



**PHYTO**  
BOTANICAL POWER

**PHYTO**  
BOTANICAL POWER

**BEAUTIFUL HAIR *is not possible*  
*without a* HEALTHY SCALP!**



*Natural plant based hair care*  
VEGAN | PARABEN-FREE | SILICONE-FREE | SULFATE-FREE

# *Phyto: a pioneer in* **BOTANICAL HAIR CARE**

---

For 50 years, PHYTO has replaced the water in its formulas with its carefully selected plant extract in order to obtain unique active formulas that preserve the hair's health and beauty. The fruit of a unique procedure developed by our laboratories these extracts are the brand's true signature!



## *The science* **OF PLANTS**

---

Natural plant-based ingredients make up for 100% of our formulas. This is why PHYTO takes care of hair from the root to the tip, in full respect of hair's ecosystem. Suitable for every hair type.



---

# TREATMENTS

---

# PHYTO SQUAM

## PHASE 1

**SEVERE DANDRUFF,  
ITCHING**

**WILLOW  
EXTRACT**



**INTENSIVE  
ANTI-DANDRUFF  
TREATMENT SHAMPOO**

## PHASE 2

**DANDRUFF  
& OILY SCALP**

**BLACK  
PEPPER**



**PURIFYING  
ANTI-DANDRUFF  
MAINTENANCE SHAMPOO**

**DANDRUFF**

*Treatments*



PHYTO PARIS

**CANITIES  
REPIGMENTATION**

# PHYTO RE30

The first anti-grey hair treatment\*  
coloring pigment free.

**38% REPIGMENTATION  
IN 3 MONTHS**

**77% GREY  
HAIR REDUCTION**



**ANTI-GREY HAIR  
TREATMENT**

**REPIGMENTING  
TECHNOLOGY**

\* Phyto

*Treatments*

Traitement anti-cheveux blancs  
TECHNOLOGIE REPIGMENTANTE  
**PHYTO RE30**  
Anti-Gray Hair Treatment  
REPIGMENTING TECHNOLOGY



PHYTO RE30

**HAIR LOSS  
REACTIONAL & CHRONIC**

**REACTIONAL HAIR LOSS  
IN WOMEN**

**PHYTO  
CYANE**

**PROGRESSIVE LOSS  
OF DENSITY**

**TULIP EXTRACT**

**MACA EXTRACT**

**PHYTO**  
PARIS

**92%**  
PRODUCT  
SATISFACTION

**INNOVATION**

**PHYTOCYANE**  
DENSIFYING HAIR SERUM FOR WOMEN

**99%**  
EFFICIENCY

**PROGRESSIVE LOSS OF DENSITY**

<b>DENSITY</b>	Lupin hydrolysate
<b>SHINE</b>	Patented organic maca extract
<b>STRENGTH</b>	Patented tulip extract

3 APPLICATIONS A WEEK - 12 tubes x 0.16 fl.oz. - 5 ml

**DENSIFYING HAIR  
SERUM FOR WOMEN**

REACTIONAL HAIR LOSS  
IN WOMEN

PHYTO  
CYANE

WEAKENED HAIR: STRESS,  
DIET, POST-PREGNANCY

ROSEMARY  
EXTRACT



REVITALISING HAIR  
SERUM FOR WOMEN

GINGKO  
EXTRACT



INVIGORATING  
SHAMPOO FOR WOMEN

Treatments

**HAIR LOSS  
REACTIONAL & CHRONIC**

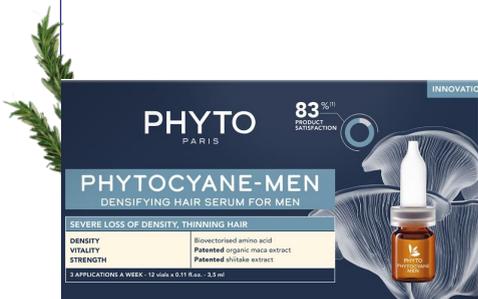
**REACTIONAL HAIR LOSS  
IN MEN**

**PHYTO  
CYANE**

**ROSEMARY  
EXTRACT**

**SEVERE LOSS OF DENSITY,  
THINNING HAIR.**

**SHITAKE  
EXTRACT**



**DENSIFYING HAIR  
SERUM FOR MEN**

**INVIGORATING  
SHAMPOO FOR MEN**

**THE DIETARY  
SUPPLEMENT  
STRENGTH, GROWTH, VOLUME**

# PHYTO PHANERE

Hair and Nails



**DIETARY  
SUPPLEMENT**

Supports hair growth  
and strength for fuller,  
thicker hair.

*Treatments*

OILY & SENSITIVE  
SCALP

PHYTO  
APAISANT

SENSITIVE &  
IRRITATED SCALP

PURSLANE EXTRACT



SOOTHING  
TREATMENT  
SHAMPOO

PHYTO  
CEDRAT

OILY SCALP

LEMON  
OIL



PURIFYING  
TREATMENT  
SHAMPOO

PHYTO  
PANAMA

OIL-PRONE SCALP

JUNIPER BERRY



BALANCING  
TREATMENT  
SHAMPOO

**ULTRA-DAMAGED  
& BRITTLE HAIR  
EXTREME REPAIR**

# PHYTO KERATINE EXTREME

The exceptional hair care ritual that offers ultimate repair, beauty, and resistance to damaged and brittle hair.

## SAPOTE BUTTER



STEP 1

EXCEPTIONAL  
SHAMPOO

## BAOBAB OIL



STEP 2

EXCEPTIONAL  
MASK



STEP 3

EXCEPTIONAL  
CREAM

*Beauty Hair Care*



---

# BEAUTY HAIR CARE

---

**DRY & ULTRA-DRY HAIR  
HYDRATION & NUTRITION**

# PHYTO 9

**ULTRA-DRY HAIR**



**APRICOT  
OIL**

**NOURISHING  
DAY CREAM  
WITH 9 PLANTS**

ALL HAIR TYPES  
ULTRA-GENTLE

# PHYTO PROGENIUM

The ultra-gentle hair care routine that maintains  
balance in the scalp and enhances all hair types.



BALANCE AND ENHANCE

ULTRA-GENTLE  
SHAMPOO

# PHYTO

PARIS

## NEW ARRIVALS

WHITE  
MALLOW  
EXTRACT



### SOFTNESS SHAMPOO

Cleanses the hair of the whole family with the greatest respect for the scalp.

OAT  
MILK



### SOFTNESS CONDITIONER

Detangles the hair of the whole family. The hair is softer, more supple and shiner.

SOFTNESS

# PHYTO

PARIS

## NEW ARRIVALS



### SOFTNESS DETANGLING MILK

Detangles both wet or dry hair of the whole family. It facilitates styling and eliminates frizz.



### SOFTNESS DRY SHAMPOO

A daily S.O.S. care, that cleanses without water in 2 min and restores volume & texture to the hair without leaving residue.



**PHYTO**  
PARIS

*À phytologie • With phytols*

**DOUCEUR**  
SOFTNESS

SHAMPOING SEC  
Tous cheveux

DRY SHAMPOO  
All hair types

75 ML 2.63 FL.OZ.

**PHYTO**  
PARIS

*À phytologie • With phytols*

**DOUCEUR**  
SOFTNESS

SHAMPOING DOUCEUR  
Tous cheveux, usage fréquent

SOFTNESS SHAMPOO  
All hair types; frequent use

260 ML 8.46 FL.OZ.

**PHYTO**  
PARIS

*Lait d'avoine • Oat milk*

**DOUCEUR**  
SOFTNESS

LAIT DÉMAILLANT EXPRESS  
Tous cheveux, sans rinçage

EXPRESS DETANGLING MILK  
All hair types, leave-in

6.07 FL.OZ.

**PHYTO**  
PARIS

*Lait d'avoine • Oat milk*

**DOUCEUR**  
SOFTNESS

APRÈS-SHAMPOING DOUCEUR  
Tous cheveux

SOFTNESS CONDITIONER  
All hair types

176 ML 5.91 FL.OZ.

# PHYTO

PARIS

## Steps

### 01

Massage a small amount of Phyto softness shampoo onto a wet scalp, then rinse. In case of contact with eyes, rinse thoroughly.

### 02

Apply Phyto softness conditioner to hair lengths after shampoo, leave on for 1 to 2 minutes, then rinse.

### 03

Apply to wet or dry hair. Detangle. No need to rinse. In case of contact with eyes, rinse thoroughly.

### 04

Shake well before use.  
Hold 20 cm from dry hair and spray onto roots.  
Massage in, leave on for 2 minutes, then brush the hair.

# PHYTO

## VOLUME

The revitalizing program that delivers  
body and energy to fine, flat hair.

**BAMBOO  
EXTRACT**



**VOLUMIZING  
SHAMPOO**

**TORMENTIL**



**VOLUMIZING  
CONDITIONER**

**YARROW**



**VOLUMIZING  
STYLING SPRAY**

# PHYTO

## VOLUME

Steps

**01**

Apply a small amount of Phyto volume volumizing shampoo 250ml on wet scalp and gently massage. Leave in for a few minutes and then rinse thoroughly.

**02**

Apply Phyto volume volumizing conditioner 175ml on the lengths after shampooing and distribute evenly. Leave in for a couple of minutes and then rinse thoroughly.

**03**

Spray into wet hair at the roots and lengths and comb through to ensure even distribution. Blow-dry or blow-dry upside down. No rinsing.

**LONG-LASTING *volume from***  
**ROOTS TO ENDS!**

# PHYTO

PARIS

## NEW ARRIVALS

JOJOBA  
OIL



### NOURISHING SHAMPOO

It delicately cleanses hair without weighing it down. Hair is softer and more supple.

WHITE  
MALLOW



### NOURISHING CONDITIONER

Detangles and nourishes without weighing down the hair fibre, leaving hair soft, shiny, and suppler.

# PHYTO

PARIS

JOJOBA  
BUTTER



## ULTRA NOURISHING MASK

A deep treatment for supple, soft and more beautiful hair & intensely nourishes without weighing down the hair fibre.

7 NOURISHING  
PLANT EXTRACTS



## NOURISHING DAY CREAM

It makes hair more manageable and easier to style.



**PHYTO**  
PARIS

Made in Japan - Japan oil

**NUTRITION**  
NOURISSEMENT

APRES SHAMPOING  
NOURISSANT  
Cheveux secs, très secs

NOURISSING CONDITIONER  
Dry, very dry hair

175 ML 5.91 FL. OZ.

**PHYTO**  
PARIS

Made in Japan - Japan oil

**NUTRITION**  
NOURISSEMENT

SHAMPOING NOURISSANT  
Cheveux secs, très secs

NOURISSING SHAMPOO  
Dry, very dry hair

250 ML 8.45 FL. OZ.

**PHYTO**  
PARIS

NOURISSANT  
NOURISSANT  
NOURISSANT  
NOURISSANT  
NOURISSANT  
NOURISSANT  
NOURISSANT  
NOURISSANT  
NOURISSANT  
NOURISSANT

**PHYTO**  
PARIS

**PHYTO**  
PARIS

**NUTRITION**  
NOURISSEMENT

MASQUE ULTRA NOURISSANT  
Cheveux secs, très secs  
ULTRA NOURISSING MASK  
Dry, very dry hair

100 ML 3.5 FL. OZ.

# PHYTO

PARIS

## Steps

### 01

Massage a small amount onto a wet scalp, then rinse.  
In case of contact with eyes, rinse thoroughly.

### 02

Apply Phyto Nourishing conditioner 175ml  
to hair lengths after shampoo, leave  
on for 1 to 2 minutes, then rinse.

### 03

Apply to hair lengths after shampoo, leave  
on for 3 to 5 minutes, then rinse.

### 04

Apply a small amount of product to the lengths of dry  
or towel-dried hair, focusing on the ends. No need to rinse.

DAMAGED, BRITTLE HAIR

PHYTO  
PARIS

NEW ARRIVALS

MALLOW  
FLOWER



REPAIRING  
SHAMPOO

Gently cleanses and repairs  
damaged, brittle hair.

KERATINE  
A18+



REPAIRING  
CONDITIONER

Repairs and strengthens  
damaged hair and prevents  
breakage as it detangles.

# PHYTO

PARIS

MALLOW  
FLOWER



## INTENSIVE REPAIRING MASK

Repairs hair lengths deep down. It instantly restores and consolidates damaged, brittle hair.

KERATINE  
A18+



## HEAT PROTECTION SPRAY ANTI-BREAKAGE

Protects hair fibres from breakage during blow-drying, up to 230°C. It repairs and smooths away frizz.



**PHYTO**  
LABS

Extrait Aib. - Extrait Aib.

**REPARATION**  
Ectop.

DEEP THERMO-PROTECTEUR 280°C  
NO-COOL

Chévre alénois, célestins

20°C HEAT PROTECTION SPRAY  
AIR-BREAKAGE

Damaged, brittle hair

150 ML 5.07 FL.OZ.

**PHYTO**  
LABS

Extrait Aib. - Extrait Aib.

**REPARATION**  
REPAIR

APRES-SHAMPOING  
REPARATEUR

Chévre alénois, célestins

REPAIRING CONDITIONER

Damaged, brittle hair

175 ML 6.91 FL.OZ.

**PHYTO**  
LABS

Extrait Aib. - Extrait Aib.

**REPARATION**  
REPAIR

MASQUE REPARATION INTENSE

Chévre alénois, célestins

INTENSIVE REPAIR MASK

Damaged, brittle hair

200 ML 8.78 FL.OZ.

**PHYTO**  
LABS

Extrait végétale - Benzoiné lavandin

**REPARATION**  
REPAIR

SHAMPOING RESTRUCTURANT

Chévre alénois, célestins

RESTRUCTURING SHAMPOO

Damaged, brittle hair

250 ML 8.45 FL.OZ.

# PHYTO

PARIS

## Steps

### 01

Massage a small amount of Phyto Repairing shampoo a wet scalp, then rinse. In case of contact with eyes, rinse thoroughly.

### 02

Apply Phyto Repairing conditioner 175ml to hair lengths after shampoo, leave on for 1 to 2 minutes, then rinse.

### 03

Apply to hair lengths after shampoo, leave on for 3 to 5 minutes, then rinse.

### 04

On wet hair, spray on lengths and ends and proceed with styling. No need to rinse. In case of contact with eyes, rinse thoroughly.



---

HAIR COLOR

&

*Color treated  
hair care*

---

COLOR-TREATED,  
HIGHLIGHTED HAIR  
HAIR COLOR

# PHYTO COLOR

The first ammonia-free permanent hair color  
with botanical pigments that makes no compromise  
on color results and feels amazingly gentle!



A high concentration of botanical pigments  
to create colors full of nuance.  
Up to 74% in the pigment base, depending on the shade.

COLOR-TREATED,  
HIGHLIGHTED HAIR  
COLOR PROTECTION

# PHYTO COLOR

A range that protects and revives the radiance  
of color-treated and highlighted hair.



STEP 1

MILK  
DEVELOPER



STEP 2

COLORING  
CREAM



STEP 3

COLOR  
PROTECTING  
MASK

# PHYTO COLOR

A Selection of 23 shades:  
The Essential Basics

## 10 FUNDAMENTAL SHADES



16 deep, intense and luminous shades that cover 100% of gray hair  
and offer long-lasting results, for intense, natural color  
and shiny, protected and nourished hair.

4 BROWN SHADES



5 GOLDEN SHADES



4 NEW SHADES



COLOR-TREATED,  
HIGHLIGHTED HAIR  
COLOR CARE

# PHYTO COLOR

A range that protects and revives the radiance  
of color-treated and highlighted hair.

## WHITE MALLOW EXTRACT



ANTI-FADE  
SHAMPOO

## KARANJA OIL



RADIANCE  
ENHANCER  
CONDITIONER

## PEPTIDES RICE COMPLEX



COLOR  
EXTEND MASK

# PHYTO

## COLOR

### Steps

#### 01

Apply a small amount of Phyto color Anti Fade shampoo 250ml on wet scalp and gently massage. Leave in for a few minutes and then rinse thoroughly.

#### 02

Apply Phyto Color Radiance enhancer conditioner 175ml on the lengths after shampooing and distribute evenly. Leave in for a couple of minutes and then rinse thoroughly.

#### 03

Apply Phyto Color Extend Mask 200ml to the lengths after shampooing and distribute evenly. Leave in for five to seven minutes and then rinse thoroughly.

*The HAIR IS SOFT and  
the color is REVEALED!*

**BLEACHED BLONDE,  
NO YELLOW**

# PHYTO VIOLET

**PURPLE  
EXTRACT**



**STEP 1**

**NO YELLOW  
SHAMPOO**

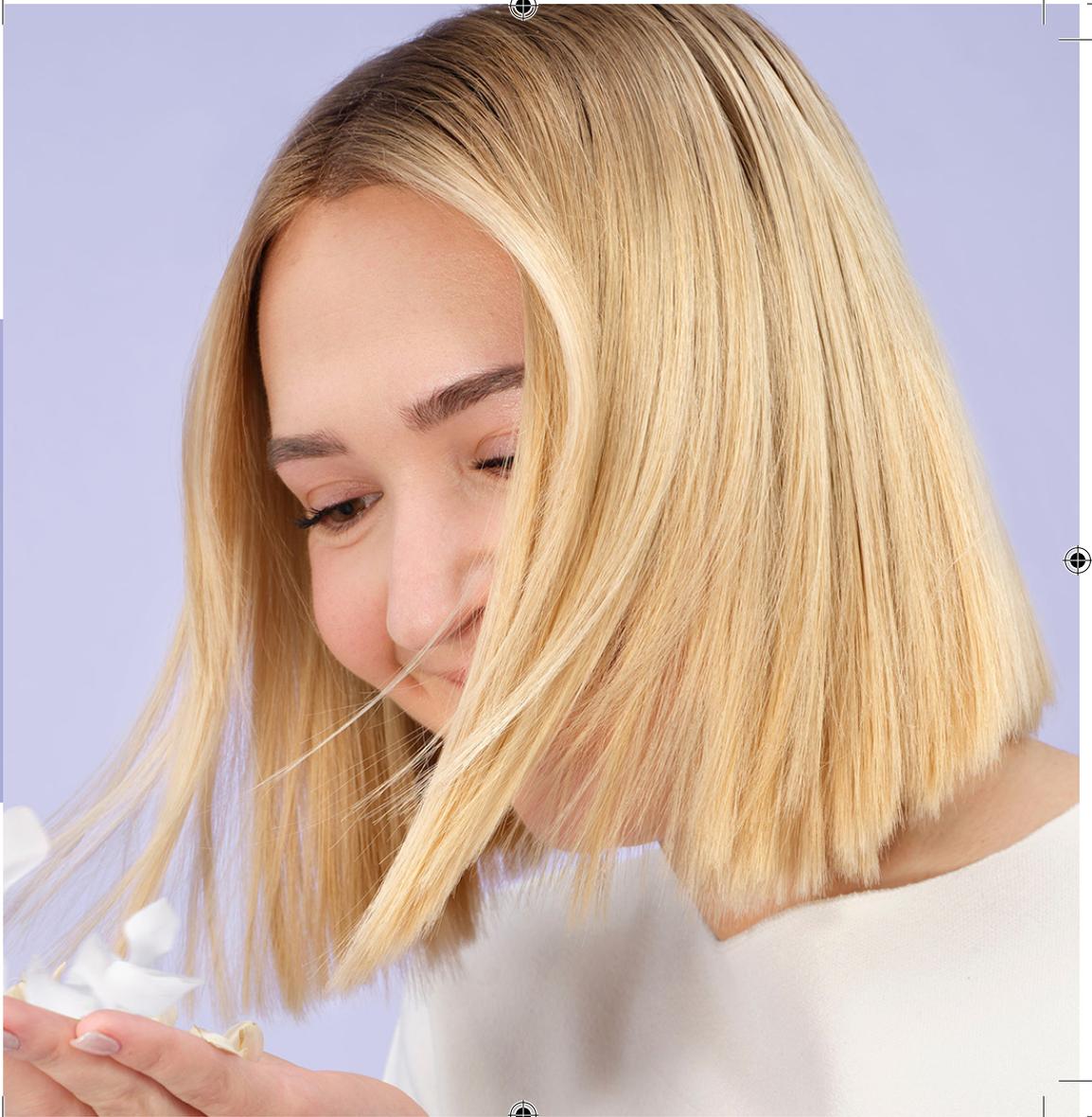
**EDELWEISS**



**STEP 2**

**REPAIRING NO  
YELLOW MASK**

*Color-treated hair care*





 [Phyto\\_UAE](#)

 [PhytoUAE](#)

Distributed by Al Shabak General Trading Co. L.L.C