



GENERAL CATALOGUE

Shot[®]
PROUDLY MADE IN ITALY



BRAND BOOK

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Shot[®]
PROUDLY MADE IN ITALY



Shot | Bio Nature



H2O NATURE
Hair color treatment
 Trattamento colorante
 200 g

Shot | DNA



SHOT
Oxidizing emulsion cream 5, 10, 20, 30, 40 volumes
 Emulsione ossidante in crema 5, 10, 20, 30, 40 volumi
 1000 ml

LUXURY EXCLUSIVE PATENTED FORMULA

Shot | Born to Be



BORN TO BE COLORED
Hair color cream
 Crema colorante per capelli
 100 ml



BORN TO BE BLOND
Hair color cream for blonde hair
 Crema colorante per capelli biondi
 100 ml



BORN TO BE NATURAL
Hair color cream no ammonia
 Crema colorante senza ammoniacca
 100 ml

Shot | On Hair



POWER COLOR
Hair color cream
 Crema colorante per capelli
 100 ml



BORN TO BE TONER
Oil color toner
 Toner colorante in olio
 3 x 100 ml



BORN TO BE TONER
Soft activator
 Attivatore soft
 1000 ml

Shot | Gemstone



GEMSTONE
Pure pigments
 Pigmenti puri
 100 ml

Shot | **Ambition Color**



BLEACH & COLOR

Bleaches and colors in one application
 Schiarisce e colora in una sola applicazione
 80 ml



MORE & MORE
Bleaching cream
 Decolorante in crema
 250 g



H2O WATER BLEACH
Water-mixable bleach. Ammonia free
 Decolorante in acqua. Senza ammoniaca
 500 g



EXTRA PIGMENT MASK

Pigment mask for coloring, reflexing, toning and polishing
 Maschera pigmentata per colorare, riflessare, tonalizzare e lucidare
 400 ml | 200 ml

THE NEW EXCLUSIVE WAY
 TO KEEP HAIR SMOOTH OR CURLY

Shot | **K-Smooth**



1 - START GENERATOR
Alkalinity spray
 Spray alcalino
 150 ml

2 - KERATIN GLYOXY
Smoothing fluid
 Fluido stirante
 500 ml

3 - OPTIMIZING MASK
Mask for straightened hair
 Maschera per capelli stirati
 500 ml

Shot | **Wave or Perm**



MY PERM
Perm
 Permanente
 500 ml

MY MODULATOR
Modulator liquid
 Liquido modulatore
 500 ml

MY FIX
Neutralizer liquid
 Liquido neutralizzante
 500 ml



Shot | Prodiges Repair & Keratin



PROTEIN PLEX
Rebuilder
Rigenerante
250 ml



KERATIN SHAMPOO
Shampoo with keratin
Shampoo alla cheratina
250 ml | 950 ml



KERATIN MASK
Mask with keratin
Maschera alla cheratina
250 ml | 950 ml



KERATIN SPRAY
Keratin rebuilder
Ricostruttore alla cheratina
150 ml

Shot | Lamino-K



1 - BUILD UP PLEX
Daily reinforcement
Rinforzante quotidiano
200 ml



2 - MIRROR MASK
100% natural mask
Maschera 100% naturale
200 ml



3 - HYALURONIC FILLER
Daily filler
Riempitivo quotidiano
200 ml



4 - WONDER SPRAY
Shining protecting emollient
Emolliente lucidante e protettivo
200 ml

Shot[®]
PROUDLY MADE IN ITALY



Shot | Ambition Tech



RESET DECÒ NO AMMONIA
Bleaching powder ammonia free
 Polvere decolorante senza ammoniaca
 500 g



FILM DECÒ
Bleaching powder ammonia free
 Polvere decolorante senza ammoniaca
 500 g



FAST & LIGHT
Leave-in bleaching fluid
 Decolorante liquido senza risciacquo
 250 ml



RESET DECÒ green apple
Bleaching powder
 Polvere decolorante alla mela verde
 500 g



RESET DECÒ - REFILL green apple
Bleaching powder
 Polvere decolorante alla mela verde
 500 g



10 TONES
Extra white bleaching powder
 Polvere decolorante extra bianca
 500 g



10 TONES - REFILL
Extra white bleaching powder
 Polvere decolorante extra bianca
 500 g



10 TONES BLACK
Extra black bleaching powder
 Polvere decolorante nera extra
 500 g



BLACK & WHITE
Extra bleaching cream
 Crema decolorante extra
 250 g



SHAMPOO TECNICO ACIDIFICANTE
Technical acidifying shampoo
 Shampoo post colore e trattamenti
 1000 ml



EQUALIZZATORE TECNICO ACIDIFICANTE
Acidifying technical equalizer
 Post colore e trattamenti
 250 ml



MOUSSE RIPARATRICE
Repairing bran mousse
 Mousse alla crusca
 200 ml



SMACCHIATORE EPIDERMICO
Skin cleaner
 Smacchiatore epidermico
 150 ml



RESET SHAMPOO ANTIGIALLO
Anti-yellowing shampoo
 Shampoo antigiallo
 250 ml | 1000 ml



MOUSSE ANTI-GIALLO
Anti-yellowing mousse
 Mousse anti-giallo
 250 ml



BLUE GEL OSSIDANTE SPECIAL BLOND
Oxydizing blue gel special blond
 Ossigeno blu speciale per capelli biondi
 1000 ml

Shot[®]
PROUDLY MADE IN ITALY



Shot | Design COLOR CARE



SHAMPOO pH 5.5
Treated and colored hair
Capelli trattati e colorati
250 ml | 1000 ml



MASCHERA pH 4.5
Treated and colored hair
Capelli trattati e colorati
250 ml | 1000 ml



MASCHERA CONCENTRATA pH 4.4
Mask for very dry hair
Per capelli molto secchi
250 ml | 1000 ml



LATTE pH 4.0
Nourishing milk
Latte nutriente
150 ml



GOCCE D'ORO
Nourishing drops
Cristalli nutrienti
100 ml

Shot | Design SIMPLY BLOND



SHAMPOO pH 5.5
Blond & meches hair
Capelli biondi & con meches
250 ml | 1000 ml



MASCHERA pH 4.5
Blond & meches hair
Capelli biondi & con meches
250 ml | 1000 ml



MULTIACTION pH 4.3
Blond & meches hair
Capelli biondi & con meches
150 ml



SHAMPOO BIONDO PERFETTO
Whitening
Illuminante
150 ml



GOCCE DI PLATINO
Illuminating drops
Cristalli illuminanti
100 ml

Shot | Design ANTI-AGE



SHAMPOO pH 5.3
Anti-age & restoring
Anti-age e rigenerante
250 ml | 1000 ml



MASCHERA pH 3.9
Anti-age & restoring
Anti-age e rigenerante
250 ml | 1000 ml



SPRAY pH 4.0
Anti-age & restoring
Anti-age e rigenerante
150 ml



SIERO
Anti-age & restoring
Anti-age e rigenerante
10 x 10 ml



GOCCE DI RUBINO
Regenerative drops
Cristalli ristrutturanti
100 ml

Shot | Design ANTISTRESS



SHAMPOO pH 5.3
Anti-frizz & anti-breakage
Anticrespo e antirottura
250 ml | 1000 ml



CREMA pH 4.7
Anti-frizz & anti-breakage
Anticrespo e antirottura
250 ml | 1000 ml



LISS
Smoothing mask anti-frizz
Maschera liscicante anticrespo
150 ml

Shot | **Design** PERFECT CURL



SHAMPOO pH 5.5
Defines and elasticizes curls
 Ricci definiti ed elastici
 250 ml | 1000 ml



CONDITIONER pH 3.0
Defines and elasticizes curls
 Ricci definiti ed elastici
 250 ml | 1000 ml



SPRAY pH 4.3
Revive curls spray
 Spray ravviva ricci
 150 ml



MOUSSE FISSATIVA
Elasticizing and defining mousse
 Mousse elasticizzante e di definizione
 300 ml

Shot | **Design** VOLUME+



SHAMPOO pH 5.7 - STEP 1
Volumizing anti-frizz shampoo
 Shampoo volume antistatico
 250 ml | 1000 ml



GEL pH 3.3 - STEP 2
Filler gel thickener
 Gel ispessente
 150 ml



SPRAY pH 4.0 - STEP 3
Filler spray thickener
 Spray ispessente
 150 ml



SIGILLANTE pH 4.0 - STEP 4
Total volume spray no rinse
 Spray volumizzante no risciacquo
 150 ml

Shot | **Design** SCALP PURIFYING



OLIO 5
Scalp purifying oil
 Olio dermo-purificante
 150 ml



ARGILLA PURIFICANTE
Purifying clay for scalp
 Argilla purificante per la cute
 250 ml



SHAMPOO FRESH
Scalp & hair
 Cute & capelli
 250 ml | 1000 ml



IMPACCO FRESH
Scalp & hair
 Cute & capelli
 250 ml | 1000 ml

Shot | **Design** ERGOVIT



SHAMPOO
Adjuvant anti-hairloss shampoo
 Sh. coadiuvante anticaduta
 250 ml | 1000 ml



LOZIONE
Adjuvant anti-hairloss lotion
 Lozione coad. anticaduta
 150 ml



LOZIONE
Adjuvant anti-hairloss lotion
 Coadiuvante anticaduta
 10 x 10 ml

Shot | **Design** NORMALIZING



SHAMPOO
Anti-dandruff & anti-oily scalp shampoo
 Antiforfora e antigrasso
 250 ml | 1000 ml



LOZIONE
Anti-dandruff & anti-oily scalp lotion
 Antiforfora e antigrasso
 150 ml



LISS
Anti-dandruff & anti-oily scalp lotion
 Antiforfora e antigrasso
 10 x 10 ml



Shot | **Design** SOS PROTECTION



SHAMPOO
Hydrating & regenerating
 Idratante & rigenerante
 250 ml | 1000 ml



MASCHERA
Hydrating & restoring
 Idratante & restitutiva
 250 ml | 1000 ml



OLIO SECCO
Moisturizing & thermo protection dry oil
 Olio secco idratante e termo protettivo
 100 ml



OLIO DI ARGAN
Excellent beauty elisir
 Elisir di bellezza
 75 ml

Shot | **Tricoilogy** SUN



SUN SHAMPOO
Moisturizing & regenerating shampoo
 Shampoo idratante & rigenerante
 200 ml



SUN MASK
Restructuring & nourishing mask
 Maschera ristrutturante & nutriente
 200 ml



SUN REMEDY
Protective & softener spray
 Spray protettivo & ammorbidente
 200 ml



Shot | Work Activity



BUTTER GEL
Medium hold & anti-matt effect
 Tenuta media
 effetto anti-opaco
100 ml



CLAY POMADE
Strong fix & natural effect shine
 Fissaggio deciso
 lucentezza naturale
100 ml



CLAY HARD
Extreme hold & neutral effect
 Fissaggio estremo
 effetto neutro
100 ml



MATT WAX
Strong fix & matt effect definition
 Fissaggio deciso
 effetto opaco
100 ml



FIBER WAX
Extreme hold & natural shine
 Fissaggio estremo
 lucentezza naturale
100 ml



IDRO LUX WAX
Medium fix & glossy shine effect
 Tenuta media
 effetto lucido
100 ml



GEL EXTRASTRONG
Extra strong and long-lasting fix
 Tenuta extra strong
 a lunga durata
200 ml



EMULSIONE MULTIFORMA
Collagen-based emulsion for a smooth & anti-frizz effect
 Emulsione a base di collagene
 per effetti lisci e anticrespo
250 ml



LISS ANTISTRESS
Smoothing anti-frizz mask
 Maschera liscicante
 anti-crespo
200 ml



MULTIAZIONE 13 in 1
Multiaction spray
 Spray multifunzione
250 ml



BEACH WAVES
Salt spray volume & texture
 Spray al sale
 texture & volume
150 ml



BIFASICO
Instant detangling and moisturizing biphasic
 Condizionante bifasico
 districante e idratante
300 ml



LACCA SPRAY SPECIALE
Special hair spray for colored and thin hair
 Lacca spray per capelli
 fini e colorati
490 ml



LACCA SPRAY SUPER STRONG
Hair spray extra strong
 Lacca spray
 fissaggio deciso
100 ml | 490 ml



LACCA ECOLOGICA SUPER STRONG
Ecological hair spray extra strong
 Lacca eco super strong
100 ml | 300 ml

Shot



Shot | **Repara**



**MASCHERA RICOSTRUZIONE
ALLA PESCA**
**Peach reconstructive mask
for treated hair**
Per capelli trattati
250 ml | 1000 ml



**MASCHERA VOLUME E LUCE
AL BUBBLE GUM**
**Bubble gum volume & shine
mask for thin and dull hair**
Per capelli fini e opachi
250 ml | 1000 ml



**MASCHERA ANTICRESPO
ALLA COLA**
**Cola anti-frizz mask
for dry & frizzy hair**
Per capelli secchi e crespi
250 ml | 1000 ml



**SHAMPOO PERLATO
OCEAN**
**Ocean
pearly shampoo**
Shampoo perlato ocean
10 l



**SHAMPOO PERLATO
MENTA**
**Mint
pearly shampoo**
Shampoo perlato menta
10 l



**SHAMPOO PERLATO
MANDORLA**
**Almond
pearly shampoo**
Shampoo perlato mandorla
10 l



**SHAMPOO
MILK**
**Nourishing
milky shampoo**
Shampoo nutriente al latte
5 l



**CONDITIONER
MILK**
**Nourishing
milky conditioner**
Balsamo nutriente al latte
5 l



**BALSAMO
ANTI-FRIZZ**
**Balm
anti-frizz**
Balsamo anti-crespo
5 l



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