, silky, soft
and easy to comb hair.
Professional product,
dermatologically tested.

HOW TO USE: Apply to damp hair
and massage gently.
Leave on for a few minutes,
then rinse. For an optimal result
proceed with the complete treatment
of the Pro.co Botox effect line.

Format:
250 ml / 8,45 fl.oz.
1000 ml / 33,81 fl.oz.



BOTOX PLUMPING MILK

pH 5.0/5.5

A precious beauty ally.
Plumping Milk gives instant strength
and shine to brittle and dull hair.
The innovative blend of Keratin
and linseed strengthens and protects
the hair fiber, repairing the cuticles
and helping to prevent
the formation of split ends.
Professional product,
dermatologically tested.

HOW TO USE: Apply to washed
and towel-dried hair.
Apply the product from lengths
to ends with a light massage.
Leave on for a few minutes
and without rinsing proceed
with normal drying.

Format:
100 ml / 3,38 fl.oz.





EQUILIBRIUM PRO.SHAMPOO

pH 5.3/5.7

Active ingredients: Ivy and Caffeine
Specific formulation to cleanse delicate skin; with dandruff and/or excess sebum problems. The active ingredients of ivy, have a decongestant and revitalizing efficacy, detoxify the skin by eliminating waste. Caffeine strengthens weakened roots by improving the structure of the hair.

HOW TO USE: apply to wet hair, massage gently and rinse. Repeat the operation if necessary. Professional product.

Format:
250 ml / 8,45 fl.oz.
1000 ml / 33,81 fl.oz.



FALL CHECK PRO.SHAMPOO



pH 5.3/5.7

Active ingredients:

Liposomes EFB5 and Caffeine
Specific formulation to cleanse, strengthening skin and hair. A blend rich in vitamins acts on the hair bulb to help stimulate hair growth. Caffeine strengthens weakened roots by improving the structure of the hair.

HOW TO USE: apply to wet hair, massage gently and rinse. Repeat the operation if necessary. Professional product.

Format:
250 ml / 8.45 fl.oz.
1000 ml / 33.81 fl.oz.



FALL CHECK PRO.SERUM

Active ingredients: Liposomes EFB5 and Caffeine

Delicate formulation based on EFB5 liposomes and caffeine extracts fortifies skin and hair, helping to increase capillary density. Vitamin E provides nourishment to the cells, F acts on the states of dryness and flaking of the skin, B5 effective in the treatment of inflammatory processes. Caffeine strengthens weakened roots by improving the structure of the hair.

HOW TO USE: Apply the lotion to the skin. Gently massage to absorb the product and stimulate micro-circulation. Proceed with styling. For an INTENSE treatment we recommend the use of 2 ampoules per week for the duration of 1 month. For a MAINTENANCE treatment 1 ampoule per week for 1 month. Professional product.

Format:
pack 3 vials of 8 ml / 0.2705 fl.oz.
pack 24 vials of 8 ml / 0.2705 fl.oz.





DAILY PRO.SHAMPOO

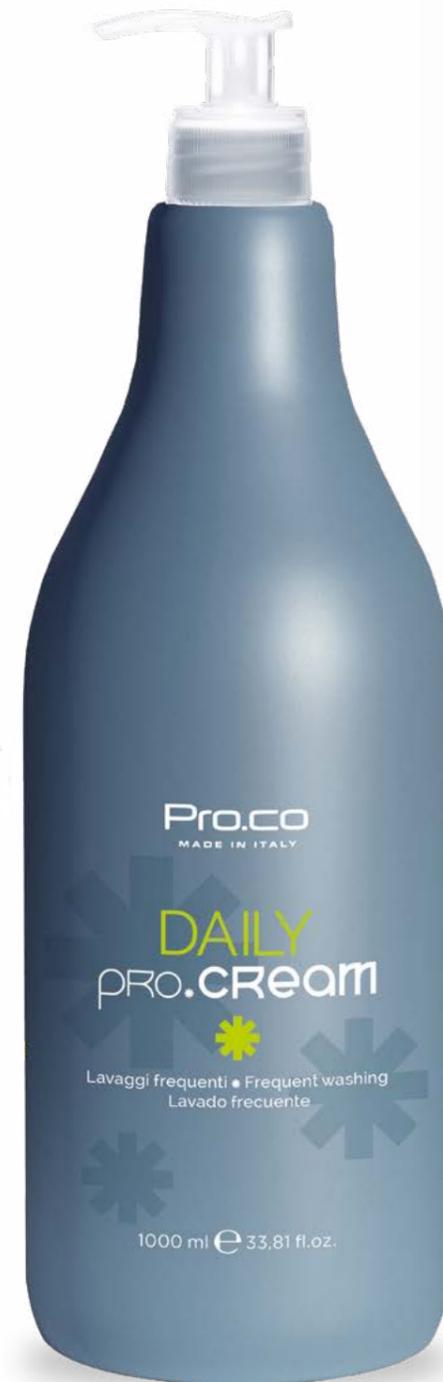
pH 6.0/7.0

Active ingredients: Olive Oil and Laurel. Shampoo for frequent washing. It gently cleanses, allowing a daily washing of the hair. The active ingredients of olive oil and laurel guarantee elasticity and softness, without weighing down. The specific formulation provides hydration to the hair fiber and the cutis, relieving any irritation of the scalp.

HOW TO USE: apply the product on wet hair, massage gently and proceed with rinsing. If necessary, repeat the operation. Professional product.

Format:
250 ml / 8.45 fl.oz.
1000 ml / 33.81 fl.oz.
sachet of 8 ml / 0.27 fl.oz.

NEW
FORMAT



DAILY PRO.CREAM

pH 5.3/5.7

Active ingredients: Olive Oil and Laurel. Frequent washing hair cream. The delicate formulation allows daily use and it is suitable for all hair types. Thanks to the benefits of olive oil and laurel, it guarantees the proper hydration, nourishing the hair in depth. It gives brightness and silkiness, without weighing down.

HOW TO USE: apply the product on washed hair, comb and leave for a few minutes. Then proceed with rinsing. Professional product.

Format:
250 ml / 8.45 fl.oz.
1000 ml / 33.81 fl.oz.
sachet of 8 ml / 0.27 fl.oz.





KEEPING PRO.SHAMPOO

pH 4.8/5.2

Active ingredients:

Olive Oil and Wheat Protein.

Color maintenance shampoo.

Specifically designed for colored hair, nourishes and moisturizes, sealing the hair cuticles to prevent color fade away and prolong its intensity.

The special formula protects the hair fiber from weathering and enhances the brightness of the color.

Thanks to the benefit features of olive oil and wheat proteins, it revives and guarantees softness to the hair.

HOW TO USE:

apply the product on wet hair, massage gently, involving all the hair from roots to ends, thus proceed with rinsing. If necessary, repeat the operation.

Professional product.

Format:

250 ml / 8,45 fl.oz.

1000 ml / 33,81 fl.oz.

sachet of 8 ml / 0,27 fl.oz.



KEEPING PRO.MASK

pH 4.5/5.0

Active ingredients:

Olive Oil and Wheat Protein.

Color maintenance mask. It nourishes and moisturizes the hair, carrying out an intense acidifying action that seals the cuticles to prevent color fade away.

The formula with olive oil and wheat proteins protects the hair fiber from weathering, enhancing the brightness of the color and visibly extending its intensity.

HOW TO USE:

apply the product on wet hair, massage gently, involving all the hair from roots to ends, thus proceed with rinsing. If necessary, repeat the operation. Professional product.

Format:

250 ml / 8,45 fl.oz.

1000 ml / 33,81 fl.oz.

sachet of 8 ml / 0,27 fl.oz.





YELL-Ø PRO.SHAMPOO

pH 5.0/5.5

Active ingredients: Olive Oil, Wheat Protein and Purple Pigments. Anti-yellow shampoo. Ideal mix, with a delicate protective action, to neutralize the yellowing on white, gray, bleached and blonde tones colored hair. Enhanced by purple pigmentation, it gently revives the silver reflections, restoring natural shine to the hair.

HOW TO USE:

apply the product on wet hair, massage gently, involving all the hair from roots to ends, leave on for 1 to 5 minutes. Rinse thoroughly and, if necessary, repeat the operation. Professional product.

Format:
250 ml / 8,45 fl.oz.
1000 ml / 33,81 fl.oz.

NEW
FORMAT



NEW
FORMAT



YELL-Ø PRO.MASK

pH 5.0/5.5

Active ingredients: Olive Oil, Wheat Protein and Purple Pigments. Anti-yellow mask is ideal for counteract the yellow and orange reflections. Suitable for blonde and gray tinted hair, as well as bleached hair. Thanks to its specific formulation with purple pigments, it delicately revives the hair reflections and restores the brilliance of the hair. It is perfect to use after the Yello shampoo to complete the treatment.

HOW TO USE: apply the mask to washed hair, gently massage the product on lengths and ends. Leave on for 1 to 5 minutes. Rinse thoroughly. Proceed with drying. Professional product.

Format:
250 ml / 8,45 fl.oz.
1000 ml / 33,81 fl.oz.



2PHASE PRO.ESSENCE

Active ingredients: Olive oil and laurel.
Biphasic detangling treatment for the care and beauty of the hair. It nourishes and deeply moisturizes, giving shine to dull and faded hair.
Thanks to its special formulation based on olive oil and laurel, it ensures a pleasant silkiness, without weighing down.
The ideal formula to revitalize the driest, frizzy and treated hair.

HOW TO USE: shake the bottle to mix the aqueous phase with the oily phase. Spray the product on damp hair, comb and proceed with the desired drying without rinsing.
Professional product.

Format:
250 ml / 8,45 fl.oz.



FINALIZING PRO.SPRAY

Active Ingredients:
Wheat-germ oil Hairspray.
Perfect for refining and holding the style without weighing the hair down; it holds even the most extreme looks for hours, and is easy to brush out.

HOW TO USE: shake the bottle well before use and apply at a suitable distance for styling.
Professional product.

Format:
500 ml / 16,90 fl.oz.



REBALANCING PRO.OIL

Active Ingredients: Olive oil and wheat protein.
Post-colouring, bleaching or permanent decongestant lotion. Purifies skin, eliminating residue from alkaline treatments.
Deeply nourishing, leaving hair soft and shiny, thanks to its main active ingredients of olive oil and wheat protein.

HOW TO USE: use after shampooing. Towel dry hair and carefully apply the lotion to the scalp. After leaving to soak in for a few minutes, rinse and begin styling the hair.
Professional product.

Format:
pack 12 vials of 10 ml / 0,34 fl.oz.



LASTING PRO.GEL

Active ingredients: Lemon Extracts.
Strong fixing gel. Ideal for shaping and long fixing even for the most extreme look. Lemon extracts nourish and strengthen, without messing up the hair.
To achieve a result of great effect, which leaves no residue and is easily removed with a shampoo.

HOW TO USE: apply enough product on the hands and distribute evenly on the hair, until the desired result is achieved.
Professional product.

Format:
250 ml / 8,45 fl.oz.





CURLYON PRO.MOUSSE

Active Ingredients:
Wheat-germ oil and Panthenol.

Styling mousse for curly hair.
A delicate formula for hair providing hydration with no added weight. It gives the curls a pleasingly natural look, guaranteeing smooth results, even several hours after application.

HOW TO USE:

after washing, towel dry the hair and squeeze a little product into your palm. Spread the mousse evenly over the scalp. Leave hair to dry naturally or with a hairdryer. Professional product.

Format:
300 ml / 10,14 fl.oz.

SHAPEFIX PRO.MOUSSE

Active Ingredients:
Wheat-germ oil and Panthenol.

Fixing mousse. When used during drying, it helps to achieve the desired style and long-lasting hold. Delicate on the hair, it gives the scalp a pleasing shine and the perfect finish for any look.

HOW TO USE: shake well before use. Squeeze a little product into your palm and apply to the hair before drying. Professional product.

Format:
300 ml / 10,14 fl.oz.



PRODUCTS AVAILABLE IN LARGE FORMAT

DAILY PRO.SHAMPOO

5L / 169,07 fl.oz.
10L / 338,14 fl.oz.

DAILY PRO.CREAM

5L / 169,07 fl.oz.
10L / 338,14 fl.oz.

KEEPING PRO.SHAMPOO

5L / 169,07 fl.oz.
10L / 338,14 fl.oz.

KEEPING PRO.MASK

5L / 169,07 fl.oz.
10L / 338,14 fl.oz.

FRUIT PRO.SHAMPOO

5L / 169,07 fl.oz.
10L / 338,14 fl.oz.

FRUIT PRO.CONDITIONER

5L / 169,07 fl.oz.

MINT PRO.SHAMPOO

5L / 169,07 fl.oz.
10L / 338,14 fl.oz.

MINT PRO.BALM

5L / 169,07 fl.oz.

ALMOND MILK PRO.SHAMPOO

5L / 169,07 fl.oz.
10L / 338,14 fl.oz.

ALMOND MILK PRO.CREAM

5L / 169,07 fl.oz.





LIQUID CRYSTALS PRO.OIL

Liquid crystals are the allies to make hair shine. They give new light, confer softness and improve hair manageability. The specific formulation acts directly on the hair without greasing and weighing it down. The product keeps the whole hair crown nourished and hydrated by creating a protective barrier against weathering.

DIRECTIONS: It can be used on both dry and wet hair. Pour the necessary amount onto the hands then apply to the hair, smoothing it all the way down to the ends. Professional product.

Format:
100 ml / 3,38 fl.oz.



SUNNY PRO.SHAMPOO AFTER SUN

By the Sea or at the pool: take care of your hair. Ideal shampoo for frequent washing with soothing and rebalancing action. Thanks to its specific formulation it gently hydrates the scalp and hair. It confers relief by removing salt and chlorine residues. Give new light to the hair.

HOW TO USE: Apply to wet hair, massage thoroughly and rinse. Repeat the operation if necessary. Professional product.

Format:
250 ml / 8,45 fl.oz.



SUNNY PRO.MASK WITHOUT RINSING

By the Sea or at the pool: take care of your hair. Hair Mask with moisturizing and detangling action suitable in any context. It protects the hair from sun exposure and external agents such as chlorine and salt. The specific formulation acts in depth creating a barrier around the hair structure. Simple to apply, non-greasy and no rinsing required.

HOW TO USE: after having washed the hair with SUNNY PRO.Shampoo, dab the excess of water and steam the SUNNY PRO.Mask all over the hair, comb and proceed with drying. Product without rinsing. Professional product.

Format:
250 ml / 8,45 fl.oz.



SUNNY PRO.FLUID HAIR & BODY

By the Sea or at the pool: take care of your hair and body. It is a Spray product ideal to take with you and use on a sunny day. Thanks to its specific formulation it gives instant relief and freshness. The product is designed to moisturize the skin and hair subjected to sun exposure. Practical and simple to apply, it is not greasy

HOW TO USE: spray on hair and body as needed during the day. Product without rinsing. Professional product.

Format:
250 ml / 8,45 fl.oz.





PRO.DECO 9 BLEACHING

Extremely powerful bleach (9-tones) with anti-yellow action. Perfectly balanced formula to achieve up to 9 lightening levels and neutralize yellow tones. Suitable for lightening, creating mèches and toning.

HOW TO USE:

mix 50 g of Pro.Deco9 powder with 100ml Pro.Oxygen (dilution ratio 1: 2). Apply to the hair to be bleached and leave on for a maximum of 40 minutes. The pose time varies according to the type of hair and the desired lightening tone. Rinse thoroughly and wash your hair. Professional product

Format:
500 g / 17,64 fl.oz.



PRO.DECO BLEACHING

Extremely powerful bleach (6-tones) Mixing 1:2

HOW TO USE: mix 50 grams of Pro.Deco powder with 100 ml of Pro.Oxygen. Apply on the hair and leave in pose for a maximum of 40 minutes. The setting times depends on the type of hair and desired bleaching. Rinse thoroughly and wash your hair. Professional product.

Format:
500 g / 17,64 fl.oz.
sachet of 25 g / 0,88 fl.oz.

NEW
FORMAT



CURLING PRO.SOLUTION

Curling system (Curling liquid + Neutralizer) for any hair type. Its Cysteamine and Hydrolysed Keratin-based, thioglycolate-free composition ensures a natural, smooth movement for your curls. Thanks to its special formula, it can achieve results for all hair types: from natural to difficult natural hair, dyed or sensitive hair to bleached or highly sensitive hair. Professional product

HOW TO USE:

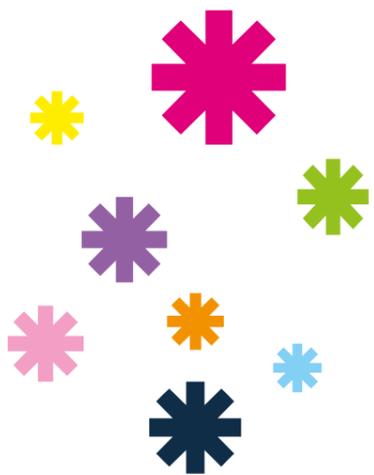
1. Wash the hair with a delicate shampoo. Towel dry and get rid of any excess water.
2. Put the curlers in and apply Waving Pro.Perm (waving liquid) evenly over the curlers and cover with a plastic cap.
3. Leave to work from 5 to 30 minutes depending on the hair type and the desired effect. Check progress during this time.
4. After the resting time, rinse thoroughly. Drying off any excess water.
5. Apply Neutralizing Pro.Perm (neutraliser) over the curlers and leave for 5 minutes. Take out the curlers and leave for a few minutes before rinsing.
6. Apply Keeping Pro.Mask, leave in for a few minutes and rinse.

Format:
pack of 2 bottles x 250 ml / 8,45 fl.oz.



A woman with long, vibrant red hair is shown in profile, looking upwards and to the left. Her hair is blowing in the wind, creating a dynamic and energetic look. She has blue eye makeup. The background is a plain, light blue-grey color. The text 'PRO*COLOR' is overlaid on the right side of the image in a white, sans-serif font.

PRO*COLOR



CREATIVITY PRO.COLOR

Direct coloring with high concentration of pigments. Seven basic colors to be used pure or mixed together to create original and brilliant effects.

HOW TO USE:

Creativity color does not cover white hair. It is applied pure without the use of peroxide. The contact of Creativity with oxidation coloring or bleaching alters the final result.

1. INTENSE EFFECT

The pure color that leaves its mark and lasts over time. Apply Creativity color directly on bleached hair and leave on for 15-20 minutes. Rinse thoroughly. Acidify with Keeping Pro.Mask for 5-10 minutes and rinse.

2. PASTEL EFFECT

Create the shade you want by mixing the nuances with the NEUTRAL CORRECTOR. Apply Creativity color directly on bleached hair and leave on for 15-20 minutes. Rinse thoroughly. Acidify with Keeping Pro.Mask for 5-10 minutes and rinse.

Professional product.

Format:
pack of 6 tubes 100 ml / 3,4 fl.oz



base di applicazione

application basis • base de aplicación
base d'application • Anwendungsbasis
base de aplicação • основа приложения
εφαρμογή • أساس التطبيق



| | | | | | | |
|-----------------------|----------|-----------|--------------|-------------|-----------|------------|
| pure color | red | pink | magenta | violet | blue | jeans |
| 10g neutral corrector | + red 5g | + pink 5g | + magenta 5g | + violet 5g | + blue 5g | + jeans 5g |
| 10g neutral corrector | + red 1g | + pink 1g | + magenta 1g | + violet 1g | + blue 1g | + jeans 1g |



PRO.COLOR LINSEED

Permanent color dye with very low ammonia content, with Linseed Oil pure extracts. It has an excellent coverage of white hair, giving a uniform and very long lasting color.

HOW TO USE: for both natural and fantasy series (MIX 1:1,5) 100 gr. of color cream with 150 g of the chosen Oxigen Pro.Cream according to the lifting tone desired. For superlighteners series (MIX 1:2) 100 g of color cream with 200 g of Oxigen Pro.Cream. Mix until you get a homogeneous cream.

FIRST COLOURING:

Apply the mixture to the lengths without forgetting the ends. Setting time: 15 minutes. Then distribute the color also on hair's roots. Setting time: 30 minutes (total time: 45 minutes).

TOUCH UP:

Apply the color to the root's growth. After 30 minutes of setting time, emulsify over the lengths and at the ends, leaving on for another 5 to 10 minutes. The exposure times are indicative and may be extended depending on needs. Professional product.

Format:
pack of 6 tubes 100 ml / 3,4 fl.oz



PRO.OXIGEN CREAM LINSEED

HOW TO USE: Mix Pro.Oxigen Cream with Pro.Color Cream 1:1,5 and Pro.Deco 1:2. Professional product.

FORMULATIONS:

- 3 volumi (1%)
- 10 volumi (3%)
- 20 volumi (6%)
- 30 volumi (9%)
- 40 volumi (12%)

Format:
150 ml / 5,1 fl.oz.
1000 ml / 33,81 fl.oz.



ACCESSORIES OF COMMUNICATION



PAPER
SHOPPER BAG



BOWL AND BRUSH

DISPOSABLE CAPES
30pcs

LAB37 srl

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www.procohair.com

