

MAGIC

BY ITELY HAIRFASHION

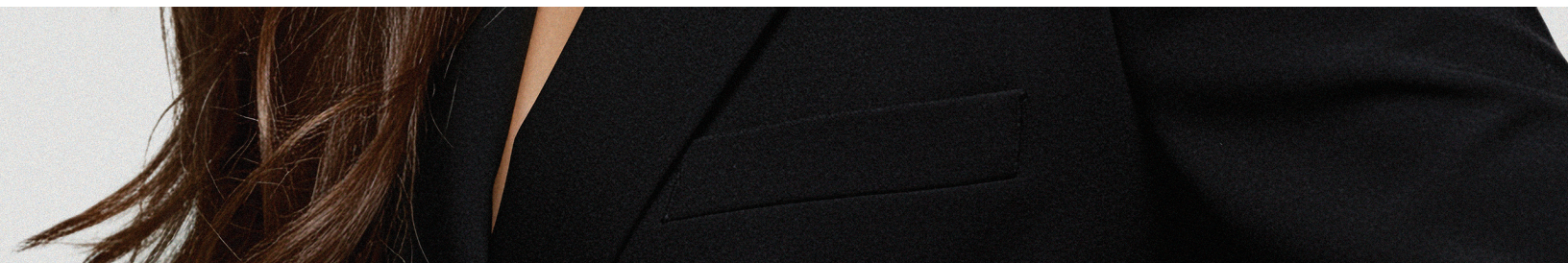


IT&LY[®]
HAIRFASHION



Designed for those who want to achieve perfect, long-lasting radiance without compromise.

Its advanced formula and selected ingredients work together to provide softness, shine, and manageable hair, giving beautiful lasting effects.



A radiant, color safe experience awaits.

Color Boost formula protects hair color by defending against UV generated radicals.



MAGIC WATER

280 ml

MAGIC WATER is an instant-action silky conditioner with a liquid texture as light as water. It perfectly detangles hair, leaving it soft, shiny, and supple. In seconds, the hair becomes magically combable, moisturized and shiny. Magic Water can be used on all hair types and the silky effect is visible with the first application.

Use after shampooing. Divide hair into strands and apply **MAGIC WATER** generously from lengths to ends. Massage in for 7 seconds (you will see a light lather) and rinse.



MAGIC CREAM

200 ml

MAGIC CREAM is the ultimate indulgence for your hair—a rich, deeply moisturizing elixir that envelops each strand with lasting nourishment and smoothness. Crafted to deliver a transformative, salon-worthy finish, it leaves hair velvety soft, weightless, and impeccably manageable.

Ideal for all hair types, this luxurious cream glides through towel-dried lengths, preparing your hair for flawless styling with an elegant, silken touch.



MAGIC SHAMPOO

300 ml / 1000 ml

Experience a lavish cleansing ritual infused with Hyaluronic Acid and Moringa Proteins with **MAGIC SHAMPOO**. Hydrate your hair with lasting moisture, vitality, and radiance. This rejuvenating formula revives dry, dehydrated, and color-treated hair, restoring softness and brilliance with every wash.

Enhanced with Color Boost technology, it protects and prolongs color vibrancy while shielding strands from UV damage—revealing luminous, salon-fresh hair day after day. To use, gently massage into wet hair, indulging the scalp and strands. Rinse thoroughly and follow with Magic Mask or Magic Water for an elevated haircare experience.



MAGIC MASK

300 ml / 1000 ml

MAGIC MASK is a high-performance treatment crafted to deeply restore and rejuvenate dry, dehydrated, and color-treated hair. Enriched with Hyaluronic Acid and Moringa Proteins, its cutting-edge formula delivers intense hydration and nourishment, breathing new life into tired strands.

This rich, creamy mask envelops the hair in moisture, enhancing softness, vitality, and shine while Color Boost technology defends against UV damage to preserve luminous, lasting color. For best results, apply generously after cleansing with Magic Shampoo. Leave on for 3–5 minutes, then rinse thoroughly for hair that feels luxuriously soft, healthy, and radiant.

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