



 since 1943
VITAMINS[®]
hair cosmetics





Vitamins - Boutique Factory for High End Cosmetics

Vitamins Cosmetics was founded more than 70 years ago by Mr. Haim Shetrit; an acclaimed apothecary, who prepared natural cosmetic remedies right out of his home kitchen. Brewing marvelous hair treatment concoctions, he became very successful at achieving results for his loyal customers. Over the years he developed and ran the official Israeli Hair Faculty, served as President of the Israeli Book Union, chief instructor for L'Oréal and was well known worldwide for his expertise in his field. Those trade secrets were passed down generation to generation and improved over time, along with new findings and technologies.

Uncompromising product quality is foundational to Vitamins, persisting non-stop, for more than 70 years, to maintain and out-do its outstanding reputation among customers. Throughout the process, careful consideration and great effort go into each of our products, resulting in extraordinary treatment solutions for all hair and body-care issues. Thanks to using the highest quality materials based on nature's wonders, Vitamin's products are eco-friendly and toxic-free. The actual manufacturing process of some products is still kept to older standards, handled with care and by hand, to make sure things are held to the highest of quality standards.

Vitamins's goal is to develop the ultimate solution for every known hair type and need, for both women and men.

Understanding the importance of great looking hair and the influence it has over the appearance of one's age, we provide treatments designed to meet a wide range of damaged hair types, graying, hair loss and other conditions associated with the scalp and skin. Our excellent specialty hair care products contain the latest cosmetic technology that influences the cells and rejuvenates dormant youthful properties. They help restore hair to a younger and healthier appearance, and are available in various gels, foams, sprays and serums. This line of products is designed to restore the vitality of hair that has undergone various chemical treatments or damage by weather.

Private Label – the tens of thousands of items produced by our factory can be packaged in any shape and size - industrial containers, jars and bottles, and can be adapted to all market sectors. We combine in-depth knowledge of business needs, trends, creative skills and artistic passion, to develop an extensive line of top-quality, chic and non-branded wholesale cosmetic products, suitable for professional makeup artists, industry professionals, independent salons, spas and national retailers. Our in-house research and development team uses state-of-the-art techniques and ingredients to custom create the highest quality personal Hair & Body care.



Vitamins Laboratories have produced a series of hair treatments and nurturing products based on the famous Argan Oil which was discovered by our founder in the early 70's of the 20th century in his root's trip to Morocco, thus being one of the first to actually use the benefits of the Argan Oil. This line has started our distinction between two major kinds of hair, thick and thin, that need different approaches and treatments to get the best desired results.



Argan Serum and Shining Spray

Argan Oil is the leader among various types of plants that contain large quantities of vitamin E and anti-oxidants substances - essential for dry hair. This serum is especially designed to protect hair from the 220c° direct heat coming from hair dryers and straighteners. Frequent use substantially improves hair condition, making it soft, pleasant, full-bodied and shiny without any oily residue.

Argan Shampoo and Mask conditioning Treatments

Our SLS, Salts and Paraben free shampoos are specially designed to provide a perfect balance between cleansing and nourishing attributes. Thanks to Argan Oil enrichment and 8 other essential oils, the shampoo along with the mask, form a specific treatment for each hair type: from thin to normal, through normal to thick, and up to thick coarse hair, dry and damaged, hair strengthening, dandruff cleansing, color treated, oily scalp with dry tips and more...

Argan Leave In Conditioner creams

From light bodied, easily absorbed hair lotions, to thick, rich volume-reducing hair creams. Rich in nourishing vitamins, all leave in conditioners are made to restore hair's original glow and shine, rebuilding the hair structure to give it a healthy bounce by rejuvenating its elasticity and vitality.

Body Care

It wouldn't be fair not to treat the skin with Argan's unique attributes. Vitamins Body Lotion and Oil along with other herbal extract will help renew and calm cracked skin. Easily absorbed, protects the skin against dryness and leaves the skin soft to touch.



ARGANIA'S SECRETS®

Premium series made especially for hair that has undergone chemical treatments. Each hair type is given a specific treatment that suits it best for optimal results.



ARGANIA'S SECRETS 3 SET SERIES

Red Argan

In a small village in Morocco, where Argan trees are grown alongside strawberry plants, the locals know a secret method of producing Argan oil that has a deep red color. The oil is produced in an age-old method using millstones to drain the oil from the hard shell of the Argan nut. This Premium series is made specially for thick hair and consists of Red Argan Shampoo, Mask, Hair Serum, Conditioner, Body Lotion and Body Oil.

Argan & Dead Sea miraculous combination

The Dead Sea is the lowest point on Earth (425 meters below sea level), and despite its name, it provides us a world of life-promoting ingredients. The Dead Sea combines vitality, health and beauty in its magical waters, that contain the highest concentration of minerals in the world - 32%! Minerals such as magnesium, calcium, potassium, iron, strontium and more...

This Premium series is made especially for thin hair and consists of shampoo, hair mask, serum and conditioner.

Argan & Keratin

Keratin is a protein produced naturally by the body. It forms the base for building skin, nail and hair cells in the human body, and helps maintain their strength and health. As we age, the body produces smaller amounts of this important protein, which requires us to catch up in order to maintain a healthy body and a perfect look.

The Keratin and Argan series includes quality preparations based on keratin, intended to restore and nourish the hair and skin. The preparations incorporate also Argan oil, providing moisture and shine to hair. The combination of these two ingredients will greatly benefit hair that has been dyed or straightened multiple times, and amazing results can be seen quickly. This premium series is made especially for hair that has undergone chemical treatments, and consists of shampoo, hair-mask, serum, conditioner, body lotion and body oil.



WHEAT GERM OIL

Wheat Germ natural oil is one of the best ways to treat some of the damages we inflict on our hair. It helps replace lost moisture and possibly helps prevent future damage.



WHEAT GERM OIL SERIES

Wheat Germ Oil Serum

If you want to help treat some of the damage you inflict on your hair, Wheat Germ natural oil can help replace lost moisture and possibly help prevent future damage. Dry hair might suffer splitting and breaking, frizziness and static. Wheat germ oil is comprised of long-chain fatty acids that give it emollient properties, that relieve dryness, add softness and moisture to your hair. It contains squalene which is the main component of the skin surface polyunsaturated lipids, making it close to the actual oil our body produces. This type of oil is readily absorbed by skin cells and hair.

Wheat Germ Shampoo

For dry, damaged hair, this nourishing shampoo is made with Active Naturals Nourishing Wheat Complex, which is a blend of wheat protein and wheat germ oil that targets and fortifies the weakest part of the hair to restore strength, softness, and shine. Just several uses will help repair dry, damaged hair.

Wheat Germ Conditioner

The Wheat Germ conditioner does much more than nourish and condition — it quenches the driest hair with a fusion of gentle conditioners and moisturizers, providing the three key elements that give hair life — strength, softness and shine.

Wheat Germ Mask

Hydrates and nourishes damage hair. This unique mask is able to leverage traditional oil status to seal the hair and complements this sealing capacity with a strong affinity for hair proteins not found in other hair oils. Deeply conditions, detangles, hydrates and revives dull and dry hair improving its manageability and elasticity and giving it a beautiful shine.





KERATIN

A unique combination of Keratin Protein which is the main substance hair is made of, Argan Oil, Vitamin E, herbal extracts and essential oils come together in this Keratin based Series to revive your frizzled locks quickly and easily. It's safe for everyday use, and with each use, your hair condition will improve, picking up more flexibility and shine. Dry, damaged hair can be a thing of the past when you begin to use this Keratin Series.



KERATIN SERIES

Keratin Hydro Serum

Keratin infused protein serum rejuvenates dry hair, damaged by environmental conditions & hair styling heat products, so your hair is soft, moisturized and shiny. Unique aqua hair serum leaves your hair clean and silky without a heavy, greasy feeling, so your hair has full volume and glossing shine. Protects against sun damage and split ends So your hair cuticles are strong, vital and flexible.

Keratin Shampoo

Dry, dull, damaged hair from chemicals, sun and surf, chlorine in pools and daily environmental damage, taking you from drab to dazzling! Cleanses & nourishes the hair cuticles with vitamins and fatty acids, giving your hair bounce, shine and a balanced PH.

Keratin Mask - thin hair

Unique deep conditioner hair mask formula combines Keratin, Argan Oil, herbal extracts and vitamin E in a rich creamy mask, giving you deep conditioning for your dry, damaged, thin fine to normal hair. Frequent use softens and strengthens the hair cuticles & scalp, making fine hair manageable, supple, and silky. Keratin protein thickens fine hair, adds volume and flexibility so you have an easier styling to create a bouncy, vibrant look.

Keratin Mask – Thick Hair

Keratin & Argan deep conditioner for dry & damaged dull hair to deeply nourish, hydrate & moisturize your hair for healthy vitality and shine. Keratin amino acids penetrate hair cuticles to repair, strengthen and protect your hair from environmental damages. Continued use of Keratin mask results in increased supple, silky and shiny appearance for thick, wavy, coarse and afro-ethnic hair types.





MEN DESIGN

MEN CARE SERIES

A full range of men's quality nourishing and styling products.



Styling

Pomade - Medium-to-Strong hold and shine when applied to damp hair. It's perfect for short and medium styles, especially if you need a little old-school business pomp.

Gel - Maximum hold and high shine when applied to towel-dried hair.

Cream - Cream is great for medium and longer styles. It gives you a light hold with little shine, and is best applied to towel-dried hair. It gives longer styles some light control and direction without locking it in place, and it keeps medium hair looking healthy and intentional—no messy bedheads here. Use a blowdryer for slightly firmer hold.

Clay - get a matte finish with plenty of texture and a medium, malleable hold. Apply it to clean, dry hair and then style it.

Cream Glaze - This hybrid product combines the silky, shiny texture that a glaze provides with the light hold of a cream. It's basically a Frankenstein of hair product that can get you the style you want while giving your hair some nourishment and a bouncy look. Apply a nickel-sized amount to dry hair for a textured, semi-shine look, or to wet hair if you prefer a little more sheen.

Face Nourishing

Quick, easy, fuss-free products are what Vitamins Men face care is all about - aftershave and moisturiser, which gets you maximum results with minimum effort. As well as minimising razor burn it hydrates, refines, improves skin barrier strength and reduces excess oil. Give your skin the treatment it deserves with our pre-shave face wash, face serum, face cream or after shaving serum.

Beard Treatment

Make your beard grow faster, stronger and thicker. Uses as cologne, but one that doubles as a hair and skin moisturizer on top of adding shine and body to your beard. Soften your facial hair, as well as moisturize the skin, reduce itching and create the conditions for healthy growth and smoother beard trimming. Vitamins combines jojoba oil, hemp seed oil, argan seed oil and more to soften and calm both beard and skin. Pamper it with one of our Beard Serum, Beard Oil or a special Beard Cream.





ACE MEN CARE SERIES

The Story of Lucille - Back in the Wild West, Lucille was known for treating customers at a famous notorious saloon. For each 'gent' with some gold in his pockets, she filled up a wooden tub with hot water, concocted a special beard and mustache treatment of hot disinfecting oils, added aromatic perfumes and styling lotions, and helped them shed the dirt. Then, she got the hipster outlaws back on the road. Or so the legend goes...



ACE ENERGETIC MEN CARE SERIES

Beard Oil

Natural formula, combines TSL oils complex. Soothes the skin and softens the beard. Cleans and disinfects bacteria and dirt. Neutralizes unpleasant odors and dispels smoking odors. Beard looks healthy, clean and soft.

Beard Wash

Special formula for cleaning face and beard. Effective and thorough cleaning product that grants a fresh and energetic feeling. Appropriate viscosity for a beard. Washes off easily and does not dry the skin. Neutralizes unpleasant odors and dispels smoking odors.

Beard Cream

Natural ingredients that moisturize and soften facial beard. Light texture that grants a pleasant and relaxing feeling throughout the day. Absorbs into the beard without leaving a greasy feeling – moisture for men at its best! Provides a lightweight design to the beard. Adds moisture to the male facial skin.

Body Wash

Refreshing and effective formula for cleaning and softening the skin.

Contains natural ingredients that moisturize the skin and leave it fresh with a clean scent, for several hours after shower. Suitable for all skin types.

Beard Hydrating Treatment

Deep conditioning beard mask, Nourishes beard hair and moisturizes facial skin, Leaves the beard looking healthy, shiny and soft.





SMOKEY MEN CARE

A unique approach of dealing with tobacco scents and smoking side effects. Special perfume blends are used to harmonize with smoke.



SMOKEY MEN CARE SERIES

Beard Oil

Natural formula, combines TSL oils complex. Soothes the skin and softens the beard. Cleans and disinfects bacteria and dirt. Neutralizes unpleasant odors and dispels smoking odors. Beard looks healthy, clean and soft.

Beard Wash

Special formula for cleaning face and beard. Effective and thorough cleaning product that grants a fresh and energetic feeling. Appropriate viscosity for a beard. Washes off easily and does not dry the skin. Neutralizes unpleasant odors and dispels smoking odors.

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Natural ingredients that moisturize and soften facial beard. Light texture that grants a pleasant and relaxing feeling throughout the day. Absorbs into the beard without leaving a greasy feeling – moisture for men at its best! Provides a lightweight design to the beard. Adds moisture to the male facial skin.

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Famous Outlaws – Hair Styling Products for Men

Following the TSL beard and body products, Vitamins is introducing a new line of hair styling products for men. TSL was inspired by The Story of Lucille, back in the Wild West; following her lead, the new hair styling products are named after famous outlaws from the same period. Their choice of practice is questionable, but these gents knew what a hip head should look like. Each product in the Famous Killers series provides a different composition of SHINE, HOLD and SLICK. The exact composition appears on the label, just draw the preferred style. All products are well scented with uniquely blended masculine perfumes.



Famous Outlaws – Hair Styling Products for Men

Black Jack - Silver Cream / Coloring Cream

A designing and coloring cream, for blurring off white hair and beard, and covering areas of sparse hair. Medium grip with a nice feeling texture. The color wares off during hair wash.

Billy The Kid - Finish Cream

A soft and shiny cream designed to attain shiny hair throughout the day, with a light grip. Suitable for both short and long hair, appropriate for " tied back" hairstyles or for men looking for a light-grip cream.

Buffalo Bill - Super Clay

Non-shiny, matte hair styling cream. Shapes hair to be elastic with a natural look. Suitable for dry and wet hair, and for stylish hair designs.

Frankie James - T-Gel

Extra strong gel with a firm grip that doesn't leave flakes on the hair. The T-Gel hardens and stays hard all day, even in dynamic physical situations. Suitable for shaping spikes, tight hair, short or asymmetric hair styles.

Big Jim Courtright - T-Tree Flexie Shaper

A versatile cream with a soft to medium grip, for designing non-rebellious to wavy hair. A combination of wax and cream with a controllable degree of shininess; the more combing the less shine. Suitable for medium length hair, special hairstyles, can be used with a blow-dryer.

Jesse James - The Shiner Silck Gel

For those who miss the slick brilliantine and stretched backwards hair styles. An innovative version with a firm texture, suitable for all hair types.

Butch Cassidy - Aqua Wax

Water based non-greasy wax that freezes hair. Can help design various hairstyles and easily takes control of rebellious hair. Has a medium shining effect, eliminated when brushing or blow-drying. Leaves hair in an easily combed intermediate firmness.





New series of natural, plant-based care products. The series includes body lotion, cleansing gel and bath foam for the perfect pampering and calming care treatment for body and soul. The preparations are rich in vitamins and combine unique perfume essences in a variety of delightful scents.

This line is an addition to our well known professional hair care products, enabling you to pamper yourself from head to toe...



Palm Lavender

A fragrance of desert palm and French lavender, the perfect balance of the nature of the desert and the classic floral lavender scent of Provence, France.

Walnut and Pine

Suitable also for men – based on a well-known masculine fragrance with a touch of pine scent.

Wild Strawberries

A cocktail of feminine fragrances with a note of strawberry.

Primrose Mint

A solid and delicate feminine blend of fragrances, primrose with just a touch of mint - Light and fresh, very suitable for hot summer days.

Cocoa and Coconut Milk

Strong cocoa and delicate coconut blend in a rich aroma of fruity scents with a subtle touch of refreshing vanilla.

Pear- Japanese Cherry

The cherry Alie fragrance combines feminine and sexy perfume with just a note of Japanese cherry.

Body Cream

A relaxing scented body lotion providing vitality to your skin, nourishing and enriching it with vitamins A and E, and with Omega 3, 6, and 9. The cream is absorbed easily into the skin, refreshing it and giving it a perpetual healthy look. The cream is suitable for all types of skin and is intended for daily use.

Peeling Shower Gel

Thoroughly scrubs the body, removing dead skin cells and promoting skin rejuvenation, while nourishing the skin, leaving it soft and smooth. Perfumed with luxurious scent, it creates a sense of freshness that lasts throughout the day. Recommended for daily use.





Brings you the magic of coconut. These tropical products for your hair and skin, made with coconut butter, are plant-based with all of the natural goodness of the coconut fruit—rich in moisture, packed with vitamins and protein, and with anti-bacterial properties and antioxidants, promoting the quick soothing and healing of irritated or blemished skin. A fresh, tropical scent leaves you feeling vibrant, invigorated and fragrant. Designed for all hair and skin types.



COCONUT DELIGHTS SERIES

Coconut Delights Hair Oil: Since ancient times, it's well known that massaging coconut oil into your hair—from the roots to the tips—has remarkable results, making hair more beautiful. Coconut oil gives shine to lusterless hair and minimizes split ends. It protects hair from damage resulting from the harmful effects of the environment or chemicals such as hair dye and hair straightening treatments. For maximum effect, use this together with Coconut Delights Hair Mask.

Coconut Delights Hair Mask: This hair mask is made with coconut butter, rich in protein and vitamins, with an incredible ability to heal damaged hair. The natural properties of the coconut improve your hair's health and give it a lustrous shine. Regular use of Coconut Mask for Hair nourishes the hair roots and minimizes split ends. The natural substances that rejuvenate and thicken the hair penetrate your hair follicles and help protect your hair from damage caused by hair dyes and hair straightening treatments. For maximum effect, use this together with Coconut Delights Hair Oil.

Coconut Delights Body Wash: This body wash, enriched with coconut oil, is particularly effective in maintaining the skin's natural moisture and has anti-bacterial properties that help protect the skin. Washing with Coconut Body Wash keeps your skin soft and supple, giving you a refreshing and indulgent feeling. For maximum effect, use this product together with Multi-Purpose Coconut Butter.

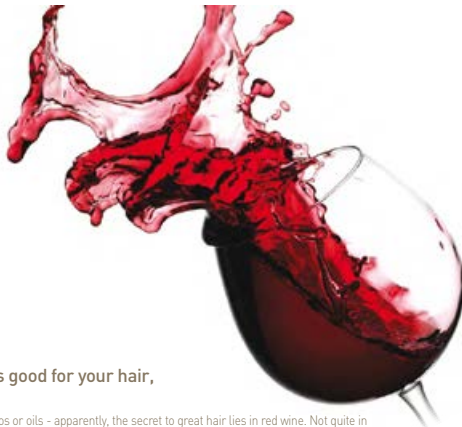
Multi-Purpose Coconut Butter: Coconut Butter is rich in proteins that improve your skin's elasticity and maintain its natural moisture. Easily absorbed, it soothes irritated skin and heals blemishes, rejuvenating your skin so that it looks smooth, supple and radiant. Regular use of Coconut Butter makes your skin feel soft and silky. For maximum effect, use this product together with Coconut Delights Body Wash.

Coconut Delights Face Wash: Made with coconut butter, this Face Wash easily removes foundation and cleanses your skin of eye makeup, lipstick, and other kinds of water-resistant makeup, including oil-based products. It lubricates your skin, making it look beautifully fresh and radiant. For maximum effect, use this product together with Coconut Delights Facial Toner.

Coconut Delights Facial Toner: This purifying, alcohol-free facial toner made from coconut butter provides a deep but gentle cleansing of your skin. The coconut butter has antibacterial properties and antioxidants that thoroughly clean pores and disinfect blemishes or pimples. Rich in moisture and protein, it ensures that your skin is clean without drying it out, so that it feels fresh and radiant. For maximum effect, use this product together with Coconut Delights Face Wash.



Beauty ^{BY} COSMOPOLITAN



So, red wine is good for your hair, apparently...

Forget pricey shampoos or oils - apparently, the secret to great hair lies in red wine. Not quite in a glass though, if you're wondering why you don't have hair to rival K-Middy with your drinking habits... But it's not just a clever sales tactic: there is some science to back this theory up. The red wine extract in the products contain polyphenols, which strengthen, detoxify and repair damaged hair. It'll also take away any brassy tones and leave your hair super-soft. Basically, wine cures (almost) everything - as if we didn't know that. The range offers a shampoo, conditioner and a leave-in elixir, amongst other products. Sadly, you won't get the same effect from pouring it straight onto your hair, though, so don't try that at home after you've had a glass...

This unique Series all based on Wine Extract is one of our most unique private labelling projects.
We have once again, as done with Argan Oil in the early 70's of the 20th century found a new way for tradition to serve innovation ...

Fights free radicals: anti-stress, detoxifies, purifies, soothes ...

- Delays Skin's and hair's ageing process ;
- Acts as a natural pigment

POLYPHENOLS

According to recent studies, these plant-derived molecules are more powerful antioxidants than either of the antioxidant Vitamins, specifically 20 times more powerful than Vitamin C and 50 times more powerful than Vitamin E.

In addition, like Vitamin E, the polyphenols have the capacity to replenish the antioxidant activity of exhausted Vitamin C

Completely natural and inspired by the art of the wine-maker,

- fight processes associated with ageing
- inhibit the generation of all types of free radical
stimulate collagen and elastin synthesis in the skin and hair thereby keeping it firm and elastic
- inhibit elastase activity and also the activity of various enzymes involved in inflammation-thereby soothing the skin and hair and combating the ageing process
- reduce melanin synthesis and inhibit tyrosinase activity, thereby
lightening the skin and hair, restoring the brightness of the complexion and preventing the appearance of pigmented spots.



CORIOLISS - PRIVATE LABEL



Keratin - To the Rescue

A series of keratin products that help rebuild the hairs structure after being damaged with chemical treatments and direct heat from straighteners and hair dryers.

Baking Soda - Detox O'clock

Best Solution for oily hair which picks up environmental pollutants and strong smells.

Baking soda can easily fix this problem because it helps reduce oiliness and also neutralizes foul odors. Baking Soda helps banish those annoying white flakes (Dandruff) on your scalp and hair. It clarifies the scalp and helps clear off flakes. In addition, its alkaline nature balances the pH level of the scalp to a clean and healthy equilibrium.





Shea Butter – Into the Deep

Deep nourishing treatment for damaged hair. The presence of vitamins A and E makes Shea Butter an excellent moisturizer to moisturize your hair from the roots to the tips. Thus, it can be used as a natural conditioner. It is highly effective in locking in moisture, without leaving the hair greasy or heavy. Shea butter has wide usage in curly hair treatments due to its emollient qualities. A number of chemical treatments like straighteners, perms, curlers, etc. are responsible for stripping off the natural moisture from the hair. Shea butter can help restore this lost moisture.

Argan Oil – Defend the Weak

Most famous oil to date. Argan is probably the richest oil in vitamins and positive attributes to the hair. Nourishing, strengthening and rehabilitating are few of them, giving the hair it's vitality back and protection against weather and chemical damage inflicted to the hair.





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