



Well-being through hair care.

BRAND DESCRIPTION

It is an essential, pure, compact brand. It goes straight to the point to respond specifically to the needs and wishes of modern customers: color, care, finishing. Silky offers everything necessary for a healthy, always up-to-date look. The silky woman is contemporary, pragmatic, not influenced by passing fashions, yet is nevertheless interested in all that is elegant, natural and not excessively artificial.

A brand conceived and produced in Italy and present in more than 80 countries around the world.



BRAND VALUES

1

ESSENTIAL&PERFORMING

An essential brand with specific products designed for the customer's main needs. Strictness, clean shapes, formulas that “go straight to the point” convey the personality of the line: highly performing, with high technological content, yet also natural due to active plant derived ingredients of proven effectiveness.

2

WELL-CARING

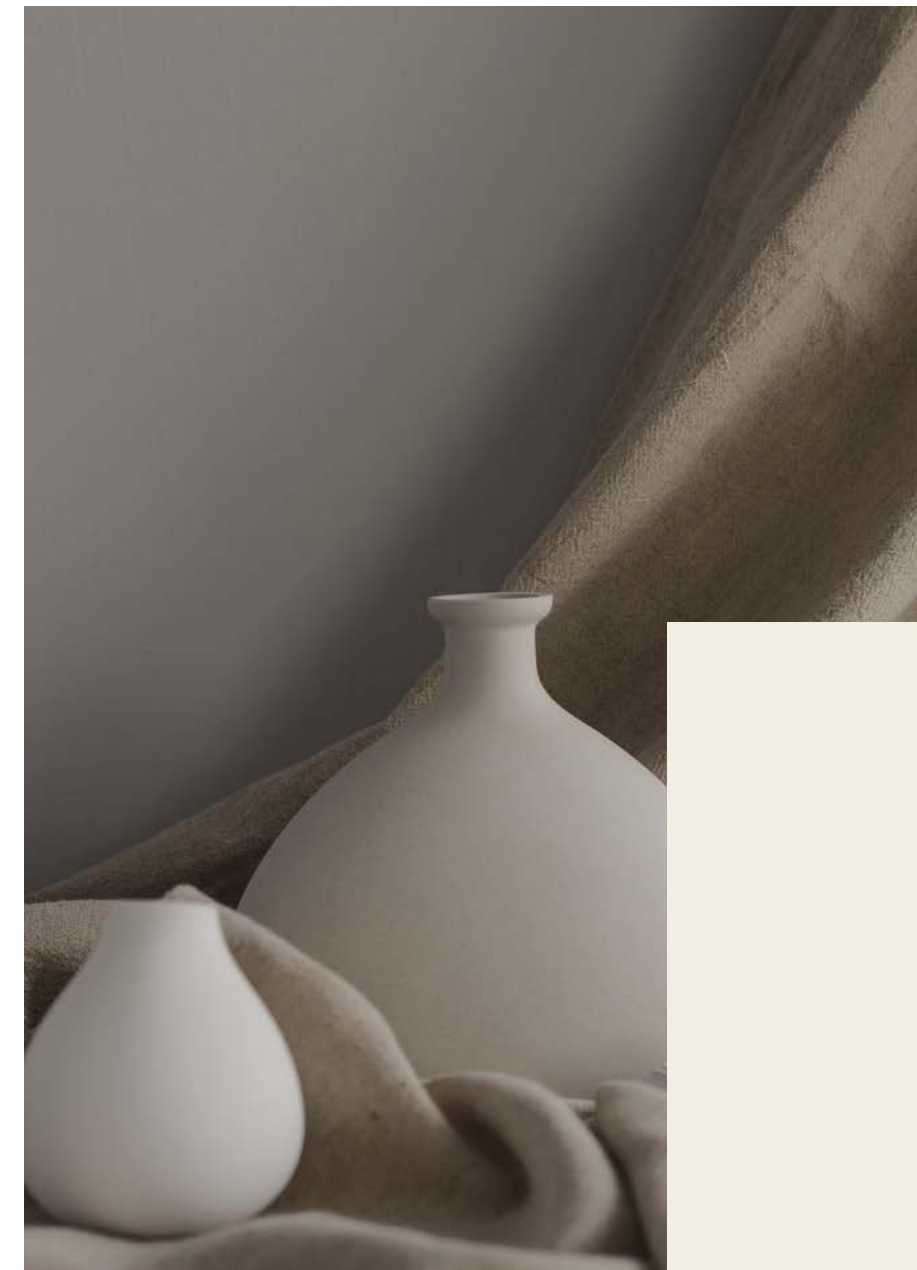
Personal care through hair care as the main goal of the brand. The treatments are targeted, dedicated to improving the particular condition of the hair thanks to the synergy of technological and natural ingredients, never superfluous. The formulas contain only what is needed for immediate effectiveness. Care and strictness give a healthier and more beautiful image.

3

ESSENTIAL&SPECIFIC

Product systems are part of a lightweight and easy-to-use structure for both the hairdresser and the end consumer. Each product is designed to meet specific hair and scalp needs. From color to finishing to hair nutrition, the line is essential and specific without dispersion between often unnecessary accessory products.

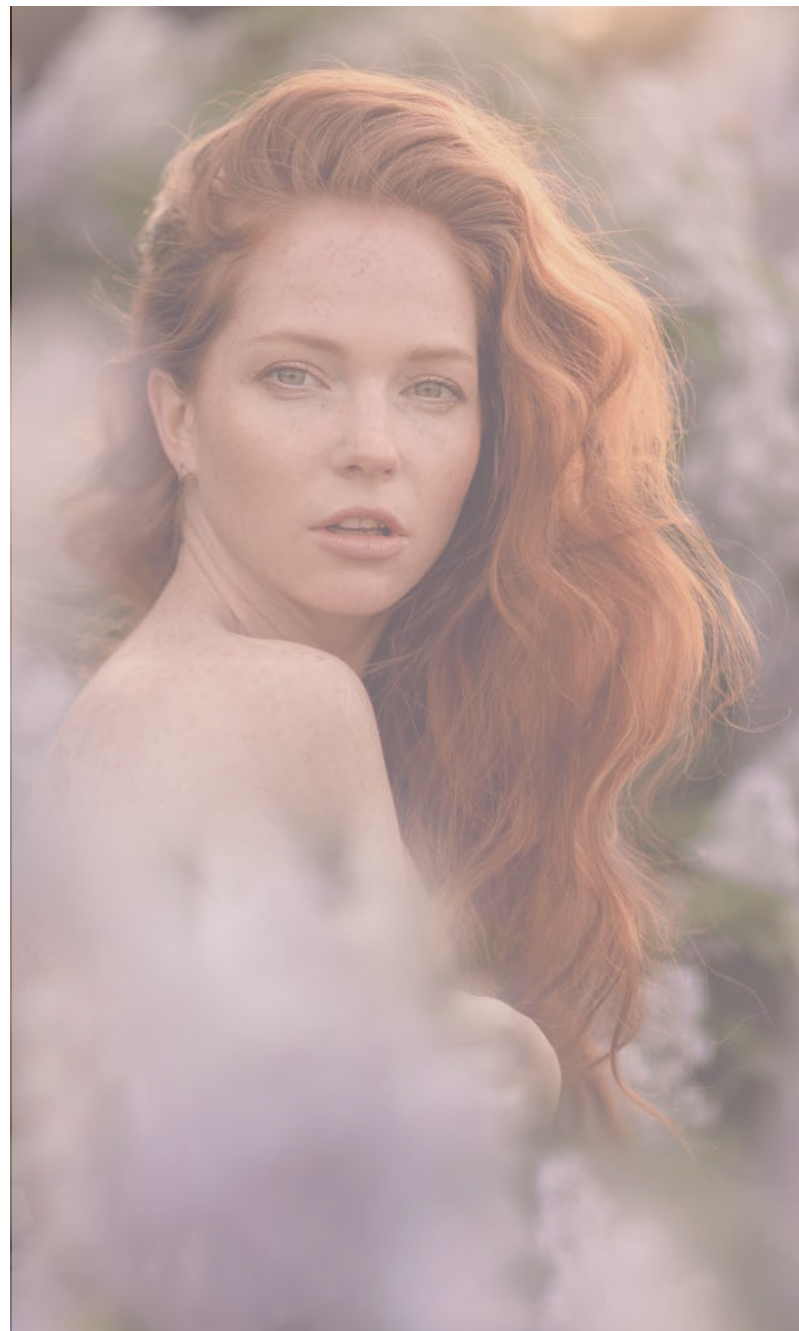
GUIDELINES



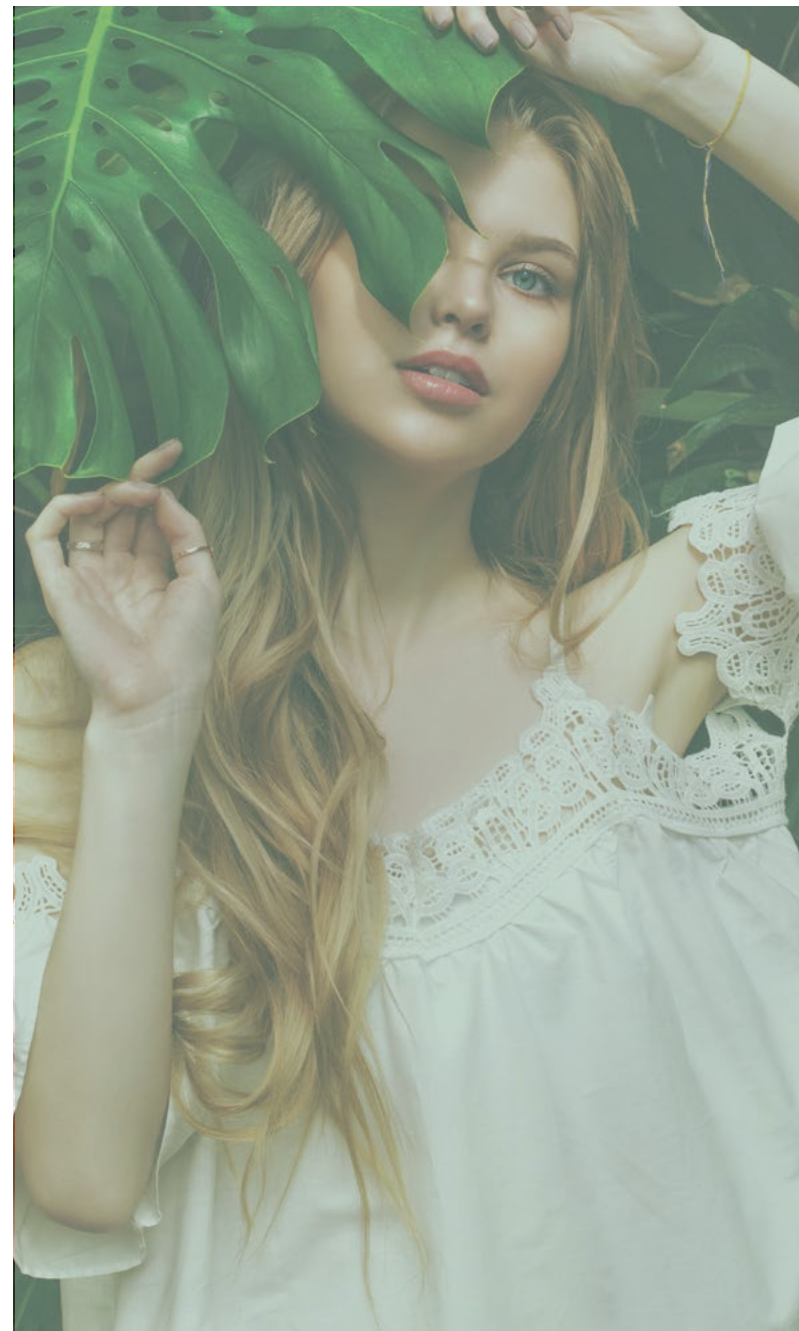
Essential
Pure
Rigorous
Careful



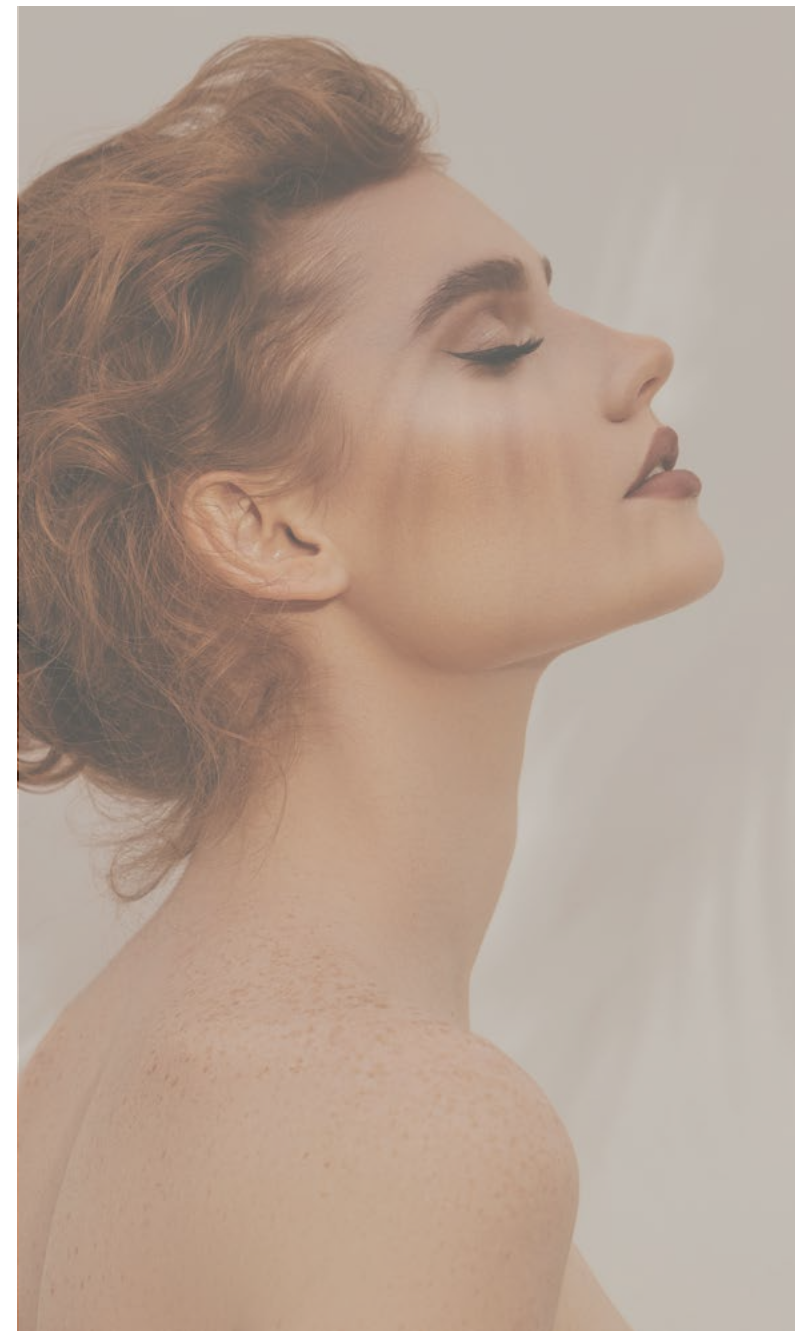
A SUPER COMPLETE PRODUCT OFFER



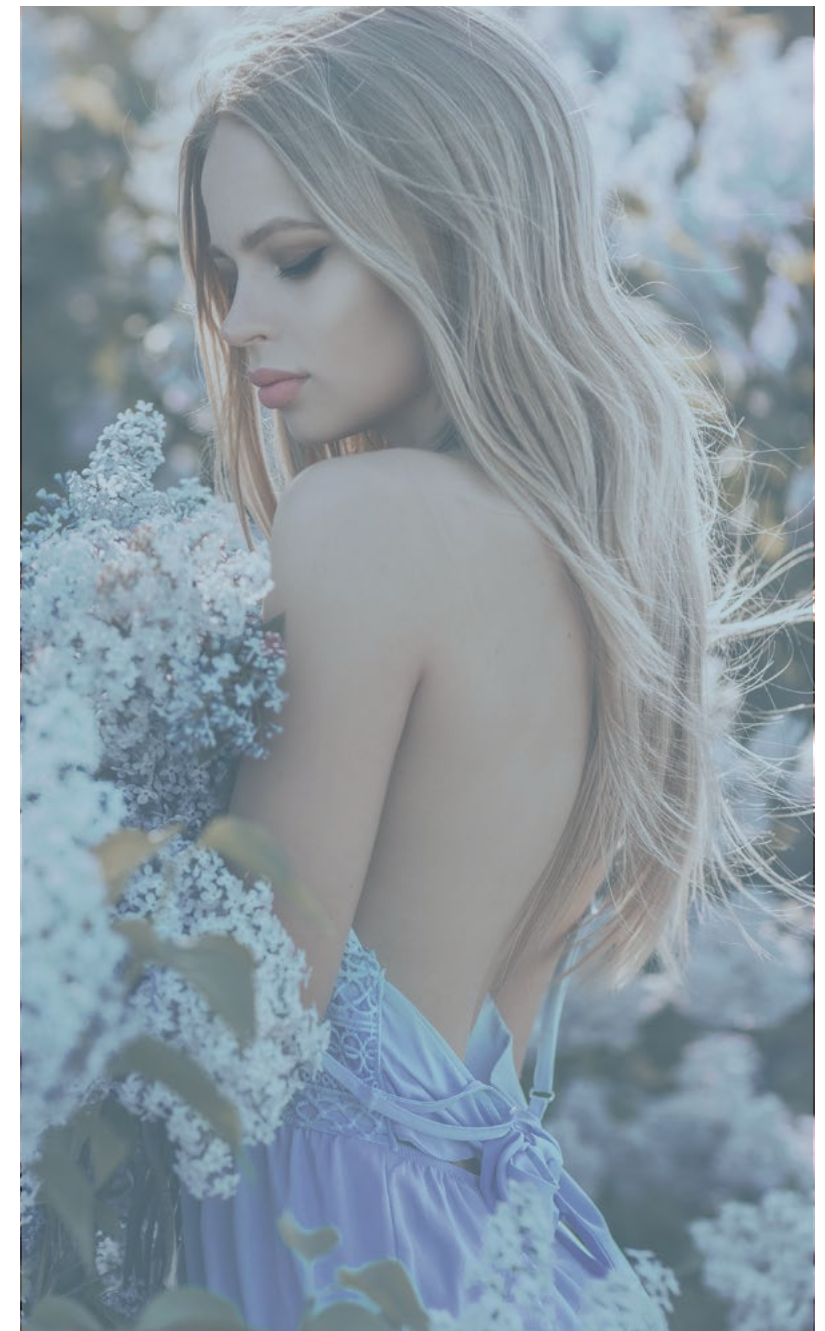
COLOR & TECHNICAL



CARE



TREATMENTS



FINISHING & STYLE



COLOR & TECHNICAL

.01 Professional color care

Dressing hair color

Professional waves

.02 Color care



.01 PROFESSIONAL COLOR CARE

Unlimited possibilities for coloring and fashionable shades, able to satisfy any request, from the most serious and traditional to the most innovative and trendy.

Color cream & bleaching

DRESSING HAIR COLOR

Ammonia and ppd free





COLOR REBIRTH REVIVE MASKS

Direct color masks that enhance and maintain hair color intensity, whilst giving hair manageability and extreme shine. Ideal for pre-pigmentation services and for improving cosmetic tones.

VEGAN FRIENDLY

Direct color

PROFESSIONAL WAVES

Highly defined curls





.02 COLOR CARE

A line created to amplify the results of salon color services and maintain a perfect, bright and shiny color for as long as possible. The product line is rich in natural active ingredients, leaving the hair nourished, vigorous and shiny.

Color maintainance



CARE

.03 Deli care

.04 Hair repair

Hair reconstruction

Ylang

A collection of Silky Deli Care hair care products is displayed against a light green background. The products include a spray bottle of NUTRAX FLUID, a tube of HYDRO HERB BALM, a bottle of DAILY SHAMPOO, and a jar of HYDRO HERB MASK. All products feature a teal and white color scheme and the '.03 DELI CARE' branding. The products are arranged on a light green surface, with some foliage and a small pile of dried herbs in the foreground.

Extracted from the leaves of *camelia sinensis*, green tea extract is rich in antioxidants and can stimulate the hair follicle and preserve the hair follicle.

Daily treatment

[illegible]

HAIR REPAIR

Environmental causes, chemical treatments and stress may weaken the hair, which loses its strength and lustre. With honey and proteins, it's the solution to rediscover the pleasure of splendid hair with body.

Color maintenance



A collection of Silky hair care products is displayed on a light green background. The products are arranged on a series of stacked, rectangular blocks in shades of brown and beige. The products include: a large jar of Rebuild Butter (Step 1, pH 7, 500 ml/16.9 fl. oz.), a large bottle of Rebuild Lotion (Step 3, pH 5, 200 ml/6.76 fl. oz.), a small bottle of Rebuild Fluid (Step 5, pH 4.5, 125 ml/4.23 fl. oz.), a large bottle of Rebuild Shampoo (Step 2, pH 6.5, 250 ml/8.45 fl. oz.), and a large jar of Rebuild Mask (Step 4, pH 4.5, 250 ml/8.45 fl. oz.). Each product features a label with a decorative pattern and the Silky logo. The background is a solid light green, and there are some dried eucalyptus branches on the left and right sides.

Damage to the hair caused by external factors, such as the constant exposure to pollution and UV rays, together with chemical and mechanical treatments, is an increasingly frequent concern. Silky hair reconstruction is the solution to revive hair and give it a second life, thanks to an innovative pH-control technology and high performing natural ingredients.

Rebirth treatment

[illegible]

YLANG

A love story and woman of rare beauty transformed into the “flower of flowers”. From this intriguing eastern legend of beauty and the search for the best naturally-derived active ingredients, comes YLANG. The professional homecare range, specially designed to give hair nourishment, shine and extraordinary silkiness.

Healty hair experience





REMEDY & CARE

.05 Remedy & care

.06 Remedy & care

.07 Remedy & care

REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE



.05 REMEDY&CARE

Hair loss prevention

.06 REMEDY&CARE

Dandruff prevention



REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE REMEDY&CARE



**.07
REMEDY&CARE**

Greasy scalp



FINISHING & STYLE

Zero

ZERO

Silky finishing line gives shape and volume to all fashion styles. It models, sculpts, structures the hair with professional products that are easy to apply.

Fashion finish & style





THANK YOU