



ARTISAN

Genuine Styling

- FOR CREATIVE HANDS & IRONIC MINDS -
MADE IN ITALY



Creative Contamination & Inspiration

for every taste

for every personality

all life styles



Gourmand

all products have delicious fragrances
and formulations enriched with
natural ingredients



Funny...

all products have weird and ironic names



Creative...

every product has a creative and versatile use

Genuine Styling

- FOR CREATIVE HANDS & IRONIC MINDS -
MADE IN ITALY



Color Inspiration



LISCIOLINA

VELVET SMOOTHING CREAM

- this smoothing cream has a fluid, pleasantly velvety texture, designed to create smooth, silky, impeccable styles.
- Guarantees light, flexible hold, defines style and protects from thermal stress.
- Disciplines, hydrates and controls frizz, keeping hair more manageable, bright and soft to the touch.
- Nourishes the fiber of the hair without weighing it down.
- Ideal for styling at high temperatures.

Enriched with:

ORCHID MILK

HONEY

+ UV filter.

Fragrance:

RICE MILK

Cod. 1304 – 200 ml



Color Inspiration

OIL LALÀ

MODELLING FLUID WITH SOFT HOLD FOR FLEXIBLE, NATURAL LOOKS.

- Brings elasticity, shine and volume to all types of hairstyles.
- Extremely versatile, light and invisible.
- Ideal for adding body and support without hardening the hair.
- Hydrates and creates a protective film against heat and the elements, eliminating frizz.



Enriched with:

MANGO EXTRACT

PASSIONFLOWER EXTRACTS

+ UV filter.

Fragrance:

IRIS & CAMELLIA

Cod. 1300 – 250 ml



Color Inspiration



RICCIOLETTO

CURL CONTROL MILK

- Fluid modelling cream for curly and wavy hair.
- Redesigns, revives and enhances curls, for both natural and permed hair.
- Guarantees hold, flexibility and improved volume control.
- Hydrates and leaves hair shiny, without weighing it down or leaving residue.
- Shapes hairstyles, creating soft, supple, natural waves.
- Creates a film that protects the lengths and ends, eliminating frizz.

Enriched with:

HONEY

PASSIFLOWER EXTRACT

+ UV filter.

Fragrance:

PASSIFLOWER

Cod. 1303 – 200 ml



Color Inspiration

GEGHE GEL

FLUID SHINING GEL WITH CEMENT HOLD

- Defines and sculpts, creating a glossy wet look for all types of hairstyles.
- Ideal for bringing structure and definition to the locks, for daring short looks.
- Guarantees extreme control for unruly, difficult hair, respecting the structure and protecting the hair from humidity and heat. Enriched with Orchid Milk, Aloe Vera and UV filter, creates a protective film and seals the hair, without drying out or leaving residue.

Enriched with:

ORCHID MILK

ALOE VERA LEAF JUICE

+ UV FILTER

Fragrance:

RED PASSION

Cod. 1301 – 150 ml



Color Inspiration

GEL GINFIX

MODELLING GEL WITH STRONG HOLD

- Compact modelling gel with strong hold.
- Shapes, defines and provides support for all types of hair and styles.
- Ideal for creative looks and for undisciplined, unruly hair.
- Acts quickly and dries fast, creating a film that protects the hair from heat, the elements and humidity, with a lasting effect that keeps hair shiny and compact.
- Does not dry and does not leave residue.

Enriched with:

BIRCH EXTRACT

GINSENG EXTRACT

+ UV FILTER

Fragrance:

ARTIC SEA

Cod. 1302 – 150 ml



Color Inspiration

BRILLINA

GLOSSY SHINING WAX



- “Brilliantine-effect” Shining Wax with a light, flexible hold.
- Ideal for “retro” styles with a wet look and original, neat, glamorous styles.
- Perfect for all kinds of styles and lengths.
- Defines and makes the hair intensely shiny.
- Disciplines and enhances details, eliminating frizz and protecting the hair.

Enriched with:

CHAMOMILLE EXTRACT

ALOE VERA LEAF JUICE

+ UV FILTER

Fragrance:

BERGAMOT & VETIVER

Cod. 1305 – 100 ml



Color Inspiration

TOP GUM

MODELLING FIBER GUM

- Modelling fiber gum. Ideal for shaping and defining creative styles.
- Enhances details by separating the locks.
- Can be remodeled as you like, for lasting elastic, flexible hold.
- Provides support and movement for casual, ruffled looks, both short and long.



Enriched with:

CAROB EXTRACT

MIMOSA WAX

+ UV FILTER

Fragrance:

SECRET GARDEN

Cod. 1306 – 100 ml



Color Inspiration

LUCILLA

THERMAL PROTECTIVE BRIGHTENING SPRAY

- Brightening spray offering excellent thermal protection and filming performance.
- Brightens hair, protects the lengths and ends from mechanical and thermal stress.
- It hydrates, eliminates frizz and makes hair manageable and extremely silky
- Leaves hair it extremely shiny without making it oily
- Ideal for styling at high temperatures.



Enriched with:

MILK ORCHID

RICE PROTEINS

+ UV FILTER

Fragrance:

LOTUS & GINGER

Cod. 1308 – 150 ml



Color Inspiration

HAIR IN THE WIND

THICKENING BEACH-EFFECT SPRAY

- Thickening spray to add texture and condition.
- Ideal for recreating a “beach effect” at any time, with a wavy, ruffled look.
- Adds texture, body and structure to fine hair.
- Adds volume to the roots and movement to the style.
- Helps amplify waves and curls without drying out the hair.

Enriched with:

LEMON PLANT EXTRACT

ALOE VERA LEAF JUICE

PEPTIDE COMPLEX®

+ UV FILTER

Fragrance :

OCEAN FRIZZ

Cod. 1309 – 200 ml



Color Inspiration

PONGO

MATT MODELLING PASTE – STRONG HOLD

- Ideal for shaping and modelling and enhancing creative looks with an “aged”, dry, satin look.
- Can be remodeled as you like, adding body, structure and control to volume and shape, without weighing hair down or making it oily.
- Suitable for short, modern styles or uneven lengths.
- Enriched with Baobab Oil, Black Pepper and UV filter.



Enriched with:

BAOBAB OIL

BLACK PEPPER

+ UV FILTER

Fragrance :

AFRICAN PARADISE

Cod. 1307 – 100 ml



Color Inspiration



PUFF

STYLIZING VOLUME MOUSSE – MEDIUM HOLD

- Ideal for voluminous, sensual looks.
- Brings body to fine hair and volume to the roots.
- Brings support, flexibility and shine to style, without weighing the hair down or leaving residue.
- Protects from humidity and eliminates frizz, leaving hair full of body and life.

Enriched with:

VOLUMINIS COMPLEX®

LINSEED EXTRACT

+ UV FILTER

Fragrance :

COCONUT & JASMINE

Cod. 1311 – 250 ml

COLOR OF THE YEAR 2016
PANTONE



Color Inspiration

SPUMIGLIA

CREATIVE ELASTICIZING MOUSSE – EXTRA STRONG HOLD

- For maximum control and flexibility for styling.
- Ideal for defining curls.
- Protects from humidity and eliminates frizz, leaving hair glossy, and full of body and life.
- Does not dry out hair or leave residue.

Enriched with:

SUNFLOWER SEED EXTRACT / HELIANTHUS ANNUUS SEED EXTRACT

SOYALINE COMPLEX® (with soy proteins)

+ UV FILTER

Fragrance:

FUSION

Cod. 1314 – 250 ml



Color Inspiration

Fix ●●●●●



C'ERA LACCA

MEMORY-EFFECT EXTRA-STRONG SPRAY LACQUER

- Ideal for defining and supporting long-lasting creative styles.
- Creates a protective film that brings shine, control and elasticity.
- Does not leave residue and dries quickly.

Enriched with:

SWEET ALMOND FRUIT EXTRACT

ALOE BARBADENSIS LEAF JUICE

+ UV FILTER

Fragrance:

WILD STRAWBERRIES

Cod. 1312 – 500 ml



Color Inspiration

Fix ●●●○○



VOLUTTUOSA

ANTI-HUMIDITY VOLUME SPRAY LACQUER – STRONG HOLD

- Fixes and shapes, bringing volume and shine without weighing down the hair.
- Brings vitality, strength and elasticity to hair, protecting it from humidity and the elements.
- Dries quickly, does not make hair wet and does not leave residue.

Enriched with:

SWEET ALMOND FRUIT EXTRACT

LINSEED OIL

+ UV FILTER

Fragrance:

MYRIEL

Cod. 1313 – 500 ml



CEMENTINA

in progress - available from April 2016

VOLUME & TEXTURIZING DRY SPRAY – MEDIUM HOLD

- Ideal for roots and lengths, bringing body and instant volume to both mid-length and long styles, in particular for fine hair.
- Creates voluptuous, sensual looks that can be reworked as you please.
- Does not dry out hair, weigh it down or leave residue.

Enriched with:

ALOE BARBADENSIS LEAF JUICE

PHYTOSTEROLS (plant sterols and stanols)

+ UV FILTER

Fragrance:

WILD MAGNOLIA

Cod. 1315 – 250 ml



Color Inspiration

LALLA KA

in progress - available from May 2016

ECOLOGICAL VOLUME LACQUER – STRONG HOLD

- Brings added volume, body and definition to styles, controlling frizz.
- Ideal for normal and fine hair, bringing flexible, elastic support.
- Does not make hair wet.
- Protects from humidity and heat without leaving residue or weighing down the hair.

Enriched with:

MONOI OIL

PANTENOL

+ UV FILTER

Fragrance:

FLORALIA

Cod. 1310 – 250 ml



Color Inspiration

Products Range & Performance

2 SPRAY LACQUER

- VOLUTTUOSA
- C'ERA LACCA

1 ECO HAIRSPRAY

- LALLACA*

2 MOUSSE

- PUFF
- SPUMIGLIA

2 GEL

- GEL GINFIX
- GEGHE GEL

2 WAX

- BRILLINA
- TOP GUM

1 OIL NOT OIL

- OIL LALA'

2 TEXTURIZER

- HAIR IN THE WIND
- CEMENTINA**

2 STYLING CREAM

- RICCIOLETTO
- LISCIOLINA

1 PASTE

- PONGO

1 GLOSS SPRAY

- LUCILLA

5 DIFFERENT FIXING TYPES / FOR ALL STYLING and HAIR TYPES

Fix ● ○ ○ ○ ○ ○

Fix ● ● ○ ○ ○ ○














Fix ● ● ● ○ ○ ○

Fix ● ● ● ● ○ ○

Fix ● ● ● ● ● ○

* in progress - available from April 2016

** in progress - available from May 2016

WITHOUT FIXING FACTOR <i>Fix</i> ○○○○○○	LIGHT <i>Fix</i> ●○○○○○	NATURAL & FLEXIBLE <i>Fix</i> ●●○○○○	MEDIUM HOLD <i>Fix</i> ●●●○○○	STRONG HOLD <i>Fix</i> ●●●●●○	EXTRA STRONG HOLD <i>Fix</i> ●●●●●●
	Invisible effect 		Invisible effect 		Invisible effect 
		natural effect 	natural effect 	natural effect 	natural effect 
shining effect 	shining effect 	shining effect 		shining effect 	shining effect 
		matt effect 	matt effect 	matt effect 	



Available from End of March 2016

Nook®

ECOINSPIRED PRODUCTS

NOOK ECO INSPIRED PRODUCTS 2016©

Maxima Srl Hair & Body Technology

Via Staffali 7/a – 37062 Dossobuono di Verona

MADE IN ITALY

info@maximacosmetics.com Tel. 045 860 1074 Fax 045 8618 400

www.maximacosmetics.com