

ALTEREGO  
— ITALY —

URBAN PROOF  
COLLECTION

BEAUTY & KINDNESS



Living in the city can be exciting and rich of stimuli but, as time passes, the continuous exposure to the various factors present in the environment can compromise our well-being.

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Urban pollution resulting from smog, fine dust and heavy metals, UV rays and blue light from digital devices represent a threat that can damage skin and hair, depriving them of their natural beauty and causing dehydration, opacity and aging.

## URBAN PROOF COLLECTION

is the line of treatments that comes from the need of a beauty routine suitable not only for the **care of the person** but above all for his own **PROTECTION.**

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A line whose concept of **SAFE BEAUTY** is expressed through products in which the **COSMETIC ACTION** and the ingredients carefully selected to create a DEFENSIVE SHIELD towards aggressions from external agents reach a perfect alchemy and give life to formulas able to proactively protect against factors of environmental stress.

The range

# URBAN PROOF COLLECTION

THREE FAMILIES DEDICATED TO THE PROTECTION  
OF SCALP, HAIR AND BODY

Products suitable for any situation,  
for professional use or to take with you,  
to take care of yourself and protect  
from the external agents that can be harmful  
for our health.



URBAN PROOF  
ANTI-POLLUTION  
detoxifying and  
anti-pollution

URBAN PROOF  
ANTI-BLUE LIGHT  
anti-blue light, anti-digital  
pollution, anti-age

URBAN PROOF  
ALL SEASON  
anti-pollution,  
anti-UV rays

# URBAN PROOF

## ANTI-POLLUTION

**ANTI-POLLUTION DETOXIFYING TREATMENT  
FOR CLEAN AND PROTECTED HAIR AND BODY FOR LONGER**

The line, formulated with Urban Shield Technology, consists of 3 exclusive products rich in functional ingredients that work in perfect synergy with each other to offer maximum protection from the urban environment.

### FORMULATED WITH:



#### Urban Shield Technology

- **GMO free latest generation technology** based on natural sugars derived from corn
- creates an **anti-pollution shield** that protects against external pollutants agents such as heavy metals, fine dust
- **preserves** the duration of the cosmetic **color**
- **increases the brightness** of the hair



#### 100% natural bamboo charcoal

- **detoxifying and purifying** action on the scalp and hair
- **anti-pollution action:** it acts as a "magnet" by capturing and absorbing impurities, sebum and smog
- **selective action:** eliminates impurities while preserving the elements essential for capillary health



#FREE FROM  
• SULPHATES  
• SILICONES

200 ml  
AEI 1032401



## DRY SHAMPOO

**INSTANT ACTION  
DRY SHAMPOO**

Formulated with anti-pollution Urban Shield Technology, this dry shampoo instantly cleanses the scalp absorbing the excess of oil and sebum. Refreshes the hair between washes leaving them gently fragrant, without white residues.

**Clean and perfect hair in less than one minute, without water waste!**



#FREE FROM  
 • SULPHATES  
 • PARABENS  
 • ARTIFICIAL COLORANTS  
 • PARAFFIN  
 • GMO

250 ml

AEI 1008945

1000 ml

AEI 1009432



## URBAN PROOF SHAMPOO

**CHARCOAL SHAMPOO  
 WITH DETOXIFYING  
 AND ANTI-POLLUTION ACTION**

Its exclusive formula with Urban Shield technology and Activated Vegetable Carbon **gently cleanses** all types of hair, leaving it **light, shiny** and **cleaner for longer**. It **deeply purifies** by removing impurities and fighting pollutants from the urban environment.



#FREE FROM  
 • SULPHATES  
 • PARABENS  
 • ARTIFICIAL COLORANTS  
 • PARAFFIN  
 • GMO

250 ml

AEI 1008944

1000 ml

AEI 1009476



## URBAN PROOF CREAM

**HAIR AND BODY CREAM  
 WITH HYDRATING  
 AND ANTI-POLLUTION ACTION**

Its delicate texture enriched with a precious mix of nourishing oils - **sesame and argan oil** - is ideal both as moisturizing conditioner for hair as an emollient body cream.

Thanks to Urban Shield Technology, it creates a barrier that protects the hair and the skin from external pollutants.



#FREE FROM  
 • SULPHATES  
 • PARABENS  
 • ARTIFICIAL COLORANTS  
 • PARAFFIN  
 • GMO

30 ml

AEI 1008943



## URBAN PROOF SCENTED MIST

**HAIR AND BODY FRAGRANCE  
 WITH ANTI-POLLUTION ACTION**

The sophisticated notes and the light and impalpable texture wrap hair and body, leaving them scented and protected.

It completes and enhances the anti-pollution action of Urban Proof Shampoo

and Urban Proof Cream, creating a protective film that defends from environmental agents.

Ideal to carry and wear it at all times.

# URBAN PROOF

## ANTI-DIGITAL POLLUTION

**THE SOLUTION WITH ANTI-BLUE LIGHT,  
ANTI-DIGITAL POLLUTION, ANTI-AGE ACTION  
TO PROTECT SCALP AND HAIR**

Excessive **exposure to digital devices** can damage the hair and scalp as well. Indeed, blue light issued by electronic devices such as PCs, tablets and smartphones generates free radicals responsible for **oxidative stress and skin aging**.

Urban Proof anti-digital pollution protects the scalp and the hair from the daily aggressions caused by the emissions of these devices.



**FORMULATED WITH:**

**B-Circadin Anti-Digital Pollution**

- # extracted from the leaves of *Lespedeza capitata* grown wild in South Korea
- # **balances** the homeostasis of the scalp
- # **controls** oxidative stress and irritation
- # **resynchronize** the circadian rhythm of the hair
- # **detoxifies** the hair fibers



**Urban Shield Technology**

- # **GMO free latest generation technology** based on natural sugars derived from corn
- # creates an **anti-pollution shield** that protects against external pollutants agents such as heavy metals, fine dust
- # **preserves** the duration of the cosmetic **color**
- # **increases the brightness** of the hair



#FREE FROM  
• SULPHATES  
• SILICONES  
• PARABENS

30 ml

AEI 1032355



### SCALP & SKIN CONCENTRATE

**ANTI-DIGITAL POLLUTION  
PROTECTIVE CONCENTRATE**

Protective anti-blue light anti-digital pollution, anti-aging, leave-in concentrate for the scalp and hairline.

The massage on the scalp and hairline, once the product is applied, allows the **product to actively protect** from the emission of digital devices.



#FREE FROM  
• SULPHATES  
• PARABENS

30 ml

AEI 1032357



### HAIR NECTAR

**ANTI-DIGITAL POLLUTION  
PROTECTIVE TREATMENT**

Leave-in hair protective treatment for anti-blue light, anti-digital pollution and anti-aging action.

Applying it evenly on lengths and ends, with towel-dried hair, it **creates long-lasting protection on the fiber**, leaving hair light and easy to style.

# URBAN PROOF

## ALL SEASON PROTECTION

**PROTECTION FROM POLLUTION AND UV RAYS  
ALL YEAR LONG, EASY AND VERSATILE PRODUCTS  
FOR PERFECT HAIR ON EVERY OCCASION**

Two practical leave-in products with light textures and delicately scented which represent the best solution to protect the hair throughout the year.

The formulas, enriched with anti-pollution technologies and anti-UV rays, envelop the hair fiber while protecting it. Always perfect, hydrated and shiny hair.

### FORMULATED WITH:



#### Urban Shield Technology

- **GMO free latest generation technology** based on natural sugars derived from corn
- creates an **anti-pollution shield** that protects against external pollutants agents such as heavy metals, fine dust
- **preserves** the duration of the cosmetic **color**
- **increases the brightness** of the hair



#### Sun Proof Technology

- **protects** the structure of the hair fiber, both internally and externally, **from the damages caused by sun exposure**
- performs the action of **absorption UV rays**
- preserves the **tensile strength of the hair after and during the exposure to the sun**



#FREE FROM  
• PARABENS  
• SILICONES  
• ARTIFICIAL COLORANTS

150 ml

AEI 1032399

### SEA SALT SPRAY

**BEACHSTYLE SPRAY  
WITH UV PROTECTION**

Spray formulated with sea salt, enriched with Urban Shield Technology **anti-pollution and UV filter**. It gives the hair maximum fullness and body, for a matt finish effect. Ideal for beach looks, to experience summer all year long!



#FREE FROM  
• PARABENS  
• ARTIFICIAL COLORANTS

200 ml

AEI 1032400

### LEAVE-IN CONDITIONER

**DETANGLING CONDITIONER  
WITH UV PROTECTION**

**Leave-in protective conditioner** enriched with Urban Shield Technology **anti-pollution and UV filter**, to protect the hair from external aggressions all year long. The **light texture** doesn't just deliver incredible hair protection, but it also nourishes, detangles and conditions the most rebellious hair.

# URBAN PROOF

## MATERIALI & SALON TOOLS



### URBAN PROOF ANTI-DIGITAL POLLUTION LEAFLET

AEI 8032387 - ITA/GB/F



### URBAN PROOF COMPLETE PANCARD

AEI 8032298



### URBAN PROOF ANT-DIGITAL POLLUTION COUNTER DISPLAY

AEI 8032386

### URBAN PROOF ALL SEASON COUNTER DISPLAY

AEI 8032298

# ALTEREGO

ITALY

BEAUTY & KINDNESS

[WWW.ALTEREGOITALY.COM](http://WWW.ALTEREGOITALY.COM)



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