

NAGROM

PRODUCTS CATALOGUE



DIRTY

ASH

DEEP ACTION
SCRUB

DIRTY

ASH

Granular gel
deep acting



Thanks to vegetable granules made from the careful grinding of dried fruit shells such as walnuts, hazelnuts and almonds, **DIRTY** is effective in **NAGROM** treatments. Apply it to the skin before each shampoo specific from the **NAGROM Hair Care ASH** line. It cleanses and soothes in depth, leaving the skin free of dandruff and sebum impurities. In extreme cases add a few drops of strong moisturising repair oil.

After the 5/10 minute laying time, add a little water, emulsify by massaging the skin and hair, then rinse to move on to the most suitable specific shampoo/treatment according to the anomalies. Inside we find panthenol, which has regenerating, softening and soothing properties. In addition, wood ash increases the washing/scrubbing effect and also contains good quantities of phosphorus, potassium, magnesium and calcium.



SHAMPOO

ASH

PROFESSIONAL
SHAMPOO

SHAMPOO

ASH

COLOUR

Avoids
colour fading
in washes

Shampoo for coloured hair to be used in the days following colouring or on the day of colouring. It is good to leave on for a few minutes to achieve the desired effect. In addition to Jojoba oil, panthenol, betaine and an anti-inflammatory active ingredient, it contains non-aggressive surfactants that prevent excessive colour discharge.

In combination with moisturising and film-forming agents, it also nourishes the hair and creates a barrier that also protects against UV damage.

Throughout the **NAGROM Hair Care ASH** range we find ash.



SHAMPOO ASH

MOISTURISER

Deeply moisturises
the hair without
weighing it down

Moisturising shampoo for dry hair. Deeply moisturises without weighing hair down.

In the case of heavy hair, it is preferable to use **DIRTY**, leaving it on for 5 to 10 minutes to remove all impurities before shampooing. Then move on to the moisturising shampoo, leaving it

on for 5 minutes. Contains Jojoba Oil, Panthenol.



SHAMPOO

ASH

RECONSTRUCTION

Cleanses the hair
damaged by services
of lightening and colors

Cleanses hair damaged by bleaching and colouring vegetable charcoal, Betaine. In combination with moisturising and film-forming agents it also nourishes the hair.

In the entire **NAGROM Hair Care ASH** line we find ash.

Reconstruction shampoo, cleanses, repairs and moisturises hair damaged by colouring, bleaching and heat sources, straighteners, hairdryers, etc.

Repairs in depth thanks to keratin, amino acids, jojoba oil and vitamin F from linseed oil. A concentrated mix of different types of plant ceramides, cholesterol, fatty acids, with ability to restore the skin's protective barrier function. For greater effectiveness leave the second shampoo on for 5 minutes. In the entire **NAGROM Hair Care ASH** line we find ash.



SHAMPOO

ASH

SEBUM REGULATOR

Cleanses,
regulates excess
sebum and dandruff

Sebum-regulating shampoo, cleanses and regulates excess sebum and dandruff.

First, scrub with **DIRTY**, leaving it on for 5/10 minutes (if necessary, add a few drops of Strong Moisturising Repair Oil to **DIRTY**). Proceed with the Sebo Regulator shampoo, leaving it on for 5 minutes or more, then apply the **Sebo Regulator Mask** or **AKWA**, remembering to leave one of the two products on for at least 5 minutes.

5 minutes for one of the two products. Inside the shampoo, in addition to Berberis extract, Panthenol, as an active ingredient we have Ivy extract, which has an astringent action that combats greasy hair and dandruff.

Another active is potato starch, which has excellent conditioning properties for all hair types.

Throughout the **NAGROM Hair Care ASH** line we find ash.



SHAMPOO

ASH

LENITIVE

**Soothes itching,
ideal for
irritated scalps**

Soothing shampoo. Soothes and calms irritated and reddened scalp. Ideal for frequent washing, dermatitis, itching. To be effective it should be left on for 5 minutes or more. In the case of dermatitis, it is advisable to first perform a scrub with **DIRTY**, leaving it on for 5/10 minutes, then use the soothing shampoo, leaving it on for 5 minutes (if necessary, add a few drops of **Moisture Repair Oil** to **DIRTY**.

drops of Strong Moisturising Repair Oil). Useful as a first shampoo after colouring, when you have particularly irritated scalps.

In addition to Chamomile Water, Panthenol, Azulene, inside we find Aloe Vera with its calming and regenerating action.

Throughout the **NAGROM Hair Care ASH** line we find ash.



SHAMPOO

ASH

VIOLA

Anti-yellow shampoo for blond and gray hair

Counteracts yellowing, moisturizes and cleanses all hair types.

Denoxline is an anti-free radical active, rich in phenolics obtained from green tea.

Preserves hair color from sun stress/salt water.

ARGAN OIL: by virtue of its high concentration of essential fatty acids and vitamin E, argan oil provides hair with hydration, protects hair from external aggressions by neutralizing free radicals. It

is a fast-absorbing oil, giving hair a feeling of softness, smoothness and silkiness. In addition to argon oil, we also find Panthenol, Betaine and Acequart which is an excellent conditioning agent for hair.

Throughout the **NAGROM Hair Care ASH** line we find ash.

For greater effectiveness leave the second shampoo on 5 minutes.





MASK

ASH

PROFESSIONAL
MASKS

MASK

ASH

RECONSTRUCTION

Repairs and moisturises hair damaged by bleaching services, straighteners, irons, hairdryers

Mask for noticeably damaged hair. Deeply moisturises the hair without weighing it down.

Leave on for 5/10 minutes. To intensify the silky effect, add a few drops of one of three repairing oils: light, medium, strong as required.

In addition to argan oil, olive oil, panthenol, Vitamin F, we find a concentrated mix of three different types of ceramides, cholesterol,

and fatty acids. The application of ceramides results in greater hydration and protection, making the hair less sensitive and dry.

It performs a protective and repairing function.

Finally, Acequart is an excellent hair conditioning agent.

Throughout the **NAGROM Hair Care ASH** line we find ash.



MASK

ASH

COLOUR

Hydrates and
maintains colour
during washing

Mask for coloured hair to be used in the days following colouring or on colour day.

Leave on for a few minutes to achieve the desired effect. In addition to Argan oil, panthenol and betaine, it contains a softening conditioner that improves the combability of both dry and wet hair.

Makes hair soft and silky.

Good antistatic properties. Denoxyline



Purified fraction of green tea polyphenols is a powerful free radical quencher. Thanks to its antioxidant activity it is able to effectively protect hair colour from external stress. It prevents excessive colour discharge. In the entire **NAGROM Hair Care ASH** line we find ash.

MASK ASH

MOISTURISER

Deeply moisturises
the hair without
weighing it down



Mask for dry hair. Deeply moisturises the hair without weighing it down. Leave on for 5/10 minutes. To intensify the silky effect, add a few drops of one of three repairing oils: light, medium, strong as required.

In the case of dry skin, it is best to apply the mask to the scalp and carry it along the lengths.

In addition to Argan oil, olive oil, Panthenol, we also have vegetable

charcoal with a 'detox' action, in fact it absorbs excess sebum from the skin, removes smog and environmental toxins that remain trapped in the hair, making it heavy and dull.

Throughout the **NAGROM Hair Care ASH** line we find ash.

MASK

ASH

LENITIVE

**Calms itching
and soothes
irritated skin**

Soothing mask. Soothes itchy and irritated skin. Moisturises the hair without weighing it down.

Apply the mask to the scalp and transfer to the lengths in the case of redness and irritated skin. Leave on for 5/10 minutes.

In its composition, in addition to Aloe Vera and chamomile water we find Azulene, a derivative of chamomile,

which is a powerful soothing and calming agent. The Soothing Mask calms and soothes the skin, banishing redness.

Throughout the **NAGROM Hair Care ASH** line we find ash.



MASK

ASH

SEBUM REGULATOR

**Moisturises
by regulating excess
sebum and dandruff**



A sebum-regulating mask, it moisturises the hair without weighing it down.

Thanks to its principles it is able to control sebum production on the scalp.

It contains active ingredients such as: ivy extract, Berberis extract with anti-inflammatory and anti-oxidant properties and Betaine, an amino

acid widespread in nature. Betaine is obtained as a by-product of sugar beet processing.

We find ash throughout the **NAGROM Hair Care ASH** line.

MASK ASH

VIOLA

Anti-yellow mask for blond and gray hair



Counteracts yellowing, moisturizes all hair types.

Denoxline is an anti-free radical active, rich in phenolics obtained from green tea. Panthenol has regenerating, softening and soothing properties. Effective both for fortifying and making hair shiny and as an emollient and moisturizer for skin. Cetyltrimethylammonium chloride: Cetrimonium chloride is a surfactant used primarily as a hair conditioner with antistatic properties.

AJIDEW NL-50: its amino acid structure

gives it both the ability to bind and retain water, due to the presence of hydrophilic functional groups, and to condition due to the presence of negative charges that interact with positive charges present on skin and hair proteins. It is often associated in cosmetics with zinc (Zinc), an element known for its antiseborrheic properties.

Throughout the **NAGROM Hair Care ASH** line, we find ash.

For greater effectiveness leave the mask on for 5 minutes.



AKWA

ASH

CONDITIONING
WATER

AKWA

ASH

Hair conditioner



Conditions the hair and improves combability. Use after shampooing. Distribute it thoroughly all over the hair, leave on for 5 to 10 minutes, rinse and proceed with cutting or drying the hair with **NAGROM** styling products.

Inside we find vegetable-based quaternary ammonium salt, a conditioning agent capable of keeping the hair from each other. It allows good combability, gives shine and

does not weigh hair down. Another natural plant-based active ingredient is Grenoble Walnut, rich in phytic acid and polyphenols, protects against both chronological and extrinsic ageing. It has antioxidant properties and protects against environmental pollution and oxidative damage. Ideal for both coloured and natural non-dry hair.

**SOFT
POP
CURL
GEL**

ASH

FIXING MILK



SOFT ASH

NORMAL HAIR

Light fixative moisturising milk

An indispensable product in the **NAGROM SYSTEM**, it helps to moisturise and detangle rebellious hair before styling. To increase the moisturising power it can be mixed with one of the three **NAGROM** oils. Only a little product is needed for a high-performance result. Distribute evenly over lengths and ends.

Inside we find: coconut oil, very

nourishing, significantly reduces dehydration of the hair. It is used to care for dry and damaged hair. Dermofeel go Soft is a natural derivative, to give a light touch to all hair types, leaving a unique feel.

Betaine Anhydrous, a naturally occurring amino acid, is obtained as a by-product of sugar beet processing.



POP ASH

THICK HAIR

Moisturising fixative milk for coarse hair

An indispensable product in the **NAGROM SYSTEM**, it helps to moisturise and detangle unruly hair before styling. To increase the moisturising power it can be mixed with one of the three **NAGROM** oils. Only a little product is needed for a top result. Distribute evenly over lengths and ends. Inside we find: coconut oil, very nourishing, significantly reduces

dehydration of the hair. It is used to treat dry and damaged hair.

Betaine Anhydrous, an amino acid very widespread in nature, is obtained as a by-product of sugar beet processing. Improves combability of both dry and wet hair.

Makes hair soft and silky.

Light touch to all hair types, leaving a unique feel. Good anti-static properties.



CURL ASH

CURLY HAIR

Fluid for curly hair

Ideal product for natural styling, defines the curl without weighing it down. Recommended for daily use, as curls the next day are no longer as they were before, they are flatter and frizzier. Simply dampen the hair, add a quantity of **CURL** and the curls come back compact.

Moving the hair upside down while blow-drying, or every day, helps to swell the hair. Inside are active ingredients that help the hair to curl. They give good hold and define curls,

maintaining hair volume for a long time. Panthenol, endowed with regenerating, softening and soothing properties, is effective for strengthening and making hair shiny. Aloe Vera Gel: has great water-holding capacity and is therefore effective in treating dehydrated hair. Phytaluronate PF: has the same properties as collagen and hyaluronic acid with the added benefit of being completely naturally derived (BSE free).



GEL ASH

Gel for all hair types



Denoxline is an anti-free radical active, rich in phenolics obtained from green tea.

Panthenol has regenerating, softening and soothing properties. Effective both for fortifying and making hair shiny and as an emollient and moisturizer for skin.

GINGSENG EXTRACT: the active part of the ginseng plant, which has the name panax, is contained mainly in the root and possesses saponins and ginsenosides. These substances are able to restore hydration to the hair. It has invigorating and revitalizing

antioxidant properties.

Gatuline® age Defense2: extracted from grenoble walnut provides hair with phytic acid, polyphenols, proteins, minerals and vitamins.

It helps protect hair fibers from the deleterious effects of UV rays thanks to its dual anti-free radical activity: preventive and curative. It protects against sun, sand, salt and chlorine.

Throughout the **NAGROM Hair Care ASH** line we find ash.

Apply the gel to the hair as much as needed, it is not necessary to rinse.

A woman with long, dark, wavy hair is shown from the chest up, looking slightly to the left. She is wearing a black top with a white leopard print pattern. The background is a solid light gray.

OIL ASH

REPAIRING AND
MOISTURIZING OIL

OIL ASH

REPAIRER

Oils repair and moisturise,
complete hydration
without weighing it down

A blend of vegetable oils, such as apricot kernel, which contains various unsaturated acids needed to nourish the hair, thanks to its light texture.

Grapeseed oil rich in polyphenols, useful for protecting the hair and fighting free radicals.

Avocado oil with excellent eudermic characteristics.

Sunflower linoleic oil, rich in antioxidants, is an excellent anti-aging and antibacterial and antibacterial,

gives elasticity. Inca Omega oil, endowed with extreme elasticity, protection and moisturisation of the scalp/hair. Suitable for sensitive, dehydrated and dry hair. Distribute over the entire length of the hair, nourishing it from roots to ends. Can be mixed with all **NAGROM** masks in customised treatments, in styling with **POP** and **SOFT** to further increase moisturising power, in finishing with **WAX**.



OIL ASH

MEDIUM

Moisturising oil for medium hair

Moisturises without weighing it down. It is a blend of vegetable oils, such as Argan oil, which, thanks to its high concentration of essential fatty acids and Vitamin E, ensures good hydration. It is a fast-absorbing oil and is used to treat dry, brittle, brittle and lustreless hair.

Grapeseed oil rich in polyphenols, useful for protecting the hair and fighting free radicals.

Avocado oil, which has excellent eudermic properties.

Linoleic sunflower oil: rich in antioxidants

is an excellent anti-ageing and antibacterial agent and gives elasticity.

Inca Omega Oil: endowed with extreme elasticity, protection and hydration for the scalp and hair. Suitable for those with sensitive, dehydrated and dry hair. It distributes perfectly over the entire length of the hair, nourishing it from roots to ends. It can be mixed with all **NAGROM** masks in customised treatments, in styling with **POP** and **SOFT** to further increase moisturising power and in finishing with **WAX**.



OIL ASH

STRONG

Moisturising oil for thick hair

Moisturises without weighing it down. It is a blend of vegetable oils, such as coconut oil: very nourishing, it significantly reduces dehydration of the hair. Ideal for dry and damaged hair, protects from heat sources.

Argan oil, thanks to its high concentration of essential fatty acids and Vitamin E, ensures good moisturisation.

It is a fast-absorbing oil and is used to treat dry, brittle and lustreless hair.

Jojoba oil: conditioner and emollient for the scalp and hair. Grapeseed oil, rich in polyphenols, useful for protecting the hair and combating free radicals. Avocado oil, which has excellent eudermic characteristics.

Can be mixed with all **NAGROM** masks in personalised treatments, in styling with **POP** and **SOFT** to further increase moisturising power and in finishing with **WAX**.





WAX

ASH

MATT MODELING
WAX

WAX ASH

Modelling wax for a customised finish



WAX is the ideal product for a customised finish. It defines locks, details, cuts.

A small quantity is sufficient to achieve an excellent result. It structures short hair and can be mixed.

with one of the three **NAGROM Oils** to make it even softer.

It is a light, opaque, non-greasy wax. After application it is advisable to blow hot air from the hairdryer to

emphasise the work done.

The active ingredient is hop extract, which gives the hair a natural shine and stimulates the metabolic functions of the surface tissues of the scalp, allowing the hair to grow stronger and faster.



POTENZA

ASH

ANTI-FALL LINE

POTENZA ASH

LOTION

Anti-hair loss lotion

Prevents hair loss, renews the scalp. Hair is thicker and fuller. Stimulates the dermal papilla cells of the hair follicles. Contains functional actives such as: camphor, with its refreshing properties, natural menthol, which stimulates circulation and regrowth, organic methyl nicotinate, capable of making more blood locally and provide a feeling of warmth. Evening Primrose Oil, encourages a healthy

scalp by providing fatty acids; Omega-6; Keratin and Tricorexin, which prevents hair loss.

Simply spray on scalp and hair every day for a month. Repeat the cycle several times a year.



POTENZA ASH

SHAMPOO

Prevents
hair loss

POWER Shampoo prevents hair loss and strengthens hair. It contains multifunctional botanical extracts that act as active ingredients in preventing hair loss and are the basis for the health and well-being of the scalp.

It is good to leave the shampoo on for a few minutes to achieve the desired effect, at least 5 minutes.

In addition to trichorexin, panthenol, another very important active ingredient is natural menthol, which stimulates circulation and regrowth. In the entire **NAGROM Hair Care ASH** line we find ash.



POTENZA

ASH

MASK

Hydrates the hair
refreshes and
soothes the scalp

The **POWER** Mask moisturises the hair, refreshes and soothes the scalp. Apply the mask to the scalp and transfer to the lengths. Leave on for 5/10 minutes. Contains among its main active ingredients: Evening primrose oil, which encourages a healthy scalp and provides fatty acids, Omega 6, Panthenol, Betaine, Peppermint, Tricorexin, Frescolatus

Plus, which stimulates microcycle and prevents hair loss.

Throughout the **NAGROM Hair Care ASH** line we find ash.





MARE

ASH

SOLAR LINE

MARE

ASH

LOTION

Biphasic sun protectant

Protecting your hair during sun exposure is just as important as protecting your skin.

In fact, just as it is right to apply UV protection several times a day for the skin, it is also right for the hair.

SEA Sun Oil protects the hair during sun exposure from UVA and UVB rays thanks to organic filters.

Other active ingredients include:

Coconut Oil, Inca Omega Oil, Pepha-AGE. Spray the product daily onto lengths and ends.



MARE

ASH

SHAMPOO

Sun shampoo

UV protective shampoo. For holidays at the beach and beyond. Contains Mala'Kite, an innovative active mineral extract, rich in trace elements and copper. It is a powerful antioxidant that counteracts environmental aggression and pollution.

Enriched with: Pepha-AGE, stimulates the defences against

UV rays and light blue light; Acacia Collagen, a collagen of plant origin. Other functional actives include: Panthenol, Keratin and Betaine. To be effective, it should be left on for 5 minutes or more.

In the entire **NAGROM Hair Care ASH** line we find ash



MARE

ASH

MASK

Deeply moisturises
the hair without
weighing it down

Sun mask, contains UVB filter, Rice bran oil, obtained from the fat of the bran protein, rich in vitamins. A very light oil that gives light and moisture and is a strong anti-oxidant and soothing.

Other active ingredients: Mala'Kite, Acacia Collagen, Panthenol, Keratin, Betaine.

Apply the mask to the skin and

transport it to the lengths and tips. Leave on for 5/10 minutes.

Throughout the **NAGROM Hair Care ASH** line we find ash.



A close-up portrait of a woman with long, dark, wavy hair and striking blue eyes. She is looking directly at the camera with a serious expression. She is wearing a black top. The background is a soft, out-of-focus grey.

NAGROM

ASH

NATURAL STAIN PROTECTOR
AND STAIN REMOVER FROM
COLOURS

NAGROM

ASH

WHITE

Protects skin
from hair dye



NAGROM WHITE is Nagrom Black's ally for the colouring world. It is applied along the hairline to prevent the colour from being absorbed into the skin before colouring.

Inside we find aloe vera which protects, repairs, moisturises and soothes even the most sensitive skin, stressed and reddened skin,

helping to restore its optimal condition thanks to the natural bio-activity of the raw material. Various studies have also confirmed its anti-inflammatory properties.

NAGROM

ASH

BLACK



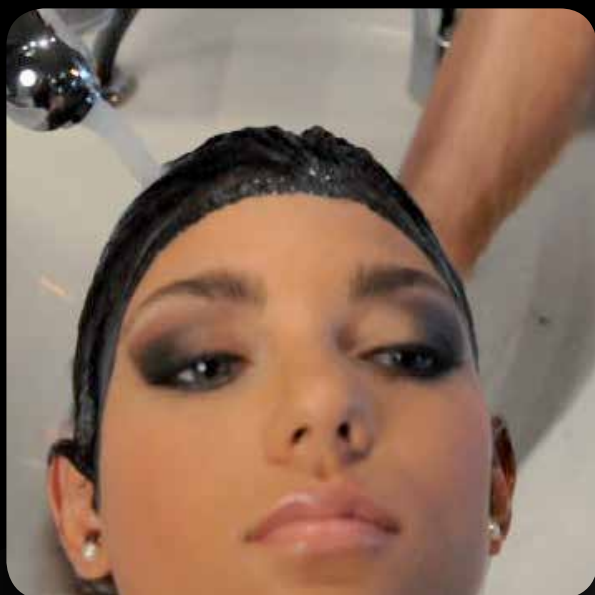
**First 100% Vegan
natural ash-based
stain remover**

NAGROM BLACK is the first 100% natural stain remover that gently cleanses the skin after staining. It is completely organic, has a soft texture and a high cleaning action. It is a cream made from recycled beech ash, therefore with zero environmental impact and craftsmanship. These characteristics make **NAGROM BLACK** the right ally for daily salon work. A natural soap as it used to be.



In addition to the ash, we have a mix of vegetable triglycerides to make the product itself non-aggressive.

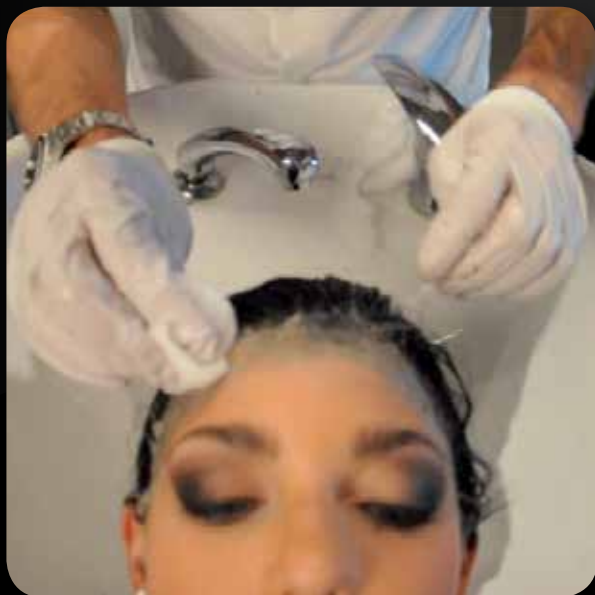
Take a small amount and apply it where there are colour residues left. With a cotton ball soaked in water, carry out a swirling action, removing the remaining residue. Natural product, contains no preservatives



Dye wash



Stain remover application



Residue removal with cotton



Final result after rinsing



NAGROM

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www.nagrom.it

MADE IN ITALY

