

SHATUSH

L'HENNÉ

NATURAL

HERB BLEND



# L' HENNÉ

## FROM THE TRADITION OF A MILLENARY CEREMONY, A RITUAL OF NATURAL BEAUTY

Henna is not just a product, it is a work philosophy. It has always been the only real alternative to classic oxidation products because it allows to color naturally with an exclusive ritual of care and beauty.

In henna aesthetics and treatment coexist in total harmony. Henna usage allows to obtain bright reflections, with a result of a rich and deep color that illuminates the face. At the same time, its cosmetic properties improve the health of the hair. Without artificial effects of total coverage, henna can give both intense and bright or more delicate reflections, always maintaining a very natural appearance and giving the hair an unusual fullness.



## NATURAL BEAUTY, WELL-BEING AND SAFETY

The demand for natural cosmetic products and treatments is constantly growing, the public is always more attentive to the safety of products in order to protect their well-being and to lead an eco-sustainable lifestyle.

The henna color treatment meets both needs.

Vegetable dyes guarantee maximum respect for the hair fiber, are not invasive for the skin and offer an effective treating effect. Henna is a natural and environmentally friendly ingredient because it does not derive from chemical synthesis processes.

Henna can be applied frequently without any worry. The safety of usage does not concern only the customer but also the hairdresser, who avoids repeated and daily contact with synthetic coloring products.

## L'HENNÉ SHATUSH

The henna color treatment offers unmistakable results with natural, unique and exclusive reflections. Its cosmetic properties make it one of the most complete products that gives beauty and fullness to the hair.

The benefits of the reflecting mixtures are enhanced and enriched by the content of Leni Complex, an exclusive herb blend that improve the restructuring action without affecting the color. The end result is light, fullness and softness on the hair, relaxed and decongested skin.

The **LENI COMPLEX** is composed of **ALTHAEA OFFICINALIS**, which deeply nourishes and gives softness to the hair fiber, and **ARNICA MONTANA**, which improves the absorption of the active benefits contained in henna without affecting its coloring virtues.

## TREATMENT OF WELL-BEING FOR SKIN AND HAIR

Henna does not penetrate the hair like chemical colors, but settles on cuticular scales, with an extraordinary fullness effect. The diameter of the hair grows over time and the hair acquires volume.

Greater resistance to external agents makes even fragile and thin hair stronger. The Henné Shatush reflective treatments restore brightness to the brittle and dull hair, naturally improving the problematic situations of oily and dandruff skin.





## A NEW TASTE FOR COLOR

The Henné reflecting mixtures work naturally on the different shades of the hair, enhancing the harmonies of the color, of the movement and brightness, without extreme upheavals. The reflection of the lightening or of the already existing white hair allows to enhance the volumes and the cutting lines in a balanced way. The first white hair should not scare you anymore because it helps us get movement in the color.

## NOT ONLY RED: THE SECRET OF MIXTURES

By mixing the herbs of different types of henna you can get splendid reflections that go well beyond the classic “copper effect”. Warm golden blond, brown hazelnut, auburn chestnut: a world of possibilities applicable on the most widespread natural bases from blond to brown.

## WHITE HAIR

The management of white hair with henna involves a completely different approach compared to oxidation colors. It is possible to exploit the presence of white hair to obtain splendid reflections. When necessary, henna is combined with direct coloring, perfectly compatible with henna because it has no oxidizing agents.

## TECHNICAL FEATURES

### MODULABLE INTENSITY OF THE REFLEX

longer processing time = higher color intensity

### THE COLOR SETTLES ON THE HAIR CUTICLE

no aggression to deep capillary fibers

### COLORING PROPERTIES

unique, natural, luminous reflections

harmonic interaction with the base

no striking effect with regrowth

### YOU CAN USE IT FOR:

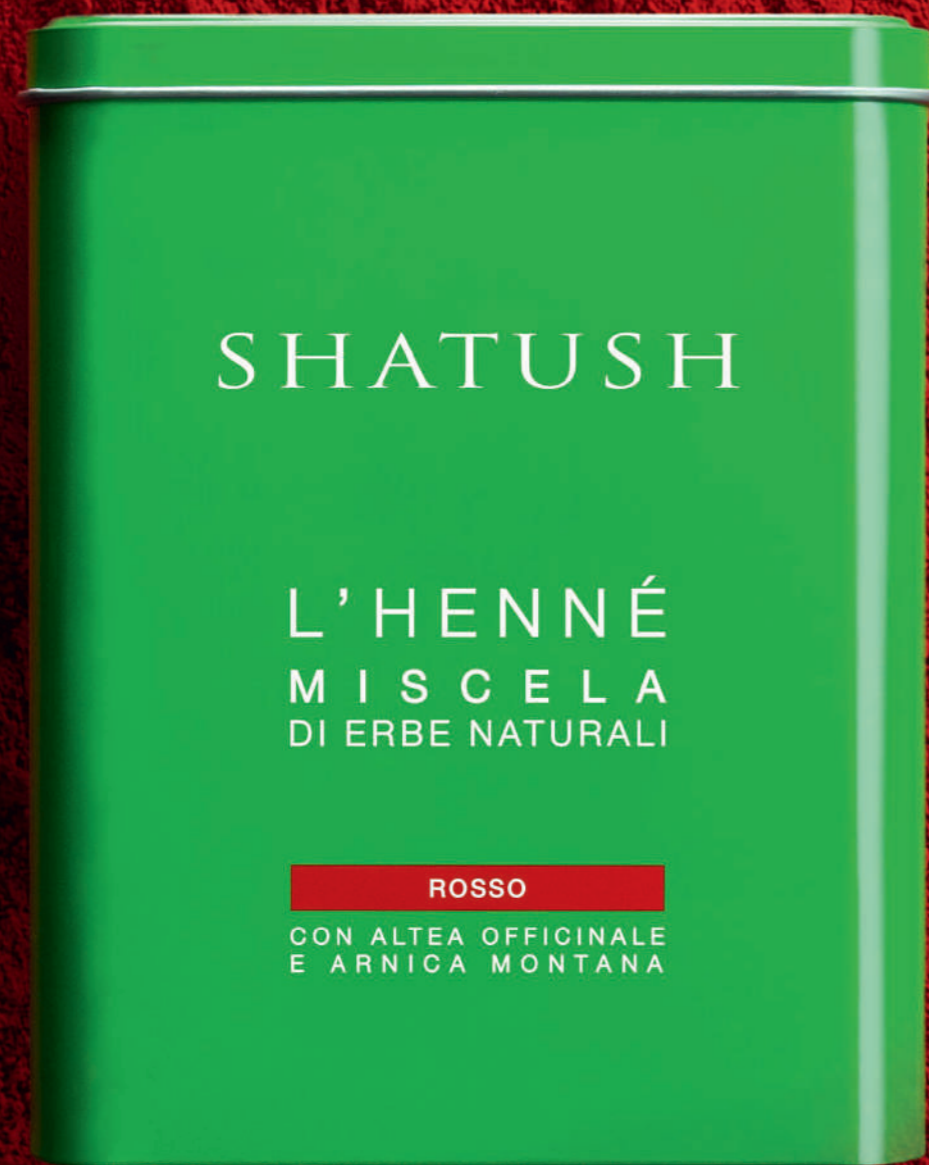
- REFLECT
- COVER WHITE HAIR
- TONE DURING THE WASHING

## THE RANGE OF PRODUCTS

HENNÉ treatments are enriched by the nutritional and emollient virtues of herbs. L'Henné reflecting powders are mixed in different proportions depending on the desired color result. To the powders must be added some hot water and Acidifying Emulsion, everything must be mixed thoroughly before applying to the hair.

The Direct Coloring completes the Shatush color service with a range of natural base colors and blond shades, formulated to work in perfect synergy with Henna treatments. The Highlighting Shampoo guarantees the correct maintenance of the professional service, to be used in the salon and at home.





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L'HENNÉ  
MISCELA  
DI ERBE NATURALI

ROSSO

CON ALTEA OFFICINALE  
E ARNICA MONTANA

## RED HENNA

Derived from the leaves of Lawsonia inermis, its reflection is intense copper. It is the heart of reflective treatments and all possibilities derive from it.

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MISCELA  
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ROSSO PROFONDO

CON ALTEA OFFICINALE  
E ARNICA MONTANA

## DEEP RED HENNA

The leaves of Lawsonia inermis are treated with a longer drying time to obtain more concentrated pigments. The addition of a hydrocoloring salt intensifies the reflection, making it a more vibrant red.





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MISCELA  
DI ERBE NATURALI

NOCE MALLO

CON ALTEA OFFICINALE  
E ARNICA MONTANA

## WALNUT HULL HENNA

When dissolved in water walnut hull powder releases tannins, vegetable ingredients with astringent action useful for the perfect hygiene of the scalp. It has a cold reflex and when mixed with the other powders it can be used to tone down bright hues. Essential to work with the brown shades.

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L'HENNÉ  
MISCELA  
DI ERBE NATURALI

EMOLLIENTE

CON ALTEA OFFICINALE  
E ARNICA MONTANA

## SOOTHING HENNA

Marsh-mallow and Lime, Barley and Soy, Alfalfa ... Soothing henna is a mix of colorless herbs. Besides being an excellent sebum-balancing agent, it can be used as an effective treating shine and body enhancer. In the coloring treatments it dilutes and tones down the red reflex. It is a precious ally to create golden blondes.

## ACIDIFYING EMULSION

Creamy emulsion formulated to be mixed with the vegetable powders Shatush Henné, it makes the mixture soft and easy to apply.

It contains plant extracts and vegetable oils with intense restructuring properties that nourish the hair fibers and rebalance the natural pH of the scalp, restoring the best physiological conditions. Enhances softness and shine.

## HIGHLIGHTING SHAMPOO

Formulated with a surfactant system derived from Coconut oil, the Highlighting Shampoo cleanses color-treated hair with the utmost delicacy and at the same time keeps reflexes shiny. Thanks to the extraordinary moisturizing properties of the extract, it enhances the fluidity and body of the hair.

An essential complementary tool that guarantees the correct maintenance of henna-treated hair, to be used in the salon and at home.

## DIRECT COLORING

Shatush Direct Coloring is a gentle ammonia-free direct coloring product, the perfect technical complement to guarantee a very natural and bright color result, with the utmost respect for the hair fibers.

It is ideal for reviving a color or intensifying reflexes, it effectively covers white hair (in not high percentages) and it works very well mixed with the Henna reflexing powders, giving balanced harmonious results. The exclusive formula contains a plant-based filming agent that protects the hair during leave-on time and improves combability during blow-drying.

Direct Coloring is a ready-to-use product that does not need to be mixed with an activator and can be applied directly in the desired shade. The color result is more intense on lightened hair, and fades gradually without the root regrowth effect.



## HENNA IS A NATURAL PRODUCT

Respect and protection of the hair and the scalp  
Safety of use both for the customer and the hairdresser

## RESPONDS TO THE REQUEST OF THE MARKET

Concept of sustainable natural wellbeing

## IT IS A PROFESSIONAL PRODUCT

Exclusive treatment  
Custom-tailored service  
Increased customer loyalty

## IT HAS

TREATING PROPERTIES purifying, astringent, antifungal  
COSMETIC PROPERTIES shine, softness and body to the hair

RESULT ON THE HAIR:  
IN-DEPTH RESTRUCTURING  
ENHANCED VOLUME AND BRIGHTNESS  
INCREASED RESISTANCE  
TO EXTERNAL AGENTS



SHATUSH

# SHATUSH

is an exclusive brand, distributed in  
selected hairdressing salons.

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