

# MARIA NILA

SALES FOLDER

*Choose with your heart*

# 100% VEGAN

Healthy hair with MARIA NILA is a lifestyle routine.
Keeping your hair just as beautiful as we want our planet to be.
That is why all of our products are 100% vegan and cruelty free. On top of that, all of our packaging is carbon compensated. We make it easy for you to take a step towards a sustainable and friendlier world.

crueltyfree andvegan

### PETA

PEOPLE FOR ETHICAL TREATMENT OF ANIMALS is the world's largest animal rights organization. They review our ingredients to make sure that the products are 100% vegan an not tested on amimals.

### LEAPING BUNNY

A coalition for Consumer information on Cosmetics. The coalition promotes a single standard for animal-friendly products under the recognized LEAPING BUNNY logo. Eight national animal protection groups banded together to form The Coalition for Consumer Information on Cosmetics (CCIC). It makes it easier and more trustworthy when consumers look for animal-friendly products.

Vegan®

### VEGAN SOCIETY

THE VEGAN SOCIETY is the largest and oldest vegan organization in the world. They coined the word *Vegan* in 1942 and review our products to make sure that all the ingredients are 100% vegan.

Plan Vivo

### PLAN VIVO

We compensate all our packaging through PLAN VIVO.

# CARE & STYLE

MARIA NILA CARE & STYLE is a colour preserving caring range in five parts. All hair types are unique and require different treatments. Each part of this range has its own active ingredient to ensure that we have the products that fit your specific hair type. All the products are sulphate and paraben free and made from 100% vegan ingredients. Colour Guard Complex protects and preserves the hair colour.




crueltyfree andvegan

Vegan

**SULPHATE & PARABEN FREE**
**100% VEGAN & CRUELTY FREE**
**COLOUR GUARD COMPLEX**
**PRODUCED IN SWEDEN**

maria nila
STOCKHOLM

# CARE & STYLE










## TRUE SOFT SHAMPOO

A gentle shampoo for dry hair that softens, moisturizes and stengthens the structure of the hair. Free from sulphates and parabens. Smoothing Argan oil reduces frizz and fights static electricity.

6 x 350 ml
1 x 1000 ml
6 x 100 ml

## PURE VOLUME SHAMPOO

A volumising shampoo that thickens and adds body to fine hair while strenghtening the hair structure. Free from sulphates and parabens. Vitamin B5 adds volume and vitality with a long lasting result.

6 x 350 ml
1 x 1000 ml
6 x 100 ml

## STRUCTURE REPAIR SHAMPOO

A gentle shampoo for damaged, dry and chemically treated hair that moisturizes and stengthens hair structure. Free from sulphates and parabens. Repairing Algae extract helps hair regain its natural strength, softness and shine.

6 x 350 ml
1 x 1000 ml
6 x 100 ml

## TRUE SOFT CONDITIONER

A detangling conditioner for coloured hair that softens, moisturizes and strengthens the hair structure. Smoothing Argan oil reduces frizz and fights static electricity.

6 x 300 ml
1 x 1000 ml
6 x 100 ml

## PURE VOLUME CONDITIONER

A detangling conditioner for fine hair that softens and moisturizes without weighing it down. Vitamin B5 adds volume and vitality with a long lasting result.

6 x 300 ml
1 x 1000 ml
6 x 100 ml

## STRUCTURE REPAIR CONDITIONER

A detangling conditioner for damaged, dry and chemically treated hair that softens, moisturizes and fights static electricity. Repairing Algae extract helps hair regain its natural strength, softness and shine.

6 x 300 ml
1 x 1000 ml
6 x 100 ml

## TRUE SOFT MASQUE

A gentle treatment for dry hair that moisturizes and nourishes hair for a silky smooth result. Smoothing Argan oil reduces frizz and fights static electricity. Apply to newly washed hair and leave in for 5–10 min. Rinse and follow with conditioner. Repeat treatment 1–2 times per week.

6 x 250 ml

## PURE VOLUME MASQUE

A gentle, lightweight treatment for fine hair that moisturizes and nourishes hair for a silky smooth result without weighing it down. Vitamin B5 adds volume and vitality with a long lasting result. Apply to newly washed hair and leave in for 5–10 min. Rinse and follow with conditioner. Repeat treatment 1–2 times per week.

6 x 250 ml

## STRUCTURE REPAIR MASQUE

A gentle treatment for damaged, dry and chemically treated hair that softens, moisturizes and prevents static electricity. Apply to newly washed hair and leave in for 5–10 min. Rinse and follow with conditioner. Repeat treatment 1–2 times per week.

6 x 250 ml

## TRUE SOFT ARGAN OIL

A nourishing argan oil that softens, moisturizes and strengthens hair. The argan oil quickly absorbes and makes the hair smooth and eliminates frizz.

6 x 100 ml

## STRUCTURE REPAIR LEAVE IN CREAM

A leave in cream with algae extract that repairs and rebuilds damaged hair structure. The leave in cream provides moist, nutrition, seals splitted ends and protects the hair while using a blow dryer or hair straightener. Apply a small amount to towel-dried hair before blow-drying or using a hair straightener.

6 x 200 ml




## LUMINOUS COLOUR SHAMPOO

A luminating shampoo for coloured hair that rebuilds and stengthens the hair structure. Free from sulphates and parabens. Pomegranate extract and Colour Guard Complex protect hair and reduce the loss of colour associated with washing, heat styling, UV rays and free radicals.

6 x 350 ml
1 x 1000 ml
6 x 100 ml

## SHEER SILVER SHAMPOO

A sulphate and paraben free shampoo for blonde and dark hair with violet pigment and blackberry extract that neutralises golden shades, brings shine and strength to the hair structure.

6 x 350 ml
1 x 1000 ml
6 x 100 ml

## LUMINOUS COLOUR CONDITIONER

A detangling conditioner for coloured hair that softens, moisturizes and fights static electricity. Pomegranate extract and Colour Guard Complex protect hair and reduce the loss of colour associated with washing, heat styling, UV rays and free radicals.

6 x 300 ml
1 x 1000 ml
6 x 100 ml

## SHEER SILVER CONDITIONER

A detangling conditioner for that softens, moisturizes and strengthens the hair structure. Violet pigment and blackberry extract neutralises golden shades, brings shine and strength to the hair structure.

6 x 300 ml
1 x 1000 ml
6 x 100 ml

## LUMINOUS COLOUR MASQUE

A gentle treatment for coloured hair that moisturizes and nourishes hair for a silky smooth result. Pomegranate extract and Colour Guard Complex protect hair and reduce the loss of colour associated with washing, heat styling, UV rays and free radicals. Apply to newly washed hair and leave in for 5–10 min. Rinse and follow with conditioner. Repeat treatment 1–2 times per week.

6 x 250 ml

## SHEER SILVER MASQUE

A gentle treatment for blonde and dark hair that moisturizes nourishes and gives a silky soft result. Blackberry extract brings shine and lustre to the hair. Apply to newly washed hair and leave in for 5–10 min. Rinse and follow with conditioner. Repeat treatment 1–2 times per week.

6 x 250 ml

## LUMINOUS COLOUR HAIR LOTION

A colour preserving and heat protecting lotion that provides nourishment and shine for dry and sensitive hair. Protects the hair while using blow dryer and hair straightener. Reduces frizz and gives a smooth and shiny finish. Apply a small amount to towel-dried hair before blow drying or using a hair straightener.

6 x 200 ml



# COLOUR REFRESH

MARIA NILA COLOUR REFRESH is a gentle hair masque with non-permanent colour pigments. By using Colour Refresh you can easily either intensify your current colour or change the colour in your hair. The colour washes out successively and stays in your hair for about 4–10 washes. To each product a box with 2 pair of high quality gloves is included. The result depends on the quality of the hair and the masque will be more intense in treated or porous hair. To get the perfect nuance you can mix the different Colour Refresh colours with each other or use the White Mix to dilute the prefered colour.

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**REGISTERED WITH**

LEAPING BUNNY | PETA | VEGAN SOCIETY

# COLOUR REFRESH

## VANILLA 10.32

Our light and medium shades are perfect for blonde and light brown hairs. Keep in mind that a colour masque cannot lighten up the hair.

6 x 300 ml
12 x 100 ml




## AUTUMN RED 6.60

Our medium and dark shades are suitable for both light and dark hair. For a less intense colour, mix one or more of the shades with White Mix.

6 x 300 ml
12 x 100 ml




## SAND 8.32

Our light and medium shades are perfect for blonde and light brown hairs. Keep in mind that a colour masque cannot lighten up the hair.

6 x 300 ml
12 x 100 ml




## CACAO 6.00

Our medium and dark shades are suitable for both light and dark hair. For a less intense colour, mix one or more of the shades with White Mix.

6 x 300 ml
12 x 100 ml




## PEACH 9.34

Our light and medium shades are perfect for blonde and light brown hairs. Keep in mind that a colour masque cannot lighten up the hair.

6 x 300 ml
12 x 100 ml




## CACAO INTENSE 4.10

Our medium and dark shades are suitable for both light and dark hair. For a less intense colour, mix one or more of the shades with White Mix.

6 x 300 ml
12 x 100 ml




## BRIGHT COPPER 7.40

Our light and medium shades are perfect for blonde and light brown hairs. Keep in mind that a colour masque cannot lighten up the hair.

6 x 300 ml
12x 100 ml




## BLACK 2.00

Our medium and dark shades are suitable for both light and dark hair. For a less intense colour, mix one or more of the shades with White Mix.

6 x 300 ml
12 x 100 ml



## WHITE MIX 0.00

White Mix does not contain any pigments. Use White Mix along with any other Colour Refresh to get your perfect shade.

6 x 300 ml
12 x 100 ml




## PINK POP 0.06

Our intense shades are extra rich in pigments and can be used alone or mixed with White Mix for a pastel result.

6 x 300 ml
12 x 100 ml




## PEARL SILVER 0.20

Pearl Silver is a colour masque that neutralizes yellow pigments and can be used alone or mixed into our other shades.

6 x 300 ml
12 x 100 ml




## BRIGHT RED 0.66

Our intense shades are extra rich in pigments and can be used alone or mixed with White Mix for a pastel result.

6 x 300 ml
12 x 100 ml




## VIVID VIOLET 0.22

Our intense shades are extra rich in pigments and can be used alone or mixed with White Mix for a pastel result.

6 x 300 ml
12 x 100 ml




## CHERRY RED 6.62

Our intense shades are extra rich in pigments and can be used alone or mixed with White Mix for a pastel result.

6 x 300 ml
12 x 100 ml




## LAVENDER 9.22

Our intense shades are extra rich in pigments and can be used alone or mixed with White Mix for a pastel result.

6 x 300 ml
12 x 100 ml




## COLOUR RING

14 shades



## HOW TO USE

# COLOUR REFRESH

**1**

WASH YOUR HAIR

Shampoo your hair and rinse out with water. This will prepare your hair for the treatment, and make sure that the pigments can attach to the hair.

**2**

TOWEL DRY THE HAIR

Squeeze out excess water and gently towel dry your hair.

**3**

MIX & APPLY COLOUR REFRESH

Mix your shade or use a plain COLOUR REFRESH. Make sure to apply throughout the entire hair for an even result, using fingers or a comb. Please consider using gloves.

**4**

LET IT SIT

Let sit for 3–10 minutes depending on desired intensity.

**5**

RINSE

Use plenty of water to get rid of any excess colour.

**6**

CONDITIONER

Finish the treatment with a conditioner.
This will close the cuticles and make sure that the pigments don't fall of.




How much COLOUR REFRESH you need to use vary greatly from hair to hair. The amount needed will depend on the length and thickness of the hair, as well as the quality of the hair.

For short hair, use about 15–30 pumps
For medium length hair, use about 30–60 pumps
For long har, use about 60–90 pumps

# CREATIVE WAYS
# WITH COLOUR REFRESH

| BEFORE | AFTER | BEFORE | AFTER |
|---|---|---|---|



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