



The Power of Clay

**:ECHOS**  
**L I N E**  
The **Vegan** Way

# The Vegan Way

a sustainable beauty journey

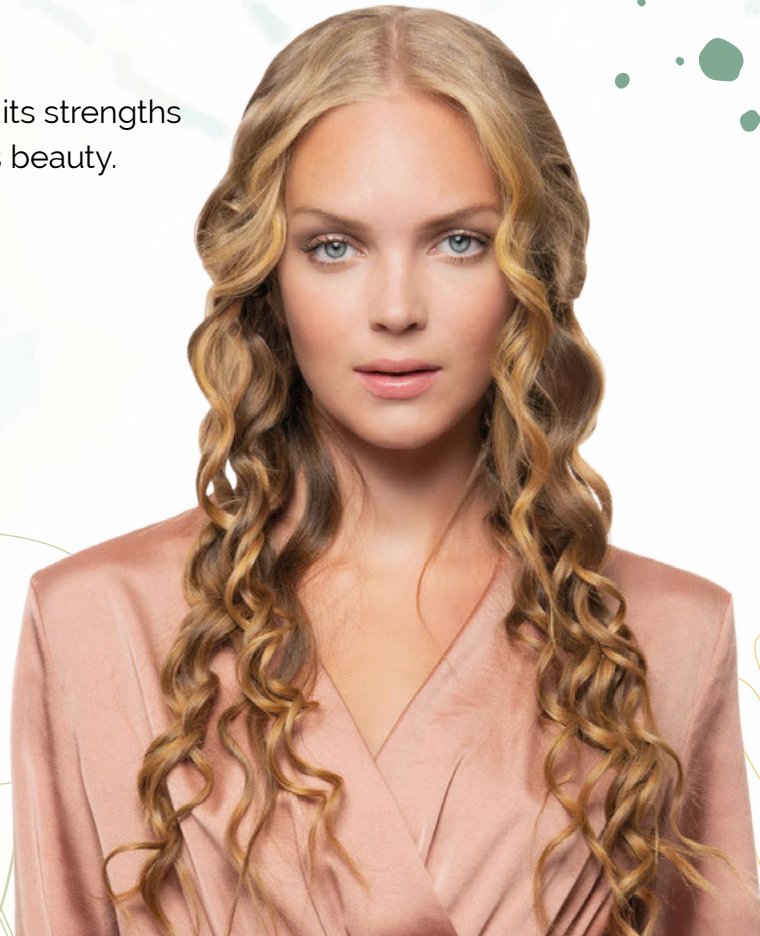
A true love story for the Planet and nature, for animals and for ourselves.

This is the reason that has driven Echosline, set up as a traditional brand in 1998, to follow "The Vegan Way".

Echosline is not just a professional haircare brand, but also the symbol of increasingly more natural and vegan products, offered in an eco-friendly packaging.

To formulate treatments, Echosline draws its strengths from nature to offer the world a conscious beauty.

Every time you choose "The Vegan Way" products, you make an act of gentleness. Be kind to the Planet, nature, animals, but especially to yourself.



## New Essentiality

Simplicity is the highest expression of authenticity.

The professional lines offered by Echosline are designed for all the women who love essential beauty.

Care for health and wellbeing means natural origin, vegan, silicon free and sulphate free products.

Innovative formulas made with essential ingredients make the difference for the environment, salons and clients.

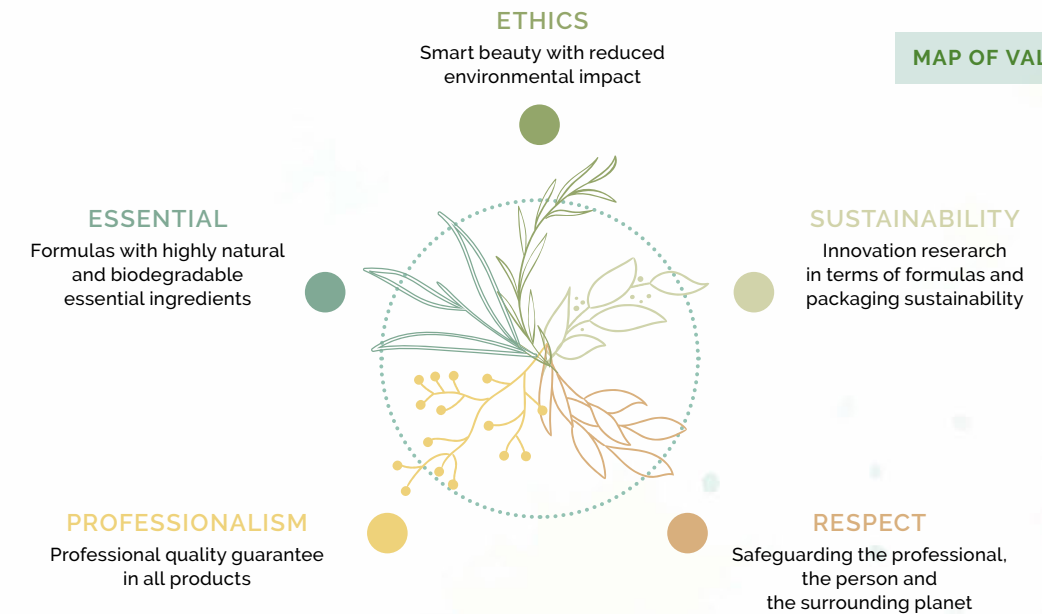
## Ethical and Sustainable Beauty

Echosline enhances the concept of ethical and sustainable beauty.

Hair treatments feature innovative formulas developed starting

from centuries-old active ingredients that the Earth has always given us.

Along "The Vegan Way", Echosline aims to offer haircare product ranges with an ever lower environmental impact.







## B.PUR, pure beauty!

B.PUR was set up as an innovative product line dedicated to hair and body hygiene, and professional equipment.

The range adds 3 essential treatments that touch even closer people's sense of purity and wellbeing.

Thanks to never-ending laboratory research, B.PUR looks at the future and renews its invitation to «be pure», to try highly innovative formulas that are increasingly more environmentally friendly.

Hair: Stylistic Team Echosline  
Ph.: Marco Di Filippo







## PRE-TREATMENT MUD

Scalp purifying  
remineralising mud

Pre-Treatment Mud  
is a purifying mud  
that contains Clay,  
Aloe Vera and  
Jojoba Oil.

**Aloe Vera** is a cure-all for dull,  
dry hair that is prone to loss.  
It is an old remedy to give strength  
and shine to the hair.



**Jojoba Oil** gives vitality and visible beauty  
to the hair. Its moisturising and emollient properties  
make the hair shiny whilst granting deep scalp cleansing.

## PRE-TREATMENT SHAMPOO

Pre-treatment purifying  
remineralising shampoo

Pre-Treatment Shampoo  
contains White Clay  
and Shea Butter.



## ACTIVE SHAPING MASK

Remineralising  
shaping mask

The key ingredients of the  
purifying Active Shaping Mask  
are White Clay and Shea Butter.



**Shea Butter** is the solution for untameable  
and damaged hair. Its moisturising action  
gives elasticity to the hair fibre contrasting  
split ends, whereas cinnamic acid protects  
the hair from UV rays.

## The Range

Three products with natural origin ingredients  
with a purifying and remineralising power,  
dedicated to those who seek deep hair  
and scalp cleansing without giving up controlled,  
soft, fragranced and shiny hair.  
An extraordinary combination of wellbeing  
thanks to the active ingredients that enrich  
the B.PUR treatments.

Ancient Egypt, the cradle of civilisation and body care  
as elevation of beauty. There, **White Clay** was used  
as a purifying mask thanks to its valuable properties  
that still make it a must-have element of modern  
cosmetics.

**Clay** has always been appreciated for its mineral salts  
that carry out a purifying action on scalp. It removes  
residues, impurities and toxins from the hair that  
regains vitality. Excellent ally for women who want  
to moisturise and strengthen their hair. Weak and  
damaged hair is no longer a problem!



# PRE-TREATMENT MUD

Scalp purifying remineralising mud



Thanks to the Clay it contains, it purifies the scalp eliminating external substances and impurities in depth. Strengthened with Aloe Vera and Jojoba Oil, it is ideal to use on greasy or impure scalps leading the hair to look healthier and more vital.

**Use**

On dry scalp, apply the mud and lightly massage with circular movements. Leave on for 3 minutes. Emulsify hair and scalp with a bit of water, then apply Pre-Treatment Shampoo. Shake before use.

**PLUS**

- BIODEGRADABILITY\*: 78%
- NATURALITY\*\*: 98%



150 ml - Cod. 1024100

\* Result of OECD 301 test.  
\*\* Naturality meaning the percentage of natural origin ingredients.

# PRE-TREATMENT SHAMPOO

Pre-treatment purifying remineralising shampoo



Enriched with White Clay with purifying power and Shea Butter, it cleanses the hair in depth leaving it soft and fragranced, preparing it for the application of Active Shaping Mask. Ideal for medium-coarse, treated, dry or unruly hair.

**Use**

Apply to damp hair, gently massage, then rinse off.

**PLUS**

- BIODEGRADABILITY\* 88%
- NATURALITY\*\* 92%
- SULPHATE FREE
- SILICONE FREE



385 ml - Cod. 1024101  
975 ml - Cod. 1024102





# ACTIVE SHAPING MASK

## Remineralising shaping mask



Enriched with White Clay and Shea Butter, it nourishes in depth without weighing the hair down through an effective anti-frizz and volume control action. It reduces drying times and favours styling with a progressive memory effect.

Hair looks healthy, controlled and shiny.

Just leave on for 2 minutes.

Ideal for medium-coarse, treated, dry or unruly hair.

### Use

After rinsing off Pre-Treatment Shampoo, apply a knob of product on lengths, leave on for 2 minutes, then rinse off. Towel dry the hair and proceed with styling.

### PLUS

- BIODEGRADABILITY\*\* 82%
- NATURALITY\*\*\* 98%
- SULPHATE FREE
- SILICONE FREE



250 ml - Cod. 1024103  
1000 ml - Cod. 1024104

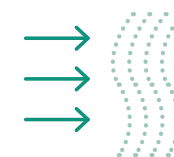


## Active Miraclay Technology

The power of clay is behind «Active Miraclay», new formula patented by our laboratories. A state-of-the-art technology that uses the power of clay to make hair unique. This is what makes the purifying **Active Shaping Mask** the cutting edge treatment of the line.

### THE NEW FORMULATION

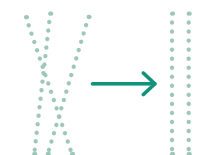
ACTS on the outer shaft of the hair



INTERACTS with the hair's electrostatic charges



ALIGNS the fibres



The product settles on the hair and controls its volume. Styling is easier and longer lasting with a result that does not weigh down the hair and pleases clients at home and in salon.



\* Italian Patent no. 102019000003053 - International Patent Pending PCT/IB2020/051671.

\*\* Result of OECD 301 test.

\*\*\* Naturality meaning the percentage of natural origin ingredients.



# THE PURIFYING KIT

Purifying remineralising kit  
for hair wellbeing

To carry the B.PUR essence  
and technology always with you!



Cod. 1024105



- The kit contains:
- Pre-Treatment Mud 150 ml
  - Pre-Treatment Shampoo 385 ml
  - Active Shaping Mask 250 ml
  - scalp massage glove in organic cotton

Hair: Stylistic Team Echoline  
Ph.: Marco Di Filippo





# Panel Test

B.PUR



Our Sensorial and Technical Testing Area has carried out three types of tests to check the actual performance of ACTIVE SHAPING MASK\*, comparing it with a standard treatment mask\*\*.

\* Italian Patent no. 102019000003053 - International Patent Pending PCT/IB2020/051671.

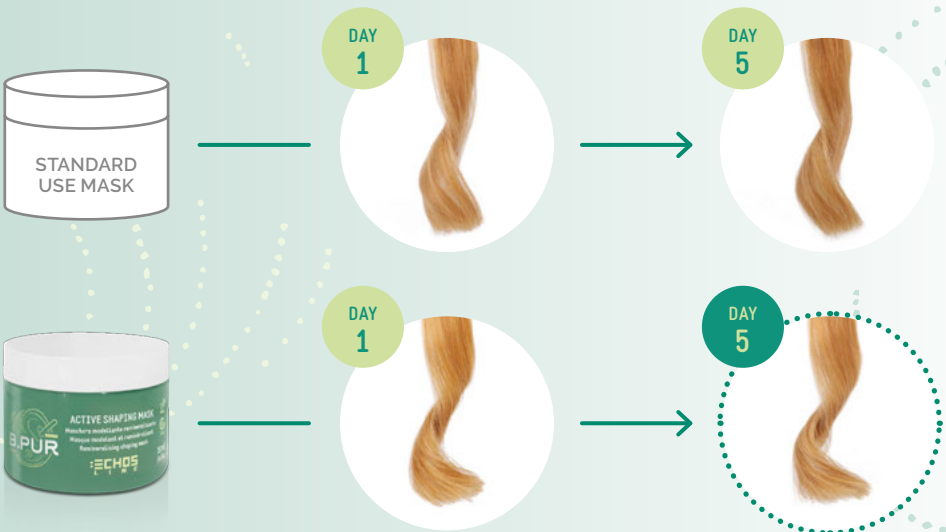
\*\* The test was carried out comparing a treatment mask with rinsing and standard method of use.

Specifically, 3 PANEL TEST were carried out:

- 1 HAIR STYLING DURATION
- 2 REDUCTION OF DRYING TIME
- 3 WATER SAVING

## STYLING DURATION TEST

The special Active Miraclay technology present in the B.PUR mask ensures straight or wavy styles that last longer without using artificial resins and keeping a perfect styling as long as possible.



## DRYING TIME REDUCTION TEST

Extended exposures to high temperatures damage the hair structure making it more sensitive and more susceptible to external aggressors, such as atmospheric agents and smog.

Thanks to ACTIVE SHAPING MASK, the drying time diminishes leaving the hair healthy and vital, whilst saving energy and time.

DAY	HAIR SECTION	HAIR SECTION
	STANDARD USE MASK (sec)	ACTIVE SHAPING MASK (sec)
1	136	80
2	120	110
3	95	113
4	130	117
5	134	90
6	120	102
AVERAGE DRYING TIME (for each section)	122,5	102
TIME SAVED (between the 2 sections)	20,5 seconds	

### RESULTS

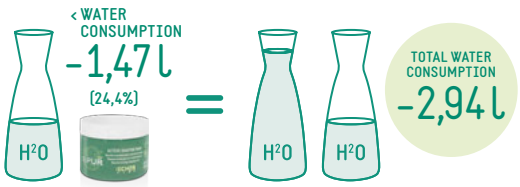
There is a time saving of 20,5 sec (on average) when blow-drying a head section VS a standard use mask.

## WATER SAVING TEST

Not only saving time, but also water. ACTIVE SHAPING MASK takes care of the environment during rinsing.



DAY	STANDARD USE MASK (sec)	ACTIVE SHAPING MASK (sec)
1	36	30
2	53	41
3	47	50
4	70	44
5	68	47
6	70	48
AVERAGE RINSE TIME (for each section)	57,33	43,33
SAVED TIME (between the 2 sections)	14 seconds	



There is lower water consumption when using this mask, equal to 1.47 l (24.4%) VS standard use mask.  
On the entire head the water saving is equal to 2.94 l (on average).



Average rinsing time for a standard mask: 57 seconds.  
AVERAGE RINSING TIME FOR ACTIVE SHAPING MASK: **43 SECONDS.**



# In-salon and/or home services

To better learn about the essence of B.PUR and its technology, our technicians have designed three special services to carry out in Salon and at home that can be used with other products of the Echosline family.



## 1 BEAUTY PURIFYING classic purifying service for scalp and hair

**STEP A\_ Preparation**  
Brush the hair and gently massage the scalp with circular movements to prepare it for the application of Pre-Treatment Mud.

**STEP B\_ Application of Pre-Treatment Mud**  
On dry hair, part the hair into small panels. With the help of the relevant nozzle, apply the desired amount of product along the hair separations.

**STEP C\_ Massage**  
Carry out a light, slow and circular massage, then leave on for about 3 minutes.

**STEP D\_ Shampoo and rinse**  
Using the dedicated brush, mix in a bowl 10ml of Pre-Treatment Shampoo with about 100ml of warm water. Mix and gently pour the entire amount on the head, massage to emulsify the mud and activate the shampoo, then rinse off.

**STEP E\_ Apply Active Shaping Mask**  
Towel dry the hair, then divide it into diagonal sections and apply Active Shaping Mask on lengths and ends. Comb and leave on for 2 minutes, then rinse.

**STEP F\_ Drying & styling**  
Complete the service with the desired styling.  
**TECHNICAL TIPS:** with the new B.PUR line for this step you can use different products from the Karbon 9 and E-Style families.



## 2 BEAUTY ACTIVATING specific ritual for scalp issues (MAINTENANCE)

**STEP A\_ Preparation**  
Brush the hair and gently massage the scalp with circular movements to prepare it for the application of Pre-Treatment Mud.

**STEP B\_ Application of Pre-Treatment Mud & Seliär Therapy Multi-Active Lotion**  
Using the dedicated brush mix in a bowl 30g of Pre-Treatment Mud and 5g of Seliär Therapy Multi-Active Lotion. Divide the hair into four panels and apply the mud with the soft brush following the diagonal lines.  
**TECHNICAL TIPS:** the synergy of the two products is particularly effective for scalp issues, like dandruff, sebum and loss thanks to the active ingredients they contain.

**STEP C\_ Massage**  
Carry out a light, slow and circular massage, then leave on for about 3 minutes.

**STEP D\_ Shampoo and rinse**  
Mix in a bowl 10ml of Pre-Treatment Shampoo with about 100ml of warm water. Mix and gently pour the entire amount on the head, massage to emulsify the mud and activate the shampoo, then rinse off.

**STEP E\_ Apply Active Shaping Mask**  
Towel dry the hair then divide it into diagonal sections and apply Active Shaping Mask on lengths and ends. Comb and leave on for 2 minutes, then rinse.

**STEP F\_ Drying & styling**  
Complete the service with the desired styling.  
**TECHNICAL TIPS:** for home maintenance, use the new B.PUR line with Seliär Therapy Multi-Active Lotion.



## 3 BEAUTY SHAPING specific ritual for brittle and dry hair (MAINTENANCE)

**STEP A\_ Preparation**  
Brush the hair and gently massage the scalp with circular movements to prepare it for the application of Pre-Treatment Mud.

**STEP B\_ Application of Pre-Treatment Mud**  
On dry hair, part the hair into small panels. With the help of the relevant nozzle, apply the desired amount of product along the hair separations.

**STEP C\_ Massage**  
Carry out a light, slow and circular massage, then leave on for about 3 minutes.

**STEP D\_ Shampoo and rinse**  
Mix in a bowl 10ml of Pre-Treatment Shampoo with a bit of warm water. Mix and gently pour the entire amount on the head, massage to emulsify the mud and activate the shampoo, then rinse off.

**STEP E\_ Apply Active Shaping Mask & Seliär Argan Lotion**  
With the dedicated brush, mix in a bowl 30g of Active Shaping Mask and a vial of Seliär Argan Lotion. Divide the hair into diagonal sections and apply the mixture on lengths and ends massaging it gently. Comb and leave on for 3-5 minutes, then rinse.  
**TECHNICAL TIPS:** The synergy between these two products helps boost hair softness, combability and silkiness.

**STEP F\_ Drying & styling**  
Complete the service with the desired styling.  
**TECHNICAL TIPS:** for home maintenance, use the new B.PUR line with Seliär Argan Fluid.





B.PUR is another piece of the “The Vegan Way” mosaic of Echosline. Our philosophy is looking for products that have increasingly more innovation and less impact on the environment.

## Green Points

100% VEGAN



No animal origin ingredient used.

«FREE FROM»



Formulas are silicone free and sulphate free.

BIODEGRADABILITY



Products contain high percentages of ingredients with a low impact on the environment.

NATURALNESS



Treatments contain high percentages of natural origin ingredients.

ACTIVE INGREDIENTS



For B.PUR formulas, we researched essential, yet functional active ingredients such as White Clay, Shea Butter, Jojoba Oil and Aloe Vera.

PACKAGING



Use of a pack that, besides exploiting recycled plastic, fits more product with less plastic\*.

\*Comparative test with a standard Echosline 350ml bottle.

## Innovative pack

The products of the B.Pur line are contained in an innovative pack that optimises the use of plastic and maximises the amount of product inside.

### BENEFITS

- Use of recycled plastic.
- To transport 1 litre of shampoo we save 19.2% of plastic compared to the standard Echosline pack.
- To transport 1 litre of shampoo we save 14.6% of paper (secondary packaging) compared to the standard Echosline pack.
- Each pallet carries 65.6 litres of products more than the standard Echosline pack.

MORE

- SHAMPOO:  
IN EACH BOTTLE  
IN EACH BOX

LESS

- USE OF PLASTIC
- USE OF PAPER
- LESS CO<sup>2</sup>



### B.PUR

	Pre-Treatment Shampoo bottle	Echos Standard bottle
Capacity	385 ml	350 ml
Material	Recycled Plastic	Non-recycled plastic
Consumption of plastic per liter	83,1 gr/l*	102,9 gr/l*
Consumption of paper per liter	54,3 gr/l**	63,6 gr/l**
Boxes per pallet	224 boxes	215 boxes
Optimization of pallet space	92,4%	90,1%

\* Grams of plastic necessary to transport 1 liter of shampoo.

\*\* Grams of paper necessary to transport 1 liter of shampoo.



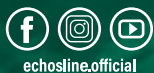


**:ECHOS**  
**LINE**  
The *Vegan* Way

cod. 8024111



[www.echosline.it](http://www.echosline.it)



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