

ALTEREGO

— ITALY —



BRAND **BOOK**

1 | 2026



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SCALPEGO

BALANCING



Balancing Shampoo
50 ml - AEI 1032743
300 ml - AEI 1032753
950 ml - AEI 1032754



Balancing Treatment Pre-Shampoo
150 ml - AEI 1032755

CALMING



Calming Shampoo
300 ml - AEI 1032756
950 ml - AEI 1032757



Calming Treatment Pre-Shampoo
150 ml - AEI 1032758

ENERGIZING



Energizing Shampoo
50 ml - AEI 1032742
300 ml - AEI 1032746
950 ml - AEI 1032747



Energizing Intensive Lotion/Tonic
12 x 10 ml - AEI 1032748
100 ml - AEI 1032749

DENSIFYING



Densifying Shampoo
50 ml - AEI 1032745

DETOX



Scalpego Detox Pre Treatment
150 ml - AEI 1087271



Scalpego Detox Shampoo
300 ml - AEI 1087273
950 ml - AEI 1087274

I I trattamenti cute consentono di offrire un servizio professionale attraverso rituali personalizzati e prodotti che rispondono in modo mirato alle diverse anomalie ed esigenze di cute e capelli.

GB The scalp treatments enable us to offer a professional service with bespoke rituals and products designed to provide specific responses to the varied problems and requirements of the scalp and hair.

E Los tratamientos para la piel ofrecen un servicio profesional mediante rituales personalizados y productos, enfocados a solucionar las distintas anomalías y responder a las exigencias de la piel y del cabello.

F Les traitements pour le cuir chevelu permettent d'offrir un service professionnel grâce à des rituels personnalisés et des produits conçus pour répondre spécifiquement aux différentes anomalies et besoins du cuir chevelu et des cheveux.

D Die Pflegebehandlungen für die Kopfhaut ermöglichen durch personalisierte Rituale und Produkte, die eine gezielte Antwort auf die unterschiedlichen Anomalien und Bedürfnisse von Kopfhaut und Haar darstellen, eine professionelle Dienstleistung.

CUREGO

HYDRADAY



Hydraday Shampoo
300 ml - AEI 1032759
950 ml - AEI 1032760



Hydraday Conditioner
200 ml - AEI 1032763
950 ml - AEI 1032762



Hydraday Liquid Conditioner
150 ml - AEI 1032761



Hydraday Whipped Cream
200 ml - AEI 1032731

SILK OIL



Silk Oil Shampoo
300 ml - AEI 1032764
950 ml - AEI 1032765



Silk Oil Conditioner
300 ml - AEI 1032766
950 ml - AEI 1032767



Blend Oil
50 ml - AEI 1032769
100 ml - AEI 1032768



Silk Oil Illuminating Lotion
12 x 10 ml - AEI 1032770



Silk Oil Intensive Lotion
12 x 10 ml - AEI 1032771

VOLUME



Volume Shampoo
300 ml - AEI 1032929
950 ml - AEI 1032930



Volume Spray
150 ml - AEI 1032931



Volume Mousse
200 ml - AEI 1032920

CURLY



Curly Shampoo
300 ml - AEI 1032853
950 ml - AEI 1032854



Curly Mask
50 ml - AEI 1032826
300 ml - AEI 1032855
950 ml - AEI 1032856



Curly Mousse
175 ml - AEI 1032857

FILLER



Filler Shampoo
50 ml - AEI 1032827
300 ml - AEI 1032847
950 ml - AEI 1032848



Filler Mask
50 ml - AEI 1032828
300 ml - AEI 1032849
950 ml - AEI 1032850



Filler Lotion
12x10 ml - AEI 1032851



Filler Mousse
175 ml - AEI 1032852

NOURISH



Nourish Shampoo
300 ml - AEI 1046159
950 ml - AEI 1046160



Nourish Conditioner
50 ml - AEI 1046090
200 ml - AEI 1046091
950 ml - AEI 1046092



Nourish Mask
300 ml - AEI 1046094
950 ml - AEI 1046095



Nourish Lotion
150 ml - AEI 1046161

SACHET – 12 ml



Silk Oil Shampoo
AEI 1046180



Nourish Conditioner
AEI 1046190

I La linea di trattamenti per lunghezze e punte è composta da prodotti che incontrano le esigenze di tutti i tipi di capelli nel massimo rispetto della struttura del capello e dell'ambiente.

GB The line of treatments for lengths and ends consists of products designed to meet the needs of all hair types, while ensuring maximum respect for the hair structure and the environment.

E La línea de tratamientos para extensiones y puntas está compuesta por productos para satisfacer todos los requisitos del cabello, a la vez que muestran el máximo respeto por la estructura capilar y el medioambiente.

F La gamme de traitements pour les longueurs et les pointes est composée de produits conçus pour répondre à toutes les exigences des cheveux, tout en respectant au mieux leur structure et l'environnement.

D Die Produktreihe für die Längen- und Spitzenbehandlung besteht aus Produkten, die allen Bedürfnissen der Haare gerecht werden und gleichzeitig die Haarstruktur und auch die Umwelt in höchstem Maße schonen.

CHROME GO

SILVER MAINTAIN



Silver Maintain Shampoo
100 ml - AEI 1089016
300 ml - AEI 1032772
950 ml - AEI 1032773



Silver Maintain Conditioner
300 ml - AEI 1032774
950 ml - AEI 1032775

COLOR CARE



Color Care Shampoo
100 ml - AEI 1089017
300 ml - AEI 1032776
950 ml - AEI 1032777



Color Care Conditioner
100 ml - AEI 1089018
200 ml - AEI 1089019
950 ml - AEI 1032781



Color Care Mask
300 ml - AEI 1032778
950 ml - AEI 1032779

ANTI-RED



Anti-Red Shampoo
50 ml - AEI 1032830
300 ml - AEI 1032858
950 ml - AEI 1032859



Anti-Red Conditioner
50 ml - AEI 1032831
200 ml - AEI 1032860
950 ml - AEI 1032861

ANTI-ORANGE



Anti-Orange Shampoo
50 ml - AEI 1032832
300 ml - AEI 1032862



Anti-Orange Conditioner
50 ml - AEI 1032833
200 ml - AEI 1032864
950 ml - AEI 1032865

SACHET – 12 ml



Silver Maintain Shampoo
AEI 1046191



Color Care Conditioner
AEI 1046194

MERCHANDISING & COMMUNICATION



Sales Brochure EGOLINE
AEI 8046581 I
GB / E / F / D
Available in digital format



Set 3 Stickers
AEI 8032884



Couvette DISPLAY
AEI 8046583



Set Sticker
AEI 8046582 I

SALON TOOLS



Bamboo Fiber Brush
AEI 8046260



Wood Comb
AEI 8046259



Bamboo Fiber Bowl
AEI 8046258



Application Bottle
AEI 8001788



Bamboo Fiber Spatula
AEI 8032178



Kimono
AEI 8046590



Shopper
AEI 8046587

SHEWONDER



**Shewonder
Restorative Shampoo**
250 ml - AEI 1032243
950 ml - AEI 1032244



**Shewonder Instant
Shaping Mask***
50 ml - AEI 1032444
300 ml - AEI 1032245
1000 ml - AEI 1032246



**Shewonder
Shine Oil Elixir**
150 ml - AEI 1032247

MERCHANDISING & COMMUNICATION



Shewonder Brochure
AEI 8032342 I
GB / E / F / DE
Available in digital format



Shewonder Leaflet
AEI 8032350 GB

I L'innovativo rituale di bellezza dall'efficacia istantanea, per capelli sempre disciplinati, sani, vitali e lucenti. Tecnologia brevettata*

GB The innovative beauty ritual with instant effectiveness, for hair that is always smooth, healthy, full of vitality, and shiny. Patent pending*

E El novedoso ritual de belleza de eficacia instantánea, para un cabello siempre disciplinado, sano, vital brillante. Tecnología patentada*

F Le rituel de beauté innovant à l'efficacité instantanée, pour des cheveux toujours disciplinés, sains, brillants et pleins de vitalité. Technologie brevetée*

D Das innovative Schönheitsritual mit sofortiger Wirkung für stets gebändigtes, gesundes, vitales und glänzendes Haar. Patentierte Technologie*

PATENTED*
* Italian patent n. 102019000003053 International Patent pending PCT/IB2020/05167

TANK



Linseed Oil Shampoo
10 l - AEI 1032121



Linseed Oil Conditioner
10 l - AEI 1032120

URBANPROOF

ANTI-POLLUTION



Urban Proof Dry Shampoo
200 ml - AEI 1032401



**Urban Proof Sachets
Cream** 10 ml - AEI 1009455



Urban Proof Hair Nectar
30ml - AEI 1032357



**Urban Proof
Scalp&Skin Concentrate**
30ml - AEI 1032355

ANTI-DIGITAL POLLUTION

SUMMER PROOF



**Summer Proof
Hair&Body
Shampoo**
100ml - AEI 1087264
250ml - AEI 1087166



**Summer Proof
Leave-In
Conditioner**
100ml - AEI 1087265



**Summer Proof
Hair Mask**
100ml - AEI 1087266



**Summer Proof
De Lite
Oil**
100ml - AEI 1087268



**Summer Proof
Aftersun
Body Milk**
200ml - AEI 1087269



Straw Bag
AEI 8046383



**Summer Proof
Leaflet**
AEI 8046417 - ITA

MERCHANDISING & COMMUNICATION



**Summer Proof
Poster**
AEI 8046419 - ITA



**Urban Proof complete
Catalogue**
AEI 8032425 - IT
AEI 8032426 - GB



**Urban Proof complete
Pancard**
AEI 8032427

I Una gamma dedicata alla PROTEZIONE. Prodotti formulati con tecnologie di ultima generazione e altamente performanti che si prendono cura di capelli e corpo in armonia con il concetto di SAFE BEAUTY.

GB A range dedicated to PROTECTION. Products formulated with cutting-edge, high-performance technologies that care for hair and body in harmony with the concept of SAFE BEAUTY.

E Una gama dedicada a la PROTECCIÓN. Productos formulados con tecnologías de última generación y alto rendimiento que cuidan el cabello y el cuerpo en armonia con el concepto de BELLEZA SEGURA.

F Une gamme dédiée à la PROTECTION. Des produits formulés avec des technologies de dernière génération et très performantes qui prennent soin des cheveux et du corps en harmonie avec le concept de SAFE BEAUTY.

D Eine Serie für den SCHUTZ der Haare. Hochleistungsfähige Produkte kombiniert mit Technologien der neusten Generation, die im Einklang mit dem Konzept von "Safe Beauty" die Haare und den Körper pflegen.

SHAPEGO



Shape Perfector
1000ml - AEI 1032523



Shape Modulator
1000ml - AEI 1032522



No Yellow Shape Perfector
1000ml - AEI 1032524



Taming Mask
1000ml - AEI 1032525

MERCHANDISING & COMMUNICATION



Shape Iron
AEI 8032529



Narrow-tooth Comb
AEI 8032528



Straight Bristle Brush
AEI 8032554



Shapego Brochure
AEI 8032549 IT
GB / E / F / DE
Available in digital format



Shapego Pancard
AEI 8032552
63x29.7 cm



No Yellow Shape Perfector Spray Bottle
AEI 3060814



EGOBOND

PROFESSIONAL USE



Bond Primer
150 ml
AEI 1032629



Bond Booster
250 ml
AEI 1004488



Bond Setter
500 ml
AEI 1004489



Bond Locker
250 ml
AEI 1032411



Bond Shampoo
1000 ml
AEI 1032628



Bond Shampoo
250 ml
AEI 1032412



Bond Mask
250 ml
AEI 1032413



Bond Leave-in
200 ml
AEI 1032414



Bond Oil
100 ml
AEI 1032415



Bond Intense
100 ml
AEI 1032627

HOME MAINTENANCE

MERCHANDISING & COMMUNICATION



Doser
AEI 3057600



Brochure
AEI 8032701 I
GB / E / F / DE
Available in digital format
30 x 42 cm



Wallchart
AEI 8032706 I/GB
30 x 42 cm

H&K-LAMINATION



Lamination gel
250 ml - AEI 1032834



Brochure K-lamination
AEI 8032795 GB



Brochure H&K Lamination
AEI 8032985 I



Kit Wobbler H&K Lamination
AEI 8032986 I

I Il trattamento professionale sviluppato per proteggere e rinforzare la struttura dei capelli durante i trattamenti chimici.

GB Professional treatment. Formulated to protect & strengthen the hair structure during chemical services.

E El tratamiento profesional desarrollado para proteger y reforzar la estructura de los cabellos durante los tratamientos químicos.

F Le traitement professionnel conçu pour protéger et fortifier la structure des cheveux pendant les traitements chimiques.

D Eine professionelle, die eigens zum Schutz und zur Stärkung der Haarstruktur von chemisch behandeltem Haar entwickelt wurde.

H&K-LAMINATION

I Il servizio professionale di laminazione in salone per capelli squisitamente lisci e lucenti.

GB The professional salon treatment for exquisitely smooth and shiny hair.

E El servicio profesional de laminación en salón para un cabello exquisitamente liso y brillante.

F Le service professionnel de lamination en salon pour des cheveux délicieusement lisses et brillants.

D Professionelle Salonbehandlung für exquisit glattes und glänzendes Haar.



STYLEGO

PERFORM & PROTECT



Hi-T Security
300 ml - AEI 1046398



Weather Control
150 ml - 1046448



Power Fix
250 ml - AEI 1046442



Clay Shape
100 ml - AEI 1046392



Elastic Shape
100 ml - AEI 1046393



Primer Mousse
175 ml - AEI 1046441



Extra Grip
250 ml - AEI 1046472



Texture Touch
300 ml - AEI 1046445

PERFORM & VOLUMIZE



Volume Powder
15 gr - AEI 1046402



Volume Cloud
250 ml - AEI 1046397



Wave Mist
150 ml - AEI 1046443



Air Volume
500 ml - AEI 1046400



Air Medium
500 ml - AEI 1046399



Eco Air
320 ml - AEI 1046394

PERFORM & SMOOTH



Wet Shape
100 ml - AEI 1046396



Liss Control
150 ml - AEI 1046446



Curl Amplifier
150 ml - AEI 1046447



Crunchy Bounce
250 ml - AEI 1046395



Leaflet Stylego
AEI 8046511 I



LookBook
AEI 8046508 I
AEI 8046509 GB
GB / E / F / DE
Available in digital format



Window Pancard
AEI 8046531



Poster
AEI 8046510



Tek Brush
70 mm - AEI 8046522
55 mm - AEI 8046501

PERFORM & TEXTURIZE

MERCHANDISING & COMMUNICATION



Counter Display Glorifier
AEI 8046532



Brochure Stylego
AEI 8046504 I
GB / E / F / DE
Available in digital format

I Una linea completa di Styling & Finishing pensata per soddisfare tutte le esigenze dove tecnologia e creatività trovano il giusto equilibrio per creare e ricreare stili diversi.

GB A complete line of Styling & Finishing developed to satisfy every single requirement, where technology and creativity blend together to create and re-create an infinity of styles.

E Una línea completa de Styling & Finishing pensada para satisfacer todas las exigencias, donde tecnología y creatividad hallan el justo equilibrio para crear y recrear estilos diferentes.

F Une ligne complète de Styling & Finishing conçue pour répondre à toutes les exigences, où technologie et créativité s'équilibrent harmonieusement pour créer et recréer des styles uniques.

D Eine komplette Styling- & Finishing-Serie für jeden Anspruch, wobei Technologie und Kreativität in ein harmonisches Gleichgewicht gebracht werden, um jede Art von individuellen Kreationen zu ermöglichen.

TECHNOFRUITCOLOR

MERCHANDISING & COMMUNICATION

PPD
FREE



Permanent Hair Coloring Cream
PPD Free 100ml - 116 nuances



Technofruit Color Transformer
125ml - AEI 1032556



Technofruit Brochure
AEI 8046357 I
GB / E / F / DE
Available in digital format



Color Chart Technofruit Color + Booster
AEI 8046299
116 Nuances + 7 Booster - 32x35 cm



Small Color Chart Technofruit Color + Booster
AEI 8046298
116 Nuances + 7 Booster - 17x42 cm



Color Chart Color Transformer
AEI 8032570



Brochure Color Transformer
AEI 8032573 I
AEI 8032574 GB



Showcard Display Color Transformer
AEI 8032580

I La colorazione permanente dei professionisti per colorare con affidabilità e successo.

GB Technofruit color used by professionals for proven and effective color results.

E El color de los profesionales para colorear con fiabilidad y éxito.

F La coloration permanente des professionnels pour des résultats fiables et réussis.

D Eine professionelle dauerhafte Färbung für zuverlässiges und erfolgreiches Färben.

MYCOLOR

MERCHANDISING & COMMUNICATION



Ammonia-free permanent hair color
NO PPD, 100% GREY COVERAGE,
TIMELESS LOOKING HAIR
100 ml - 72 nuances



Brochure My Color /24
AEI 8032250 I
GB / E / F / DE
Available in digital format



Color Chart My Color
AEI 8046110
69 Nuances + 7 Booster
30x35 cm

I La colorazione permanente senza ammoniaca e senza PPD con tecnologia antiage

GB My Color is the new ammonia-free, ppd-free permanent hair color with a specific anti-age action.

E My Color es la nueva coloración permanente, sin amoniaco, ppd, con una acción especial anti-age.

F My Color est la nouvelle coloration permanente sans ammoniaque ni PPD, dotée d'une technologie anti-âge avancée.

D Eine dauerhafte Färbung ohne Ammoniak und ohne PPD mit Antiaging-Technologie.

KEEPITGLOSSY



Keep It Glossy
60ml - 30 nuances



Keep It Glossy Prep Shampoo
480 ml - AEI 1088207



Keep It Glossy Co-Wash
480 ml - AEI 1088208

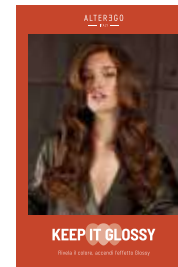


Keep It Glossy Act. 6vol
1000 ml - AEI 1088423



Keep It Glossy Clear
500 ml - AEI 1046500

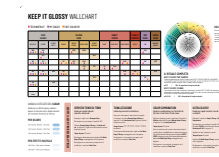
MERCHANDISING & COMMUNICATION



Keep It Glossy Poster
AEI 8046557 I
70x100 cm



Keep It Glossy Brochure
AEI 8046558 I
GB / E / F / DE
Available in digital format



Keep It Glossy Wallchart
AEI 8046564 I
GB Available in digital format



Keep It Glossy Color Chart
AEI 8046515



Biberon
AEI 8046523



Organizer Trolley
AEI 8046558

I La colorazione demi-permanente in olio KEEP IT GLOSSY e i suoi rituali nascono per illuminare le lunghezze, tonalizzare i riflessi e rinfrescare il colore con un effetto naturale.

GB The demi-permanent oil-based color KEEP IT GLOSSY and its rituals are designed to brighten lengths, enhance tones, and refresh color with a natural effect.

E La coloración en aceite demi-permanente KEEP IT GLOSSY y sus rituales nacen para iluminar los largos, matizar los reflejos y refrescar el color con un efecto natural.

F La coloration demi-permanent à l'huile KEEP IT GLOSSY et ses rituels sont conçus pour illuminer les longueurs, tonaliser les reflets et raviver la couleur avec un effet naturel.

D Die demi-permanent coloration in Haaröl KEEP IT GLOSSY und ihre Rituale wurden entwickelt, um die Längen zum Strahlen zu bringen, Reflexe zu nuancieren und die Farbe mit einem natürlichen Effekt aufzufrischen.



FASTCOLOR10'

MERCHANDISING & COMMUNICATION



Color Chart Fast Color 10
AEI 8046444
28,5x29,3 cm



Brochure Fast Color 10
AEI 8046740 I
GB / E / F / DE
Available in digital format



Poster Fast Color 10
AEI 8046476 I



Pancard Fast Color 10
AEI 8032704 I
AEI 8032705 GB

10 minutes permanent hair coloring cream
PPD FREE/RESORCIN FREE
100% GREY COVERAGE
Vegan Friendly
100 ml -30 nuances

I La colorazione permanente in soli 10 minuti.
GB Permanent hair coloring in just 10 minutes.
E Coloración permanente en solo 10 minutos.
F Coloration permanente en seulement 10 minutes.
D Dauerhafte Färbung in nur 10 Minuten.

BOOSTER

MERCHANDISING & COMMUNICATION



Booster
60 ml



Small Color Chart
AEI 8008832

I Creazione di una gamma Booster compatibile con tutte le colorazioni Alter Ego Italy. Formula senza ammoniaca potenziata con uno speciale cocktail di estratti di frutta.
GB Creation of a Booster range compatible with all Alter Ego Italy colours. Ammonia-free formula enhanced with a special mix of fruit extracts.
E Creación de una gama Booster compatible con todos los tintes de Alter Ego Italy. Fórmula SIN AMONIACO potenciada con un CÓCTEL ESPECIAL DE EXTRACTOS DE FRUTA.
F Création d'une gamme Booster compatible avec toutes les teintures Alter Ego Italy. Formule sans ammoniacque enrichie d'un cocktail spécial d'extraits de fruits.
D Schaffung einer Booster-Serie, die mit allen Farben von Alter Ego Italy kompatibel ist. Formula without ammonia mit einem speziellen cocktail of fruit extracts.

- NEUTRAL
AEI 1008813
- GREEN
AEI 1008814
- ORANGE
AEI 1008815
- VIOLET
AEI 1008816
- YELLOW
AEI 1008817
- RED
AEI 1008818
- BLUE
AEI 1008819

COACTIVATORCREAM



5 vol. 1.5%
1000 ml - AEI 1008811



10 vol. 3%
1000 ml - AEI 1003831



20 vol. 6%
1000 ml - AEI 1003832



30 vol. 9%
1000 ml - AEI 1003833



40 vol. 12%
1000 ml - AEI 1003834



20 vol. 6%
150ml - AEI 1032389



30 vol. 9%
150ml - AEI 1032505

UTILITIES

MERCHANDISING & COMMUNICATION



Prepare Treatment
12 x 20 ml - AEI 1032543



LEN'OIL
150 ml - AEI 1032546



Stain Remover
200 ml - AEI 1032545



Skin Barrier
100 ml - AEI 1032547



Creative Changer
125 ml - AEI 1032544



Brochure Color Utilities
AEI 8032571 ITA
AEI 8032572 GB

PASSIONCOLORMASK

PASSION COLOR MASK - 250 ml



PASSION COLOR MASK - 50 ml

MERCHANDISING & COMMUNICATION



Brochure Passion Color Mask
AEI 8046084 I
GB / E / F / DE
Available in digital format



Leaflet Passion Color Mask
AEI 8046085 I
GB / E / F / DE
Available in digital format



Cavalierino Servizi
Passion Color Mask
AEI 8046037



Color Chart Passion Color Mask
AEI 8046083



Expo Passion Color Mask
AEI 8046240

I Conditioner a doppio effetto che nutre, intensifica e tonalizza i capelli naturali, colorati o con mèches. Conferisce brillantezza straordinaria ai capelli opachi e spenti, ravvivando ed esaltando il colore cosmetico.

GB Dual-effect conditioner that nourishes, intensifies, and tones natural, colored, and highlighted hair. It restores extraordinary shine to dull hair, revitalizing and enhancing the cosmetic color.

E Conditioner a doble efecto que nutre, intensifica y da tono a los cabellos naturales, teñidos o con mechas. Proporciona un brillo extraordinario a los cabellos opacos y apagados, reavivando y exaltando el color cosmético.

F Après-shampooing à double effet qui nourrit, intensifie et tonalise les cheveux naturels, colorés ou avec mèches. Il donne un éclat extraordinaire aux cheveux opaques et ternes, en ravivant et en exaltant la couleur cosmétique.

D Balsam mit Zweifachwirkung, das sowohl das natürliche, als auch das gefärbte oder gesträhnte Haar nährt und pflegt und die Farbtöne intensiviert. Es verleiht matted and glanzlosem Haar Glanz und intensiviert die Haarfarbe.

JUSTCOLOR

JUST COLOR - 150 ml



Optimizer
150 ml – AEI 1032070

MERCHANDISING & COMMUNICATION



Brochure just color
AEI 8046028 I
GB / E / F Available in digital format

I Un servizio professionale di colorazione pura a base di pigmenti di ultima generazione. La sua tecnologia funzionale si basa sull'utilizzo di pigmenti cationici, ad alta e persistente performance cromatica, che assicura un nuovo livello di brillantezza visibile in modo immediato.

GB A professional pure color service formulated with next generation color pigments. Its functional technology uses next generation cationic color pigments, their elevated and constant chromatic performance, guarantees new level of instantly visible brilliance.

E Un servicio profesional de coloración Pura a base de pigmentos de última generación. Su tecnología funcional se basa en el uso de pigmentos catiónicos, con elevado y persistente rendimiento cromático, que asegura un nuevo nivel de brillo visible inmediatamente.

F Un service professionnel de coloration pure de dernière génération. Sa technologie est basée sur l'utilisation des pigments cationiques, de haute performance qui assurent une brillance instantanée immédiatement visible.

D Ein professioneller PURA-Farbservice basierend auf Pigmenten der neuesten Generation. Seine funktionale Technologie basiert auf der Verwendung von cationici Pigmenten mit einer hohen und dauerhaften farblichen Leistung, garantiert ein neues Level an sofort sichtbarer Leuchtkraft.

ALTEREGO

— ITALY —



BLONDEGO

ULTRA PURE



Pastel Toner
60 ml

PINK POP
AEI 1032051



PASTEL LILAC
AEI 1032053

CAPPUCCINO
AEI 1032052



DENIM MAUVE
AEI 1032054



Pure Diamond Lift
60 ml

HL0 NATURAL
AEI 1009477



HL91 PEARL ASH
AEI 1009480

HL1 ASH
AEI 1009478



HL2 IRIS
AEI 1009479



Pure Toner No Lift
60 ml

NAT IRIS
AEI 1046172



GOLDIRIS
AEI 1046174

ASH
AEI 1046173



NATURAL
AEI 1046175



Pure Toner
60 ml

WHITE
AEI 1032046



CARAMEL
AEI 1032048

PLATINUM
AEI 1032047



DUSTY PINK
AEI 1032049



Pure Hi-Lite
150 ml - AEI 1032056

ULTRA CONFORT



Pure Light Blue Powder
500 gr - AEI 1032035
100gr - AEI 1032507



Balayage Clay Lightener
450 gr - AEI 1032036



Ultra 9 Lightener
500 gr - AEI 1032037
100gr - AEI 1032508



Gentle Protective Lightener
[Patent pending in Italy
n. 102019000024361]
500 gr - AEI 1032359

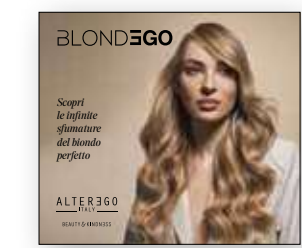


Pure Light Cream
500 gr - AEI 1032095



Total Blonde Activator
500 ml - AEI 1032086

MERCHANDISING & COMMUNICATION



Brochure Blondego
AEI 8046284 I
AEI 8046372 GB
E / F / DE Available in digital format



Color Chart
AEI 8046295
35x35,7 cm



Blondego Board
AEI 8046119



Blondego Brush
AEI 8046134

I È la gamma di trattamenti esclusivamente professionali realizzati per soddisfare tutte le esigenze di capelli naturalmente biondi, decolorati o schiariti.
GB The professional range of professional treatments exclusively formulated to satisfy the specific needs of naturally blonde, bleached or lightened hair.
E Es la gama de tratamientos exclusivamente profesionales realizados para satisfacer todas las exigencias de cabellos naturalmente rubios, decolorados o aclarados.
F La gamme de traitements exclusivement formulée pour répondre aux besoins des cheveux blonds qu'ils soient naturels, décolorés ou mécher.
D Die Produkte, die ausschließlich dazu entwickelt wurden, allen Ansprüchen des natürlich blonden; gefärbten oder blondierten haares gerecht zu werden.

DECOEGO



Bleaching Blue Powder
1000 gr - AEI 1004776
6 x 500 gr - AEI 1004950



Bleaching White Powder
1000 gr - AEI 1004951
6 x 500 gr - AEI 1004952

PLASMANTE



Neutralizer
750 ml - AEI 1004574



Perm
300 ml - AEI 1004573

MERCHANDISING & COMMUNICATION



Application Bottle
100 ml - AEI 8002137



Digital Timer
AEI 8032450



Blondego Board
AEI 8046119



Paddle Brush
AEI 8046199



Color Mix
AEI 8032590

ACCESSORIES & SALON TOOLS



Egoline Doser
AEI 3059101



White Doser
AEI 3057518



Black Doser
AEI 3057408



Towel
AEI 8002188 black
AEI 8002189 white



Single Use Gowns (30 pcs)
AEI 8000905



Protective Tinting Apron
AEI 8003374



Cotton Swap
AEI 8046198



Black Cutting Gown
AEI 8032341



Tube Squeezer
AEI 8000932



Spray Bottle
AEI 8032902



Set 4 Clips Aluminium
AEI 8032935



Blondego Brush
AEI 8046134



Tinting Brush
Straight
AEI 8002857



Tinting Brush
Slanted
AEI 8002852



Tinting Black Bowl
AEI 8002851



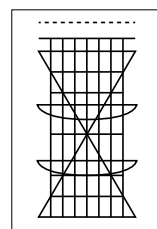
Digital Scale
AEI 8003616



Cotton Stripes
AEI 8032021

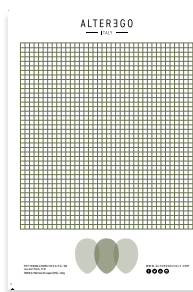


Aluminium Foil Rolls (2 pcs)
AEI 8032180



Freedom Color Sheets
AEI 8032360

ACCESSORIES & SALON TOOLS



Block Notes
AEI 8002849



Cotton Shopper
AEI 8032566



Backpack
AEI 8032872



Pen Alter Ego Italy AEI 8004366
Pencil Alter Ego Italy AEI 8007170



Wood Trolley
AEI 8046407
AEI 8046414



Technical Trolley
AEI 8003153



Expo Lago
AEI 8046109
AEI 8046200
AEI 8046201

UNLOCK YOUR POSSIBILITIES



Window Pancard
AEI 8046567 I



Window Sticker
AEI 8046566 30x30 cm
GB/E/F/DE Available in
digital format



Brand Sales Book
AEI 8046570
GB/E/F/DE Available in
digital format



Set 3 Triangles
AEI 8046568
GB/E/F/DE Available in
digital format

È la campagna istituzionale di Brand, un invito a vedere la bellezza come atto di trasformazione e scoperta; in cui l'hairstylist è come il mago in grado di interpretare ogni sfaccettatura di questa bellezza.

The official Campaign Alter Ego Italy, an invitation to see beauty as an act of transformation and discovery; in which the hairstylist, as a wizard, can interpret every single aspect of this beauty.

ICONIC VISIONS



Collection Icon Vision 2026
Banner
AEI 8046603



Collection Icon Vision 2026
Crownner
AEI 8046604



Collection Icon Visions 2026
AEI 8046607

La collezione colore firmata Leonardo Rizzo, in cui Alter Ego Italy è al fianco del professionista che accompagna le sue clienti in un percorso di scoperta e consapevolezza.

This color collection created by Leonardo Rizzo, in which Alter Ego Italy allows professionals to guide their clients on a journey of discovery with the goal of bring out each client's authentic beauty and individuality.

ALTEREGO

— ITALY —

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AEI 8046679

