

ALTEREGO

— ITALY —



PRICE LIST

1 | 2026

SCALPEGO

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE	
BALANCING						
1032755	BALANCING PRE-TREATMENT	150 ml	12	22,35 €	30,60 €	
1032743	BALANCING SHAMPOO	50 ml	12	4,10 €	6,00 €	
1032753	BALANCING SHAMPOO	300 ml	12	14,45 €	19,90 €	
1032754	BALANCING SHAMPOO	950 ml	6	29,10 €		

CALMING						
1032758	CALMING PRE-TREATMENT	150 ml	12	22,35 €	30,60 €	
1032744	CALMING SHAMPOO	50 ml	12	4,10 €	6,00 €	
1032756	CALMING SHAMPOO	300 ml	12	14,45 €	19,90 €	
1032757	CALMING SHAMPOO	950 ml	6	29,10 €		

DENSIFYING						
1032745	DENSIFYING SHAMPOO	50 ml	12	4,10 €	6,00 €	
1032751	DENSIFYING SHAMPOO	950 ml	6	29,10 €		

ENERGIZING						
1032742	ENERGIZING SHAMPOO	50 ml	12	4,10 €	6,00 €	
1032746	ENERGIZING SHAMPOO	300 ml	12	14,45 €	19,90 €	
1032747	ENERGIZING SHAMPOO	950 ml	6	29,10 €		
1032748	ENERGIZING INTENSIVE LOTION	12x10 ml	12	40,05 €	54,90 €	
1032749	SCALPEGO ENERGIZING INTENSIVE TONIC	100 ml	12	31,00 €	42,50 €	

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE	
DETOX						
1087271	DETOX PRE-TREATMENT	150 ml	12	22,35 €	30,60 €	
1087273	DETOX SHAMPOO	300 ml	12	14,45 €	19,90 €	
1087274	DETOX SHAMPOO	950 ml	6	29,10 €		

NEW

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMEN- DED RETAIL PRICE	
HYDRADAY						
1032759	HYDRADAY SHAMPOO	300 ml	12	12,80 €	18,60 €	
1032760	HYDRADAY SHAMPOO	950 ml	6	23,90 €		
1032761	HYDRADAY LIQUID CONDITIONER	150 ml	12	20,30 €	29,50 €	
1032763	HYDRADAY CONDITIONER	200 ml	12	13,75 €	19,90 €	
1032762	HYDRADAY CONDITIONER	950 ml	6	29,45 €		
1032731	WHIPPED CREAM	200 ml	12	14,55 €	21,10 €	
SILK OIL						
1032764	SILK OIL SHAMPOO	300 ml	12	12,80 €	18,60 €	
1032765	SILK OIL SHAMPOO	950 ml	6	23,90 €		
1032736	SILK OIL CONDITIONER	50 ml	12	3,50 €	5,60 €	
1032766	SILK OIL CONDITIONER	300 ml	12	15,65 €	22,70 €	
1032767	SILK OIL CONDITIONER	950 ml	6	30,45 €		
1032769	BLEND OIL	50 ml	24	12,80 €	18,60 €	
1032768	BLEND OIL	100 ml	6	26,85 €	34,90 €	
1032770	SILK OIL ILLUMINATING TREATMENT	12x10 ml	12	30,70 €	44,50 €	
1032771	SILK OIL INTENSIVE TREATMENT	12x10 ml	12	30,70 €	44,50 €	
VOLUME						
1032928	VOLUME SHAMPOO	50 ml	12	3,25 €	4,80 €	
1032929	VOLUME SHAMPOO	300 ml	12	12,80 €	18,60 €	
1032930	VOLUME SHAMPOO	950 ml	6	23,90 €		
1032931	VOLUME SPRAY	150 ml	12	14,90 €	21,60 €	
1032920	VOLUME MOUSSE	200 ml	12	14,55 €	21,10 €	

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMEN- DED RETAIL PRICE	
CURLY HAIR						
1032853	CURLY SHAMPOO	300 ml	12	12,80 €	18,60 €	
1032854	CURLY SHAMPOO	950 ml	6	23,90 €		
1032857	CURLY MOUSSE	175 ml	12	17,50 €	22,70 €	
1032826	CURLY MASK	50 ml	12	3,65 €	5,80 €	
1032855	CURLY MASK	300 ml	12	15,65 €	22,70 €	
1032856	CURLY MASK	950 ml	6	30,45 €		
FILLER						
1032827	FILLER SHAMPOO	50 ml	12	3,25 €	4,80 €	
1032847	FILLER SHAMPOO	300 ml	12	13,35 €	19,00 €	
1032848	FILLER SHAMPOO	950 ml	6	24,00 €		
1032828	FILLER MASK	50 ml	12	3,65 €	5,30 €	
1032849	FILLER MASK	300 ml	12	16,10 €	24,00 €	
1032850	FILLER MASK	950 ml	6	30,30 €		
1032851	FILLER LOTION	12 x 10 ml	12	34,10 €	43,60 €	
1032852	FILLER MOUSSE	175 ml	12	16,80 €	24,50 €	
NOURISH						
1046159	NOURISH SHAMPOO	300 ml	12	13,35 €	19,00 €	
1046160	NOURISH SHAMPOO	950 ml	6	24,00 €		
1046090	NOURISH CONDITIONER	50 ml	12	3,50 €	5,00 €	
1046091	NOURISH CONDITIONER	200 ml	12	13,20 €	18,70 €	
1046092	NOURISH CONDITIONER	950 ml	6	28,30 €		
1046093	NOURISH MASK	50 ml	12	3,65 €	5,30 €	
1046094	NOURISH MASK	300 ml	12	16,10 €	24,00 €	
1046095	NOURISH MASK	950 ml	6	30,30 €		
1046161	NOURISH LOTION	150 ml	12	19,55 €	27,40 €	

CHROMEGO

NEW

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
COLOR CARE					
1089017	COLOR CARE SHAMPOO	100 ml	12	5,50 €	7,70 €
1032776	COLOR CARE SHAMPOO	300 ml	12	12,80 €	18,60 €
1032777	COLOR CARE SHAMPOO	950 ml	6	23,90 €	
1089018	COLOR CARE CONDITIONER	50 ml	12	5,90 €	8,25 €
1089019	COLOR CARE CONDITIONER	200 ml	12	13,75 €	19,90 €
1032781	COLOR CARE CONDITIONER	950 ml	6	29,45 €	
1032778	COLOR CARE MASK	300 ml	12	15,65 €	22,70 €
1032779	COLOR CARE MASK	950 ml	6	30,45 €	

NEW

SILVER MAINTAIN					
1089016	SILVER MAINTAIN SHAMPOO	100 ml	12	5,60 €	7,85 €
1032772	SILVER MAINTAIN SHAMPOO	300 ml	12	13,00 €	18,90 €
1032773	SILVER MAINTAIN SHAMPOO	950 ml	6	24,25 €	
1032774	SILVER MAINTAIN CONDITIONER	300 ml	12	15,90 €	23,10 €
1032775	SILVER MAINTAIN CONDITIONER	950 ml	6	30,90 €	

ANTI RED					
1032830	ANTI-RED SHAMPOO	50 ml	12	3,40 €	5,00 €
1032858	ANTI-RED SHAMPOO	300 ml	12	12,30 €	18,20 €
1032859	ANTI-RED SHAMPOO	950 ml	6	23,00 €	
1032831	ANTI-RED CONDITIONER	50 ml	12	4,10 €	6,10 €
1032860	ANTI-RED CONDITIONER	200 ml	12	13,20 €	21,20 €
1032861	ANTI-RED CONDITIONER	950 ml	6	29,30 €	

ANTI ORANGE					
1032832	ANTI-ORANGE SHAMPOO	50 ml	12	3,40 €	5,00 €
1032862	ANTI-ORANGE SHAMPOO	300 ml	12	12,30 €	18,20 €
1032863	ANTI-ORANGE SHAMPOO	950 ml	6	23,00 €	
1032833	ANTI-ORANGE CONDITIONER	50 ml	12	4,10 €	6,10 €
1032864	ANTI-ORANGE CONDITIONER	200 ml	12	13,20 €	21,20 €
1032865	ANTI-ORANGE CONDITIONER	950 ml	6	29,30 €	

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
BUSTINE					
1046181	SILK OIL CONDITIONER	12 ml	75	0,40 €	
1046187	FILLER MASK	12 ml	75	0,40 €	
1046189	NOURISH MASK	12 ml	75	0,40 €	
1046190	NOURISH CONDITIONER	12 ml	75	0,40 €	
1046191	SILVER MAINTAIN SHAMPOO	12 ml	75	0,40 €	
1046194	COLOR CARE CONDITIONER	12 ml	75	0,40 €	



SHEWONDER

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMEN- DED RETAIL PRICE	
SHEWONDER						
1032243	RESTORATIVE SHAMPOO	250 ml	12	13,40 €	18,90 €	
1032244	RESTORATIVE SHAMPOO	950 ml	6	22,80 €		
1032444	INSTANT SHAPING MASK	50ml	12	6,70 €	9,80 €	
1032245	INSTANT SHAPING MASK	300 ml	12	17,80 €	25,00 €	
1032246	INSTANT SHAPING MASK	1000 ml	6	30,05 €		
1032247	SHINE OIL ELIXIR	150 ml	12	25,60 €	32,70 €	

URBANPROOF

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMEN- DED RETAIL PRICE	
URBAN PROOF						
1046014	URBAN PROOF SHAMPOO	250 ml	12	17,15 €	24,00 €	
1009476	URBAN PROOF CREAM	1000 ml	6	27,80 €		
1009455	URBAN PROOF CREAM	10 ml	50	0,35 €		
1032401	DRY SHAMPOO	200ml	12	13,70 €	19,30 €	
URBAN PROOF ANTI-DIGITAL POLLUTION						
1032357	HAIR NECTAR	30ml	12	19,65 €	26,00 €	
1032355	SCALP & SKIN CONCENTRATE	30ml	12	26,75 €	35,00 €	

SHAPEGO

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE	
SHEPEGO						
1032522	SHAPE MODULATOR	1000 ml	6	284,60 €		
1032523	SHAPE PERFECTOR	1000 ml	6	335,60 €		
1032524	NO YELLOW SHAPE PERFECTOR	1000 ml	6	335,60 €		
1032525	TAMING MASK	1000 ml	12	29,10 €		

TANK

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE	
TANK						
1032121	LINSEED OIL SHAMPOO	10 l	1	61,10 €		
1032120	LINSEED OIL CONDITIONER	10 l	1	61,10 €		

EGOBOND

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE	
STRENGTHENING TREATEMENT5TANKS						
1032629	BOND PRIMER	125 ml	12	18,40 €	24,30 €	
1004488	BOND BOOSTER	250 ml	6	52,65 €		
1004489	BOND SETTER	500 ml	6	94,40 €		
1032411	BOND LOCKER	250ml	12	16,90 €		
1032412	BOND SHAMPOO	250ml	12	16,90 €	22,30 €	
1032628	BOND SHAMPOO	1000ml	6	35,90 €		
1032413	BOND MASK	250ml	12	18,90 €	25,00 €	
1032414	BOND LEAVE-IN	200ml	6	18,90 €	25,00 €	
1032415	BOND OIL	100ml	12	24,25 €	32,00 €	
1032627	BOND INTENSE	100ml	12	20,80 €	27,40 €	
1032834	LAMINATION GEL	250 ml	12	36,75 €		

STYLEGO

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE	
PERFORM & PROTECT						
1046398	HI-T SECURITY	300 ml	12	17,60 €	20,80 €	
1046448	WEATHER CONTROL	150 ml	6	17,60 €	20,80 €	
PERFORM & DEFINE						
1046442	POWER FIX	250 ml	12	13,40 €	16,50 €	
1046472	EXTRA GRIP	250 ml	12	17,60 €	20,80 €	
1046392	CLAY SHAPE	100 ml	12	19,05 €	21,90 €	
1046393	ELASTIC SHAPE	100 ml	12	19,05 €	21,90 €	
1046441	PRIMER MOUSSE	175 ml	6	17,60 €	20,80 €	
1046445	TEXTURE TOUCH	300 ml	12	19,55 €	23,20 €	
PERFORM & VOLUMIZE						
1046402	VOLUME POWDER	15 gr	12	17,60 €	23,30 €	
1046397	VOLUME CLOUD	250 ml	12	17,60 €	20,80 €	
1046443	WAVE MIST	150 ml	6	17,60 €	20,80 €	

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE	
PERFORM & FINISH						
1046400	AIR VOLUME	500 ml	12	17,60 €	20,80 €	
1046399	AIR MEDIUM	500 ml	12	17,60 €	20,80 €	
1046394	ECO AIR	320 ml	12	19,55 €	23,20 €	
PERFORM & SMOOTH						
1046446	LISS CONTROL	150 ml	6	19,05 €	21,90 €	
1046396	WET SHAPE	100 ml	12	19,05 €	21,90 €	
CREATE & TEXTURIZE						
1046447	CURL AMPLIFIER	150 ml	6	21,10 €	26,30 €	
1046395	CRUNCHY BOUNCE	250 ml	12	17,60 €	20,80 €	



TECHNOFRUIT COLOR

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
WITH AMMONIA					
	The high-performance permanent coloring system in cream with ammonia 111 NUANCES PPD free	100 ml	6	11,50 €	
1032556	TECHNOFRUIT COLOR TRANSFORMER	125 ml	6	29,50 €	

MY COLOR

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
WITHOUT AMMONIA					
	The high-performance permanent coloring system in cream without ammonia 72 NUANCES PPD FREE	100 ml	6	12,50 €	

BOOSTER

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
BOOSTER					
1008813	NEUTRAL	60 ml	6	10,80 €	
1008814	GREEN	60 ml	6	10,80 €	
1008815	ORANGE	60 ml	6	10,80 €	
1008816	VIOLET	60 ml	6	10,80 €	
1008817	YELLOW	60 ml	6	10,80 €	
1008818	RED	60 ml	6	10,80 €	
1008819	BLUE	60 ml	6	10,80 €	
The Booster range is compatible with all Alter Ego Italy colours. Stronger ammonia-free formula with a special mix of fruit extracts.					

FAST COLOR 10'

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
FAST COLOR 10'					
	Permanent professional coloring in just 10 minutes! 23 NUANCES PPD FREE	100 ml	6	11,90 €	

KEEP IT GLOSSY

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
KEEP IT GLOSSY					
1088207	KEEP IT GLOSSY PREP SHAMPOO	480 ml	6	16,50 €	
1088208	KEEP IT GLOSSY CO-WASH	480ml	6	16,50 €	
1088423	KEEP IT GLOSSY ACT. 6VOL	1000ml	6	10,10 €	
1046500	KEEP IT GLOSSY CLEAR	500ml	6	30,00 €	
1032505	KEEP IT GLOSSY - 30 nuances	60ml	18	10,20 €	

COACTIVATOR CREAM

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
OXIDIZING					
1008811	COACTIVATOR EMULSION 5 VOL.	1000 ml	12	10,40 €	
1003831	CREMA OSSIDANTE 10 VOL.	1000 ml	12	10,40 €	
1003832	CREMA OSSIDANTE 20 VOL.	1000 ml	12	10,40 €	
1003833	CREMA OSSIDANTE 30 VOL.	1000 ml	12	10,40 €	
1003834	CREMA OSSIDANTE 40 VOL.	1000 ml	12	10,40 €	
1032389	CREMA OSSIDANTE 20 VOL.	150ml	12	3,00 €	€ 4,45
1032505	CREMA OSSIDANTE 30 VOL.	150ml	12	3,00 €	€ 4,45

PASSION COLOR MASK

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
PROFESSIONAL					
1045015	NUDE	250 ml	12	17,65 €	24,70 €
1045016	PINK PEARL	250 ml	12	17,65 €	24,70 €
1045019	VANILLA SKY	250 ml	12	17,65 €	24,70 €
1045020	INTENSE BLACK	250 ml	12	17,65 €	24,70 €
1045018	COPPER SUNSET	250 ml	12	17,65 €	24,70 €
1045022	SPICY CHOCOLATE	250 ml	12	17,65 €	24,70 €
1046026	SILVER SHIMMER	250 ml	12	17,65 €	24,70 €
1045017	MAGIC TEAL	250 ml	12	17,65 €	24,70 €
1045021	ELECTRIC BLUE	250 ml	12	17,65 €	24,70 €
1045023	CHERRY BERRY	250 ml	12	17,65 €	24,70 €
1045024	ULTRA VIOLET	250 ml	12	17,65 €	24,70 €
1045025	FUCSIA BUBBLE	250 ml	12	17,65 €	24,70 €
1046404	HOT MOKA	250 ml	12	17,65 €	24,70 €
1046388	ORANGE JUICE	250 ml	12	17,65 €	24,70 €
1046387	SUMMER SAND	250 ml	12	17,65 €	24,70 €
1046171	SPICY COCOLATE	50 ml	36	4,45 €	6,30 €
1046170	COPPER SUNSET	50 ml	36	4,45 €	6,30 €
1046169	FUCSIA BUBBLE	50 ml	36	4,45 €	6,30 €
1046168	VANILLA SKY	50 ml	36	4,45 €	6,30 €
1046167	PINK PEARL	50 ml	36	4,45 €	6,30 €
1046166	SILVER SHIMMER	50 ml	36	4,45 €	6,30 €
1046165	CHERRY BERRY	50 ml	36	4,45 €	6,30 €
1046164	ULTRA VIOLET	50 ml	36	4,45 €	6,30 €
1046163	NUDE	50 ml	36	4,45 €	6,30 €
1046390	SUMMER SAND	50 ml	36	4,45 €	6,30 €
1046391	ORANGE JUICE	50 ml	36	4,45 €	6,30 €
1046403	HOT MOKA	50 ml	36	4,45 €	6,30 €



JUST COLOR

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
DIRECT COLOURS					
1034014	RED ELVIS	150 ml	6	20,70 €	
1034015	ROTT-VIOLET	150 ml	6	20,70 €	
1034016	FUCHSIA ROSE	150 ml	6	20,70 €	
1034017	MOKA BROWN	150 ml	6	20,70 €	
1034018	ORANGE TANGO	150 ml	6	20,70 €	
1034019	SPICY BROWN	150 ml	6	20,70 €	
1034020	SWEET TOFEE	150 ml	6	20,70 €	



BLONDEGO

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
TREATMENTS					
1009483	BLONDE MAINTAIN SHAMPOO	950 ml	6	28,90 €	
TECHNICALS					
1032051	PASTEL TONER - PINK POP	60 ml	6	10,90 €	
1032052	PASTEL TONER - CAPPUCINO	60 ml	6	10,90 €	
1032054	PASTEL TONER - MALVA DENIM	60 ml	6	10,90 €	
1032053	PASTEL TONER LILLA PASTELLO	60 ml	6	10,90 €	
1032046	PURE TONER WHITE	60 ml	3	10,90 €	
1032047	PURE TONER PLATINUM	60 ml	3	10,90 €	
1032048	PURE TONER CARAMEL	60 ml	3	10,90 €	
1032049	PURE TONER DUSTY PINK	60 ml	3	10,90 €	
1032056	PURE HI-LITE	150 ml	3	17,65 €	
1009479	PURE DIAMOND LIFT IRISÉ HL2	60 ml	6	10,90 €	
1009480	PURE DIAMOND LIFT PERLA CENERE HL91	60 ml	6	10,90 €	
1009477	PURE DIAMOND LIFT NATURALE HLO	60 ml	6	10,90 €	
1009478	PURE DIAMOND LIFT CENERE HL1	60 ml	6	10,90 €	
1046172	TONER NO LIFT NAT IRIS	60 ml	6	10,90 €	
1046173	TONER NO LIFT ASH	60 ml	6	10,90 €	
1046174	TONER NO LIFT GOLDIRIS	60 ml	6	10,90 €	
1046175	TONER NO LIFT NATURAL	60 ml	6	10,90 €	
1032359	GENTLE PROTECTIVE LIGHTENER	500 gr	6	42,50 €	
1032035	PURE LIGHT BLUE POWDER	500 gr	6	31,90 €	
1032507	PURE LIGHT BLUE POWDER	100 gr	30	9,55 €	
1032036	BALAYAGE CLAY LIGHTENER	450 gr	6	37,80 €	
1032037	ULTRA 9 LIGHTENER	500 gr	6	41,35 €	
1032508	ULTRA 9 LIGHTENER	100 gr	30	9,55 €	
1032095	PURE LIGHT CREAM	500 gr	6	39,15 €	
1032086	TOTAL BLOND ACTIVATOR	500 ml	12	7,75 €	



DECOEGO

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
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DECOEGO

1004776	DEB BLUE BLEACHING POWDER	2x500 gr	6	50,85 €	
1004950	DEB REFILL BLUE BLEACH	6x500 gr	1	106,90 €	



1004951	DEW WHITE BLEACHING POWDER	2x500 gr	6	50,85 €	
1004952	DEW REFILL WHITE BLEACH	6x500 gr	1	106,90 €	



PLASMANTE

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
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PLASMATE

1004573	UNIVERSAL WAVING LOTION	300 ml	6	20,65 €	
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1004574	UNIVERSAL NEUTRALIZER	750 ml	6	15,35 €	
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UTILITIES

COD	PRODUCT	SIZE	QTY	SALON PRICE	RECOMMENDED RETAIL PRICE
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UTILITIES

1032543	PREPARE TREATMENT	12x20 ml	12	21,10 €	
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1032545	STAIN REMOVER	200 ml	12	13,90 €	
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1032546	LEN'OIL	150 ml	12	18,80 €	
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1032547	SKIN BARRIER	100 ml	24	13,90 €	
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1032544	CREATIVE CHANGER	125 ml	12	30,40 €	
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ALTEREGO

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