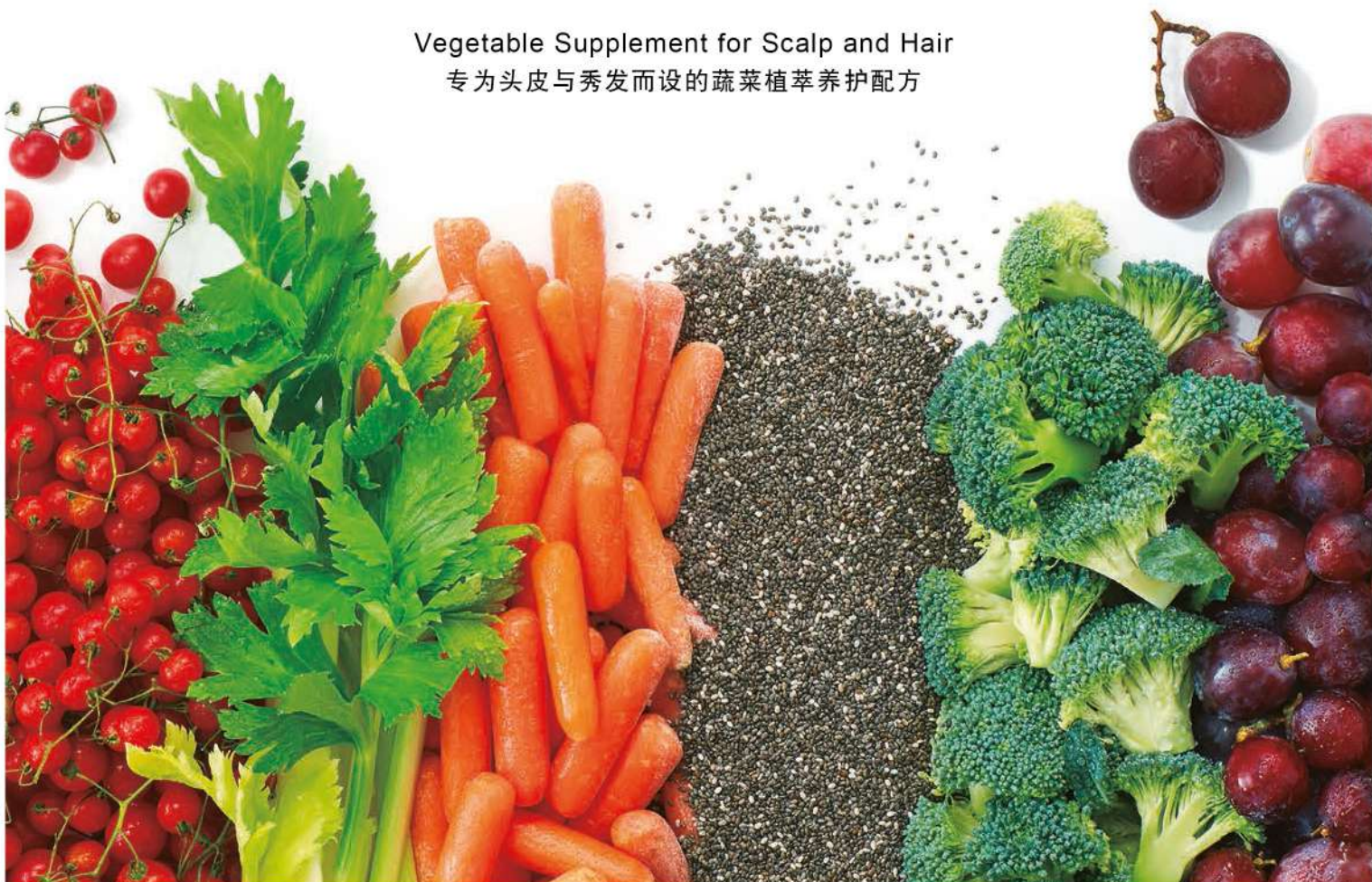




viege



Vegetable Supplement for Scalp and Hair  
专为头皮与秀发而设的蔬菜植萃养护配方



# Incorporating the phenomenal benefits of vegetables into our daily beauty regime

在我们的日常美发程序中，结合蔬菜植萃非凡的护发效益。

For women seeking effortless beauty and confidence in their hair. With the focus on nutrition rich vegetables, Viege has anti-aging properties that conditions the scalp and hair to regain volume and elasticity, restoring hair to their youthful state.

The concept of Viege is to provide a naturally revitalizing haircare line that enhances the beauty of your hair from within.

专为想轻松获得亮丽秀发并充满自信的女性而设计。

Viege集中于营养丰富的蔬菜植萃，蕴含滋养头皮与秀发的抗氧化物质，

让秀发重新变得丰盈蓬松与弹性强韧，恢复青春活力的亮丽发丝。

以自然赋活护发系列让发丝由内至外变得更亮丽柔美——是Viege的养护概念。



# Beautifying everyday hairstyles for the Viege women. 让Viege女性每天的发型更亮丽柔美。

Revitalizing haircare supplements for the scalp and hair.  
专为头皮与秀发而设的赋活护发保健品

## Home Care / 居家护理

The basics of an effective care line starts with an efficient daily hair care routine. Viege's daily homecare range is designed uniquely to provide vitality and strength to your hair with visible results.

有效的护发系列基础从每天进行的卓效护理程序开始。Viege日用居家护理系列特别为发丝提供强韧活力而设计，赋予秀发展着亮丽效果。

## Scalp Menu / 头皮护理项目

Scalp Suppli Menu    Scalp Suppli 项目

This in-salon scalp menu is offers a personalized care for three different scalp types and conditions the scalp, making it plump and increases volume from the roots to the tips, ensuring an ideal silhouette.

为3种头皮类型量身定制个性化护理的发部专用头皮护理项目，卓效滋养头皮，让头皮变得饱满盈润，从发根至发梢增加蓬松丰盈感，让秀发拥有理想的柔美曲线

## Hair Menu / 秀发护理项目

Hair Suppli Menu    Hair Suppli 项目

Viege's in-salon hair treatment is an intensive treatment that repairs your hair cortex and cuticle from within. While restoring elasticity, this treatment conditions each strand to restore suppleness for a youthful silhouette.

发廊专用护发疗程是由内至外修护发丝皮质和角质层的密集护理配方。在恢复秀发弹性的当儿，此护理配方也有效滋养每一根发丝，恢复发丝青春活力的饱满度。

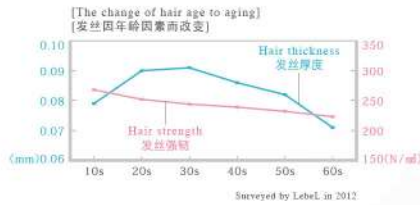
## Viege prevents hair from thinning. Viege 预防发丝稀疏

From the loss of volume, firmness, shine to unwanted curls, Viege focuses on the core of all these problems—thinning hair.

Viege revitalizes your hair condition to allow you to delight in a range of different hairstyles that was once impossible to appreciate.

Viege集中针对发丝稀疏的核心问题，——修护从发量减少、紧致度、发丝亮泽与令人厌烦的卷度等问题。

Viege 能赋活你的秀发状况，让你毫无后顾之忧地体验各种发型，轻松驾驭曾经不可能尝试的发型。



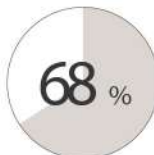
# Hair Menu / 秀发护理项目

Provides a natural bounce and suppleness to your roots for better manageability. Viege's hair menu is specifically designed to lift and strengthen your hair to provide manageability for new, trendy hairstyles.

赋予发根自然弹性与饱满度，让发丝更易于梳理。Viege秀发护理项目特别为提升发根与强健发丝而设计，让秀发变得容易梳理，轻松打造崭新时尚发型。

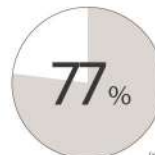
Modern women want an efficient way to achieve beautiful and versatile hair to accommodate a variety of hairstyles that enhances their evolving beauty. Viege's simple yet effective menu fulfils this desire.

现代女性需要有效率的美发方式以获得亮丽与易于打造各种发型的秀发，让她们持续亮丽迷人。Viege简单而卓效的护发项目，正可以满足继续亮丽的女性欲望。



Clients are more attracted to hair care menus that are highly effective and require less time.

顾客对于高效且短时间拥有成果的护发项目更感兴趣。



Clients want to enjoy a variety of hairstyles regardless of age.

顾客无须忌讳年龄因素，尽情享受各种秀发造型。

Surveyed by Lebel in 2015 (n = 212/Women in their 40s to 50s)



Viege Hair Suppli 1  
Hair Treatment / 秀发护理

Adhesion bond of the cortex / 发丝皮质的粘合力

(Adhesion Repair and Reinforcement)  
(修复与强健粘合力)



Viege Hair Suppli 2  
Hair Treatment / 秀发护理

Adhesion bond of the cortex / 发丝皮质的粘合力

(Adhesion Repair and Reinforcement)  
(修复与强健粘合力)



Quinoa oil / 藜麦油  
Formulated in Hair Suppli 1 and 2  
置入Hair Suppli 1与2为配方



Chia seed oil / 奇亚籽油  
Formulated in Hair Suppli 1 and 2  
置入Hair Suppli 1与2为配方



Pistachio oil / 开心果油  
Formulated in Hair Suppli 3S, 3V and Plus  
置入Hair Suppli 3S, 3V与Plus为配方

Adhesion bond of the cortex cells and cuticle layers  
皮质与角质层中的粘合力

Elasticity Protection  
保护秀发弹性



Viege restores the internal resilience of the hair shaft that hollows out with time while intensively treating cuticle resilience.

The elasticity adhesion system is specifically developed for weak and thinning hair ends, as well as hair that is constantly exposed to perms and colouring.

Viege's hair treatment line helps restore elasticity for glamorous waves and curls to enhance your desired hair design.

Viege在密集修护角质层弹性的同时，卓效恢复将随着时间流失的发丝内在弹性。弹性粘合系统是特别为脆弱稀疏的发梢而设计，同时也可修护不断进行烫染的发质。

Viege护发疗程系列有助恢复发丝弹性，赋予秀发华丽的律动感与自然曲线，让你轻松驾驭渴望拥有的发型设计。



Viege hair Suppli 3S  
Hair Treatment / 护发疗程

Improved softness  
改善柔软度



Viege Hair Suppli 3V  
Hair Treatment / 护发疗程

Improved elasticity  
改善弹性



Viege Hair Suppli Plus  
Hair Treatment / 护发疗程

Protection of elasticity adhesion / 保护弹性粘合力

Weekly in-home hair supplement treatment (about four treatments) protects the suppleness and resilience of the hair condition following the Hair Suppli Menu.

每周根据Hair Suppli护发项目进行居家秀发养护疗程(约4次护理疗程)能保护发丝的饱满弹性。

<Instructions for use> <使用方法>

After shampooing, lightly squeeze out any excess moisture from the hair. Apply an appropriate amount from the hair ends and spread evenly throughout the hair and then rinse well. The product can be used as a daily hair treatment.

以洗发精洗发后，从发丝轻轻挤出任何多余的水份。从发梢开始适量涂抹并均匀彻底地推开至整体发丝，接着以清水冲洗干净。此产品可每天当作护发素使用。

Enhancement of elasticity adhesion / 增强弹性粘合力

(Elasticity protection, repair and fixing [Erucalactone])  
(保护弹性、修护与修复[植物性保护秀发原料Erucalactone])

Asparagus stem extract <For softening and moisturising/Formulated in 3S>  
Burdock root extract <For restoring body and suppleness while moisturising/Formulated in 3V>  
芦笋茎萃取 <柔软与滋润发丝/置入3S为配方>  
牛蒡根萃取 <滋润发丝，同时恢复丰盈饱满的秀发/置入3V为配方>

[Hair Suppli Menu Process] [Hair Suppli 护发项目过程]

Enhance the quality of your perm and hair colour to complement your desired hair designs.  
提升你的烫染效果，让你渴望拥有的发型更亮丽出色。



Menu process : Approx. 7 minutes

<The images and illustrations are only for illustration purposes of the components in the products>

Women wish to indulge in a hair care regime confidently and with pride.

女性希望通过护发程序以自信地宠爱自己，并且引以为豪。

Modern women embrace the beauty transformation they go through in life and seek to discover the beauty regimen that helps them to radiate beauty while embracing their evolving beauty. Being able to exude effortless youth and confidence everyday creates a sense of joy and excitement while practicing their daily beauty regimen.

现代女性拥戴她们于生活中体验的改造过程，并在不断进步的美发过程中，寻找能散发亮丽魅力的护理程序。在她们进行日常美发护理的同时，轻松简单即能每天展现年轻活力与自信，并为之感到愉悦振奋。



“Uncool”

“Obviously for older people.”

Some women have a negative image of anti-aging hair care products.  
有些女性对抗老化护发产品拥有负面的印象。

Surveyed by Lebel. In 2015. (N = 97/Women in their 40s to 50s)

Previous treatment experience... 过去的护理经验...

<p>Scalp care just feels pleasant. 头皮护理仅仅只是让人感觉愉悦。</p>	<p>My hair becomes light but not manageable. 我的发丝变得轻盈却难以梳理。</p>	<p>The texture is unsatisfactory even with increased elasticity and suppleness. 即使秀发增加了弹性与饱满度，发质仍然让人不满意。</p>	<p>The hair is heavier and the top looks flat. 发丝感觉更厚重，而头顶发丝显得扁平。</p>
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Necessary care for women includes... 专为女性设计的必要护理含概...

<p>Scalp care + Solid results 头皮护理 + 显著卓效成果</p>	<p>Light texture + Manageable hair ends 轻盈质感 + 容易梳理的发梢</p>	<p>Strengthening of hair + Supple texture XXXXXXX + XXXXXXXX</p>	<p>Fluffy hair roots + Beautiful silhouette 蓬松发根 + 亮丽曲线</p>
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Beautify your hair naturally from within, experience effortless beauty with Viege.  
由内至外地自然柔美发丝，轻松体验来自Viege 的亮丽成果。

# viege Line Up

## Home Care

Product Name	Size	
Shampoo Hair Treatment S/V 	240mL	
	600mL	
	1000mL (Refill)	
	2500mL (Refill)	In-salon use only
	30mL	
Medicate Essence <Quasi drug> 	100mL	
Root Care Mist 	180mL	
Oil 	90mL	

## Scalp Menu

Balance Suppli Soothing Suppli Vital Suppli 	95mL	In-salon use only
Base Suppli 	225mL	

## Hair Menu

Product Name	Size	
Hair Suppli 1 Hair Suppli 2 Hair Suppli 3 S/V 	250mL	In-salon use only
	800mL (Refill)	
Hair Suppli Plus 	40mL	

# LebeL

ALL YOUR OWN

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