

A NATURAL **INSPIRATION**,
A ESSENTIAL **CHOICE**,
A **PASSION** FOR HAIR.



INSIGHT





YOUR HAIR OUR PASSION

INSIGHT

is a line formulated in our laboratory to create a synergic action between the ancient wisdom of phyto-extracts and phyto-oils and the ethical choice to work using organic ingredients. Nature is our source of inspiration.

UNCONVENTIONAL AND INNOVATIVE FORMULATIONS

aimed to safeguard the health and shine of hair through a meticulous selection of raw materials, while ensuring the absolute perfection of styling and a professional know-how.

THE INSIGHT PRODUCTS

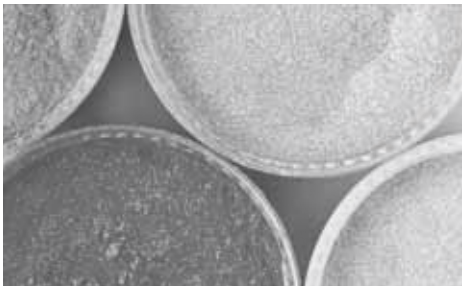
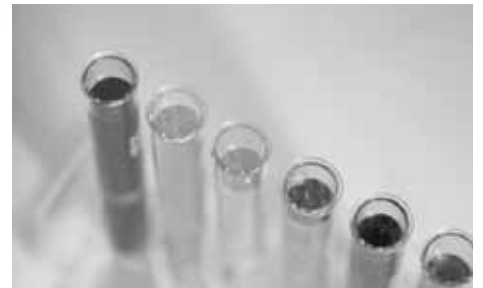
are nourishing, rich in active ingredients, protective and essential at the same time, according to a health-conscious choice of purity of the formulas. Simplicity + effectiveness is our choice.

TREATMENT PROGRAMS

tailored for all types of hair, to create your own daily ritual of beauty and wellness.

Each of us has his own identity, his uniqueness, his preferences, his hair: this is the reason why we have created for you a complete system in which you can choose your right combination. Your hair has always been our passion.

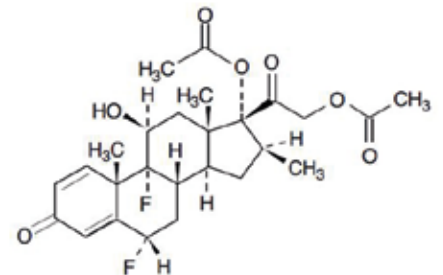
INSIGHT



SLS/SLES FREE

All our shampoos are formulated without SLS and SLES (Sodium Lauryl Sulfate and Sodium Laureth Sulfate), which are considered aggressive and potentially irritating surfactants.

As a replacement, we chose to use a more gentle cleansing agent, the SODIUM COCETH SULFATE, derived from Coconut. To use a skin friendly cleansing product means to protect the health and balance of the scalp over time.



OUR LABORATORIES FORMULATE FOR YOU ACCORDING TO SPECIFIC ENVIRONMENTAL AND HEALTH-CONSCIOUS PARAMETERS.

HERE'S WHICH INGREDIENTS WE CHOOSE TO USE AND WHAT NOT!

PETROLATUM FREE

Petrolatum (Paraffinum liquidum) are refined petroleum derivatives, have film-forming properties that prevent proper ventilation and oxygenation of skin and hair.

We preferred to replace them with more natural ingredients more dermo-compatible with the same properties, but with fewer unknowns to health. Skin and hair should be free to do the most natural possible thing, breathe.



100% MADE IN ITALY

We like to emphasize our Italian know-how, from its origins until today. The quality of our product is guaranteed beginning from the laboratory until the final delivery, in over 20 countries worldwide. A value that is a sign of distinction, perfection and style.



SILICON FREE

Silicones are inorganic polymers derived from silicon, are produced through some processes of chemical synthesis. It's true that they give immediate softness and shine to the hair, thanks to their film-forming effect, but over time they can damage the hair structure. They obstruct the scales of the cuticle, preventing the active ingredients from penetrating. That's why we have removed them from our formulations.

PARABEN FREE

Parabens are a kind of preservative which is subject of a controversy. If they are harmful or not, needed or not, scientific research has not yet ruled definitively. Waiting for an answer that could dissolve any doubts, we decided to use a safer preservative system.

COLORANT AND ALLERGEN FREE

We chose to use only fragrances without allergens, to let our treatments be more gentle on even the most sensitive skin . All INSIGHT products are colorant free.



PHYTO AND ORGANIC EXTRACTS

In our formulations the active main ingredients derive from organic agriculture from certified crops. A blend of oils and butter of natural origin work in synergy with these extracts, increasing the action of nourishment of the hair. To choose organic principle actives means to protect your wellness, to protect workers who are part of the production, to safeguard the planet.



A SPECIAL MIX OF INGREDIENTS DESIGNED TO NOURISH DRY AND DULL HAIR, without weighing it down. Revitalizing treatments to strengthen the thin and fragile hair penetrating the capillary material and giving elasticity, volume and softness.



NOURISHING SHAMPOO

Shampoo with nourishing properties. It offers a deep repairing action of the fiber, to get stronger and healthier looking hair. Hair is softer, from the roots to the tips. Returns elasticity, shine and flexibility to the hair.

Size: 500ml - 1000ml



NOURISHING CONDITIONER

Nourishing conditioner designed for dry and dehydrated hair. Gently detangles, nourishes and deeply repairs dry hair. Restores the shine and softness of the hair.

Size: 500ml - 1000ml



NOURISHING MASK

Mask formulated for dry and dehydrated hair, that from the very first applications appear soft and shiny. It detangles, nourishes and repairs dry hair in depth. It restructures the hair fiber and restores the shine.

Size: 250ml - 500ml



ORGANIC OAT EXTRACT
Calming, Emollient,
Reconstructive.



NOURISHING COMPLEX
Coconut Oil, Illipe Butter, Sweet Almond Oil.
Softening, Nourishing, Restructuring.



A LINE OF PRODUCTS BORN TO MEET THE SPECIFIC NEEDS OF THE HAIR EXPOSED BOTH TO WEATHER AND MECHANICAL STRESS, POLLUTION AND DYES. Contains the Organic Carrot Extract, rich in beta-carotene, which protects the hair from the harmful effects of free radicals.



REJUVENATING SHAMPOO

Shampoo suitable for all hair types. Protects the hair fiber against the harmful effects of free radicals. The Beta-carotene protects the hair from pollutants.

Size: 500ml - 1000ml



REJUVENATING CONDITIONER

The formula of this conditioner is aimed to invigorate and strengthen the hair fiber from the roots, for stronger and more protected hair. Detangles without weighing hair down. It has a restructuring, moisturizing and toning effect.

Size: 500ml - 1000ml



REJUVENATING MASK

Thanks to its special formula, this mask gives a deep nourishment and an intense brightness, protecting the hair fiber. Smooths the hair fiber intensifying its brightness.

Size: 250ml - 500ml



ORGANIC CARROT EXTRACT
Remineralizing, Soothing, Detangling.



ANTIOXIDANT COMPLEX
Soy Butter, Jojoba Oil, Hazelnut Oil.
Rich In Vitamin E, Soothing, Protective, Fortifying.



FOR THE DAILY CARE OF EVERY KIND OF HAIR. Eley laboratories have developed a line where the nutritional virtues of organic extracts moisturize the hair and make it healthy and obedient to the touch. Delicate formulations that improve combing and ensure shine from roots to ends.



ENERGIZING SHAMPOO

Shampoo suitable for frequent use, thanks to its delicate formula. It restores vitality to the hair, leaving it soft and shiny. It respects the natural moisture balance of the hair. Increases the strength of the hair fiber and nourishes the hair deep down to the roots, giving maximum brightness and brilliance.

Size: 500ml - 1000ml



ENERGIZING CONDITIONER

Conditioner with a light moisturizing effect. It nourishes the hair fiber without weighing it down. Its formula, enriched with oils of plant origin, leaves the hair glossy. It respects the natural moisture balance of the hair and doesn't weigh it down. The hair is easier to comb. The Fruit Acids restore vitality to the hair.

Size: 500ml - 1000ml



ENERGIZING MASK

Revitalizing hair mask for a homogeneous hydration, which doesn't weigh down the hair. It returns vitality to the hair, not weighing it down. Detangles hair, leaving it shiny, soft and easier to comb. The fruit acids return strength and elasticity to the hair.

Size: 250ml - 500ml



ORGANIC LEMON EXTRACT
Revitalizing, Purifying, Antiseptic.



ENERGIZING COMPLEX
Apricot Butter, Sunflower Oil, Corn Germ Oil, Nourishing, Hydrating, Protective.



SPECIFIC TREATMENT FOR FRIZZY, DRY AND DIFFICULT TO MANAGE HAIR. The soothing properties of the natural extracts reduce the frizz effect and deeply moisturize the hair fiber. Formulas created to make your hair perfectly smooth and shiny.



HYDRATING SHAMPOO

Shampoo with high moisturizing and detangling properties. From the first application the hair gains a more silky and shiny look.

Size: 500ml - 1000ml



HYDRATING CONDITIONER

Light hydrating conditioner to counteract the appearance of dull and frizzy hair. The hair is nourished and relaxed.

Size: 500ml - 1000ml



HYDRATING MASK

Intensive hydrating and smoothing treatment for frizzy hair. It ensures a detangling and invigorating effect.

Size: 250ml - 500ml



ORGANIC LINSEED EXTRACT

Detangling, Anti-frizz, Nourishing.



ANTI -FRIZZ COMPLEX

Cocoa Butter, Cotton Oil, Hemp Oil. Emollient, Softening.

DAMAGED HAIR

INSIGHT



TO RESTORE THEIR SHINE AND VITALITY, ELEY LABORATORIES HAVE CREATED A SPECIFIC LINE OF INTENSIVE RESTORATIVE TREATMENTS. Harsh chemical treatments, colors, seasonal changes and elevated temperatures are factors that can damage the hair, leaving it brittle, dry, dull and lifeless.



RESTRUCTURIZING SHAMPOO

Shampoo for a repairing action. Thanks to its formula with nourishing active ingredients, it smooths the hair fiber intensifying its brightness. Strengthens the hair bulb. Gives brightness, elasticity and volume.

Size: 500ml - 1000ml



RESTRUCTURIZING CONDITIONER

The special formula of this conditioner, rich in vitamins and fatty acids, envelops the hair fiber and helps to protect the hair. It nourishes deep down and leaves the hair glossy and shiny. The result is a silky and healthy-looking hair.

Size: 500ml - 1000ml



RESTRUCTURIZING MASK

Mask developed for revitalizing damaged and brittle hair. Thanks to its formula rich in fatty acids and vitamins, is able to penetrate the hair shaft, repairing it in depth. Rebuilds the hair shaft, making it more strong. The result is a silky and healthy-looking hair.

Size: 250ml - 500ml



ORGANIC WHEAT GERM EXTRACT
Moisturizing, Restructuring, Polishing.



RESTRUCTURIZING COMPLEX
Olive Butter, Argan Oil, Rice Bran Oil. Detangling, Nourishes Hair and Scalp.



THIS LINE BRIGHTENS AND ENHANCES THE COLOR, REVITALIZING THE HAIR. Thanks to its formula rich of extracts and natural oils, it protects the hair while preserving the brightness of color, which lasts longer and is more resistant to washing.



PROTECTIVE SHAMPOO

Shampoo specifically studied for colored hair or with highlights, to protect the hair fiber. Deeply nourishes the hair while protecting and extending the life of the color. The hair looks soft and smooth.

Size: 500ml - 1000ml



PROTECTIVE CONDITIONER

It completes the action of the shampoo disentangling the hair without weighing it down. The hair is soft and shiny. It enhances the hair color, protecting its reflections. The hair looks silky and shiny.

Size: 500ml - 1000ml



PROTECTIVE MASK

Antioxidant and protective hair mask. It protects and prolongs the hair color, enhancing its brightness. Protects the hair fiber from external aggressions and enhances the brightness of the color, which is visibly prolonged.

Size: 250ml - 500ml



ORGANIC MACADAMIA OIL
Nourishing, Protective.



COLOR PROTECTION COMPLEX
Henna Extract, Mango Butter, Grape Seed Oil, Emollient, Antioxidant.

ANTI-DANDRUFF

LOSS CONTROL



Eley laboratories studied a treatment that combines an advanced technology to the properties of natural extracts for a sebum-balancing, purifying and refreshing action.

Hair loss is a physiological process, which can be reduced through preventive actions. Eley Laboratories have developed an intensive program in two phases, with the aim to reduce and contrast hair loss.



PURIFYING SHAMPOO

Purifying anti dandruff shampoo. It works since the first applications to eliminate dandruff and fight against its reappearance. It has an antiseptic, soothing and balancing effect on irritated skin.

Size: 500ml - 1000ml

PURIFYING TREATMENT

Purifying anti dandruff treatment to fight the onset of dandruff. Provides an active treatment to the scalp to soothe the irritation. It has an antiseptic, soothing and balancing effect on irritated skin.

Size: 100ml

FORTIFYING SHAMPOO

Specific shampoo to prevent hair loss, strengthening the hair. It restores vigor and vitality from the roots up to the tips. It carries out a reinforcing and stimulating action on the hair bulb. It soothes the skin, giving a feeling of freshness.

Size: 500ml - 1000ml

FORTIFYING TREATMENT

Reinforcing synergic treatment for the hair bulb, to help preventing hair loss. It stimulates the microcirculation and fortifies the hair fiber. It gives a feeling of freshness to the skin.

Size: 100ml



ROSEMARY EXTRACT
Antibacterial, Fortifying.



PURIFYING COMPLEX
Organic Thyme Extract, Organic Sage Extract. Antiseptic, Soothing.








ORGANIC HORSE CHESTNUT EXTRACT
Strengthening, Anti-Inflammatory.




FORTIFYING COMPLEX
Menthol, Guarana Extract, Organic Echinacea Extract. Energizing, Invigorating, Stimulating.




THE INSIGHT STYLING LINE ALLOWS TO EXPRESS AND REINVENT THEMSELVES EVERY DAY. Among the range of products you can choose those which best suit your personality and your style . At the same time they protect and moisturize the hair, thanks to the nourishing oils and organic extracts , which give strength and vigor to the hair.


				
<p>STRONG STYLING GEL</p> <p>Hair gel with a strong hold, for every kind of style. Styles the hair, leaving it hydrated and shiny.</p> <p>Size: 500ml</p>	<p>HOLD CEMENT GEL</p> <p>Hair gel with extra-strong hold, for structured styling. It makes your hair shiny and voluminous.</p> <p>Size: 500ml</p>	<p>OIL NON OIL</p> <p>Modelling fluid to define and shape the hair in a natural and invisible way. Eliminates frizz. It gives volume and elasticity.</p> <p>Size: 250ml</p>	<p>MODELLING WAX</p> <p>Formula for creative styles. Defines and controls to perfection every detail of styling. Apply to wet or dry hair .</p> <p>Size: 150ml</p>	<p>LIQUID CRYSTALS</p> <p>A beauty treatment that leaves the hair more shiny and manageable. Brings brightness and hydration to all types of hair, thanks to its nourishing properties. Protects the hair, making it less sensitive to external aggressions and to humidity.</p> <p>Size: 100ml</p>

 **GINKGO BILOBA ORGANIC EXTRACT**
Toning, Firming.

 **ORGANIC ALOE EXTRACT**
Soothing , Moisturizing, Restorative.

 **ARGAN BUTTER**
Nourishing, Brightening.

 **ORGANIC SESAME OIL**
Moisturizing , Restructurizing.

 **FLAXSEED OIL**
Nourishing, Polishing , Strengthening.

PHYTOPROTEIC COLORING SYSTEM

INSIGHT



INCOLOR IS THE INSIGHT PERMANENT COLORING RANGE. IT'S A HIGH QUALITY COLORING SYSTEM, WHICH GUARANTEES A BRIGHT AND INTENSE COLOR. 50 SHADES AVAILABLE.



PHYTOPROTEIC COLORING CREAM

Coloring treatment with low content of ammonia. Thanks to its formula enriched with principle actives of natural origin, it guarantees a high conditioning power. 100% coverage of the most difficult gray hair. High duration of the color treatment. Allergen free fragrance.

Size: 60ml



NOURISHING COLOR ACTIVATOR

Stabilized activator for colouring and bleaching. It ensures the perfect development of every micro-pigment, to obtain intense shades. Allergen free fragrance.

Volumes:
20-6%/30/9% - 40/12%
Size: 100ml - 1000ml



PHYTOKERATIN
strengthening,
volumizing.



ORGANIC ARGAN OIL
antioxidant, rich in
Vitamin E and fatty acids.



GRAPE SEED BUTTER
restructuring,
protective, regenerating



RICE PROTEINS
hydrating and
protective properties.

BODY



Our body's skin can be nourished and quenched with the same attention and the same respect that we reserve for our hair. Here therefore the Insight Body Line: products rich in active principles derived from plants, that retain their natural effectiveness untouched, while the freshness of the skin remains intact.



HAND CREAM

The antioxidant and nourishing formula of this cream softens and protects chapped, rough and reddened hands. Its rich texture is quickly absorbed, leaving hands soft and perfectly moisturized. Fights free radicals and skin aging. It penetrates easily to protect and regenerate the skin.

Size: 100ml



ORGANIC HONEY EXTRACT
softening,
elasticising.



ALMOND BUTTER
nourishing,
restorative.



VITAMIN E
antioxidant,
protective.



