

MADE IN ITALY


MATERNATURA
P R O F E S S I O N A L

**A line dedicated
exclusively to your salon!**



About us

My name is Francesca, and my family has been **producing Organic Cosmetics since 1989**, exclusively distributed in the professional beauty sector.

We own our laboratory, which has been producing our Eco Bio cosmetics for over 15 years with great care and respect for Mother Nature and the environment. Thanks to our research and development department, we are constantly evolving.

In 2014, Maternatura was born, and since then, **we have been present in over 10 countries abroad, including Moscow, Munich, London, and Taipei**. We have achieved this success with our clients' hair thanks to continuous internal research and the development of innovative, cutting-edge formulations.

Our values



Pledge



Performance



Sustainability



Safety

Our Laboratory

We have been able to achieve such positive results on our customers' hair thanks to continuous in-house research and the development of new, cutting-edge formulations.

Our aim is to bring innovation to the Eco Organic beauty and cosmetics retail sector with certified Eco Organic products that are specific and increasingly high-performance.

We favour the use biodynamic, organic and wild-growing plants, as this type of cultivation respects the natural growth of the plant and allows it to integrate the maximum vitality and properties essential to its function.

Certifications



Certification for vegan products that guarantees the respect of sound ethical principles.



It is the certification body for organic products, of the Gruppo Bureau Veritas Italia.



The first ever recognition on organic cosmetics in Italy.



Nickel Free refers to all products that do not contain nickel.



Why Choose Maternatura Professional?



- For 30 years, we have been producing Sustainable and High-Performance hair care products in our own laboratory.
- Maternatura Professional products are exclusively designed for salons – Not available online.
- We support you with free online training to offer Express Rituals tailored to a market that demands immediate results.
- We are a recognized brand in the retail world, with thousands of satisfied customers asking where they can try our products in salons.
- We have developed Express Rituals based on the needs of a fast-paced market seeking instant results.
- Curly hair specialists – We don't just have one ritual; we have one for each curl type (2, 3, and 4).
- Our products contain a blend of antioxidant and anti-aging ingredients, designed to prevent hair aging.

The Express Rituals of MATERNATURA PROFESSIONAL

Phase 1



PRE-SHAMPOO TREATMENT

It can be done at the wash station or with the client sitting in front of the mirror. Apply the product with a massage.

Phase 2



SPECIFIC CLEANSING

Shampoo

Phase 3



HAIR SHAFT TREATMENT

Mask
Conditioner
Treatment

Phase 4



STYLING

Drying according to the hair type.



Calm Down
Sensitive Scalp Ritual



Final Detox
Oily Scalp and/or Dandruff Ritual



Magic Curls
Curly Hair Type 3 Ritual



Elastic Waves
Wavy Hair Type 2 Ritual



Repair it

Repairing Ritual for Damaged Hair



Blondish

Anti-Yellowing Ritual for Blonde/White Hair



Shine On

Smoothing Ritual for Dry and Frizzy Hair



Volume Up

Volumizing Ritual for Fine Hair

CALM DOWN RITUAL

CHAMOMILE SOOTHES
THE REDDENED SCALP,
ALOE VERA PROTECTS IT.



PROTECTS

SOOTHES

REGENERATES

CAUSES

Sensitive skin often has a hyper-reactive epidermis, reacting intensely to both external and internal stimuli. Factors such as stress, diet, hormonal and seasonal changes, as well as irritating skin treatments and pathological conditions, can contribute to sensitivity, worsening an already susceptible and reactive epidermis. Skin structures, such as the stratum corneum and dermis, can undergo alterations, compromising the protective function and immune response.

PROBLEM

Itching, irritation, redness, and a feeling of tightness—these are the symptoms of sensitive skin. Issues like dandruff and unmanageable hair may also arise.

SOLUTION

To address skin sensitivity, it is essential to soothe the scalp, reduce irritation, inflammation, and redness—achievable with Chamomile, Aloe, and Arnica extracts. But that's not all: to solve the issue at its root, the skin must be strengthened, making it more resilient. A neurosensory approach helps improve the well-being of sensitive skin.

1 Phase

Pre-shampoo treatment:

Begin the ritual with a pre-shampoo treatment by applying **Blue Chamomile Serum** to the scalp. This can be done at the hair washing station or with the client comfortably seated in front of the mirror. Apply the specific product with a gentle massage to prepare the scalp and hair for the next treatment and allow the active ingredients to penetrate.



cod. 6301 • 30ml

2 Phase

Cleansing:

Continue with the specific cleansing phase using a **Calm Shampoo** formulated for sensitive scalps. Gently cleanse the scalp and roots, removing impurities without irritating the delicate skin.

Hair shaft treatment:

After cleansing, proceed with a regenerative mask or a hydrating conditioner, depending on the client's needs. The Calm Down ritual can be combined with all types of conditioners and masks from the Maternatura Rituals to nourish and repair hair, giving it softness, shine, and vitality.

3 Phase



cod. 7100 • 10000ml

4 Phase

Styling

After cleansing, proceed with a regenerative mask or a hydrating conditioner, depending on the client's needs. The Calm Down ritual can be combined with all types of conditioners and masks from the Maternatura Rituals to nourish and repair hair, giving it softness, shine, and vitality.



cod. 6509 • 150ml

FINAL DETOX RITUAL

THIS RITUAL IS A TRUE RESET THERAPY: TEA TREE CLEARS THE SCALP OF IMPURITIES AND SEBORRHEIC DERMATITIS, LEAVING THE SCALP FEELING LIGHT AND THE HAIR CLEAN AND REVITALIZED FOR LONGER.

REGULATES SEBUM

PURIFIES

REVITALIZES



CAUSES

Scalp health can be compromised by several factors, including the proliferation of fungi like *Pityrosporum Ovale*, which feeds on sebum produced by the sebaceous glands, and dysfunction of these glands. These glands can be affected by hormonal factors, stress, poor diet, and the use of aggressive products. Other triggers include contact dermatitis, seborrheic dermatitis, eczema, and environmental conditions (cold, dryness), as well as bad habits like using excessively hot blow dryers and neglecting hair care.

PROBLEM

The primary issues resulting from these imbalances include dry and oily dandruff, which appears as visible flakes on the hair and shoulders, itching, irritation, and in severe cases, hair loss. Seborrhea, which leads to excessive sebum production, can result in greasy, dull hair with an unpleasant odor and frequent washing needs. These problems can also affect hair growth and overall health.

SOLUTION

A targeted approach is necessary to resolve the problem, focusing on:

- Eliminating accumulated dead cells
- Controlling the proliferation of fungi and bacteria
- Balancing sebum production
- Improving microcirculation in the scalp.

This is where Tea Tree extract comes in. It is also important to soothe irritations, balance the scalp's pH, and deeply hydrate using specific products for dandruff and seborrhea while maintaining a consistent hair care routine. This approach promotes scalp regeneration and strengthens hair. Horsetail extract further improves overall scalp health.

1 Phase

Pre-shampoo treatment:

In this initial phase, the scalp must be deeply purified to remove impurities, toxins, and product buildup. This step can be performed at the hair washing station or with the client comfortably seated in front of the mirror. Depending on the hair and scalp's needs, choose between:

Green Clay Mud, ideal for absorbing excess sebum, balancing the scalp, and stimulating microcirculation.

Tea Tree Peeling, perfect for gently exfoliating the scalp, promoting cellular renewal, and combating impurities with its antibacterial properties.



cod. 6312 • 100ml



cod. 6361 • 150ml

2 Phase

Cleansing:

After the initial purification, cleanse the hair with Final **Detox Shampoo**, a specially formulated product designed to remove impurities, excess sebum, and rebalance the scalp. This step ensures a deep clean without altering the natural hydrolipidic film, preparing the hair fiber for subsequent treatments.

Hair shaft treatment:

Based on the hair's condition and length, select the most suitable treatment from the Maternatura Rituals range of conditioners and masks. This step is crucial for restoring hydration, nourishment, and strength to the hair, ensuring optimal softness and detangling without weighing it down.



cod. 7110 • 10000ml

3 Phase

Styling

Before blow-drying, apply a **heat protectant** to safeguard the hair fiber from heat damage. Then, depending on the desired style, use specific styling products to define the look and provide long-lasting hold without weighing down the hair.



cod. 6509 • 150ml

4 Phase

REPAIR IT RITUAL

REBUILDS THE HAIR FIBER BY 65%. A MOLECULAR RECONSTRUCTION TREATMENT: FLAX EXTRACTS REPAIR DISULFIDE BONDS, RESTORING THE HAIR'S NATURAL STRENGTH.



- REPAIRS
- REBUILDS
- REGENERATES

CAUSES

Aggressive chemical treatments (coloring, bleaching, straightening, perms) and daily styling with excessive heat stress the internal structure of the hair. Additionally, sun exposure, pollution, and atmospheric agents weaken the hair fiber.

PROBLEM

Keratin, the protein that forms the core of the hair, gets damaged. The disulfide bonds, essential for strength and elasticity, break. The result? Hair becomes rough, dry, dull, fragile, full of split ends, and difficult to manage.

SOLUTION

The Repair It Ritual is a professional deep reconstruction treatment using **plant-based proteins** that work directly on the disulfide bonds, regenerating the hair fiber from within. The hair regains strength, elasticity, and newfound softness, becoming healthier, stronger, and shinier.

1

Phase

Pre-shampoo treatment:

If the scalp shows signs of imbalance, start with a preparatory treatment using specific scalp products to optimize the hair structure. This phase can be performed either at the hair-washing station or with the client comfortably seated in front of the mirror.

The core of the ritual is the application of **Repair Treatment**, a true regenerating elixir that works at the molecular level. This treatment directly repairs and multiplies the disulfide bonds of keratin, restoring body, strength, and elasticity to the hair. The hair immediately appears healthier, softer, and shinier with just a 10-minute pre-shampoo application. **The hair fiber is rebuilt by 65%.**



cod. 7121 • 1000ml

2

Phase

Cleansing:

Proceed with **Repair Shampoo**, a restructuring cleanser enriched with specific active ingredients that begin to work on the disulfide bonds and damaged fiber. Its gentle cleansing action respects the natural hydrolipidic barrier, while the reconstructing agents penetrate deeply.



cod. 7120 • 1000ml

3

Phase

Hair shaft treatment:

After cleansing, treat the lengths with a regenerating mask or a moisturizing conditioner, depending on the client's needs. You can mix different types of Conditioners and Masks from Maternatura Rituals to nourish and repair the hair, providing softness, shine, and vitality.



4

Phase

Styling

After the treatment, prepare the hair for drying by applying a heat protector, essential to preserve the results and protect the fiber from heat damage. The final styling is completed using specific products from the line, selected based on the desired look: sleek, wavy, or voluminous.

At-home maintenance: Recommend **Night Repair Elixir**, a nighttime treatment that regenerates and strengthens the fiber while the client sleeps.

cod. 7122 • 30ml



BLONDISH RITUAL

BLONDE AND WHITE HAIR REGAIN THEIR COOL, BRIGHT SHINE. SAY GOODBYE TO YELLOW AND DULL TONES FOR A PURE, LUMINOUS BLONDE.

COOLING

ANTI-YELLOW

ENHANCING



CAUSES

Sun, pollution, frequent washing, and product residues oxidize blonde and white hair color. Artificial pigments tend to shift towards brassy or golden tones, straying from the desired cool blonde effect.

PROBLEM

The color loses brilliance and intensity, and the lengths appear dull and dry, with unwanted yellow or copper reflections.

SOLUTION

The Blondish Ritual is the professional answer to neutralize warm tones, enhance cool shades, and illuminate the hair. Thanks to violet pigments and nourishing actives, this treatment revives color, maintains a vibrant cool tone, and leaves hair soft and radiant.

1

Phase

Pre-shampoo treatment:

If the scalp shows signs of imbalance, start with a preparatory treatment using specific scalp products to optimize hair structure.

This phase can be performed either at the hair-washing station or with the client comfortably seated in front of the mirror.



2

Phase

Cleansing:

Use **Blondy Shampoo**, formulated with a specific violet pigment to neutralize golden and brassy tones. Its gentle cleansing action leaves hair clean, luminous, and perfectly prepared for the next revitalizing treatment.



cod. 7130 • 10000ml

3

Phase

Hair shaft treatment:

After shampooing, apply **Blondy Conditioner**, a balm that further enhances brilliance and the cool tone. Beyond its anti-yellow effect, this treatment hydrates and softens, counteracting the frizz typical of treated or bleached blonde hair.



cod. 7131 • 10000ml

4

Phase

Styling:

Before drying, apply a **heat protector** to safeguard the hair fiber from heat damage and maintain color vibrancy. Finally, choose the specific styling products based on the desired look to keep the style impeccable and radiant.



cod. 6509 • 150ml

VOLUME UP RITUAL

WE WORK ON THE STRUCTURE OF FINE HAIR: QUINOA FILLS AND STRENGTHENS, WHILE PANTHENOL REVITALIZES AND PROTECTS. THE RESULT? FULLER, MORE ELASTIC, AND LIGHTWEIGHT HAIR WITH NATURAL, LASTING VOLUME.



CAUSES

Fine hair is genetically thinner and more fragile, with a reduced cortex and less keratin. But it's not just nature that plays a role—stress, medication, chemical treatments, and environmental aggressions (sun, pollution, chlorine) further weaken the hair, depriving it of structure and strength.

PROBLEM

Flat, fragile hair lacking body that doesn't hold a style. Every small treatment mistake is immediately visible, leaving hair limp and lifeless.

SOLUTION

Increase the hair's consistency and resilience by strengthening its internal structure while visually improving density and volume. All without weighing it down, for soft yet supported hair—thanks to Quinoa extract.

1 Phase

Pre-shampoo treatment:

If the scalp shows signs of imbalance, start with a preparatory treatment using specific scalp care products to optimize hair structure.

This phase can be performed either at the wash station or with the client seated comfortably in front of a mirror.



2 Phase

Cleansing:

Thickening Shampoo with Quinoa extract and Panthenol: gently cleanses while enveloping the fiber in a thin film that enhances thickness and body.



cod. 7150 • 10000ml

3 Phase

Hair shaft treatment:

Thickening Conditioner with Quinoa extract and Panthenol: nourishes without weighing hair down, tames frizz, and leaves hair light yet full-bodied. It also neutralizes static electricity that can cause styles to fall flat.



cod. 7151 • 10000ml

4 Phase

Styling:

On towel-dried hair, apply **Thickening Cream**, a pre-styling texturizer activated by heat to create structure and long-lasting volume. Finish with a heat protectant and the most suitable styling product for the desired look.

cod. 7152 • 100ml



ELASTIC WAVES RITUAL

BAMBOO EXTRACT EMBRACES EVERY STRAND, NOURISHING WITHOUT WEIGHT AND SCULPTING MOVEMENT WITH THE SOFTNESS OF WATER. YOUR WAVES BECOME A BREATH OF SUMMER, LIKE A DAY AT THE BEACH.

 **CURLY GIRL METHOD**

DEFINITION

ELASTICITY

LIGHTNESS



CAUSES

Wavy hair, like curls, results from the asymmetrical shape of the hair follicle. When the follicle is curved into a “J” shape, hair grows in a non-linear pattern, creating waves and curls. However, waves can also be influenced by improper treatments or genetics that never received the “signal” for perfectly straight hair.

Wavy hair moves naturally, but without proper care, it tends to lose definition, becoming dull, unruly, and difficult to manage. The key to achieving well-defined, soft, and elastic waves is maintaining hydration without weighing the hair down, while respecting its natural structure.

PROBLEM

When waves lose their definition and their natural shape starts to fade, hair becomes difficult to manage, falls flat, and loses its shine. Often, the issue is weight—overly rich treatments can dull movement, flatten the lengths, and turn waves into a lifeless version of themselves. What’s missing is elasticity, lightness, and that fluid motion that makes hair feel free.

SOLUTION

A ritual that enhances the beauty of wavy hair, supporting it without heaviness and delivering soft, well-defined waves. The secret lies in Bamboo extract, a precious ally that infuses natural elasticity and lightness. The result? A texture that moves freely, stays hydrated and radiant, with waves sculpted by the wind and sun.

1

Phase

Pre-shampoo treatment:

If the scalp shows signs of imbalance, start with a preparatory treatment using specific scalp care products to optimize hair structure.

This step can be performed either at the wash station or with the client seated comfortably in front of a mirror.



2

Phase

Cleansing:

Waves Shampoo: Apply Waves Shampoo to gently cleanse while hydrating and strengthening wavy hair. Bamboo helps maintain the hair's natural wave pattern without weighing it down. Panthenol preserves hydration and softness, preparing hair for maximum definition.



cod. 7140 • 10000ml

3

Phase

Hair shaft treatment:

Waves Treatment acts as an elasticity-boosting mask that further defines waves. It detangles without heaviness, enhances natural movement, and gives waves a compact yet soft definition. This treatment helps maintain volume and lightness for naturally wavy hair.

cod. 7141 • 10000ml



Styling:

Use in combination: **Honey Curl Reviving Gel + Orange Blossom Curl Cream**, a cream with an elasticizing effect, perfect for styling Type 2 wavy hair.

How to use: Apply by scrunching from bottom to top, first using a gel (aloe gel for a natural effect or honey gel for a wet look), then the cream on wet hair, head upside down. Proceed with the diffuser, always drying head down. Prepare the hair for drying with a **heat protectant** to maintain the natural elasticity of the waves.

4

Phase



cod. 6500 • 100ml



cod. 6502 • 100ml



cod. 6509 • 150ml

MAGIC CURLS RITUAL

THE SECRET OF MAGIC CURLS LIES IN ALOE EXTRACT, WHICH WRAPS AROUND CURLS LIKE A SPIRAL, REGENERATING EVERY FIBER AND RESTORING STRENGTH AND VITALITY FOR IRRESISTIBLY NOURISHED HAIR.

✓ **CURLY GIRL METHOD**

DEFINITION

NOURISHMENT

HYDRATION



CAUSES

Curly hair is the result of a complex interplay of genetics and follicle structure, which determines both the shape and direction of hair growth. Porosity plays a crucial role, as it affects the hair's ability to absorb and retain moisture. Curly hair tends to have higher porosity than straight hair, with a more open cuticle that makes it more vulnerable to external factors and less capable of locking in hydration.

PROBLEM

Type 3 curls have a life of their own—they can be sensual and shiny or dull and unruly. The key difference? Hydration and the ability to seal each curl into its perfect shape. Curly hair is more porous, thirstier, and more fragile. If cleansing is too harsh or treatments aren't balanced, the result is tired, dry, lifeless curls.

SOLUTION

A ritual that listens to the needs of curly hair, respects its nature, and nourishes it intelligently. At the heart of the formula is **Aloe**, the queen of deep hydration, capable of detangling knots, quenching every curl, and keeping the cuticle smooth and protected. Magic Curls begins with detangling, followed by a nourishing cleanse, and finishes with styling that preserves definition and elasticity for days.

1 Phase

Pre-shampoo treatment:

If the scalp shows signs of imbalance, start with a preparatory treatment using specific scalp care products to optimize hair structure.

This step can be performed either at the wash station or with the client comfortably seated in front of a mirror.

Continue by detangling the hair with the **Maternatura Detangler**, a pre-shampoo treatment specifically designed for curls to reduce breakage risk.



cod. 6276 • 150ml

2 Phase

Cleansing:

Apply **Curls Shampoo** to gently cleanse while hydrating curly hair. Aloe helps maintain the natural curl pattern without weighing it down, while Panthenol preserves hydration and softness. Hair will be perfectly prepped for maximum curl definition.



cod. 7170 • 10000ml

3 Phase

Hair shaft treatment:

Curls Treatment acts as a moisturizing mask that further defines curls. It detangles without heaviness, deeply hydrates, and enhances curl shape. This treatment controls volume and prevents frizz.

cod. 7171 • 10000ml



Styling:

For a soft and structured hairdo that lasts: **Honey Curl Reviving Gel + Flaxseed Moisturizing Cream**. The gel maintains hydration and shape, while the cream seals in moisture and provides definition.

How to use:

1. On wet hair, apply the gel first for hydration and hold.
2. Then apply the cream, scrunching from bottom to top to define and seal in moisture.
3. Dry with a diffuser, head upside down for volume and shape, using a **heat protectant**.

4 Phase



cod. 6500 • 100ml



cod. 6280 • 100ml



cod. 6509 • 150ml

SHINE ON RITUAL

DELIVERS PROTECTION AND SOFTNESS FROM ROOT TO TIP. RICE PROTEIN DEEPLY NOURISHES, WHILE MALIC ACID ENHANCES SHINE.

NOURISHMENT

SHINE

HYDRATION



CAUSES

Many factors contribute to frizzy, dry, and unruly hair: harsh treatments (such as frequent washing or using unsuitable products), exposure to environmental stressors (sun, cold, pollution), hormonal changes, and aging. These factors weaken the hair fiber, disrupting its natural protective structure—the hydrolipidic film—that helps retain moisture and shield the hair. The main cause of dehydration is the opening of the cuticles: when the cuticles lift, the hair becomes dry, porous, rough, and difficult to manage. Excessive use of heat tools (blow dryers, straighteners) further damages the cuticle, increasing fragility.

PROBLEM

Hair appears dull, dry, fragile, and porous. To the touch, it feels rough and is difficult to tame and style, often becoming frizzy, split-ended, and excessively voluminous. Because of this, it does not hold a smooth, polished look.

SOLUTION

To address frizz, dryness, and unruly texture, deep hydration is essential to restore the hydrolipidic film. The solution lies in the power of **Rice Protein Extract and Malic Acid**, which also support scalp health. This helps combat frizz, reduce porosity, and improve softness by smoothing and strengthening the hair cuticle for a sleek, uniform, and disciplined appearance. A targeted treatment will protect hair from heat damage and pollution while enhancing shine and prolonging styling results.

1

Phase

Pre-shampoo treatment:

If the scalp shows signs of imbalance, start with a preparatory treatment using specific scalp care products to optimize hair structure. This step can be performed either at the wash station or with the client comfortably seated in front of a mirror.



2

Phase

Cleansing:

Shine Shampoo. A hydrating and smoothing shampoo that removes impurities while deeply moisturizing the hair, preparing it for the next treatment steps.



cod. 7160 • 10000ml

3

Phase

Hair shaft treatment:

Shine Treatment: A professional treatment with **Rice Protein Extract** and **Malic Acid** to prepare the hair for subsequent repairing or soothing treatments. This step restores balance and enhances the absorption of further treatments.



cod. 7161 • 10000ml

3

Phase

Shine Liquid Conditioner: A lamellar liquid conditioner that smooths the cuticle, deeply nourishes, and leaves hair sleek and soft. It restores hydration and improves hair structure while protecting against humidity.



cod. 7162 • 250ml

4

Phase

Styling:

To prepare hair for blow-drying, apply a **heat protectant** to shield it from high temperatures. Proceed with the desired styling, using specific products to maintain a disciplined, shiny, and long-lasting effect.



cod. 6509 • 150ml





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