

SELECTIVE[®]
PROFESSIONAL 

NOW
next generation

THE FUTURE OF STYLE IS NOW!

TEXTURE - TEXTURE - TEXTURE -
VOLUME - VOLUME - VOLUME -
CLIP - CLIP - CLIP -



THE FUTURE OF STYLE IS NOW!

Hair has always played
a key role in seduction.

How we style our hair is one of the main ways
we communicate what we are like and what
is happening in our life at that moment in time.





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For many people, changing their look is a must, while others always like the same look, as part of their personality.

Some choose to change their style, driven by the need to reinvent themselves or their life, starting from such as symbolic gesture.

An unusual and inspired look can give people the vitality and energy they need to better face the challenges of everyday life.



Whatever your concept
of elegance and style,
with soft and sophisticated lines
or more geometric and daring,
NOW NEXT GENERATION
is the ultimate solution!

From SELECTIVE PROFESSIONAL
research laboratories

NOW
next generation

the styling & finishing line

for those who love to express
themselves in their look,
from the most daring to the
most traditional ones!

NOW NEXT GENERATION products offer excellent quality, making it possible to create marvellous styles in an extremely easy way.

Designed to define, control and enhance the final result, with utmost respect for hair health.

CTIVE[®]
SSIONAL

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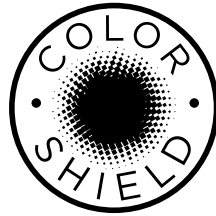
**DESIGN
CURL**
GLAZE
DEFINIZIONE

250 ml
8.45 fl.oz.



Each product has its own identity that changes when it gets in touch with the wearer.

Thanks to the exclusive technology



NOW NEXT GENERATION products
keep hair looking and feeling healthy,
elastic, soft and glossy.

**Exclusive Brown Seaweed extract,
the key element of COLOR SHIELD technology,**

**helps protect hair from external agents
and the negative effects of ageing**

**creating an authentic
DETOX EFFECT for hair!**



Protects cosmetic colour from the action of detergents for long-lasting, more vibrant colour.

Creates a film to coat and protect hair, leaving it plenty of volume and body from the roots to the tips.

Significantly improves softness and leaves hair easier to comb, for either extreme or natural looks.

NOW
next generation

is an olfactory journey to enhance the essence of style.

Daring and sophisticated explosions combined with captivating and surprising scents, with, delicate and inebriating fragrances whose whiff is strong and unique.

A blend of innovative and traditional fragrances that enhance its identity, making people the real protagonists of their own style.

NOW

next generation

FREE UP BEAUTY



Changing style is great way to have fun, the infinite sides of yours to the world.

NOW NEXT GENERATION IS FREEDOM
From rebel curls to polished locks, from ones, what counts is creating a look that is off, like a real protagonist.

Free your beauty, free your creativity!

IN ALL ITS SHAPE.



discovering yourself and presenting

OF EXPRESSION.

voluminous styles to perfectly smooth
customized and that you can really show

■ TEXTURE ■

NOW

next generation



Elasticity and control.



▪TEXTURE▪

■ VOLUME ■

NOW
next generation



Definition and volume.





· VOLUME ·

■ CURL ■

NOW
next generation



Strength and movement.





• CURL •

■ FINISH ■

NOW
next generation



Glossiness and silkiness.





▪ FINISH ▪

■ THERMO ■

NOW
next generation



Protection and hydration.



■ THERMO ■

▪ BEAUTY CONCEPT ▪

**NOW is not a simple line,
but by combining the individual products,
it broadens the world of creativity.**

Countless combination possibilities to become key players in the world of styling:
mix products and create unique and unrepeatabe cocktails with NOW BEAUTY CONCEPT.

To satisfy your need for elegance, originality and practicality, the Selective Professional Technical and Style Team has developed 14 Beauty Concepts, designed by mixing several products that enhance your look to the nth degree!

**THE SELECTIVE PROFESSIONAL TEAM
RECOMMENDS:**

1.



■ LIGHT ON + DESIGN CURL ■

Define curls and movement, eliminating frizz, for a soft and natural effect.



1. Distribute **LIGHT ON + DESIGN CURL** evenly and use a hairdryer with hair diffuser to dry hair up to 80%.



2. Create the shape of number 8 with foil around the lock of hair to be worked on.



3. Use the straightener throughout the length of the entire lock.



4. Remove the foil and free your style.

2.



■ SET UP + POWDER VOL ■

Recommended for creating texture and volume, from traditional hairstyles to party styles or for really cutting-edge styles.



1. Distribute **SET UP + POWDER VOL** evenly through dry hair.



2.

Braid the hair by using the "cord technique", using a freehand technique.



3.

Braid the twisted locks of hair and define your style.

3.



▪ SILKY WAY + OCEAN TOUCH ▪

Ideal for creating beach waves with a unique glossy effect.



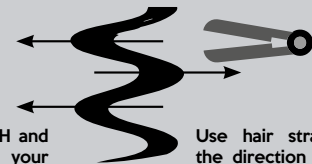
1.

Dispense some SILKY WAY into your hands, distribute evenly through damp hair and style.



2.

Apply OCEAN TOUCH and style the hair with your hands.



3.

Use hair straighteners in the direction of the curve of the wave, to create more defined movement.

4.



▪ VOLUMIZER + LIGHT ON ▪

For crystalline-effect voluminous hair.



1.

Dispense some VOLUMIZER into your hands and distribute evenly through damp hair.



2.

Dry using a brush and hairdryer to help create volume.



3.

Finish off with LIGHT ON for a glossy effect.

5.



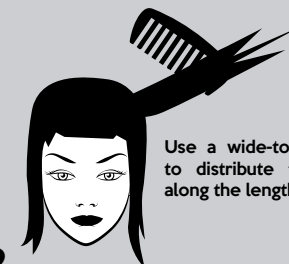
▪ LIQUIFY + FAST CREATE ▪

Ideal for a wet look; wet-look hair directly from the red carpets.



1.

Warm LIQUIFY in your hands before applying to dry hair.



2.

Use a wide-toothed comb to distribute the product along the lengths.



3.

Spray FAST CREATE and use a straightener to define some volume along the lengths to create soft waves.

6.



▪ SET UP + MATT STYLE ▪

Designed for creating a cutting-edge look on short hair.



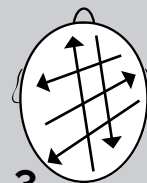
1.

Spray SET UP onto dry hair and using the hairdryer and your hands, move the hair in every direction.



2.

Apply MATT STYLE onto the locks to be defined.



3.

Use the "criss-cross" technique to define the style.

7.



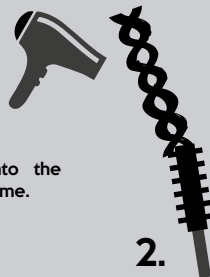
▪ SET UP + FAST CREATE ▪

For defined movement with a natural effect.



1.

Spray SET UP onto the roots to create volume.



2.

Twist every single lock around the brush and with the help of a hairdryer, rotate the brush and set the style.



3.

Apply FAST CREATE to give hair some consistency.

8.



▪ SILKY WAY + POWER CIRCLE ▪

To create soft and natural curls with just a little definition.



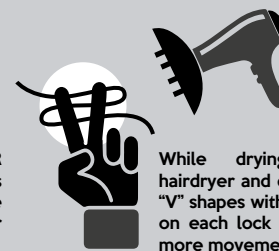
1.

Dispense some SILKY WAY into your hands and apply along the lengths, before drying hair up to 50%.



2.

Dispense some POWER CIRCLE into your hands then apply to the entire head of hair for greater volume and added support.



3.

While drying with a hairdryer and diffuser, form "V" shapes with your fingers on each lock to give curls more movement.

9.

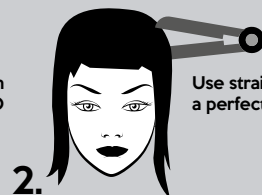


■ LIGHT ON + UP TO 230° ■

For perfect smoothness: protection from humidity, light definition and a glossy final effect.



Apply the same proportion of LIGHT ON and UP TO 230° along the lengths.



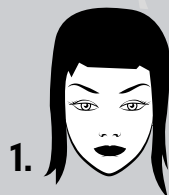
Use straighteners to create a perfectly smooth style.

10.



■ SILKY WAY + UP TO 230° ■

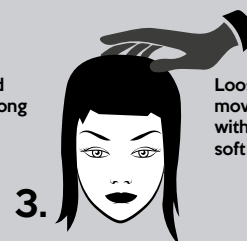
Ideal for everyday looks, a quick and easy mix for protecting hair from the heat of styling tools and from atmospheric agents.



Apply the same proportions of SILKY WAY and UP TO 230° along the lengths and dry completely.



Create "twists" freehand and run straighteners along each section to set the style.



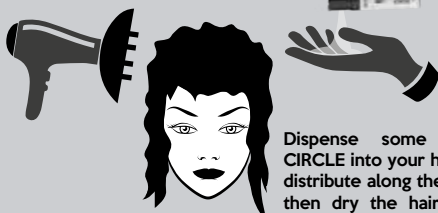
Loosens the "twists" and move the hairstyle lightly with your hands to achieve soft waves.

11.

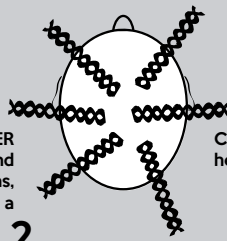


■ POWER CIRCLE + FAST CREATE ■

Create defined and glossy curls with a light texture.



Dispense some POWER CIRCLE into your hands and distribute along the lengths, then dry the hair using a diffuser.



Create plaits all over the head.



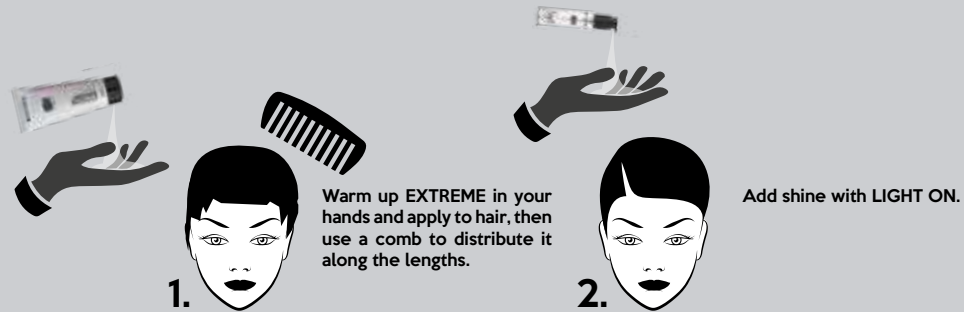
Lightly spray FAST CREATE onto each section, loosen each individual plait and move hair delicately with your hands to define the style.

12.



■ EXTREME + LIGHT ON ■

An ideal mix for short hair: wet-look with natural control.

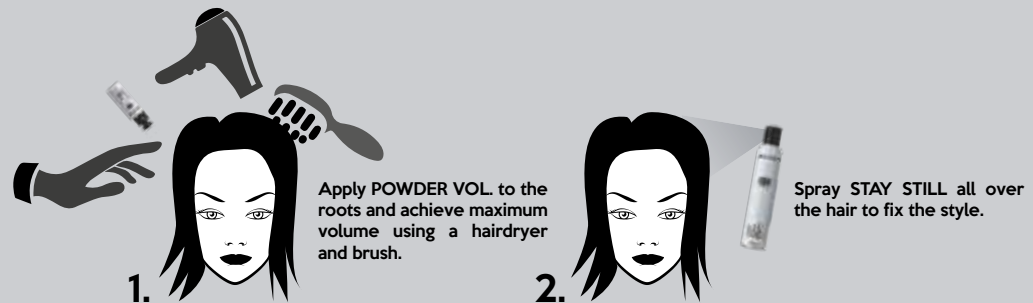


13.



■ POWDER VOL. + STAY STILL ■

The recipe for supporting and fixing extra volume.

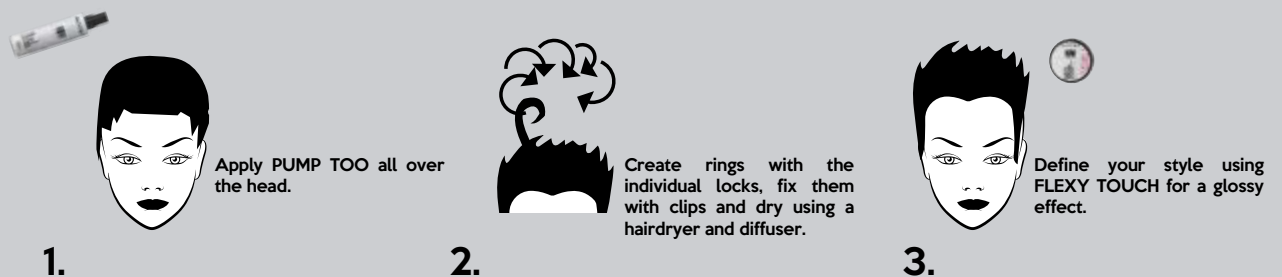


14.



■ PUMP TOO + FLEXY TOUCH ■

Ideal for creating volume on short hair and texture that can be re-styled.



**UNDERSTANDING
NOW NEXT GENERATION
PRODUCTS.**



GREY

The fusion of black and white creates the most neutral colour: unisex and distinctive. Catches the eye by an understated elegance and keeps the entire line connected. Plenty of details to help hairstylists choose the right product.



TEXTURE

5 different graphic lines that are minimal and evocative of the action of the family. Geometries that meticulously cover spaces and express the creative plasticity of the NOW next generation.

■ 4 ■ GLOSSY

FINISH

Giving you the freedom to decide the final effect:

MATT
NORMAL
GLOSSY

HOLD INDEX

From 1 to 6, to manage your style:

1 control
2 smoothing
3 natural
4 strong
5 extra-strong
6 ultra-strong



COLOURS

5 colours that identify each particular family of products:
PINK, a strong and balanced colour for the texture family.
PURPLE, intense and symbol of excess for the volume family.
GREEN, the colour of creativity and strength of the curl family.
LIGHT BLUE, perfection in the finish family.
YELLOW, pure heat for the thermo family.

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NOW
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LIQUIFY
CERA LIQUIDA
LOOK SCOLPITO
SCULPTED LOOK
LIQUID WAX

TEXTURE ■ 4 ■ GLOSSY

NOW
next generation

TEXTURE - 4 - GLOSSY

LIQUIFY
CERA LIQUIDA
LOOK SCOLPITO
SCULPTED LOOK
LIQUID WAX

100 ml

Sculpted look liquid wax. An innovative fluid with immediate effect, to obtain definition and separation of the locks. Ideal for use on medium-length hair too. Extremely malleable, making it possible to create long-lasting unstructured and sculpted looks.

Directions for use: Shake well before use. Dispense an appropriate amount onto hands and work through the hair to create the desired look.

STRENGTHS

- Promises instant styling. Combines the effect of a traditional hair wax with speed and ease of application.
- Makes it possible to create styles and re-style hair without a sensation of stickiness thanks to its light formula.
- Essential for improving the manageability and speed of styling.

ACTIVE PRINCIPLES

Bamboo extracts: Rich in vitamins, fibre and organic silicon, it tones and regenerates hair by giving it strength, resistance and elasticity.

Vitamin E: It has an important antioxidant and hydrating properties, protecting hair from external agents.

Fixing Complex: A complex of highly-technological film-coating polymers that create a memory-effect, without leaving residue on hair.

NOW BEAUTY CONCEPT

+ FAST CREATE: Ideal for a quick and easy wet look.



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EXTREME
GEL ULTRA RESISTENTE
FISSAGGIO ESTREMO
ULTRA-RESISTANT GEL
EXTREME HOLD

TEXTURE - 6 - GLOSSY

NOW
next generation

TEXTURE • 6 • GLOSSY

EXTREME
GEL ULTRA RESISTENTE
FISSAGGIO ESTREMO
ULTRA-RESISTANT GEL
EXTREME HOLD

200 ml

Ultra-resistant gel with extreme hold. Ideal for creating unbreakable looks that are resistant to the most extreme conditions. Gives hair strength and glossiness, for a style that does not fear the force of gravity. It isn't sticky and does not leave visible residues. Easily eliminated by shampooing.

Directions for use: Dispense an appropriate amount of product into hands and massage into hair. Work on dry hair to create hairstyles with ultimate hold or otherwise, on damp hair for an extra-glossy effect.

STRENGTHS

- Challenges the force of gravity, maintaining elastic hold and natural hair hydration.
- Constructs and structures your style for really long-lasting hold.
- Formula designed to prevent dehydration and strengthen the hair structure.

ACTIVE PRINCIPLES

Panthenol: Provitamin B5, penetrates the hair, keeping it hydrated, flexible and full of body. Gives opaque and damaged hair renewed glossiness, volume and vitality.
Glycerine: Hydrates the scalp, gives hair shine and combats the frizz effect, leaving hair feeling soft and silky.

NOW BEAUTY CONCEPT

+ LIGHT ON: Wax-effect with natural control.



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**FLEXY
TOUCH**
CERA-GEL MODELLANTE
LOOK ELASTICO
ELASTIC-LOOK MODELING
GEL-WAX

TEXTURE - 3 - GLOSSY

NOW
next generation

TEXTURE • 3 • GLOSSY

FLEXY TOUCH

CERA-GEL MODELLANTE
LOOK ELASTICO
ELASTIC-LOOK MODELING
GEL-WAX

100 ml

Elastic-look modelling wax-gel. Separates and defines with a clean and flexible hold. Provides elasticity to hair, keeping it soft and malleable.

Directions for use: Handle an appropriate quantity of product through. Apply to dry hair, shaping each section with your fingers.

STRENGTHS

- Ideal for short hair, flexible definition for creating any style.
- Wax-gel with an elastic formula that helps to prevent breakages. Improves hair hydration and shine.
- Leaves no residue and makes it possible to shape your look at any time.

ACTIVE PRINCIPLES

Wax microemulsions: Liquid systems derived from a mix of precious waxes, with excellent hydrating and conditioning properties.

Keratin amino acids: These penetrate the cuticle, playing a fundamental role in maintaining the hair moisturized.

Glycerine: Hydrates the scalp, gives hair shine and combats the frizz effect, leaving hair feeling soft and silky.

NOW BEAUTY CONCEPT

+ PUMP TOO: To create volume on short hair.



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**MATT
STYLE**
CERA TENUTA MORBIDA
LOOK OPACO
SOFT-HOLD WAX
OPAQUE LOOK

TEXTURE - 3 - MATT

NOW
next generation

TEXTURE • 3 • MATT

**MATT
STYLE**
CERA TENUTA MORBIDA
LOOK OPACO
SOFT-HOLD WAX
OPAQUE LOOK

100 ml

Soft-hold and re-shape ability wax for a matt finish.

Shapes and defines hair without weighing it down and does not leave any residue.

Directions for use: Work an appropriate quantity of product through your hands. Apply to dry hair, modelling each section with your fingers.

STRENGTHS

- Gives hair consistency and a matt silky effect without leaving any residue.
- Models, sculpts and defines even the unruliest locks. If warmed through your hands, it makes it much easier to shape the look.
- Manageable and pliable styling that offers the possibility to create dynamic and structured looks.

ACTIVE PRINCIPLES

Hydrocarbon waxes: Emollient and waterproofing properties increase the point of fusion, given the product consistency.

Carnauba wax: Plant-origin wax with emollient and film-coating properties.

Soy phytosterols: With conditioning and hydrating properties, these create a protective film over the scalp and hair, making it easier to comb.

NOW BEAUTY CONCEPT

+ SET UP: For cutting-edge looks.



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SILKY
WAY
FLUIDO
DISCIPLINANTE
TAMING
FLUID

TEXTURE • 2 • GLOSSY

NOW
next generation

TEXTURE • 2 • GLOSSY

**SILKY
WAY**
FLUIDO
DISCIPLINANTE
TAMING
FLUID

200 ml

Taming fluid. Ideal for obtaining a smooth and glossy style resistant to humidity. Eliminates frizz, leaving hair conditioned and glossy.

Directions for use: Dispense into your hands and distribute onto clean and towel-dried hair. Comb through to better distribute and style without rinsing.

PLUSES

- Hydrating styling cream to smoothen frizzy and unruly hair. Facilitates blow-drying and leaves hair feeling soft and silky.
- Does not weigh down fine hair and controls the frizz-effect, giving hair body.
- A milky formula that gives protection and hydration without weighing down hair, leaving it healthy and glossy.

ACTIVE PRINCIPLES

Guar gum: Restores the superficial hydrolipidic film. Gives hair back its elasticity and shine, also providing a lasting protective effect on the treated hair fibre.

Micro Complex: Revolutionary synergy between menthol and vitamin B3. Activates skin micro-circulation giving a pleasant sensation during application: it improves the barrier effect, favouring skin oxygenation.

NOW BEAUTY CONCEPT

+ OCEAN TOUCH: For creating waves with a unique gloss effect.

+ POWER CIRCLE: For soft and natural curls with light control.

+ UP TO 230°: For an everyday look against atmospheric agents.



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**FAST
CREATE**
CERA SPRAY
SPRAY WAX

TEXTURE - 4 - NATURAL

NOW
next generation

TEXTURE - 4 - NATURAL

**FAST
CREATE**
CERA SPRAY
SPRAY WAX

200 ml

Spray wax. Can be used as a hairspray. Ideal for giving texture, definition and support without weighing down hair.

Directions for use: Shake well. Apply to dry hair from a distance of 15-20 cm. Can be used either all over the hair or just in certain spots, for better definition.

STRENGTHS

- An innovative wax with ultra-fine texture to define and shape the look without weighing it down.
- A quick and practical alternative to traditional wax.
- A spray wax for a long-lasting defined and textured natural look.

ACTIVE PRINCIPLES

Glycerine: Hydrates the scalp, gives hair shine and combats the frizz effect, leaving hair feeling soft and silky.

Micro Complex: Revolutionary synergy between menthol and vitamin B3. Activates skin micro-circulation giving a pleasant sensation during application: it improves the barrier effect, favouring skin oxygenation.

NOW BEAUTY CONCEPT

- + **LIQUIFY:** Ideal for a quick and simple wet look.
- + **SET UP:** For ultra-defined and glossy movement.
- + **POWDER VOL:** For creating texture and volume.



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NOW
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VOLUMIZER
MOUSSE
VOLUMIZZANTE
VOLUMIZING
MOUSSE

VOLUME - 4 - GLOSSY

NOW
next generation

VOLUME - 4 - GLOSSY

VOLUMIZER

MOUSSE
VOLUMIZZANTE
VOLUMIZING
MOUSSE

250 ml

Volumizing mousse. Strong, firm-hold sculpting and conditioning mousse. It gives hair volume and shine, guaranteeing it is protected, tangle-free and ready for blow-drying. It protects hair from the heat of the hairdryer. Easy to work through hair.

Directions for use: Shake well before use. Dispense an amount equivalent to 1 or 2 walnuts onto hands and using a comb or fingers distribute evenly through clean, towel-dried hair. Style as desired.

STRENGTHS

- A concentrated formula that is light to the touch. It gives support to the hair, making it look full. With an extraordinary, conditioning and volumizing effect.
- Ideal for medium and fine hair, it provides strong hold that gives hair body without weighing it down.
- Controls curly hair without leaving any residue. Prevents the frizz-effect and gives even the flattest hair renewed vitality.

ACTIVE PRINCIPLES

Panthenol: Provitamin B5 penetrates the hair, keeping it hydrated, flexible and full of body. Gives opaque and damaged hair renewed glossiness, volume and vitality.

Cationic Silicone Polymers: They cosmetically reintegrate and restructure, eliminating the electrostatic effect and protecting the shaft from the heat of the hairdryer during drying. Hair is softer and much easier to untangle.

NOW BEAUTY CONCEPT

- + **DESIGN CURL:** Extra hold and voluminous curls.
- + **LIGHT ON:** For crystalline-effect voluminous hair.



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**PUMP
TOO**
SPRAY
VOLUMIZZANTE
RADICI
ROOT
VOLUMIZING
SPRAY

VOLUME - 3 - GLOSSY

NOW
next generation

VOLUME - 3 - GLOSSY

**PUMP
TOO**
SPRAY
VOLUMIZZANTE
RADICI
ROOT
VOLUMIZING
SPRAY

200 ml

Root volumizing spray. A spray specifically designed to create volume at the roots. Gives hair shape and support to hair with invisible and long-lasting hold. Specific for fine hair with lack of body.

Directions for use: Spray onto clean, towel-dried hair a few centimetres from the base of each lock. Style as desired.

STRENGTHS

- Immediately visible push-up effect for hair that lacks tone. Full and long-lasting results.
- Volume and body at the roots, hair that is stronger and better supported with a natural effect.
- Prepares hair for styling without weighing it down. Extra volume and incredible shine and body.

ACTIVE PRINCIPLES

Panthenol: Provitamin B5 penetrates the hair, keeping it hydrated, flexible and full of body. Gives opaque and damaged hair renewed glossiness, volume and vitality.

Quaternary Polymers: Designed to wrap around the base of the hair, conferring maximum support and volume

Blue light filter, smog, UV: Triple protection from the main causes of scalp and hair ageing and the causes of oxidative stress.

NOW BEAUTY CONCEPT

+ FLEXY TOUCH: For creating volume on short hair.



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**OCEAN
TOUCH**
SPRAY
TESTURIZZANTE
EFFETTO MARE
SEA EFFECT
TEXTURIZING
SPRAY

VOLUME - 4 - NATURAL

NOW
next generation

VOLUME • 4 • NATURAL

OCEAN TOUCH

SPRAY
TESTURIZZANTE
EFFETTO MARE
SEA EFFECT
TEXTURIZING
SPRAY

200 ml

Seaside-effect texturizing spray. A styling spray enriched with sea water and trace elements that gives hair body, volume and natural movement for a sexy seaside-effect look. Ideal for those looking for a 'matt-messy' style that recalls the beach, without forgoing the right balance of hydration. Does not dry out or harden hair.

Directions for use: Spray evenly onto damp or dry hair to create a natural wavy effect. Style as desired.

STRENGTHS

- Very light texture for creating seaside-effect waves, without using tongs.
- A quick-drying salt spray that does not dehydrate hair.
- Enjoy beach hair 12 months a year; ideal for everyday use.

ACTIVE PRINCIPLES

Trace elements: Helps to re-establish the right structural balance to guarantee hair health and well-being. Hair gets smooth, compact and hydrated.

Dried sea salt: Gives hair body and volume, creating a matt film as if we had been on the beach for the whole day.

Conditioning agent: Effective in adding body, it makes both dry and wet hair easier to comb. Anti-static effect.

NOW BEAUTY CONCEPT

+ **SILKY WAY:** For creating waves with a unique gloss effect.



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NOW
next generation

SET UP
SHAMPOO
VOLUMIZZANTE
ISTANTANEO
INSTANT
VOLUMIZING
SHAMPOO

VOLUME - 1 - NATURAL

NOW
next generation

VOLUME - 1 - NATURAL

SET UP
SHAMPOO
VOLUMIZZANTE
ISTANTANEO
INSTANT
VOLUMIZING
SHAMPOO

200 ml

Instant volumizing shampoo. Ideal for easily renewing your look. Absorbs grease and odours, leaving hair fresh and clean.

Directions for use: Shake well. Spray 15-20 cm from the roots. Let it dry for a few seconds then brush through.

STRENGTHS

- Hair is instantly soft and full, as if it has just been washed.
- A light and easy-to-use formula for instant results and for a more natural and full-bodied effect.
- Just like a real shampoo, without the need to use water. Hair is once again shiny, as if it has just been washed, without any residue or wet-look effect.

ACTIVE PRINCIPLES

Rice starch: Rich in essential fatty acids, proteins and mineral salts, it leaves hair looking glossier and younger, combating ageing and giving it renewed energy and tone. It also has refreshing and absorbent properties, without compromising the level of hair hydration.

Vitamin E: Has important antioxidant and hydrating properties, protecting hair from external agents

NOW BEAUTY CONCEPT

- + **POWDER VOL:** To create texture and volume.
- + **MATT STYLE:** For cutting-edge looks.
- + **FAST CREATE:** For ultra-defined and glossy movement.



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NOW
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POWDER
VOL.
POLVERE
VOLUMIZZANTE
TESTURIZZANTE
VOLUMIZING
TEXTURIZING
POWDER

VOLUME ■ 3 ■ MATT

NOW
next generation

VOLUME - 3 - MATT

**POWDER
VOL.**

**POLVERE
VOLUMIZZANTE
TESTURIZZANTE**

VOLUMIZING
TEXTURIZING
POWDER

5 g

Volumizing texturizing powder. Ideal for giving support and volume to the roots and along the lengths. Gives a natural matt-effect without drying hair or leaving any residue.

Directions for use: Shake before use. Sprinkle the product directly onto dry hair from the roots and work into hair using fingers.

STRENGTHS

- A very fine formula and easy to use, for immediate results and extra volume.
- Ultra-light and the quickest styling product for obtaining a consistent texture, strengthening hair and thickening every single lock, for a natural and dishevelled look.
- Makes it easier to create hairstyles, braids and hairdoes.

ACTIVE PRINCIPLES

Marine Bamboo: Himantalia elongata extract that helps to protect from external agents, in particular from the negative effects of blue light and oxidative stress.

NOW BEAUTY CONCEPT

+ **SET UP:** For creating texture and volume.

+ **STAY STILL:** For consolidating volume.



SELECTIVE[®]
PROFESSIONAL



NOW
next generation

DESIGN
CURL
GLAZE
DEFINIZIONE
RICCI
CURL
STYLING
GLAZE

CURL - 4 - GLOSSY

NOW
next generation

CURL - 4 - GLOSSY

DESIGN CURL

GLAZE
DEFINIZIONE
RICCI
CURL
STYLING
GLAZE

250 ml

Curl styling glaze. A styling fluid that is ideal for perfectly designing and defining curls, maintaining a natural elastic effect. It defines, removes the frizz-effect and gives shine. Ideal for use with a hairdryer, tongs, curlers or diffuser.

Directions for use: Dispense an appropriate amount of product into hands depending on the type and length of hair. Distribute evenly onto clean, towel-dried hair then style as desired. To add definition, reapply after styling.

STRENGTHS

- The most popular Selective Professional glaze. Thanks to advanced technology it activates curls and defines hair leaving it looking natural and bouncy.
- Its memory-effect means it is possible to reactivate and maintain a style for longer; offers a perm-type effect lasting 7 days when used with curlers, diffuser and tongs.
- Dual-action formula that hydrates and defines every single curl, leaving hair elastic and shiny.

ACTIVE PRINCIPLES

Panthenol: Provitamin B5 penetrates the hair, keeping it hydrated, flexible and full of body. Gives opaque and damaged hair renewed glossiness, volume and vitality.

Glycerine: Hydrates the scalp, gives hair shine and combats the frizz effect, leaving hair feeling soft and silky.

Fixing Polymer: Gives any style excellent hold and strength.

NOW BEAUTY CONCEPT

+ LIGHT ON: For soft and glossy curls.



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PROFESSIONAL

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**POWER
CIRCLE**

ECO-MOUSSE
VOLUMIZZANTE RICCI
CURL VOLUMIZING
ECO-MOUSSE

CURL - 3 - GLOSSY

NOW
next generation

CURL - 3 - GLOSSY

**POWER
CIRCLE**
ECO-MOUSSE
VOLUMIZZANTE RICCI
CURL VOLUMIZING
ECO-MOUSSE

150 ml

Curl volumizing eco-mousse. An energizing eco-foam for enhancing curly hair. Ideal for reinvigorating both natural and permed curls, with a natural elastic effect.

Directions for use: Dispense 1 or 2 nuts of product into hands and distribute evenly onto clean, towel-dried hair using a comb or your hands. Dry with a diffuser or free hand.

STRENGTHS

- For fine and shapeless hair, waves and voluminous curls.
- Soft and glossy results. The soft texture hydrates and combats frizz, without making hair sticky or weighing it down.
- Ideal for supporting and defining curls, ensuring thickness and shine all day long.

ACTIVE PRINCIPLES

Cationic Polymers: Gives curls maximum elasticity with a conditioning effect and great resistance to humidity.

Decyl Glucoside: Gives softness and elasticity.

NOW BEAUTY CONCEPT

+ SILKY WAY: For soft and natural curls with light control.



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NOW
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LIGHT
ON
FLUIDO
LUCIDANTE
ANTICRESPO
FRIZZ CONTROL
SHINIER FLUID

FINISH - 2 - GLOSSY

NOW
next generation

FINISH - 2 - GLOSSY

**LIGHT
ON**
FLUIDO
LUCIDANTE
ANTICRESPO
FRIZZ CONTROL
SHINER FLUID

100 ml

Frizz-control gloss fluid. Eliminates the electrostatic effect, giving hair maximum shine and silkiness. Tames hair, sealing split ends and providing a strong screen against humidity.

Directions for use: Rub a small amount of product into the palms of your hands, then apply to dry hair.

STRENGTHS

- The finishing touch for healthy, full-bodied and glossy hair in an instant.
- Improves hair structure, maintaining lightness and natural shine.
- Boosts colour and highlights, for long-lasting glossy and vibrant hair.

ACTIVE PRINCIPLES

Silicone Gum: With high molecular weight, it perfectly film-coat hair, protecting it from external humidity and sealing split ends.

Silicone Agents: Leave hair looking shiny and glossy and feeling silky, protecting it from sources of heat and external aggression.

NOW BEAUTY CONCEPT

- + **EXTREME:** Wax-effect with natural control.
- + **DESIGN CURL:** For soft and glossy curls.
- + **VOLUMIZER:** For crystalline-effect glossy hair.



SELECTIVE[®]
PROFESSIONAL 

NOW
next generation

FIX
CONTROL
SPRAY FISSATIVO
VERSATILE
VERSATILE
FIXING SPRAY

FINISH ■ 5 ■ GLOSSY

NOW
next generation

FINISH - 5 - GLOSSY

**FIX
CONTROL**
SPRAY FISSATIVO
VERSATILE
VERSATILE
FIXING SPRAY

300 ml

Versatile fixing spray. Strong and elastic fixing spray. Makes it possible to comb and work hair, without hardening it or making it sticky. Dries quickly. Tames hair for long-lasting natural effects. Protects hair from humidity.

Directions for use: Shake well before use. Spray finely onto dry hair from a distance of approximately 30 cm. Ideal for finishing any hairstyle.

STRENGTHS

- Ultra-light diffusion that maintains the style without weighing hair down or leaving any residue.
- Reflects the natural shine of hair and protects against frizz and humidity.
- Perfects the finishing touch of any style with elastic hold.

ACTIVE PRINCIPLES

PANTHENOL: Provitamin B5 penetrates the hair, keeping it hydrated, flexible and full of body. Gives opaque and damaged hair renewed glossiness, volume and vitality.

MEMORY-EFFECT RESIN: Guarantees long-lasting shape and support to any hairstyle and in any condition.



SELECTIVE[®]
PROFESSIONAL 

NOW
next generation

**PURE
MIST**
LACCA
ECOLOGICA
VOLUMIZZANTE
ECO-FRIENDLY
VOLUMIZING
HAIRSPRAY

FINISH ■ 4 ■ GLOSSY

NOW
next generation

FINISH - 4 - GLOSSY

**PURE
MIST**
LACCA
ECOLOGICA
VOLUMIZZANTE
ECO-FRIENDLY
VOLUMIZING
HAIRSPRAY

300 ml

Eco-friendly volumizing hairspray. Ideal for giving volume, support, shape and shine to any style. Does not leave any residue and easily removed by brushing out.

Directions for use: Spray finely onto dry hair from a distance of about 30 cm. Ideal for finishing any style.

STRENGTHS

- A delicate spray that offers hair strong hold.
- Ideal for natural hairstyles or simple up-dos or for creating a protective veil against external agents.
- Eco-hairspray that respects hair, whilst maintaining glossiness.

ACTIVE PRINCIPLES

Micro Complex: Revolutionary synergy between menthol and vitamin B3. Activates skin micro-circulation giving a pleasant sensation during application: it improves the barrier effect, favouring skin oxygenation.

Blue light filter, smog, UV: Triple protection from the main causes of scalp and hair ageing and the causes of oxidative stress.



SELECTIVE[®]
PROFESSIONAL 

NOW
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**STAY
STILL**
LACCA
ESTREMAMENTE
FISSATIVA
EXTRA-STRONG
FIXING
HAIRSPRAY

FINISH ■ 6 ■ GLOSSY

NOW
next generation

FINISH - 6 - GLOSSY

**STAY
STILL**
LACCA
ESTREMAMENTE
FISSATIVA
EXTRA-STRONG
FIXING
HAIRSPRAY

300 ml

Extra-strong fixing hairspray. Ideal for keeping the final hairstyle in place. Offers extremely strong and firm hold without leaving any residue.

Directions for use: Spray finely onto dry hair at a distance of approximately 30 cm. Ideal for finishing off any style.

STRENGTHS

- Supreme hold from the roots to the tips, for total control.
- Defines any look and ensures any style lasts much longer.
- Completes the final look with high-gloss definition.

ACTIVE PRINCIPLES

Panthenol: Provitamin B5 penetrates the hair, keeping it hydrated, flexible and full of body. Gives faded and damaged hair renewed glossiness, volume and vitality.
Blue light filter, smog, UV: Triple protection from the main causes of scalp and hair ageing and the causes of oxidative stress.

NOW BEAUTY CONCEPT

+ POWDER VOL: For consolidating volume.



SELECTIVE[®]
PROFESSIONAL



NOW

next generation

**UP TO
230°**

**SPRAY
TERMO
PROTETTIVO
HEAT
PROTECTOR
SPRAY**

THERMO - 3 - NATURAL

NOW
next generation

THERMO - 3 - NATURAL

**UP TO
230°**
SPRAY
TERMO
PROTETTIVO
HEAT
PROTECTOR
SPRAY

200 ml

Heat protector spray. A protective and conditioning spray with excellent antistatic and film-forming properties that offers complete heat protection. Screens hair from the heat of hairdryers, tongs and straighteners. Leaves hair hydrated and glossy. Makes blow-drying and styling easier.

Directions for use: Spray evenly along lengths and tips from a distance of 20 cm. Use on damp or dry hair before using the hairdryer or other hot styling tools.

STRENGTHS

- Total protection in a light and nourishing spray that hydrates and protects hair, prolonging the duration of any style.
- Makes it possible to enjoy the advantages of styling, maintaining hair health and a longer-lasting bright colour.
- Strengthens the hair fibre, combats frizz and gives glossiness and lightness, from the roots to the tips.

ACTIVE PRINCIPLES

Vegetable proteins: They penetrate hair in depth and reconstruct damaged hair, strengthening it from within. They are ideal for treating thin and fragile hair, giving flat or extremely damaged hair added tone and body.

NOW BEAUTY CONCEPT

Ideal for use with all NOW NEXT GENERATION products for maximum protection.



