



Tahe **MAN**
TOTAL CARE

PRODUCT BOOK

CONCEPT

DESIGNED EXCLUSIVELY FOR PROFESSIONAL BARBERS. CARE AND HYGIENE FOR THE 21ST-CENTURY MAN. A LINE FOR THE TOTAL CARE INCLUDING HAIR, BEARD AND COLOURING PRODUCTS, FOR A YOUNG AND INDIVIDUAL LOOK.



Mint

Refreshing, soothing, prevents premature hair loss.



Cedar extract

Strengthens the hair's fibres.



Acacia gum

Holds style and gives texture.



Provitamin B5

Conditions and protects against aggressive environmental factors.



Vegetable glycerin

Hydration.

SHAMPOOS



N° 101
Fresh Shampoo



N° 102
Pure Fresh Shampoo



N° 103
Sublime Shampoo



N° 104
Grey Shampoo

CONDITIONERS



N° 201
Fresh Mask



N°202
Top Conditioner

TREATMENT



N°203
Sublime Lotion

WAXES



N°301
Shine Cream



N° 302
Natural Pomade



N° 303
Hold Matt



N°304
Fiber

GEL



N° 341
Molding Gel

SPRAYS



N° 331/333
Spray voluminador



N° 351
Booster Spray



N°321
Sea Water

COLOUR



Balance Colour



Progressive



Oxidante Cream

BEARD



Nº 401
Precisión Gel



Nº 402
Ideal Shave



Nº 501
Definitive Serum

FACIAL



Nº 403
Euphoria



N° 101 Fresh Shampoo
300 ml

What is it?

Shampoo for all hair types.
For frequent use.

What does it do?

Relaxes tension in the scalp and stimulates blood flow for a pleasant fresh sensation:

Mint.

Eliminates impurities by naturally regulating excess oil, for soft hair with movement:

Onion extract.

How is it used?

Apply a sufficient amount to wet hair and massage in gently. Rinse thoroughly. Repeat if required.



N°102 Pure Fresh Shampoo
300 ml

What is it?

Anti-dandruff shampoo.
For frequent use.

What does it do?

Completely eliminates flaking skin and dandruff:

Zinc pyrithione.

Soothes and refreshes irritated scalps:

Mint.

Strengthens hair:

Cedar extract.

How is it used?

Apply a sufficient amount to wet hair and massage in gently. Rinse thoroughly. Repeat if required.

As a shock treatment: Apply the product to dry hair and massage gently in to the affected areas. Leave for 10 minutes and rinse. Wash as normal.



N°103 Sublime Shampoo
300 ml

What is it?

Anti-hair loss shampoo.
For frequent use.

What does it do?

Thickens and stimulates to help prevent hair loss:

Ginseng and ginkgo biloba extract.

Gently cleanses while maintaining the hair's natural balance and stimulates oxygen absorption:

Hydrolysed soya protein.

How is it used?

Apply a sufficient amount to wet hair and massage in gently. Rinse thoroughly. Repeat if required.



N°104 Grey Shampoo
300 ml

What is it?

Shampoo for hair with grey or highlights.
For frequent use.

What does it do?

Eliminates unwanted yellow tones:

Violet pigment.

Protects against aggressive environmental factors:

Vitamina E.

Hydrates and softens hair and eliminates frizz:

Panthenol.

How is it used?

Apply a sufficient amount to wet hair and massage in gently. Rinse thoroughly. Alternate with your usual shampoo. For increased effect leave for 5 minutes.

CONDITIONERS



N° 201 Fresh Mask
100 ml

What is it?

Refreshing hair mask.
For all hair types.

What does it do?

Soothes and freshens the scalp and prevents premature hair loss:

Mint.

Hydrates the hair and scalp:

Aloe vera.

How is it used?

After shampooing, apply a small amount to wet hair and massage in to stimulate blood flow. For an increased sensation of freshness, leave for 2 to 3 minutes. Rinse thoroughly.



N°202 Top Conditioner
60 ml

What is it?

Leave-in conditioner.
For hair and beards.

What does it do?

Tames, hydrates and softens without weighing hair down:
Argan oil.
Strengthens the hair's fibres:
Cedar extract.

How is it used?

Apply 2 or 3 pumps using the palm of the hand.
Distribute evenly to clean wet hair or beard.



N°203 Sublime Lotion
125 ml

What is it?

Anti-hair loss lotion.
For all hair types.

What does it do?

Stimulates activity in the cells to keep the hair follicle in the growth stage:

Turmeric.

With essential nutrients to help thicken the hair:

Omega 6.

How is it used?

Shake before using. Spray a sufficient amount onto clean hair, parting the hair to apply to the scalp. Massage in gently. Do not rinse.

WAXES



N°301 Shine Cream
100 ml

What is it?

Shine wax for extra-strong hold.

What does it do?

For flexible, versatile style and shine:

Vegetable glycerin.

Nourishes and conditions hair:

Provitamin B5

Strengthens hair:

Cedar extract

Easily washed out with shampoo.

How is it used?

Put a small amount on the fingertips and warm slightly.

Apply to dry hair and style as desired.



N° 302 Natural Pomade
100 ml

What is it?

Strong-hold wax for medium shine and flexible style.

What does it do?

Texturises the hair for flexible hold:

Acacia gum.

Easily washed out with shampoo

Hydrates and softens hair:

Vegetable glycerin.

How is it used?

Put a small amount on the fingertips and warm slightly.

Apply to dry hair and style as desired.



N° 303 Hold Matt
100 ml

What is it?

Strong-hold matt wax.

What does it do?

Creates texture and different styles on short and medium-length hair:

Carnauba and kaolin.

Easily washed out with shampoo.

How is it used?

Put a small amount on the fingertips and warm slightly. Apply to dry hair and style as desired. To emphasise a matt look apply to wet hair and then dry using a dryer and brush.



N°304 Fiber
100 ml

What is it?

Strong-hold fibre wax.

What does it do?

For flexible hold and a natural style:

Beeswax.

Defines, texturises and thickens hair without clumping:

Acacia gum.

How is it used?

Rub a small hazelnut-sized amount of wax between your palms to produce the fibres that will style the hair.

Distribute through the hair with your fingers as you style.

For rebellious hair, warm a small amount in your palm. Apply to dry or wet hair and style.



N° 341 Molding Gel
300 ml

What is it?

Extra-strong hold gel.

What does it do?

Sculpts hair for control and shine:

Acacia gum.

Nourishes and conditions hair:

Provitamin B5.

How is it used?

For wet-look effect, apply to wet hair.

To give form or define apply to dry hair.

To achieve the effect simply wet with your hands.



N°331/333 Volumising spray
400 ml

What is it?

Matt volumising hairspray.

What does it do?

Designed to add volume and structure to any style, especially on fine hair. Allows total movement for a natural look. Powder texture, matt effect. Prolongs style.

How is it used?

Shake before using, spray onto dry hair and shape with the hands. Apply from about 30cm away.



N° 351 Booster Spray
400 ml

What is it?

Strong-hold hairspray.

What does it do?

Flexible definition and long-lasting hold:

Acacia gum.

Residue free, anti-humidity effect.

How is it used?

Spray onto dry hair to fix its style.

If the nozzle gets blocked, wash with hot water.



N°321 Sea Water
125 ml

What is it?

Sea water hairspray.

What does it do?

Easily creates wet-look or surfer-style hair, with added protection:

Red algae.

Gives natural and flexible style while boosting growth:

Indian ginseng.

How is it used?

Shake before using.

-Surfer style: Spray 10 to 20 pumps onto clean wet hair, depending on length and thickness, and allow to dry as you style with your hands.

-As a base for styling and to add volume: Spray 4 or 5 pumps onto wet hair and style with a hairdryer and brush.



Balance Colour
60 ml
3 references

What is it?

Ammonia free gel tint.

What does it do?

Natural grey coverage.
Hydrates and nourishes the hair's fibres:
Vegetable oleic acid and avocado oil.
For softness and protection.
Rice wax and vegetable glycerin.

How is it used?

Tones	Tiempo de exposición	15´	30´
Dark chestnut 2-3	Altura de tono	3	2
Natural chestnut 4-5	Altura de tono	5	4
Light chestnut 6-7	Altura de tono	7	6

What is it?

Grey-reducing shampoo.

What does it do?

Progressively reduces grey.
Cleans, hydrates and nourishes to increase volume and thickness from the hair's fibres.
Results are gradual, subtle and discreet.

How is it used?

Use daily until you get the required effect. Once you achieve the desired colour, continue to use alternating with your usual shampoo.
Do not use on hair that has been lightened, bleached, highlighted or dyed with henna. The best results are seen on hair from black to light brown. Results may vary on blonde, red or dyed hair.

Step by step:

Perforate the tube using the spike in the lid. Do not leave the tube open between applications.

- **Method 1:** apply moisturiser to the hands, and squeeze 6 to 10g of the product onto the palm. Distribute through the hair by rubbing in with the palm to avoid staining the nails. Wash hands and nails thoroughly with soap, and dry hair with a dark-coloured towel.
- **Method 2:** if staining your nails with method 1 is unavoidable, apply using gloves.

Processing time 1 or 2 minutes.

For increased coverage: apply using method 1 or 2 and leave for 5 to 10 minutes. Wash as normal.

Squeeze out the product by pressing the bottom end of the tube towards the top. Do not fold. 100% recyclable aluminium. Rinse away any traces of shampoo from the shower or sink to avoid staining. Do not use on facial or body hair.

Important: Read and follow the instructions to carry out a skin allergy test 48 hours before each use. Read the safety information before using the product.



Progressive
60 ml



Oxidant Cream
400 ml

What is it?

Peroxide conditioner 15 vol.

What does it do?

Oxidises the pigment to activate the colour, and gives an even mixture that enables correct application and optimum results.

How is it used?

Mix with tint in proportions 1+1.



N° 401 Precisión Gel
400 ml

What is it?

Precision shaving gel.

What does it do?

Allows visible shaving for specific designs.

Soothes skin and eliminates irritation:

Aloe vera and bisabolol.

How is it used?

- As precision gel: Apply directly to the desired areas, shave the design and wash off residue with water.
- As shaving foam: For a close shave, mix 2 pumps with water and lather well with a brush. Apply to the face, shave, and wash off residue with water.



N° 402 Ideal Shave
125 ml

What is it?

Aftershave facial balsam.

What does it do?

Soothes, hydrates and protects the skin:
Bisabolol, allantoin and vegetable glycerin.
Protects skin from blue light:
Indian ginseng.

How is it used?

Apply a small amount to the face and neck using a circular motion. Can be used as a daily lotion.



N° 501 Definitive Serum
30 ml

What is it?

Serum for the beard.

What does it do?

Hydrating and conditioning formula designed to keep the beard soft and tamed.

Argan Oil.

How is it used?

Use 2 or 3 pumps for short beards or 3 to 5 pumps for longer beards. Rub between the palms of the hands and apply evenly to wet or dry hair with attention to any dry areas.



N° 403 Euphoria
100 ml

What is it?

Facial moisturiser.
For all skin types.

What does it do?

Mattifying and anti-maskne.
Restores the effects of the skin's natural barrier:
Vitamin F
Protects against visible artificial light from screens:
Extract of Indian ginseng.

How is it used?

Apply to the face and neck at
any time of day.

**PROMOTIONAL
MATERIAL**



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Grey and black towel (11001099)

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