

SHATUSH FOR BEFANCYFIT



SHATUSH
HYDRATING
M A S K
WITH ARNICA FLOWER
EXTRACT

SHATUSH
HYDRATING
SHAMPOO
WITH ARNICA FLOWER
EXTRACT

SHATUSH
HYDRATING PEARLS
WITH HYDROLYZED SILK

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SHATUSH FOR BEFANCYFIT

The collaboration between Shatush and Befancyfit has led to the creation of a new line of products ideal for daily use and perfect after sporting activities.

**LIFESTYLE AND WELLNESS
COME TOGETHER IN COSMETIC
PRODUCTS INSPIRED BY
NATURAL ACTIVE INGREDIENTS,
DEDICATED TO PROTECTING,
NOURISHING AND REJUVENATING
THE BODY AND HAIR.**



CONSCIOUS COSMETICS

We all know that our personal well-being depends on a path of complete self-care: healthy food choices within a balanced diet, regular physical activity, and the right cosmetics to preserve the beauty of skin and hair.

A goal to be pursued consistently day by day to promote mental and physical wellbeing, which gratifies us with concrete results and makes us feel happy.



HEALTHY **FOOD** FOR EVERYONE'S **HAIR**

01



Daily shampooing?

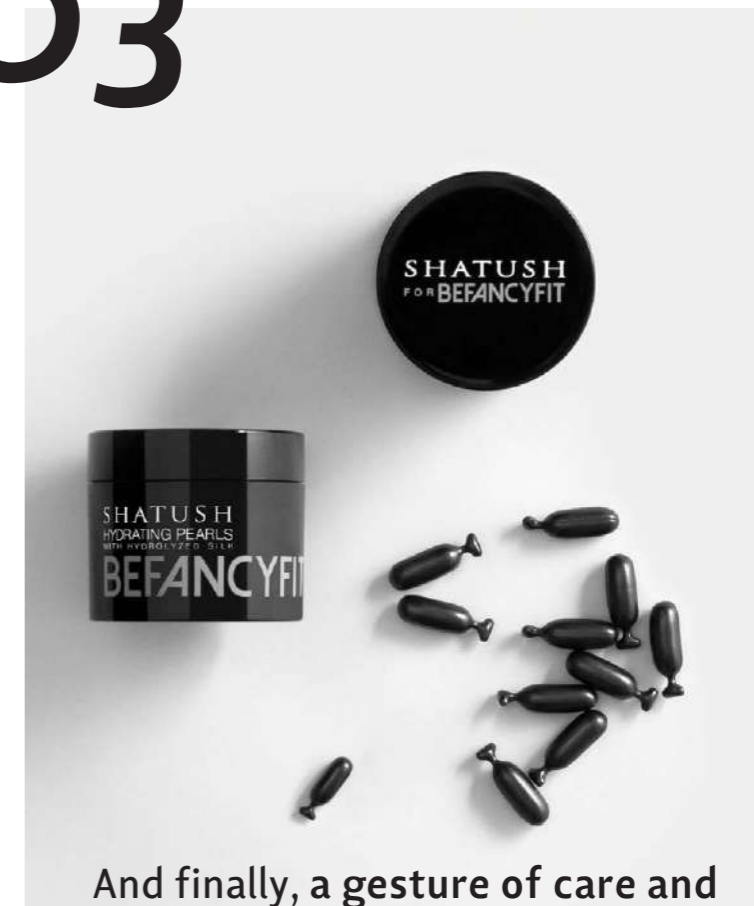
Not a problem, as long as you use the right product. A gentle, fresh and reinvigorating cleansing.

02



After shampooing, it is important to give your hair the nourishment and protection it so definitely needs when drying. It can be a quick fix or a more intense moisturising treatment.

03



And finally, a gesture of care and protection that will make your hair silky and shiny, protecting it from the risk of dryness, smog, and the stress from brushing and blow-drying.

FOR BEAUTY AND WELLBEING

Knowing how to listen to the needs of your body – regarding hydration, hygiene, tone – is the best approach when choosing beauty products. Shatush for Befancyfit offers exclusive formulas for intense nourishment with a powerful, long-lasting restorative effect.

***The full, light,
non-greasy
textures***

Have a fresh, invigorating and sensory feel, providing a targeted, fast-absorbing moisturising effect.

The cosmetic rituals include a special focus on the hair, which regains its natural silkiness every day, with a delicately scented touch.

DAILY HYDRATION, NATURAL INSPIRATION

The formulas of the Shatush products for Befancyfit express a cosmetic philosophy based on the delicacy and naturalness of the ingredients.

A variety of phytonutrients, vitamins and natural polyphenols help to keep hair healthy and hydrated day after day, ready to face any challenge.

Purifying, Normalising, Regenerating and Toning Action



Mountain Arnica and Aloe

The combination of Arnica – a medicinal plant with an ancient tradition – with fresh and juicy Aloe gives birth to a cosmetic mix full of freshness and revitalising energy, which inspired the olfactory and sensorial qualities of the products, created to stimulate dynamism and the desire to restart.



Mandarin, Orange, Lemon and Peach

The active ingredients contained in fruit extracts have recognised anti-ageing properties: their antioxidant activity is important for the wellbeing of our body. Citrus and Mediterranean fruits – all grown in Italy – contribute with a significant supply of Vitamins A, B and C to renew the vitality and strength of hair. They are naturally rich in plant sugars.



Olive, Grape Seed and Sweet Almond Vegetable Oils

Vegetable oils have an important aesthetic, sensory and nutritional function. Not only do they help to keep hair soft and shiny, but they are also carriers of essential fatty acids; by far the most effective cell regenerators in counteracting the degenerative action of free radicals. They are oils obtained by cold pressing fruits and seeds according to natural procedures and derive from non-exhaustible resources, following an eco-sustainable collection and production process.



Rosemary, Sage and Mallow Leaves

Medicinal extracts of native plants keep the scalp in perfect hygienic conditions, without affecting the skin's natural hydrolipidic film. The feeling of cleanliness and lightness corresponds to an optimal physiological condition, providing a powerful boost of hydration and nourishment.

HYDRATING SHAMPOO

With Arnica flower extract

Hydrating, delicate, light and detangling shampoo, it is suitable for all hair types and is perfect for frequent use after sporting activities. It maintains the natural brightness and softness of the hair without weighing it down. Impalpable vegetable oils, mixed with cosmetic extracts of plants and fruits, actively rehydrate the scalp and hair fibre. Sparkling and aromatic unisex fragrance.





HYDRATING MILK

With Arnica flower extract

Leave-in hydrating milk for hair. It instantly conditions and softens the fibre, leaving hair invigorated and shiny. Recommended after every shampoo, it balances and protects while adding lightness, even to fine hair. Quick and easy to apply after showering, it gives a pleasant sensorial effect that is toning and delicate at the same time.

HYDRATING MASK

With Arnica flower extract

Hydrating mask, rebalances and intensely nourishes the hair, keeping it light and protected. It instantly detangles and enhances shine and softness. Vegetable oils, combined with plant and fruit extracts, release beneficial active ingredients to keep the hair fibre healthy and resistant. The delicately fresh and stimulating fragrance evokes a natural sense of wellbeing.





HYDRATING

Special Shine
& Protection

PEARLS

With hydrolysed Silk

The final treatment before drying: a protective illuminating pre-styling treatment in single dose pearls formulated with keratin amino acids similar to the hair fibre. Its silky and nourishing texture reduces static electricity with an anti-frizz effect and leaves hair supple, soft and shiny. It protects the hair from heat damage, makes it more manageable and prevents breakage.



New!
BODYCARE



HYDRATING SHOWER GEL

With Arnica flower extract

Moisturizing shower gel with Arnica flower extract. Gently cleanses, refreshes and soothes the skin restoring suppleness. Perfect after sports, it offers sensations of energy and well-being thanks to the cosmetic properties of its natural active ingredients. Vegetable oils and botanical extracts restore the ideal physiological conditions of the skin. The unisex fragrance is coordinated with the hair care products.

BEFANCYFIT

EXCELLENCE COMES FROM PASSION

Cristina Marino is the founder of Befancyfit and creator of the Befancyfit method, a true philosophy of wellbeing that aims to achieve mental and physical wellbeing through a healthy, active and balanced lifestyle.

A testimonial who represents pure energy, a symbol of strength and courage, well known for her love of challenges. A woman who inspires and stimulates positivity. Many people have already chosen to be guided by her training methods and advice on the life and nutrition of Befancyfit.



SHATUSH FOR BEFANCYFIT



Hydrating Shampoo
250ml - 100ml



Hydrating Mask
200ml - 100ml



Hydrating Milk
100ml



Hydrating Shower Gel
100ml



Hydrating Pearls
20 pz



GIFT BOX



TRAVEL BEAUTY

The Shatush for Befancyfit beauty is made with a soft lined mesh and is perfect for taking the full range of travel-sized products on the go, along with the Hydrating Pearls. A simple solution to ensure that your beauty routine does not miss anything, wherever you are.