

bi.milano





Every person is special and every person wants to have dream hair.

bi.milano is a complete line of treatment products and technical services suitable for every type of hair and for every desired result. In fact, **bi.milano** offers targeted, unique and custom treatments for all types of hair fibre, to create beauty and wellness rituals and have stylish hair all year round.

Choosing **bi.milano** means choosing high-quality products that combine high performance with highly tolerable formulas, in full respect of the hair and scalp.

bi.milano

01 colour



Innovation and respect for the hair, combined with a passion for colour, are enclosed in the **bi.milano** oxidation colour in scented cream, designed to allow hair specialists to achieve successful creations. **bi.milano** guarantees intense colours and shiny shades, total coverage of greys and long duration of colour over time.

WHY CHOOSE **BI.MILANO** COLOUR?

Choosing the **bi.milano** professional hair colouring cream means having a high-quality product that combines total coverage of greys with HIGH TOLERANCE formulas, also dedicated to the more sensitive scalp.

THE FORMULAS ARE: LOW AMMONIA, ENRICHED WITH NOURISHING FUNCTIONAL SUBSTANCES AND A MIXTURE OF MOISTURISING AND SOFTENING OILS THAT PRESERVE HAIR INTEGRITY DURING COLOURING





BEAUTIFUL SHADES IN A SCENTED COSMETIC CREAM

- 100% COVERAGE OF GREYS
- STABLE COLOUR
- CONDITIONING CREAMY BASE
- NATURAL, SHINY AND BRILLIANT SHADES
- 100ml TUBE
- 1:1 MIXTURE (1:2 FOR SUPERLIGHTENING COLOURS)



we love pets



made in italy

02

technical area



AMMONIA-FREE BLEACHING TECHNICAL AREA FOR HAIR

Heavy non-volatile light blue powder – anti-yellowing action.
LIGHTENS up to **7 TONES**.

QUICK, UNIVERSAL. SCENTED.

It does not heat up, it does not swell or slide.
Mixed with a stabilised oxidising emulsion, it forms a special cream that aids application, allowing optimal adherence to the hair and precise application.
During application there is no bothersome ammonia smell.
Format: expo box of 24 single-dose sachets of 35 gr each.



OXY

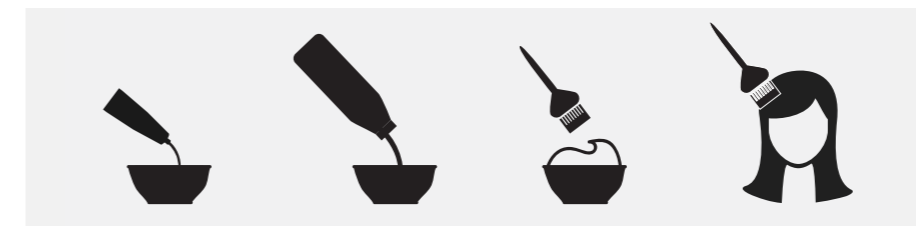
To achieve the most out of the Colour Treatment, we recommend using the **bi.milano** oxidising emulsion.

- 1000 ml and 100 ml format
- Available in 4 versions: 10, 20, 30 and 40 Vol
- Enriched with **silk proteins** and a **pleasant scent of gooseberries**

BI.MILANO MIXTURE?

RATIO 1:1: In a bowl mix 50 ml cream and 50 ml of 20/30 vol oxidising emulsion. Apply to the hair as usual and leave on for about 30 minutes. Rinse.

RATIO 1:2 SERIES 11 and 12: In a bowl mix 35 ml cream and 70 ml of 40 vol oxidising emulsion. Apply to the hair as usual and leave on for about 40 minutes. Rinse.








03 treatments

Thanks to the excellence of research in the field of trichology, **bi.milano** treatment line offers:

- **specific functional formulas** to meet the needs of each type of hair;
- **high tolerance** formulas, also dedicated to the more sensitive scalp;
- formulas **without** sls and sles; petrolatum; silicones; parabens; artificial dyes;
- **100% Made in Italy** formulas;
- formulas that use **functional plant substances**, typical of the Italian territory.

THE PRODUCT FAMILIES THAT MAKE UP THE **bi.milano** TREATMENT LINE ARE:

-  DAILY USE - FREQUENT WASHING / for all hair types
-  COLOR PROTECTION / for coloured and treated hair
-  NOURISHING / for dry and brittle hair
-  ANTIFRIZZ / for frizzy hair
-  BLONDE HAIR / for blonde and bleached hair



03 treatments



daily use

FREQUENT WASHING FOR ALL HAIR TYPES

Free radicals are naturally formed within the body's cells and are considered responsible for skin ageing.

Products that are rich in **antioxidant active ingredients must be used to counteract the action of free radicals**. This is why **bi.milano** offers a specific treatment to be used every day.

bi.milano daily use, in addition to gently cleansing the hair, helps it maintain its physiological balance thanks to the specific hydrating and nourishing action of the active ingredients. Hair that is washed every day still looks healthy, nourished and hydrated.



SHAMPOO FOR FREQUENT WASHING FOR ALL TYPES OF HAIR

With Willow Extract, Juniper Extract, Sweet Almond Oil, Magnolia Extract. Extremely gentle, ideal for frequent washing, it protects the natural balance of the hair, hydrating it.

Format: 350 ml bottle



CONDITIONER FOR FREQUENT WASHING FOR ALL TYPES OF HAIR

With Willow Extract, Juniper Extract, Sweet Almond Oil, Magnolia Extract. Completes the hydrating action of Shampoo; the hair is soft, elastic and completely rehydrated.

Format: 350 ml bottle



LEAVE ON TONIC FOR FREQUENT WASHING FOR ALL TYPES OF HAIR

With Orange Peel Extract, Lemon Essential Oil, Liquorice Extract. The mix of ingredients hydrates and keeps the hair structure soft, visibly healthy and not weighed down.

Format: 125 ml bottle

MAIN ACTIVE INGREDIENTS:

Willow Extract (strengthening)
Juniper Extract (tonic and stimulating)
Sweet Almond Oil (antioxidant)
Magnolia Extract (illuminating)
Orange Peel Extract (conditioning)
Lemon Essential Oil (illuminating)
Liquorice Extract (hydrating)

WITHOUT SLS AND SLES; SILICONES; PARABENS; ARTIFICIAL DYES; WITH TYPICAL ITALIAN PLANT-BASED FUNCTIONAL SUBSTANCES

03 treatments



color protection

FOR COLOURED AND TREATED HAIR

Coloured and treated hair requires specific care and should be treated with special products. In fact, chemical treatments can be harsh on the hair, which requires the use of specific, **effective and nourishing products that are rich in active ingredients, so as to restore the hair fibre to optimal conditions and maintain a luminous and vibrant colour.** Protect, hydrate and illuminate: the “MUST HAVE” of the **bi.milano** color protection products.



COLOR PROTECTION SHAMPOO FOR COLOURED AND TREATED HAIR
With Organic Olive Oil, Tomato Juice, Marigold Extract.
Thanks to the Color Protection Shampoo, coloured and treated hair regains its natural brilliance, body and radiance.

Format: 350 ml bottle



COLOR PROTECTION CONDITIONER FOR COLOURED AND TREATED HAIR
With organic Olive Oil, Tomato Juice, Marigold Extract. It rounds off the action of the Shampoo and, thanks to the synergistic action of its ingredients, it prolongs the beauty of the colour, the brilliance of shades and helps to restore vitality and nourishment to treated hair.

Format: 350 ml bottle



COLOR PROTECTION LEAVE ON SERUM FOR COLOURED AND TREATED HAIR
With Organic Olive Oil, Carrot Extract, Propolis Extract, Dog Rose Extract.
A mix of ingredients that makes hair docile without weighing it down and prolongs the shine and brightness of the colour.

Format: 125 ml bottle



COLOR PROTECTION MASK FOR COLOURED AND TREATED HAIR
With Organic Olive Oil, Tomato Juice, Marigold Extract.
Thanks to the synergistic action of its ingredients, it prolongs the beauty of the colour, the brilliance of shades and helps to restore vitality and nourishment to treated hair.

Format: 500 ml jar

MAIN ACTIVE INGREDIENTS:

Organic Olive Oil (antioxidant that helps to protect the scalp and hair fibre)
Tomato Juice (strengthening and illuminating)
Calendula Extract (revitalising)
Carrot Extract (revitalising and illuminating)
Propolis Extract (soothing)
Dog Rose Extract (soothing)

WITHOUT SLS AND SLES; SILICONES; PARABENS; ARTIFICIAL DYES; WITH TYPICAL ITALIAN PLANT-BASED FUNCTIONAL SUBSTANCES

03 treatments



nourishing

NOURISHING FOR DRY AND BRITTLE HAIR

When hair appears dry, brittle, dull and opaque, it needs to be treated with specific products that nourish it, helping it to regain its natural body and restoring its volume and softness.



NOURISHING SHAMPOO FOR DRY AND BRITTLE HAIR

With Olive Oil, Sweet Almond Oil, Camellia Oil.

Nourishing Shampoo for Dry and Damaged Hair, nourishes and hydrates the hair fibre, increasing its softness.

Format: 350 ml bottle



NOURISHING CONDITIONER FOR DRY AND BRITTLE HAIR

With Olive Oil, Sweet Almond Oil, Camellia Oil. It rounds off the action of the Shampoo, restoring nutrition, hydration and body to the hair fibres.

Format: 350 ml bottle



NOURISHING LEAVE ON SERUM FOR DRY AND BRITTLE HAIR

With Olive Oil, Sweet Almond Oil, Camellia Oil, Helichrysum Extract.

Suitable for Dry and Damaged Hair, Nourishing Leave On Serum softens the hair, hydrates it and does not weigh it down, thanks to the mix of ingredients with known nourishing and emollient properties.

Format: 125 ml bottle



NOURISHING MASK FOR DRY AND BRITTLE HAIR

With Olive Oil, Sweet Almond Oil, Camellia Oil.

Formulated mask to restore nourishment and body to dry and brittle hair. Completes the nourishing action of the Shampoo.

Format: 500 ml jar

MAIN ACTIVE INGREDIENTS:

Olive Oil (antioxidant that helps to protect the scalp and hair fibre)
Sweet Almond Oil (antioxidant)
Camellia oil (conditioning and illuminating)
Helichrysum Extract (revitalising)

WITHOUT SLS AND SLES; SILICONES; PARABENS; ARTIFICIAL DYES; WITH TYPICAL ITALIAN PLANT-BASED FUNCTIONAL SUBSTANCES

03 treatments



anti frizz

NOURISHING FOR FRIZZY HAIR

The problem of **frizzy hair** can affect all types of hair: fine, medium or thick. When the level of humidity increases, hair becomes frizzy, unruly and difficult to tame. **bi.milano** offers a complete **treatment to hydrate the hair and soften the hair fibre, making both manageable, soft and shiny**. The mix of innovative functional substances restores health and well-being, conveys hydration and silkiness, **leaving it disciplined for longer**.



ANTI-FRIZZ SHAMPOO

With Olive Oil, Walnut Extract, Sunflower Seed Oil, Donkey Milk Protein. Its precious formula, rich in emollient and detangling substances, helps to fight annoying frizz and preserves the health of the hair, making it stronger.

Format: 350 ml bottle



ANTI-FRIZZ CONDITIONER FOR FRIZZY HAIR.

With Olive Oil, Walnut Extract, Sunflower Seed Oil, Donkey Milk Protein. It rounds off the action of the Shampoo and, thanks to the mix of emollient and moisturising substances, visibly tames frizz and makes hair more docile and smooth.

Format: 350 ml bottle



ANTI-FRIZZ SERUM

With Olive Oil, Walnut Extract, Sunflower Seed Oil, Donkey Milk Protein, Sweet Almond Oil. The mix of ingredients, with a strongly emollient and detangling action, softens and disciplines the hair, reducing frizz.

Format: 125 ml bottle



ANTI-FRIZZ MASK FOR FRIZZY HAIR

With Olive Oil, Walnut Extract, Sunflower Seed Oil, Donkey Milk Protein. Thanks to the mix of emollient and hydrating substances, the frizz will be visibly reduced and the hair will appear more docile and smooth.

Format: 500 ml jar

MAIN ACTIVE INGREDIENTS:

Olive Oil (antioxidant that helps to protect the scalp and hair fibre)
Walnut Extract (illuminating)
Sunflower Seed Oil (repairing)
Donkey Milk protein (hydrating)
Sweet Almond Oil (antioxidant)

WITHOUT SLS AND SLES; SILICONES; PARABENS; ARTIFICIAL DYES; WITH TYPICAL ITALIAN PLANT-BASED FUNCTIONAL SUBSTANCES

03 treatments



blonde hair

FOR BLONDE AND BLEACHED HAIR

The ultraviolet rays of the sun and pollution irritate the hair, causing a photooxidation of the pigments that, in the case of blonde or bleached hair, turn into a yellowish shade. **bi.milano** neutralises these nuances and acts as an anti-yellow on blonde, white, grey and bleached hair, hair with highlights or coloured with super-lightening shades.

Shades regain their brilliant naturalness and shine.

The blonde hair line by **bi.milano** also includes the toning anti-yellow shampoo, with a double concentration of coloured pigments, which, in addition to neutralising unwanted yellowish effects, effectively enhances the cold tones of the hair and tones bleached hair.



MAIN ACTIVE INGREDIENTS:

Sunflower Seed Oil
(repairing)
Wheat Protein (reinforcing)
Wildflower Honey
(regenerating)
Poplar extract
(strengthening)

WITHOUT SLS AND SLES;
SILICONES; PARABENS;
ARTIFICIAL DYES; WITH
TYPICAL ITALIAN PLANT-BASED
FUNCTIONAL SUBSTANCES

THE SOLUTION PROPOSED BY BLONDE HAIR TO ELIMINATE THE YELLOW SHADES FROM BLONDE, WHITE, GREY, BLEACHED HAIR, TREATED WITH HIGHLIGHTS OR DYED WITH SUPER LIGHTENERS IS:

BLONDE HAIR ANTI YELLOW SHAMPOO FOR BLONDE AND BLEACHED HAIR

With Sunflower Seed Oil, Wheat Protein, Wildflower Honey, Poplar Extract, it neutralises yellowish shades on blonde, white, grey and bleached hair, hair with highlights or coloured with super-lightening shades.

Thanks to the functional substances contained, **it softens and nourishes the hair fibre, restoring its brilliance and giving blonde and white hair a natural effect.** It is also perfect for neutralising yellowish shades in men's hair.

Format: 350 ml bottle

Use: on wet hair apply the necessary amount of product, distributing it uniformly. Massage gently and leave on for 3-5 minutes. Rinse.

Leave-in time: from 3 to 5 minutes for bleached or highlighted hair; 3 minutes for white or grey hair.



TO TONE GREY, COLOURED WITH SUPERLIGHTENING SHADES, BLEACHED OR HIGHLIGHTED HAIR, BLONDE HAIR OFFERS

BLONDE HAIR ANTI-YELLOW TONING SHAMPOO FOR GREY, SUPERLIGHTENED, BLEACHED OR HIGHLIGHTED HAIR

With Sunflower Seed Oil, Wheat Protein, Wildflower Honey, Poplar Extract. Formulated with a double concentration of coloured pigments, it effectively emphasises the cold and grey tones of the hair besides neutralising unwanted yellowish shades.

Ideal as a toner after bleach treatment.

Silver to purple shades in varying intensity, depending on the type of bleach, the porosity of the hair and setting time.

Format: 350 ml bottle

Use: apply on wet hair and massage carefully. For an anti-yellowing effect, leave it on for 1 to 5 minutes and rinse thoroughly.

Repeat the application immediately, if necessary, for a more intense anti-yellow effect. For a toning effect, leave it on for longer than 5 minutes according to the porosity of the treated hair and monitor its progress. This will provide first a silver, then a purple tone. Instead of prolonging the application time, you can opt to rinse the shampoo and repeat the application. The degree of toning increases with repeated applications. As it is not aggressive at all, the treatment can be carried out several times, even within a short amount of time: the more frequent the treatment, the greater the obtainable level of toning.

BLONDE HAIR ANTI YELLOW MASK FOR BLONDE AND BLEACHED HAIR

with Sunflower Seed Oil, Wheat Protein, Wildflower Honey, Poplar Extract. It moisturises and nourishes the hair fibre and, thanks to the active ingredients contained, it restores brilliance to the hair, giving blonde and white hair a natural effect.

- To be used together with **Blonde Hair** Shampoo for blonde and bleached hair to fully neutralise yellowish shades on blonde, white and bleached hair, hair with highlights or coloured with super-lightening shades.

- To be used together with **Blonde Hair** Toning Anti-yellow Shampoo for grey, super-lightened, bleached hair or hair with highlights to dramatically enhance the toning effect.

- To be used on its own, combined with your regular shampoo, to neutralise unwanted yellowish shades.

Format: 500 ml jar.

Directions for use: apply evenly on the hair while it is still wet.

Massage well. For optimal results, we recommend leaving it on for no longer than 5 minutes and then rinsing well.



faq

WHAT BASE CAN THE BLONDE HAIR ANTI-YELLOW TONING SHAMPOO BE APPLIED ON?

- For an **anti-yellow** effect: on grey, bleached, superlightened or highlighted hair.
- For a **toning effect**: only on bleached hair or with a very light base. The lighter the base, the better the achievable toning effect.

DOES THE TONING EFFECT OF BLONDE HAIR SHAMPOO VARY?

YES, the results vary based on hair type, and the porosity may differ, even on the same hair, from roots to ends. The final effect is also affected by the level of bleaching that the hair goes through before treatment with Blonde hair anti-yellow toning shampoo.

WHAT IS THE LEAVE-IN TIME FOR AN ANTI-YELLOW EFFECT?

Between 1 and 5 minutes, visually checking the development of the treatment. Repeat the application immediately to achieve a more intense anti-yellow effect.

HOW CAN YOU REMOVE THE TONING EFFECT OF BLONDE HAIR SHAMPOO?

Simply proceed as follows: take a suitable dose of bleaching powder, add some cleansing shampoo, mix everything and add warm water. Apply by massaging until you visually achieve the desired level of removal of the toning effect. Wash again with shampoo, if necessary to eliminate any toning residues.

With this operation you are basically **“cleaning“ the colour without minimally damaging the hair.**

HOW LONG DOES THE TONING EFFECT LAST?

The toning effect **is long-lasting, though it “fades” over time and through regular washing.**

It fades with external agents such as chlorine, salt water, constant exposure to the sun, in addition to the hair's porosity: the more porous the hair, the longer the toning effect will last.

IS IT POSSIBLE TO WASH WITH THE SHAMPOO AGAIN SOON?

Of course. **The shampoo is not aggressive at all** because it only acts on the surface, without affecting the hair shaft. It can therefore be repeated several times, even within short times. **In fact: the more frequent the treatment, the greater the achievable level of toning.**

WHAT RESULT IS ACHIEVED USING BLONDE HAIR ANTI-YELLOW TONING SHAMPOO ON UNBLEACHED HAIR OR WITH NOT A VERY LIGHT BASE?

Effective washing combined with an **illuminating action** and greater shine of the hair, but without any anti-yellow or toning effect.

WHY DOES BLONDE HAIR SHAMPOO HAVE A TONING EFFECT ON BLEACHED HAIR, WHILE IT ONLY OFFERS AN ANTI-YELLOW EFFECT ON UNBLEACHED HAIR?

The starting colour of the hair and the porosity are what make the difference. **This is why the result is unique and different** on every head it is applied on.

IS IT NECESSARY TO WEAR GLOVES TO USE THE PRODUCT?

It is best to protect your hands with gloves **to prevent stains caused by the purple colour of the shampoo**, which is temporary and washes away with water and soap.

IS BLONDE HAIR ANTI-YELLOW TONING SHAMPOO ALSO SUITABLE FOR MEN'S HAIR?

Absolutely, in the sense that, **on salt and pepper hair on men and women**, it enhances it with an ice white effect of unbeatable visual impact.

HOW CAN YOU ACHIEVE SILVER TONING?

Starting from bleached hair and/or a very light hair base and leaving the blonde hair anti-yellow toning shampoo **in for a minimum of 5 minutes**, taking care to visually check the development of the toning and possibly washing again with shampoo one or more times, immediately or within a short amount of time, to obtain a more marked effect, also depending on the level of the hair porosity.

HOW CAN YOU ACHIEVE PURPLE TONING?

The methods are the same as those indicated for achieving the silver toning, with the only difference being that **the treatment will require a longer leave-in time**, in any case it always needs to be checked visually. Also in this case it is also possible to repeat the shampoo, as indicated for silver toning, to accentuate the final effect.



HOW MANY TYPES OF **STYLING** ARE THERE? ONE FOR EACH HEAD!

Waves, curls, volume, sculpted and defined hairstyles, with a shiny or matte effect.

A unique look, which from time to time **expresses the personality of those who carries it, the mood of the occasion** when to show it off, or more commonly, it reflects the **trends of hair fashion** in multiple varieties of interpretations.

bi.milano styling can even provide **solutions for the most demanding hairdresser** seeking effective solutions for maximum results.

In fact, it provides a **range chosen among the most current “cool” references in terms** of styling and offers an exhaustive solution for every desired achievement.

An innovative look is guaranteed with bi.milano styling, while respecting the wellbeing of the hair and scalp, thanks to top-performing products with **advanced professional high tolerability formulas**.

04 finishing



holding strength one



PROFESSIONAL FORMULA



ANTI-HUMIDITY PROTECTIVE SERUM FOR HAIR FOR STRAIGHTENING IRON AND HAIR DRYER - UV FILTER

The high refractive molecules contained in the Protective Serum ensure extraordinary shine to all the hair.

A micro elastic sheath covers the shaft and repairs split ends besides protecting from the heat of the straightener and the hair dryer. Non-greasy. Do not rinse.

Use: spray the product evenly all over the hair. Pour on damp hair before drying or using the straightener so as to protect from heat, or on dry hair to add shine. **F.F.1**

Format: 100 ml bottle



ILLUMINATING SERUM FOR HAIR

Refracts mirror-like light. Guaranteed beautiful hair. Envelopes the hair with an impalpable sheath, preserving it from atmospheric agents and pollution. Highly anti-static.

Extraordinary sensation of silkiness and fullness to the touch. Enhances hair color and reduces split ends. Recommended for treated or delicate hair.

Use: it can be used on both dry and wet hair. Pour on the palm of your hand and apply it evenly over all the hair. **F.F.1**

Format: 100 ml bottle

04 finishing



holding strength three



PROFESSIONAL FORMULA



CURL REACTIVATOR GLAZE CREAM ANTI-HUMIDITY - ANTI-FRIZZ. Hair glaze cream designed to revive and moisturise curls. A product with a soft and palpable, but strong texture that adds body, vigour and vivacity to curly hair. Visible anti-frizz and anti-humidity effect. **Use:** apply the necessary amount of product on damp hair and dry it as you style it with your hands or with a brush and hair dryer. Apply the product on dry hair to revive and restyle the curls. **F.F.3**
Format: 250 ml bottle



VOLUMISING ANTI-HUMIDITY MOUSSE - STRONG
Volumising mousse to add body, volume and elasticity to the hairstyle. Sweet support for any type of hair. Exceptional illuminating power: extreme shine. Anti-static and anti-humidity action. Facilitates styling. **Use:** pour the necessary amount of foam on the palm of your hand and apply it to all the hair. **F.F.3**
Format: 300 ml aerosol can



MATTE ANTI-HUMIDITY STYLING PASTE - STRONG
Opaque paste with strong holding strength. Humidity resistant action. **Use:** apply evenly on dry hair and style accordingly to create a visibly defined hairstyle. **F.F.3**
Format: 100 ml jar

04 finishing



holding strength four



PROFESSIONAL FORMULA



ANTI-HUMIDITY HAIR SPRAY - STRONG

Strong hold for a structured and voluminous effect. Adds great shine to the hair. Covers the hair with a resistant and flexible layer. Does not produce a flaking effect. Fast drying. It is removed with a few brush strokes. You can style the hair even after spraying it. Anti-humidity.

Use: spray on the hair at a distance of not less than 30 cm and in brief sprays.

F.F.4

Format: 500 ml aerosol can



SUPER STRONG GLOSSY STYLING WAX. Super strong holding strength glossy styling wax. Use: apply with your fingers and style with your hands. **Use** a straightener and hair dryer if you wish to do so. **F.F.4**
Format: 100 ml jar



EXTRA STRONG GEL

Created to define and style the hairstyle in a defined way. Strong hold with extreme naturalness. It leaves no residue; it is not oily and can be easily removed with a few brush strokes.

Use: apply on dry or damp hair, creating the desired look by styling strand by strand with your hands.

F.F.4

Format: 500 ml jar



bi.milano

DEPRIMILANOGB

The manufacturer reserves the right to make changes to the product's graphic design and features at any time without prior notice.
The information herein refers to the data available at the moment of the presentation/printing.

