



Amo



Beauty

COMES FROM WITHIN

*AMO is a declaration of love for beauty,
the concept of beauty as a feeling.*

We're not talking about a look, but rather an emotion and the courage to manifest your passion and joie de vivre. **AMO** is dedicated to women who choose to love themselves in good humour and in full knowledge that each and every one of us is permitted to express our authentic beauty.

Based on this philosophy of harmony in beauty, the **AMO** product range is dedicated to guaranteeing hair's well-being. Each product has been formulated to help striking a balance between the internal condition and external appearance of your hair. **AMO** is designed for women looking to treat themselves to the very best **hair beauty** rituals in the name of authentic femininity.

Amo rebuild

The **AMO REBUILD** range contains organic Mediterranean blood Oranges Water and the exclusive bio-cosmetic mix of brown Seaweed and botanical Camelina oil, making for a unique blend of dermo-compatible active ingredients and antioxidants that can repair damaged hair. Working together with reconstructive **MICRO PROTEINS**, these particular ingredients strengthen and improve the flexibility of hair fibres thanks to their intense protective, moisturising action. Hair regains body and texture.



The **AMO Rebuild** range is suitable for **fine hair** that looks lifeless, has been coloured, lightened, or has suffered excessive exposure to the sun, heat, and harsh products.



Microproteins

NEVER BEFORE SO SMALL

KERATIN VEGETABLE MICRO PROTEINS** are the final frontier of bio-cosmetics for treating dry and damaged hair. By virtue of their very low molecular weight, they penetrate deep into the hair to repair damage caused by environmental and chemical stresses, restoring thickness to stressed and fine hair.

They also protect hair cuticles from heat and external aggressions, making for a soft, shiny head of hair that's resistant to breakage, without weighing it down.

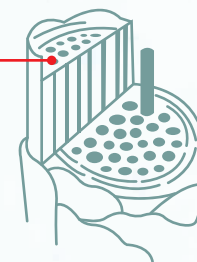
**Numerous efficacy tests have proven the multiple benefits of keratin vegetable proteins with a low molecular weight.

SCIENTIFICALLY TESTED:

Cortex and cuticle penetration - Hair protein matrix repair - Protection from radical degradation - Protection from mechanical, chemical and environmental stresses - Improved manageability.

REBUILD
FROM THE INSIDE OUT

- ✓ Strength and resistance to breakage
- ✓ Body and volume potential



SURFACE
REPAIR

- ✓ Protection against aggressions
- ✓ Softness and manageability

With AMO Rebuild, hair regains its beauty, both inside and out. Renewed strength and endurance are born from balance and well-being.



A glass of water with a lime slice and water droplets. The glass is on the left side of the page, and the water is clear with many small bubbles. A slice of lime is floating in the water. The background is a light, textured surface with water droplets.

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A blend of **natural active ingredients** supports and complements the work of micro-proteins for an even better overall result. They have been chosen for their ability to immediately counteract the problems faced by sensitised hair, especially fine hair types. Consistent use amplifies effectiveness.

Organic Orange Water

FROM THE MEDITERRANEAN

Highly dermo-compatible and biologically active, this ingredient helps **stimulate cell vitality**. It has effective anti-inflammatory properties, performing an antioxidant action on the hair and providing protection from environmental and chemical agents. Citrus water **helps tone and improve the flexibility of keratin structures** by limiting breakage caused by mechanical stress (brushing).

PROTECTION AND RADIANCE

Brown Seaweed

BIO-MARINE COMPLEX

Pelvetia canaliculata **brown Seaweed** extract is rich in sugars and contains intensely moisturising repair agents that promote the well-being of hair fibres. It improves the manageability and elasticity of hair. It also effectively repairs hair damaged by repeated lightening.

SUPPLENESS AND HYDRATION

Camelina

BOTANICAL OIL

Rich in antioxidants (**vitamin E** and **fatty acids**), this ingredient helps keep hair fibres and follicles healthy. Intensely protective, moisturising and elasticising, it enhances the hair brightness and restores its radiant appearance.

SOFTNESS AND NOURISHMENT



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TO REBUILD DAMAGED HAIR

AMO Rebuild is a comprehensive hair care and repair routine.

It is a simple and extremely effective treatment system. It begins with a professional application of an Intensive Treatment formula, before continuing at home with an important maintenance routine.

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REBUILD TREATMENT

Professional deep repair treatment with VEGETABLE MICRO PROTEINS. This particular treatment penetrates deep into the hair and rebuilds keratin structures from the inside out, repairing damage from environmental and chemical stresses, with an intense antioxidant action. It also protects the cuticles from heat and external aggressions, making the hair soft, shiny, and more resistant to breakage, without weighing it down.





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REBUILD SHAMPOO

Restructuring shampoo containing Keratin
VEGETABLE MICRO PROTEINS. Gently cleanses and restores
combability and radiance, protecting the hair from
free radicals and environmental and chemical stresses.



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REBUILD MASK

Restructuring mask containing Keratin **VEGETABLE MICRO PROTEINS**. It reduces surface damage and boasts in-depth action, reinvigorating the hair fibres. It makes hair brushable and more resistant to breakage, while providing antioxidant protection from environmental and chemical stresses, thereby enhancing **brightness** and **softness**.



Be Original!
STYLE ACCORDING TO AMO

Dare, surprise, be authentic.



The AMO styling range enhances hair's new-found beauty.

Volume, shape and radiance, for the feeling of hair that's reached its stylistic potential.

AMO styling formulas contain organic Citrus Water, just like AMO hair repair products. Organic Orange and Lime extracts guarantee protection from environmental stresses, which is key to preserving the well-being of hair fibres.





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VOLUME MOUSSE

PROTECTION

VOLUME MOUSSE to create added volume with active protection. Avoid a loss of texture during the delicate brushing and drying phases, when moisture loss is high and even more so for damaged hair.

The AMO Mousse contains Silk proteins, Iris water, and Citrus extracts for an even more powerful defence action. Organic Nyamplung oil compliments the natural shaping action of Rice starch, with an added moisturising and anti-ageing effect.

VOLUME

The mousse's soft, compact texture guarantees a lasting, firm hold that's also soft and elastic – for a long-lasting, voluminous blow dry.



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SNOW STYLER

SNOW STYLER was created to shape hair and provide softness. Smooth and velvety like a mousse. Mould the product in your hands to create your desired shape. Its light texture will soon transform into a cream. Its unique and unusual texture will amaze you as soon as you touch it with fingertips!

SUPPORT YOUR STYLE

Snow's formula contains Citrus sugars (Lime), which are known for their moisturising properties and pair well with Basil leaf extract, which has excellent antioxidant properties. This blend of ingredients provides a delicate conditioning effect to help protect hair from heat and smog.

Use on wet hair before styling and shaping, or use a small amount on dry hair for a delicate, hydrated finish.





NYAMPLUNG ORGANIC OIL

360-DEGREE ECO-SUSTAINABILITY

This particular oil is extracted from the flowers of the tropical green *Calophyllum inophyllum* plant. **It naturally contains fatty acids and aromatic molecules, which is why it's referred to as an "aromatic fatty oil."** Extraordinarily, it is a very light-weight oil for the hair, boasting unique sensorial qualities. Its wealth of active ingredients translates into a beneficial action that repairs, brightens and protects hair from photo-ageing (the harmful effect of the sun's rays), without leaving behind any residual oiliness.

The Nyamplung oil production process is entirely eco-friendly.



Cultivation of this particular ingredient helps fight deforestation and promotes the economic development of the Indonesian island of **Selayar**. The area where the oil is harvested is uncontaminated by pollution and growth is certified organic and free from pesticides. The whole process is environmentally sustainable and each stage (harvesting, drying, cold pressing, filtration) is performed manually.

ALUMINIUM

embodies a sense of elegance and value, with an ability to perfectly preserve its content over time.

Aldo Coppola has chosen to house its AMO range in aluminium bottles, which is a safe, eco-friendly material that can be recycled an infinite number of times.

It's a rare choice for large-format products in the cosmetic market, and a significant sign of our commitment to help combat the spread of plastic waste in the environment.



AMO hair care products Shampoo, Mask and Treatment are available in a practical 100ml travel format and a 500ml refill format. Volume Mousse is available in 100ml and 350ml format.



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