



CEMANI

stay on the crest



SELECTIVE[®] 
PROFESSIONAL

CEMANI the new man line
for every day adventure.

**Essential and effective products for male well-being.
Practical, simple and quick to use,**

in every situation and every occasion,
Cemani has the product for you.



For daily
body and hair care.

DAILY USE



250ml

Every Day

**frequent
wash shampoo**

Hydrating shampoo ideal for frequent use. Delicately cleans scalp and hair, leaving with a pleasant sensation of freshness and cleanliness.



200ml

Every Day

**hydrating and toning
conditioner**

Hydrating and toning conditioner for hair and scalp. Hydrates and protects hair without weighing it down, providing softness and control even to the most unruly structure. Enriched with menthol and eucalyptus, it gives a pleasant sensation of freshness and lightness.



250ml

All Over

**energizing hair and body
wash**

Gently cleanses hair and body. Its menthol, caffeine and creatine formula refreshes, hydrates and invigorates. Leaves the hair healthy and strong. Perfect after a workout session.

THE SUN RISES WHEN THE COCK CROWS

To prevent and counteract
the fall and thinning of the hair

ANTI HAIRLOSS



250ml

Powerizer+

preventive hair loss
shampoo

Gently cleanses, refreshes, invigorates and stimulates the scalp. Its creatine, menthol, caffeine and active stimulants formula promotes the optimal physiological conditions for the growth of strong, healthy hair.



125ml

Powerizer+

preventive hair loss
lotion

Reactivates scalp microcirculation, developing a beneficial warm sensation and favouring the penetration of activate principles. Normalizes the scalp and promotes the optimal physiological conditions for the growth of strong, healthy hair. Its caffeine and guarana formula invigorates the scalp and stimulates the hair roots.

CEMANI
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For the care of white or gray hair,
to enhance its nuances or camouflage
the first signs of time

GRAY



250ml

Gray

anti-yellow shampoo

Nourishing shampoo ideal for neutralising undesired yellow tones. Ensures maximum protection to the hair shaft, leaving it soft, shiny and hydrated.



150ml

Back to Black

black reversible styling gel

Instantly covers up any percentage of white hairs, giving a youthful look and a strong set. The exclusive patented pigment gives a black colour with none of those unwanted streaks; it washes out completely with a shampoo and leaves no traces.

THE SUN RISES WHEN THE COCK CROWS

To give the hair hold,
texture and definition

STYLING



Extra Shine

glass-effect wax

Ultra-shiny styling wax for a soft control. Ideal for defining the style with a glossy-effect. It does not grease nor weigh down the hair.



Matt Molder+

matt modelling wax

Gives the styled hair a matte look and keeps the hair moisturized. Its balanced blend of waxy components gives the styling a natural, medium strength hold. It does not make the hair heavier and it leaves no residues.



Hyper Fix+

hyperstrong fluid gel

Hyper-strong fixing liquid gel. Easy to apply and spread, specially suited for directional styling on short to medium length hair. Keeps hair moisturized and luminous. Leaves no residues.






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For the treatment
of beard and mustache

BEARD



50ml

Beard's Oil

Softening and detangling

Softening and detangling beard and moustaches oil,
enriched with precious vegetable oils.
Nourishes and provides shininess without greasing and
weighing down. Neutralises food and sweat smells.
Absorbs quickly.

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www.selectiveprofessional.com

Tricobiotos S.p.A. Vaiano (PO) Italy
Made in Italy