



maxima

Maxima is a new brand for professional hair stylists: created in 2007, Maxima quickly became one of the most appreciated brands; its colours are a perfect mix of fashionable, intense and vibrant shades while its glossy finishings allow to satisfy the latest styling trend requirements.



The
Colors



VITA 40 07 VITAL HAIR MAXIMA

Professional hair colouring cream based on an innovative technology that makes the colour last longer, protecting and strengthening the hair fibre. This treating formula, enriched with Keratin, develops a repairing and protecting action. Also Ceramides lead the pigment deeply into the hair and lock in the colour while rebuilding the cuticle. This vanguard product grants better colour durability, extraordinary brightness, perfect uniformity, maximum reliability, total gray coverage, exceptional softness and comb ability. It comes in an exclusive selection of fashionable, intense and vibrant shades.

Packed in a 100 ml tube, the line carries 99 shades.

VITA 40 04 VITAL CREATIVE COLOUR

These pure pigments create coloured highlights, contrasts and partial effects: ultra intense, lasting and bright results without pre-lightening. It lightens up to 4 levels and deposits in just 15 minutes. This formula was specifically designed for natural or dark coloured hair.

Packed in a 100 ml tube, the line carries 5 shades.



VITA 00 00 MAXIMA COLOUR CHART

Colour book.



VITA 70 55 OXICREME 10 VOLUMES

This is a perfumed, highly stabilized 10 volumes oxidizing emulsion. A creamy formula, enriched with Panthenol and conditioning ingredients that treat and protect the scalp and the hair fibre. It is ideal for all colouring and bleaching technical services because it allows to create perfectly homogeneous mixtures and grants the best final results. It also imparts brightness and improves colour durability and stability.

Packed in a 1000 ml bottle.

VITA 70 19 OXICREME 20 VOLUMES

This is a perfumed, highly stabilized 20 volumes oxidizing emulsion. A creamy formula, enriched with Panthenol and conditioning ingredients that treat and protect the scalp and the hair fibre. It is ideal for all colouring and bleaching technical services because it allows to create perfectly homogeneous mixtures and grants the best final results. It also imparts brightness and improves colour durability and stability.

Packed in a 1000 ml bottle.



VITA 70 20 OXICREME 30 VOLUMES

This is a perfumed, highly stabilized 30 volumes oxidizing emulsion. A creamy formula, enriched with Panthenol and conditioning ingredients that treat and protect the scalp and the hair fibre. It is ideal for all colouring and bleaching technical services because it allows to create perfectly homogeneous mixtures and grants the best final results. It also imparts brightness and improves colour durability and stability.

Packed in a 1000 ml bottle.

VITA 70 21 OXICREME 40 VOLUMES

This is a perfumed, highly stabilized 40 volumes oxidizing emulsion. A creamy formula, enriched with Panthenol and conditioning ingredients that treat and protect the scalp and the hair fibre. It is ideal for all colouring and bleaching technical services because it allows to create perfectly homogeneous mixtures and grants the best final results. It also imparts brightness and improves colour durability and stability.

Packed in a 1000 ml bottle.



BLEACHING POWDERS



VITA 70 03 RAPID HAIR BLEACH WHITE

This fast acting, dust free, perfumed bleaching powder is ideal to lighten up to 7 tones. Easy and quick to mix, it creates a soft cream that doesn't blow up and sticks perfectly to the hair without dripping or hardening. It allows to perform any kind of bleaching techniques (highlighting, streak effects...). The right choice of MAXIMA oxidizing agent grants to achieve the desired lightening degree on any natural as well as coloured base. Its intensive action and its special protective formula, enriched with Argan oil, provide the ultimate protection giving extra moisture and brightness; it always gives safe and reliable results respecting the hair structure.

Packed in a 500 gr jar.

VITA 70 06 RAPID HAIR BLEACH BLUE

This fast acting, dust free, perfumed bleaching powder is ideal to lighten up to 7 tones. Easy and quick to mix, it creates a soft cream that doesn't blow up and sticks perfectly to the hair without dripping or hardening. It allows to perform any kind of bleaching techniques (highlighting, streak effects...). The right choice of MAXIMA oxidizing agent grants to achieve the desired lightening degree on any natural as well as coloured base. Its intensive action and its special protective formula, enriched with Argan oil, provide the ultimate protection giving extra moisture and brightness; it always gives safe and reliable results respecting the hair structure.

Packed in a 500 gr jar.



VITA 70 02 RAPID HAIR BLEACH BLUE SACHET



This fast acting, dust free, perfumed bleaching powder is ideal to lighten up to 7 tones. Easy and quick to mix, it creates a soft cream that doesn't blow up and sticks perfectly to the hair without dripping or hardening. It allows to perform any kind of bleaching techniques (highlighting, streak effects...). The right choice of MAXIMA oxidizing agent grants to achieve the desired lightening degree on any natural as well as coloured base. Its intensive action and its special protective formula, enriched with Argan oil, provide the ultimate protection giving extra moisture and brightness; it always gives safe and reliable results respecting the hair structure.

Packed in a 25 gr sachet.



VITA 70 07 SKIN CLEANSER (STAIN REMOVER)

It gently removes any unwanted colour residue from the skin and clothes after hair dyeing.

Packed in a 250 ml bottle.



VITA 70 08 SKIN PROTECTOR 200ML

Barrier cream to protect the skin from stains and irritations caused by hair dyeing. Advisable during any other technical treatment.

Packed in a 250 ml jar.



VITA 50 09 REMOVER (COLOUR STRIPPER)

It removes unwanted oxidation hair colour without affecting the natural pigment. It can be used for a complete colour removal or a slight colour correction. It is a gentle and conditioning formula, suitable for all hair types. Peroxide and ammonia free, it does not bleach and leaves the hair in excellent conditions. After applying VITAL REMOVER it is possible to re-colour the hair immediately, but remember the hair will be very porous, so it is recommended to watch the new colour process with particular attention (in 3-5 minutes the new shade could be achieved).

DIRECTIONS: Mix one part of step 1 with one part of step 2 in a plastic bowl, apply to the hair and wait for 20 minutes, then rinse it; after use it is recommended to neutralize the remover washing the hair with 3% peroxide (10 volumes), leaving the peroxide acting for 5 minutes; this reduces the hair porosity. In case of black tinted hair it is necessary to apply the remover twice or even three times, due to the black pigment power.

Packed in box containing 2 x 150 ml tubes.

VITA 70 15 SILVER SHAMPOO

It was specifically formulated to make golden blonde hair lighter blonde, to restore oily grey hair with a shiny tone and enhance the blue in the blue black shade. Because it contains vegetable proteins, it imparts body and bounce and makes the hair softer and easier to manage, without turning them dry.

DIRECTIONS: Apply to the hair, massage and leave the product for 5 minutes, then rinse it.

Packed in a 250 ml bottle.





VITA 70 70 NATURAL WAVE N.0, N.1, N.2 (PERMING LOTION)

New generation thioglycolates-free waving system, formulated with Cysteamine, physiologically similar to hair keratin, which acts on the molecular structure of the hair in a natural way. It is enriched with Keratin that grants maximum protection and makes the hair stronger and more elastic. Its gentle action allows to obtain soft waves that last for a long time. For the best results, it is very important to use the re-equilibrating neutralizer FIX WAVE MAXIMA.

Available in three different formulas:

- N°0 RESISTANT HAIR
- N°1 NATURAL HAIR
- N°2 PROCESSED HAIR

Packed in a 250 ml bottle.

VITA 70 53 FIX WAVE (PERM NEUTRALIZER)

This is a quick acting neutralizer, specific for NATURAL WAVE MAXIMA perm. It effectively rebalances the hair fibre granting a perfect and complete waving action. Creatine improves hair elasticity and body and makes the curls last longer.

Packed in a 1000 ml bottle.





VITA 70 63 FIBERMAX KIT

The **BOND MAKER** rebuilds strong keratin bonds (disulfide bridges) inside the hair, protecting it during any technical service: colouring, bleaching, waving and straightening. Mix it directly into the chemical treatment to prevent damage and improve results, giving healthier and more resistant hair.

The **BOND FINALIZER** stabilizes bonds created by BOND MAKER and adds nourishment and moisture to the hair, leaving it supple and shiny. It seals the outer surface of the hair shaft giving protection from external aggressions and making all technical treatments last longer.

Packed in a 500 ml + 500 ml kit.

VITA 70 63-2 BOND FINALIZER

It stabilizes bonds created by BOND MAKER and adds nourishment and moisture to the hair, leaving it supple and shiny. It seals the outer surface of the hair shaft giving protection from external aggressions and making all technical treatments last longer.

Packed in a 500 ml bottle.





VITA 70 16 ANTIAGE REGENERATING SHAMPOO

This gentle shampoo is suitable for everyday use on all hair types. The antioxidant and revitalizing action of Argan oil preserves hair's youth. It is enriched with Keratin and Panthenol to restore moisture without adding weight and impart softness, bounce and shine.

Packed in a 1000 ml bottle.

VITA 70 16-2 ANTIAGE REGENERATING SHAMPOO RETAIL SIZE

This gentle shampoo is suitable for everyday use on all hair types. The antioxidant and revitalizing action of Argan oil preserves hair's youth. It is enriched with Keratin and Panthenol to restore moisture without adding weight and impart softness, bounce and shine.

Packed in a 250 ml bottle.





**VITA 70 17 ANTIAGE
REGENERATING MASK**

This regenerating mask is suitable for stressed, dry or chemically treated hair. Argan oil preserves hair's youth, while Keratin reconditions the hair fibre giving resistance and flexibility. It provides intense moisture and restores body, softness and shine.

Packed in a 1000 ml jar.

**VITA 70 17-2 ANTIAGE
REGENERATING MASK
RETAIL SIZE**

This regenerating mask is suitable for stressed, dry or chemically treated hair. Argan oil preserves hair's youth, while Keratin reconditions the hair fibre giving resistance and flexibility. It provides intense moisture and restores body, softness and shine.

Packed in a 250 ml tube.



**VITA 70 18 ANTIAGE PERFECT
STYLING CREAM**

This innovative anti-age treatment is unique and practical; it is based on Argan oil, Keratin and Panthenol. It instantly transforms all hair types: it gives brilliance, moisture, silkiness and discipline. It protects against heat damage and from environmental agents.

Packed in a 150 ml bottle.

VITA 70 11 CRYSTAL DROPS

Cosmetic beauty treatment for dull, dry, fine and chemically processed hair. It gives extra shine, silkiness and volume without making the hair greasy and without weighing it down. It leaves the hair easy to comb and has an anti-frizz effect. It protects from blow-drying and the harmful action of environmental agents. It contains UV filter. It is recommended to be used on Brazilian hair extensions or any other Remy human hair.

Packed in a 100 ml glass bottle.



VITA 70 10 CRYSTALS

Cosmetic beauty treatment for dull, dry, fine and chemically processed hair. It gives extra shine, silkiness and volume without making the hair greasy and without weighing it down. It leaves the hair easy to comb and has an anti-frizz effect. It protects from blow-drying and the harmful action of environmental agents. It contains UV filter. It is recommended to be used on Brazilian hair extensions or any other Remy human hair.

Packed in a cardboard box containing 15 x 50 ml glass bottles.



**VITA 70 04 COLOUR SAVER SHAMPOO
(SLES AND PARABEN FREE)**

This delicate shampoo contains an acid ph to treat processed and brittle hair; it is formulated with an exclusive antioxidant complex based on Açai Oil, fruit acids, vitamins and UV filter, that form a protective film on the hair to give extra shine and extend the colour life. It moisturizes and regenerates the hair making it soft and easy to comb.

Packed in a 1000 ml bottle with dispenser pump.

**VITA 70 04-2 COLOUR SAVER SHAMPOO RETAIL
SIZE (SLES AND PARABEN FREE)**

This delicate shampoo contains an acid ph to treat processed and brittle hair; it is formulated with an exclusive antioxidant complex based on Açai Oil, fruit acids, vitamins and UV filter, that form a protective film on the hair to give extra shine and extend the colour life. It moisturizes and regenerates the hair making it soft and easy to comb.

Packed in a 250 ml bottle.



VITA 70 05 COLOUR SAVER MASK (PARABEN FREE)

This professional intensive mask has got an acid ph to treat processed and brittle hair. It is formulated with an exclusive antioxidant complex based on Açai Oil, fruit acids, vitamins and UV filter, it covers the hair shaft with a special film that protects from external aggressions. It prevents colour from fading and helps keep it vibrant and bright for long. It gives nourishment and softness.

Packed in a 500 ml jar.

**VITA 70 05-2 COLOUR SAVER MASK RETAIL SIZE
(PARABEN FREE)**

This professional intensive mask has got an acid ph to treat processed and brittle hair. It is formulated with an exclusive antioxidant complex based on Açai Oil, fruit acids, vitamins and UV filter, it covers the hair shaft with a special film that protects from external aggressions. It prevents colour from fading and helps keep it vibrant and bright for long. It gives nourishment and softness.

Packed in a 250 ml tube.





VITA 70 84 RECONSTRUCTION SHAMPOO (SLES AND PARABEN FREE)

It is a delicate detergent treatment, specific for very weak or damaged hair. It is formulated with CK-M5 (CREATINE, KERATIN AND 5 MINERAL SALTS), an active complex that is able to penetrate deep down into the hair shaft, based on amino acids derivatives (very similar to natural hair molecules) and mineral salts, indispensable to achieve hair wellness. It repairs and reinforces the hair structure both internally and externally, restoring the cellular cohesion and increasing the electrostatic bonds. It enhances hair strength and resistance and gives softness, brilliance and comb ability.

Packed in a 1000 ml bottle.

VITA 70 84-2 RECONSTRUCTION SHAMPOO RETAIL SIZE (SLES AND PARABEN FREE)

It is a delicate detergent treatment, specific for very weak or damaged hair. It is formulated with CK-M5 (CREATINE, KERATIN AND 5 MINERAL SALTS), an active complex that is able to penetrate deep down into the hair shaft, based on amino acids derivatives (very similar to natural hair molecules) and mineral salts, indispensable to achieve hair wellness. It repairs and reinforces the hair structure both internally and externally, restoring the cellular cohesion and increasing the electrostatic bonds. It enhances hair strength and resistance and gives softness, brilliance and comb ability.

Packed in a 250 ml bottle.



VITA 70 85 RECONSTRUCTION MASK (PARABEN FREE)

It is a professional treatment for the reconstruction of very weak and damaged hair. It is formulated with CK-M5 (CREATINE, KERATIN AND 5 MINERAL SALTS), an active complex which is able to penetrate deep down into the hair shaft and integrate into the hair structure to effectively repair it. It is based on amino acids derivatives similar to natural hair molecules and on mineral salts indispensable to hair wellness; it re-establishes the cell cohesion reconstructing the proteinic material. It strengthens the hair, reducing the risk of breaking, and leaves the fibre visibly transformed and revitalized. It adds silkiness, brilliance and body.

Packed in 500 ml jar.



VITA 70 85-2 RECONSTRUCTION MASK RETAIL SIZE (PARABEN FREE)

It is a professional treatment for the reconstruction of very weak and damaged hair. It is formulated with CK-M5 (CREATINE, KERATIN AND 5 MINERAL SALTS), an active complex which is able to penetrate deep down into the hair shaft and integrate into the hair structure to effectively repair it. It is based on amino acids derivatives similar to natural hair molecules and on mineral salts indispensable to hair wellness; it re-establishes the cell cohesion reconstructing the proteinic material. It strengthens the hair, reducing the risk of breaking, and leaves the fibre visibly transformed and revitalized. It adds silkiness, brilliance and body.

Packed in 250 ml tube.



VITA 70 87 RECONSTRUCTION SERUM (PARABEN FREE)

This is a professional treatment for lifeless, damaged and weakened hair. It is formulated with CK-M5 (CREATINE, KERATIN AND 5 MINERAL SALTS), an active complex which is able to integrate into the hair structure to effectively strengthen and repair it. Based on amino acids derivatives similar to natural hair molecules and mineral salts indispensable to hair wellness, it penetrates deep down into the porous areas of the hair shaft and restores the chemical-physical balance, reconnecting broken sulphur bonds (disulphide bridges). It is ideal on fine and frail hair to revitalize it and give body, volume and shine. It is also recommended on very damaged hair when used together with Reconstruction Mask (just apply the serum soon after applying the mask) to maximize the effects of LIFE THERAPY treatment.

Packed in a box containing 6 x 12 ml ampoules





VITA 78 01-1 ANTI HAIR LOSS SHAMPOO

It gently cleanses while treating to help against hair loss and carrying out a strengthening and purifying action. It is based on an exclusive blend of specific tricho peptides, provitamin B5 and Capsicum and Arnica natural extracts, and it develops a revitalizing action on the piliferous bulb that favours a healthy growth of the hair, preventing the fall. It leaves the hair easy to comb and full-bodied. It is recommended on sensitive scalp.

Continue the treatment with Vitalker Hair Ampoules or Hair Serum.

Packed in a 250 ml bottle.



VITA 78 01-2 ANTI DANDRUFF SHAMPOO

It gently cleanses while carrying out an intensive anti dandruff action. The combined action of functional substances, natural Sage and Icelandic Lichen extracts favours the normalization of the scalp and eliminates greasy and dry dandruff (Dandruff Scoring System method), helping to prevent the reappearance. It fights oiliness without altering the hydro-lipidic cutaneous film and relieves itching. It leaves the hair easy to comb and full-bodied.

Continue the treatment with Vitalker Hair Lotion or Hair Serum.

Packed in a 250 ml bottle.



VITA 78 01-3 ANTI GREASE SHAMPOO

It gently cleanses while carrying out an anti-grease, soothing and purifying action. The combined action of functional sebum-modulating substances with Eucalyptus and Nettle natural extracts normalizes the sebaceous secretion maintaining the balance of the natural hydro-lipidic film and restoring it if altered. It helps against the 5- α -reductase enzyme, one of the main responsible for oily scalp and hair fall. It has an effective balsamic and antibacterial action that helps preventing the microbial proliferation. It imparts volume and lightness. It is recommended on sensitive scalp.

It can be added to the other Vitalker treatments.

Packed in a 250 ml bottle.



VITA 78 81-1 ANTI HAIR LOSS SERUM

Innovative formulation developed to optimize the local treatment against hair fall, to be used in preventive or maintenance phase only. Thanks to an exclusive concentrated blend of active ingredients, it helps restore the physiological wellness of the scalp and it prevents the hair fall. The synergic action of specific tricho peptides and pro-vitamin B5 provides the hair with the needed substances to assure a healthy hair growth. Capsicum and Arnica natural extracts, contained in the product, effectively revitalize the hair bulb because they stimulate the local vaso-dilation and help restore the microcirculation. Besides, they have anti-inflammatory, anti-dandruff and anti-itching properties. Recommended on sensitive scalp.

Packed in a 100 ml bottle



VITA 78 81-2 ANTI DANDRUFF SERUM

Innovative formulation developed to optimize the local treatment against dandruff, to be used in the preventive or maintenance phase only. Based on an exclusive blend of active ingredients (Piroctone Olamine), Lichen and Sage natural extracts, it helps the normalization of the scalp, eliminates dry and greasy dandruff (Dandruff Scoring System method) and prevents its reappearance. Icelandic Lichen extract synergizes the bacteriostatic action of the product and effectively inhibits the proliferation of the Oval Pytirosporum, one of the main responsible for dandruff. Sage extract fights oiliness and relieves itching.

Packed in a 100 ml bottle.

VITA 78 91-1 ANTI HAIR LOSS AMPOULES

Intensive treating lotion to help against hair loss, formulated with an exclusive blend of vitalizing substances. The synergic action of specific trichopeptides, pro-vitamin B5 and Capsicum and Arnica natural extracts provides the hair with the needed substances to assure a healthy hair growth and prevent the loss. It effectively revitalizes the hair bulb because it stimulates the local vaso-dilation and it helps restore the microcirculation improving the real state of the scalp. Capsicum develops a good exciting action on metabolism; it has anti-inflammatory, anti-dandruff, anti-itching properties. Arnica extract is used to corroborate and invigorate the scalp: it increases the blood flow towards the superficial tissue, activates the reactive processes and it decongests the deeper layers. Result: inhibition of 5- α -reductase, one of the enzymes responsible for the atrophy of the piliferous bulb which causes early hair fall.

Packed in a box containing 12 x 10 ml ampoules.



VITA 78 91-2 VITALKER ANTI DANDRUFF LOTION



Treating lotion with intensive action against dandruff, formulated with an exclusive blend of specific active substances. Piroctone Olamine performs a normalizing activity on the scalp, eliminates dry and greasy dandruff (Dandruff Scoring System method) and prevents its reappearance. The bio stimulating activity of anti-dandruff natural extracts and ingredients helps the keratin formation in the scalp, fights oiliness while preserving the hydrolipidic cutaneous film and relieves itching. Icelandic Lichen extract synergizes the bacteriostatic action of the product and effectively inhibits the proliferation of the Oval Pytirosporum, one of the main responsible for dandruff. Sage extract has tonic, antiseptic, anti-inflammatory, revitalizing and anti-grease properties.

Packed in a box containing 12 x 10 ml ampoules.

VITA 01 04 MAXIMA CUTTING CAPE

To be used when cutting or performing any other chemical treatment.



VITA 01 03 MAXIMA BRUSH



VITA 01 02 MAXIMA BOWL



VITA 01 01 MAXIMA TOWEL

Backwash luxury towels.

