Kosmetikè

Laboratorio d'innovazione biocosmeceutica





PULCHRA®

Beyond Conventional Cosmetics.

PULCHRA transforms hair care into a unique sensory experience. Shampoos and conditioners formulated with select ingredients gently cleanse and deeply nourish, restoring unparalleled softness, shine, and lightness. Each use becomes a conscious act of beauty, for visibly healthy and refined hair that reflects care and sophistication with every movement.



PULCHRA®

DIAMOND EXPERIENCE

SHAMPOO



LAMELLAR SHAMPOO

Formulated to gently cleanse hair while respecting its natural structure. Its innovative lamellar restorative formula protects and strengthens the hair fiber, providing softness, shine, and a regenerating effect from the very first use. A daily advanced care ritual for visibly healthy and vital hair.

CONDITIONER



LAMELLAR LIQUID EMULSION

The Lamellar Liquid Emulsion is an innovative treatment designed to deeply strengthen and protect the hair fiber. Its lamellar structure recreates the hair's natural barrier, providing nourishment, softness, and shine. A professional gesture that transforms hair care into an experience of regeneration and lasting well-being.

250 ml







CURLY HAIR

Natural and defined look.

SHAMPOO

DEFINED CURLS SHAMPOO

Gently cleanses while respecting the curly hair structure. Its formula is enriched with Phytokeratin Oil, an exclusive complex of vegetable keratins and Jojoba Oil, which nourishes, plumps, and provides elasticity to the hair fiber. The result is soft, flexible, and shiny curls, ready for any occasion.

CONDITIONER

PERFECT CURLS CONDITIONER

Detangles without weighing down and enhances the natural shape of curls. Thanks to Phytokeratin Oil and next-generation substantive agents, it ensures hydration, definition, and control, both on natural and treated hair. Ideal for always perfect and disciplined curls.

250 ml and 1000 ml



PULCHRA®

SMOOTH HAIR

Shine and silkiness.



SHAMPOO

SUBLIME SMOOTH SHAMPOO

Formulated to gently cleanse straight hair, this shampoo harnesses the efficacy of the Crambe-Olive Complex, a synergy of vegetable oils with high affinity for the hair fiber. It provides shine and protection, helping to maintain a stable, smooth, and silky structure.



CONDITIONER

PERFECT SMOOTH CONDITIONER

Specific detangling conditioner for straight hair, enriched with Crambe-Olive Complex. It reduces friction between strands and improves hair fiber alignment, ensuring softness, fluidity, and a pleasant lightness to the touch.

250 ml and 1000 ml







THIN HAIR

Volume and lightness.

SHAMPOO

RADIANT VOLUME SHAMPOO

Gives body and vitality to fine hair without weighing it down. The formula contains Micro Protein Filler, a blend of rice bran and wheat germ proteins that strengthens and lifts the roots, providing an immediate sensation of greater thickness and volume.

CONDITIONER

FULL VOLUME CONDITIONER

Ideal for thin, limp hair, this volumizing conditioner harnesses the action of Micro Protein Filler and Rice Oil, which nourish and protect the hair fiber. It provides fullness and silkiness, for light, full-bodied, and visibly thicker hair.

250 ml and 1000 ml



PULCHRA®

COLORED HAIR

Protect the color and repair the hair



SHAMPOO

POST-COLOR SHAMPOO

Specific for colored and treated hair, it gently cleanses while preserving color intensity. Thanks to Color Cutiplex technology, it promotes cuticle sealing and protection, maintaining dye brilliance over time and contributing to hair repair.



MASCHERA - MASK

POST-COLOR MASK

An intensive treatment for colored hair. The advanced formula with Color Cutiplex restructures the hair fiber, seals the cuticles, and restores the hair's natural hydration. Perfect for home use or during in-salon technical services, it extends color longevity and strengthens hair sensitized by coloring or bleaching.

250 ml and 1000 ml

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