



omniplex
PROFESSIONAL

smooth
EXPERIENCE

story catalogue

— FarmaVita —

smooth EXPERIENCE

*a new smooth
experience...*
1 LINE 4 RITUALS

smooth EXPERIENCE is the innovative line of professional smoothing products, which meets the needs of curly, wavy and unruly hair, with immediate and long-lasting effects.

From perfect smoothness to the enhancement of the natural texture, for fluid, shiny and defined hair.

smooth EXPERIENCE is a versatile collection of 6 highly performing products designed to create 4 different beauty rituals: FILLER HIGH GLOSS SPA, GLASS HAIR LAMINATION, GOODBYE FRIZZ and PERFECT SMOOTH.

discover more...



Farmalita

WHAT IS *skinification?*

Hybrid formulas with super ingredients inspired by skincare.

A new, minimalist and sustainable philosophy that goes beyond the basics and focuses on powerful products with sophisticated formulas enriched with valuable actives usually associated with the world of skin care, such as Hyaluronic and Salicylic Acid, Amino Acids and plant-based proteins.



*“look GOOD,
feel GOOD”*

“botox-like” COLD & HOT

COLD BOTOX-LIKE: filler treatment for hair.

No injections or needles needed, the filler treatment for hair is a concentrate of Vegetal Keratin, Hyaluronic Acid, Proteins and Amino Acids which, in synergy with Omniplex Technology, help to “rejuvenate” the hair, leaving it revitalized, full of body and shiny.

A premium hair treatment that does not alter the hair texture - e.g. from curly to sleek - but replumps, provides body and shine to the hair, leaving it soft, easy to comb and disciplined for up to 4 weeks.

GLASS HAIR EFFECT: a treatment loved by stars and influencers.

It is not just about brightening up the hair: this treatments provides smoothness and nourishment to the hair's fibre. This is why lamination is ideal for those with dull and damaged hair.

The key ingredient is the Vegetal Keratin that works with Amino Acids, Plant-based Proteins and Omniplex Technology, to protect and seal the cuticles, stimulating hair hydration and allowing it to reflect light and enhance the colour.

Discover EXPRESS RITUALS:

filler high gloss SPA
and glass hair lamination.

THERAPY RITUALS: goodbye frizz
and perfect smooth.

HOT BOTOX-LIKE: frizz-free and smoothing ritual.

A professional smoothing system for all hair types, ideal for restoring and replumping brittle and damaged hair, just as botox restores the skin to its youthful and fresh appearance. Formulated with a complex of Vegetal Keratin, Hyaluronic Acid and Omniplex Technology which perfectly works with Glyoxylic Acid and Glycolic Acid, to ensure long-lasting, natural, high gloss smoothness up to 10 weeks.

...lamination

experience...

MENU

by smooth EXPERIENCE

EXPRESS
1

FAST & EASY

filler high gloss SPA

no heat tools

EXPRESS RITUAL

*Plumps, restructures
and rejuvenates hair by eliminating
imperfections.*

*Same times and rituals as a
standard hair care service but with
high-performance products.*

————— *the result ...* —————

*Immediate softness, shine
and fullness up to 4 weeks.*

*Hair is lightweight
and clean for longer.*

| C O L D B O T O X - L I K E |

EXPRESS
2

FAST & EASY

glass hair lamination

EXPRESS RITUAL

*The treatment loved by influencers
and celebrities around the world.*

High gloss cosmetic lifting

————— *the result ...* —————

*Immediate shine, softness and
smoothness for up to 4 weeks.*

THERAPY
3

goodbye frizz

THERAPY RITUAL

*Loose the frizz and keep your curls!
Transforms wavy, curly, voluminous and
frizzy hair into more manageable hair,
controlling frizz, reducing volume while
keeping the natural shape of the hair*

————— *the result ...* —————

*Curly and wavy hair is defined,
manageable and soft
for up to 10 weeks.*

| H O T B O T O X - L I K E |

THERAPY
4

perfect smooth

THERAPY RITUAL

*Transforms frizzy, curly and wavy
hair into perfectly smooth,
silky and disciplined hair,
remodeling the hair structure
without stressing it.*

————— *the result ...* —————

*Super smooth, shiny and
manageable hair up to 10 weeks.*

| H O T B O T O X - L I K E |

active ingredients AND HIGH PERFORMANCE



VEGETAL KERATIN.

Keratin is a protein naturally found in our hair, however its concentration tends to decrease over the years due to chemical, physical or environmental agents.

*Vegetal Keratin is a powerful protein derived from vegetal sources such as wheat and Soy. It is composed of 18 **AMINO ACIDS** (such as **Arginine**, **Serine** and **Threonine**) with a particular affinity to the keratin present in the hair fibre; these amino acids repair damaged hair by plumping it and making its surface smoother, more even and shinier.*

OMNIPLEX TECH.

A new and exclusive technology based on a blend of active molecules and Amino Acids. Its effectiveness is given from its chemical-physical characteristics which allow the complex to deposit itself on the hair and not be removed by the shampoo. The main benefits are: colour protection, heat protection, hydration, increased strength and elasticity of the hair.

HYALURONIC ACID.

A molecule naturally found in the body, Hyaluronic Acid's main task is to retain considerable amounts of water within the tissues, protecting them and ensuring their firmness and elasticity. The natural production of Hyaluronic Acid declined over time contributing to the decrease of hydration and elasticity.

How does it work?

This exceptional molecule creates a protective film over the hair, preventing water loss and giving a boost of hydration. Its replumping action gives hair a real "filler effect".

M U S T
H A V E
by smooth EXPERIENCE



smooth EXPERIENCE
in-salon professional

SMOOTHING FLUID

Professional long-lasting smoothing fluid.

With the help of heat, it remodels the keratin bonds controlling frizz and making hair smooth and manageable.

Advanced Formula: Keratin Complex + Hyaluronic Acid + Omniplex Tech.

How to use: shake before use. Apply to dry hair after shampooing with pre-treat shampoo. Leave on for 20' to 45', depending on the type of hair and the desired result. Rinse the hair and proceed with the next steps.

WITH GLYCOLIC ACID AND GLYOXYLIC ACID

*Formula Formaldehyde free - Thyglycolic Acid/ Thyglycolate free - No neutralizing needed
Acid base - Fragrance free*



PROFESSIONAL
PRODUCT

Available in 900 ml
size (30.5 fl.oz.)



Warnings: Please read and carefully follow the instructions in the technical manual or use the QR code.

available for rituals:



high technology...

HOW THE SMOOTHING FLUID WORKS?

The Glyoxylic Acid contained in the SMOOTHIG FLUID works in synergy with Hydrolyzed Vegetal Keratin, Hyaluronic Acid and Omniplex Tech remodelling the arrangement of keratin chains in the hair.

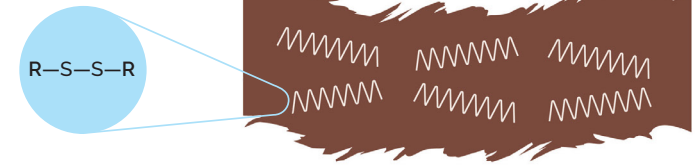
Thanks to heat, the Glyoxylic Acid remodels the keratin chains giving the hair a smooth appearance without breaking the disulfide bridges and without causing damage to the hair. Ideal for all hair types.

... Glycolic Acid

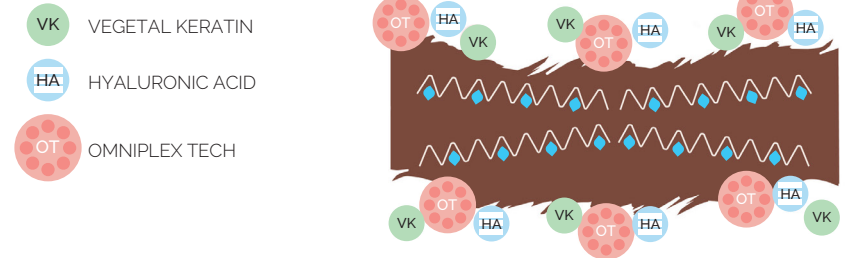
The Glycolic Acid is the smallest of the Alpha-Hydroxy Acid (AHA) family - also known as "fruit acids" as they are found in many common fruits. It penetrates quickly and easily into the hair fibre. Its exfoliating action performs a superficial peeling effect, smoothing and improving the quality of the hair.

step 1 Natural curly hair

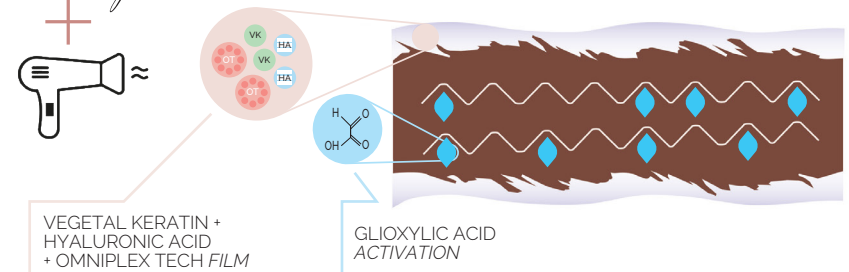
DISULFIDE BOND



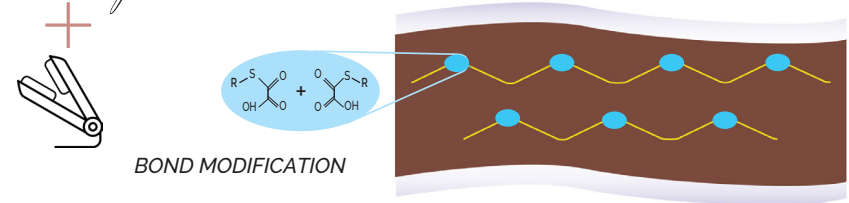
step 2 Product application



step 3 Activation



step 4 Final result



smooth EXPERIENCE
in-salon professional

INSTANT HIGH GLOSS WATER

Instant professional high gloss conditioning treatment.

In a few seconds hair is fluid, super shiny and extremely lightweight.

Advanced Formula: Keratin Complex + Hyaluronic Acid + Omniplex Tech.

How to use: apply to towel-dried hair focusing on mid-lengths and ends, massage, then rinse. Rinse-out.

INSTANTLY TRANSFORMS THE HAIR

FILM FORMING AND SEALING ACTION: Hyaluronic Acid creates a film wrapping the hair leaving it super sleek, silky smooth, with glassy shine.

LAMELLAR TECHNOLOGY acts by depositing active ingredients in the damaged areas of the hair leaving it super sleek, silky smooth, with glassy shine.



PROFESSIONAL
PRODUCT

Available in 250 ml
size (8.45 fl.oz.)

available for rituals:

EXPRESS
1

EXPRESS
2



M U S T
H A V E
by smooth EXPERIENCE



smooth EXPERIENCE
in-salon professional

smooth EXPERIENCE
in-salon professional & home care



PRE-TREAT SHAMPOO

Alkaline pH, deep cleansing pre-treat shampoo.

It helps open the cuticles to better prepare the hair for smoothing treatments (FILLER HIGH GLOSS SPA, GLASS HAIR LAMINATION, GOODBYE FRIZZ and PERFECT SMOOTH).

How to use: apply to wet hair, massage gently and rinse. Rinse eyes immediately if product comes into contact with them.

ALKALINE pH
Fragrance free



Available in 1000 ml
size (33.8 fl.oz.)

first step for rituals



FILLER CONDITIONER

Plumping, smoothing and restoring conditioner. Ultra rich, plumping, smoothing and restoring formula. It intensely nourishes the hair by revitalizing and strengthening the fiber structure, for frizz free hair.

For manageable, silky soft and shiny hair.

Advanced Formula: Keratin Complex + Hyaluronic Acid + Omniplex Tech.

How to use: after shampooing, apply to towel-dried hair and comb through. Leave on 10 minutes, then rinse



Available in 1000 ml
size (33.8 fl.oz.) &
250 ml size (8.45 fl.oz.)

available for rituals:



smooth EXPERIENCE
in-salon professional
& *home care*



HAIR FILLER SERUM

Intensive restoring, replumping and illuminating leave-in serum.

The intense formula, rich in active ingredients, helps to instantly restore, nourish and revitalize the hair fiber from the very first use.

5% Keratin Complex + Hyaluronic Acid + Omniplex Tech

How to use: apply to towel-dried hair before styling.

CONCENTRATED FORMULA

Targets the damaged parts of cuticles, revitalizing the hair

The high concentration of actives smooth hair with no concern for over caring.



Available in 100 ml
size (3.38 fl.oz.)

final step for rituals



smooth EXPERIENCE
home care



FILLER SHAMPOO

Plumping, smoothing and restoring shampoo. Acid pH formula, replumping and restoring. it gently cleanses while revitalizing and strengthening the fiber structure for frizz free hair.

For manageable, silky soft and shiny hair.

Advanced Formula: Keratin Complex + Hyaluronic Acid + Omniplex Tech.

How to use: apply to wet hair, massage gently and rinse.

s/s/ sles free - Sodium Chloride free



Available in 250 ml
size (8.45 fl.oz.)

home care routine



3

HAIR FILLER
SERUM



2

FILLER CONDITIONER



1

FILLER SHAMPOO



smooth EXPERIENCE home care

A home maintenance routine to prolong the results of in salon rituals. A real smoothing and high gloss ritual to be performed at home in 3 simple steps: shampoo, conditioner and serum for disciplined, soft and shiny hair.

Formulated with Amino Acids, Hydrolyzed Vegetal Keratin, Hyaluronic Acid and Omniplex Technology

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the result...

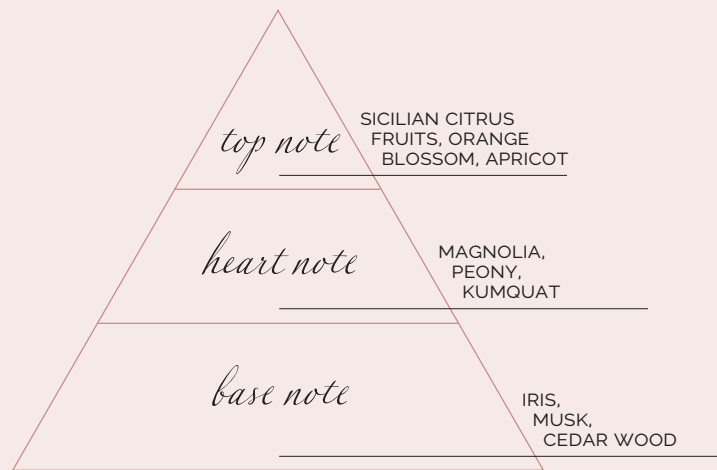
Disciplined, soft and shiny hair, at home as in the salon.

smooth
EXPERIENCE

... *fragrance*

BOTANICAL
WATER FRUIT

smooth EXPERIENCE
*amazing fragrance wraps the hair
with sophisticated and fresh notes.*



*enjoy
the experience...*

