



THE GREEN LAB PROJECT IS HERE



devoted to **COSMETICS INSPIRED** by **NATURE**, based on the **Research and Development** of **Active Ingredients** and **Innovative Substances** used by **Professionals** to perform **Holistic** and **Sensory** Salon **Rituals** that are extremely **effective** and **functional**





WHY CANNABIS?



Hemp sativa is a real tonic for the scalp and hair. Rich source of nourishment and hydration thanks to the presence of

Omega 3 Ø Omega 6 Ø Oligoelementi Vítamine

Hemp is an environmentally-friendly and highly sustainable raw material

ACTIVE INGREDIENT: HEMP SATIVA FROM ORGANIC FARMING







HEMP SEEDS are Ideal for restoring the right level of **hydration** and **nourishment** and fortifying skin and hair.



The oil, cold pressed, provides nourishment, giving softness and absolute brightness

CANNABIS IS HERE



CANNABIS is the

REGENERATING and REVITALIZINIG

VEGAN Professional System

with **CANAPA SATIVA_HEMP**

for COLORED, TREATED AND BLEACHED HAIR

and its total well-being





THE RANGE



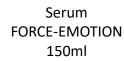














Oil ILLUMINA-THERAPY 100ml









CANNABIS line for COLOURED, TREATED and BLEACHED hair







HEMP SATIVA REGENERATING - REVITALISING LINE

The properties of hemp and active ingredients provide nourishing substances, thereby regenerating hair by acting on the shaft – leaving hair looking healthy, nourished, shiny, full of body and vitamins Transform your salon service into a global well-being experience, a relaxing moment for both the body and mind, as well as a moment to connect with your inner self, by acting on multiple levels:

- Energy
- Mind
- Body

Hemp seeds

Hemp sativa <u>Hemp oil</u>



ACTIVE INGREDIENTS:

<u>HEMP SATIVA</u>: unlike hemp indica, hemp sativa has a negligible content of psychotropic substance THC.

<u>HEMP SEEDS</u>: rich in Omega 3 and Omega 6 polyunsaturated fatty acids, trace minerals and vitamins that help maintain the right level of hydration and the correct hydrolipidic balance. <u>HEMP OIL</u>: hydrates, nourishes and strengthens hair deep down, providing greater well-being.

TREATED AND DAMAGED HAIR: NEED

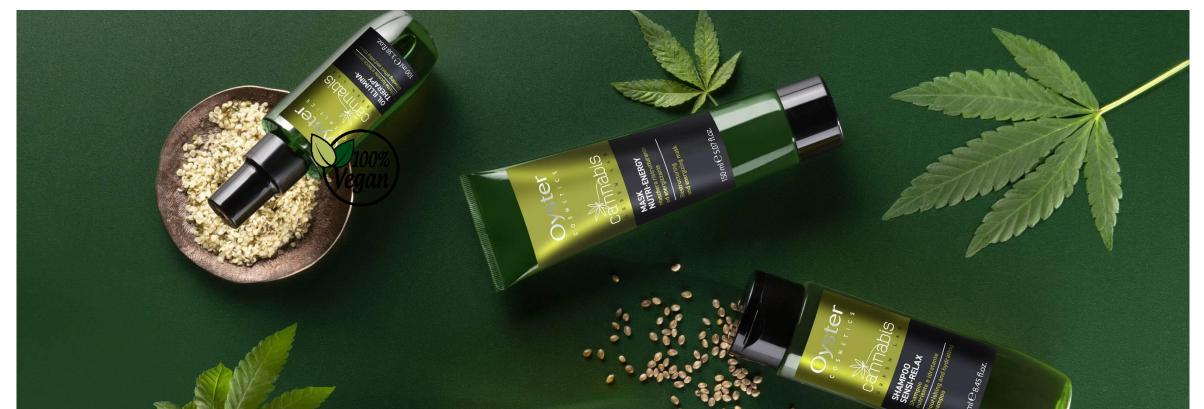


- The hydrolipidic film becomes thinner and no longer ensures a protective barrier for hair
- The cuticle opens when hair is damaged and loses moisture, becoming dull and frizzy
- The keratin structure is weakened and hair becomes fragile, porous and dull

TREATED AND DAMAGED HAIR: CANNABIS SOLUTION

- Provides the necessary HYDRATION for the hair's structure
- **RESTORES the hydrolipidic film**
- SEALS cuticles
- STRENGTHENS the keratin structure
- **REINVIGORATES** hair from roots to ends





TREATED AND DAMAGED HAIR: CANNABIS SOLUTION



REGENERATED

AND «BORN AGAIN»





HOW THE CANNABIS REGENERATING SYSTEM WORKS





BUT not all hair is the same!

Cannabis acts differently on:

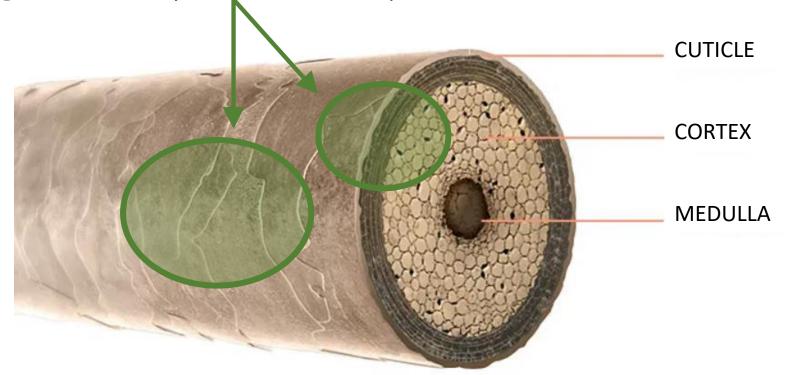
- THIN HAIR
- **REGULAR HAIR**
- THICK HAIR





ON THIN HAIR CANNABIS PENETRATES DEEP DOWN INTO HAIR FIBRES:

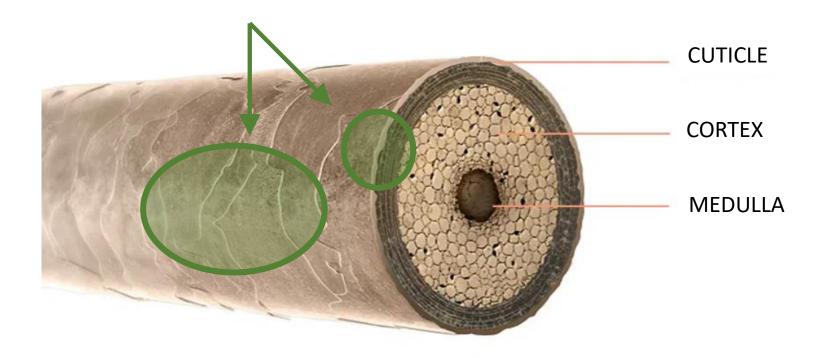
- Strengthens the keratin structure, adding body and vitality
- **Smoothes** all cuticle layers to provide support and volume
- Regenerates the hydrolipidic film that protects hair





ON **REGULAR HAIR** CANNABIS ACTS ON AN INTERMEDIATE LEVEL **BETWEEN THE FIBRES AND CUTICLES**

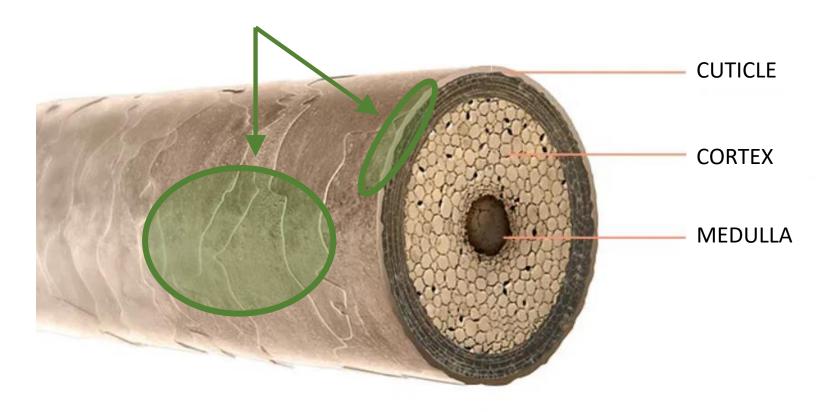
- Revitalises and lowers the outer cuticle layers, thereby leaving hair soft and smooth
- **Regenerates** the hydrolipidic film that protects hair





ON THICK HAIR CANNABIS ACTS ON THE OUTER CUTICLE LAYERS

- Smoothes and seals cuticles, leaving hair looking glossier and eliminating frizz
- Regenerates the hydrolipidic film that protects hair











250 ml

SENSI-RELAX shampoo

Nourishing and Hydrating

pH: 5.00 - 6.00

DESCRIPTION: gentle cleansing effect, leaves a pleasant feeling of relaxation and well-being thanks to its enveloping fragrance. Enriched with cold-pressed Hemp Seed Oil, it provides a deep, nourishing action, leaving hair soft and incredibly radiant.

FRAGRANCE: musky, woody and enveloping. **TEXTURE:** soft and creamy.

SUITABLE FOR: coloured, treated and bleached hair. Particularly effective on damaged hair and stressed scalp.

RESULT: regenerated and stronger hair from roots to ends.

DIRECTIONS: RINSE-OUT – Apply to wet hair – Massage into a soft, rich and pleasant lather – Leave on for a few minutes – Rinse and repeat if necessary.

PRO TIPS: to enhance the illuminating effect, add 3 doses of ILLUMINA-THERAPY OIL. Warm between your hands and apply on hair, working through lengths and ends.

See SALON RITUALS:

MADNESS

•HAPPINESS

•PEACE





NUTRI-ENERGY Mask

Restructuring and Energising

pH: 2.50 - 3.50

DESCRIPTION: restructuring mask with an enveloping fragrance, for a pleasant energising sensation. Hemp seed oil nourishes, detangles and strengthens hair.

FRAGRANCE: musky, woody and enveloping. **TEXTURE:** soft and creamy.

SUITABLE FOR: coloured, treated and bleached hair, particularly effective on damaged, dehydrated and dull hair.

RESULT: stronger, plumper, nourished, silky and smooth hair.

DIRECTIONS: RINSE-OUT – Apply to wet hair – leave on for a few minutes – rinse.

BENEFITS: as well as acting as a nourishing mask, it adds body and volume even to short, thin hair.

PRO TIPS: to enhance the illuminating and detangling effect, add 3 doses of ILLUMINA-THERAPY OIL. Warm between your hands and apply on hair, working through lengths and ends.

See SALON RITUALS: •MADNESS •HAPPINESS

•PEACE

1000 ml

150 ml

MASK NUTRI-ENERGY Maschera ristruttura

estructuring ad energizing mask

150 ml C 5.07 fl.oz.



e





Instant nourishing leave-in conditioner pH: 2.50 – 3.50

DESCRIPTION: instant leave-in conditioner with an enveloping fragrance that gives hair strength and vitality. Hemp seed oil hydrates and nourishes hair, eliminating frizz.

FRAGRANCE: musky, woody and enveloping **TEXTURE:** soft and creamy.

SUITABLE FOR: coloured, treated and bleached hair, particularly effective on damaged, dehydrated and dull hair.

RESULT: stronger, thicker, nourished, silky and smooth hair.

DIRECTIONS: LEAVE-IN – Spray onto wet hair.

BENEFITS: as well as acting as an instant conditioner, the FORCE-EMOTION SERUM adds body even to short, thin hair. Ideal to protect from chlorine before swimming.

SEE SALON RITUALS:

•MADNESS •HAPPINESS •PEACE

150 ml

SERUM FORCE-EMOTION

nutriente senza risciacquo Instant nourishing conditioner without rinsing

150 ml \oplus 5.07 fl.oz.









ILLUMINA-THERAPY OIl

Glowing effect and silky touch

DESCRIPTION: illuminating oil with an enveloping fragrance that gives a pleasant feeling of well-being. It nourishes intensely without weighing hair down.

FRAGRANCE: musky, woody and enveloping **TEXTURE:** soft and creamy.

SUITABLE FOR: coloured, treated and bleached hair. Smoothes and adds gloss, leaving hair looking shiny and full of body without weighing it down.

RESULT: stronger, nourished, silky and smooth hair.

DIRECTIONS: LEAVE-IN – Spray onto washed and towel-dried hair or dry hair. – For very thin hair, spray on hands and apply.

BENEFITS: as well as adding a glossy finish, it gives a NATURAL-LOOKING SHINE to short, thin hair.

PRO TIP: used in combination with the other products, it boosts shine. It acts as a fluidifying medium that accelerates the absorption of hemp oil.

SEE RITUALS: MADNESS - HAPPINESS - PEACE



NEW SIZES





PROFESSIONAL SIZE



SENSI_RELAX 1000ml



NUTRI_ENERGY 1000ml



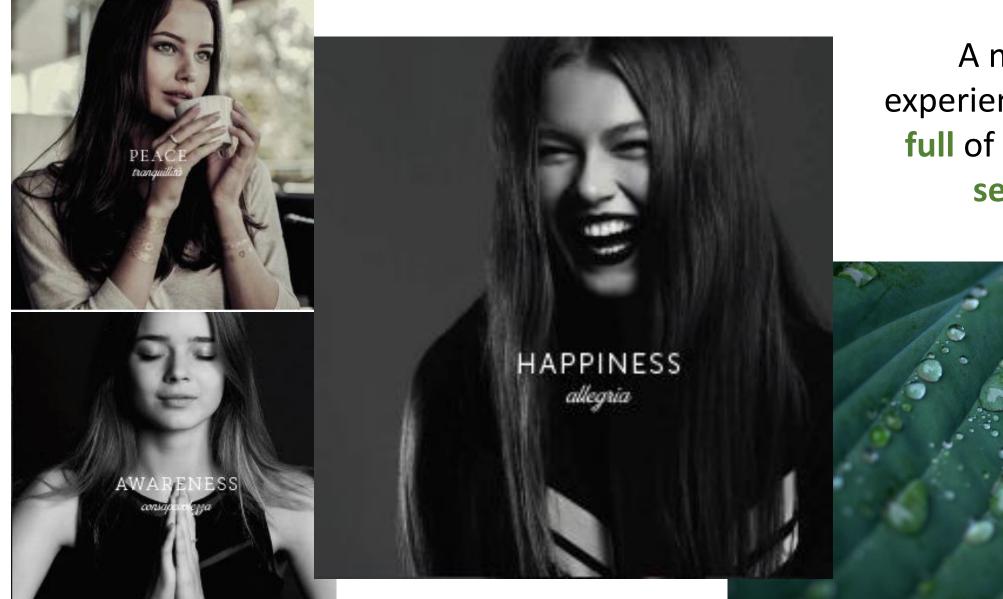
SAMPLE:



SHAMPOO SENSI_RELAX 10ml + MASK NUTRI_ENERGY 15ml

CANNABIS IS A WORLD OF EMOTIONS





A new way of experiencing cosmetics full of emotions and sensations. Enter a world of senses, nature, beauty.

Transform your Salon Service into a GLOBAL WELL-BEING experience, a RELAXING moment FOR BOTH THE BODY AND MIND, with beneficial effects on:





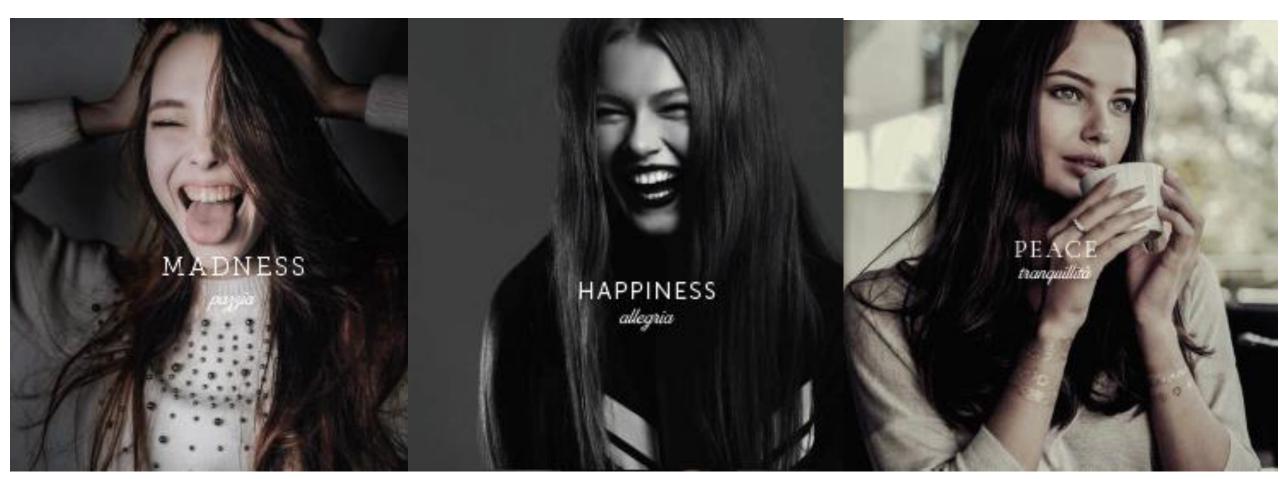






3 REGENERATING **SALON PROFESSIONAL RITUALS**,

FOR COLORED, TREATED AND BLEACHED HAIR.



Thin hair

Regular hair

Thick hair







THERAPY Effetto lucente e tocco setoso Glowing effect and silky touch

100 ml \oplus 3.38 fl.oz.

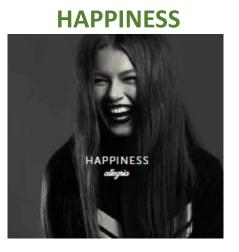


The **RITUALS** make the most of **ILLUMINA-THERAPY OIL**'s properties to **BOOST SHINE in combination with the other products and as a FLUIDIFYING MEDIUM that accelerates** the absorption of **Cannabis**, thereby helping **hydrate** hair.





Thin hair



Regular hair

PEACE



Thick hair



THE 3 RITUALS



RITUAL	SUITABLE FOR	RESULT	HOW THE TREATMENT ACTS
 MADNESS TEXTURISING Regenerating and Revitalising Treatment that adds Strength and Volume 	THIN HAIR lifeless and with no volume, does not hold style	Hair full of body Full-bodied style	 DEEP ACTION: Strengthens keratin structures Smoothes and seals all cuticle layers Regenerates the hydrolipidic film that protects hair
2. HAPPINESS STRANGHTENING Regenerating and Revitalising Treatment that adds Support and Vitality	REGULAR HAIR difficult to manage when styling, lifeless, static hair	Strong hair Soft, long-lasting styling	 INTERMEDIATE ACTION: Revitalises and lowers outer cuticle layers Leaves hair soft and smooth Regenerates the hydrolipidic film that protects hair
3. PEACE ANTI-FRIZZ Regenerating and Revitalising Treatment that smoothes cuticles. Leaves hair Shiny and Silky .	THICK HAIR dull, frizzy and unruly	Smooth and silky hair Frizz-free, radiant styling	 ACTS ON OUTER CUTICLE LAYERS: Smooths and seals cuticles Eliminates frizz and leaves hair looking glossier Regenerates the hydrolipidic film that protects hair





STEP BY STEP: MADNESS – thin hair

Oyster

STEP 1



Wet hair



Pour SENSI-RELAX 10 ml. SHAMPOO into your hand. **Add** 3 doses of ILLUMINA-THERAPY OIL



Warm between your hands to mix and activate the product

STEP 3



Towel dry hair **Warm** NUTRI-ENERGY 15 ml MASK between your hands



Apply, massage and comb roots, lengths and ends using your fingers

Leave on for a few minutes and keep on massaging from nape to forehead to add volume. Rinse

STEP 5



Warm FORCE- EMOTION SERUM between your hands



Apply by massaging ends, lengths and roots. Do not rinse

STEP 2



Form a soft lather Massage and apply product to lengths and ends as well Rinse

STEP 4



Rough dry with a hair dryer

STEP 6



Style Warm ILLUMINA – THERAPY OIL between your hands and apply to lengths and ends. Do not rinse



Oyster c o s m e t i c s

HAPPINESS

Regular hair



SALON RITUALS: HAPPINESS – normal/regular hair

Oyster cosmetics

STEP 1



Wet hair



Pour SENSI-RELAX 10 ml. SHAMPOO into your hand.

STEP 3



THERAPY OIL Apply, massa lengths and e fingers

Apply, massage and **comb** roots, lengths and ends using your fingers

Prepare NUTRI-ENERGY 15 ml

Add 3 doses of ILLUMINA-

Towel dry hair

MASK

STEP 5



Warm FORCE- EMOTION SERUM between your hands



Apply by massaging ends, lengths and roots.Do not rinse.



Warm between your hands to mix and activate the product



Leave on for a few minutes and keep on combing and massaging with your fingers

STEP 2



Form a soft lather Massage and apply product to lengths and ends as well Rinse

STEP 4



Rinse Rough dry with a hair dryer



STEP 6

Style Warm ILLUMINA – THERAPY OIL between your hands and apply to lengths and ends. Do not rinse.





PEACE

Thick hair



SALON RITUALS: PEACE – thick hair

Oyster COSMETICS

STEP 1



Wet hair



Pour SENSI-RELAX 10 ml. SHAMPOO into your hand. Add 3 doses of ILLUMINA-THERAPY OIL



Warm between your hands to mix and activate the product



Leave on for a few minutes and keep on combing and massaging with your 3 min. fingers Rinse

Prepare NUTRI-ENERGY 15 ml.

Add 3 doses of ILLUMINA-

Towel dry hair

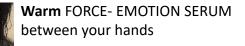
THERAPY OIL

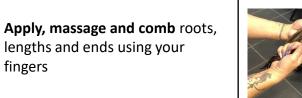
MASK

fingers

STEP 5







Apply by massaging ends, lengths and roots. Do not rinse.

STEP 2



Form a soft lather Massage and apply product to lengths and ends as well Rinse

STEP 4

STEP 3



Rough dry with a hair dryer



STEP 6

Style Warm ILLUMINA – THERAPY OIL between your hands and apply to lengths and ends. Do not rinse.



SALON RITUALS: PEACE – thick hair





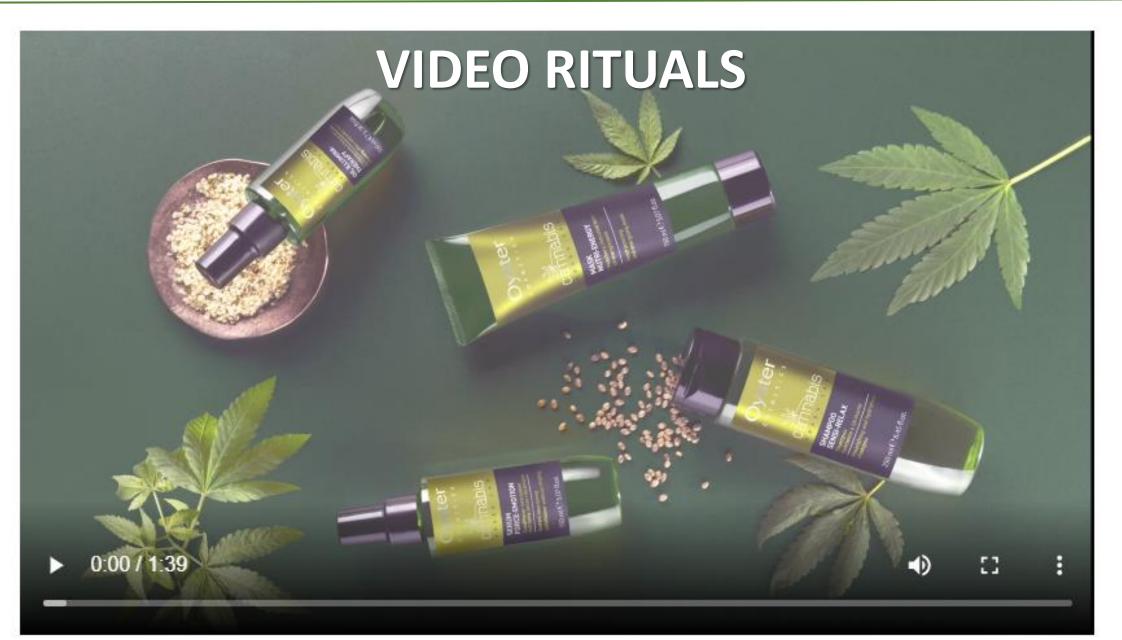














A CASA - AT HOME - EN CASA

	Cleansing	Conditioning	Completing
CAPELLI SOTTILI Thin hair - Cabello fino SHAMPOO SENSI-RELAX SERUM FORCE-EMOTION OIL ILLUMINA-THERAPY			
CAPELLI MEDI Regular hair - Cabello medio SHAMPOO SENSI-RELAX MASK NUTRI-ENERGY or SERUM FORCE-EMOTION OIL ILLUMINA-THERAPY			
CAPELLI GROSSI Thick hair - Cabello grueso SHAMPOO SENSI-RELAX MASK NUTRI-ENERGY OIL ILLUMINA-THERAPY			

AT HOME



SAMPLE



Double sachet Shampoo + Mask









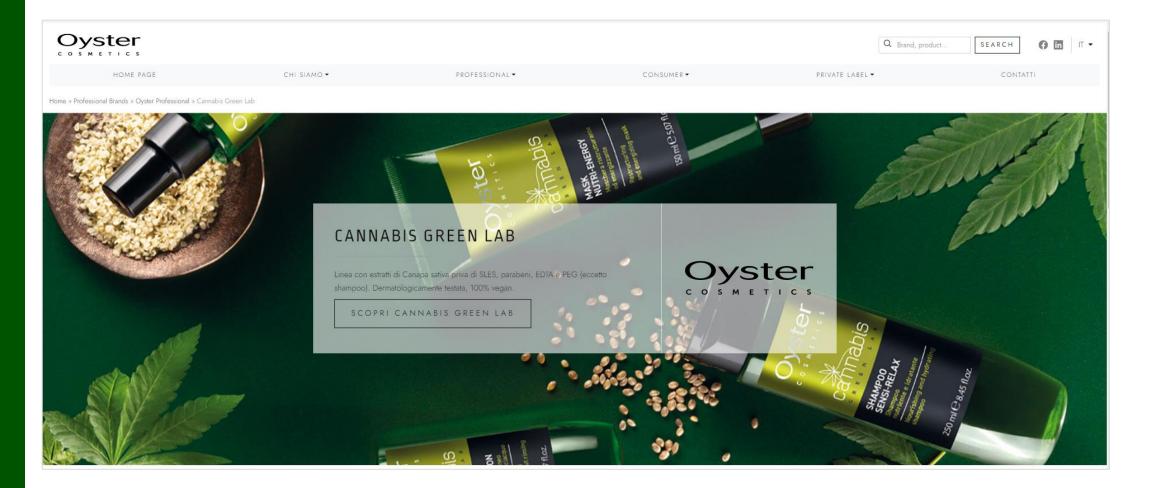




WEB MINISITE GREEN LAB



www.cannabisgreenlab.com





QR CODE





For Salon Rituals

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Home » Professional Brands » Oyster Professional » Cannabis Green Lab » Salon rituals





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Trattamenti di rigenerazione totale per capelli colorati, trattati e decolorati con i prodotti Cannabis Green Lab.

Trasforma il servizio in Salone in un'esperienza di benessere globale rigenerante, illuminante e rilassante alla Canapa Sativa.

Ritual "Peace"



SOCIAL



WEEKLY POST ABOUT CANNABIS RANGE AND SALON RITUALS





COMMUNICATION MATERIALS







BROCHURE DEDICATED TO RITUALS

Cod. PROMO000298





BROCHURE DEDICATED TO RITUALS



QR CODE



THE RANGE



COMMUNICATION MATERIALS



Oyster

COSMETICS





COMMUNICATION MATERIALS

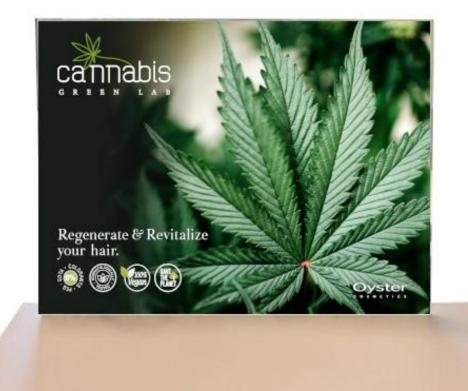






POINT OF SALES MATERIALS





INSTITUTIONAL EXPO WITH CANNABIS CROWNER

Base Crowner Cod. PROMO000286 Cod. PROMO000290

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