



GENERAL CATALOGUE

March 2026

Shot[®]
PROUDLY MADE IN ITALY



BRAND BOOK

INDEX

BORN TO BE ONHAIR	Pag. 3
BORN TO BE TONER	
AMBITION TECH	Pag. 4
OXI	
AMBITION COLOR	Pag. 5
K-SMOOTH	Pag. 6
WAVE OR PERM	
PRODIGE REPAIR & KERATIN	Pag. 7
TRICOILOGY	Pag. 8-9
CARE DESIGN	Pag. 10-11
WORK ACTIVITY	Pag. 12
REPARA	Pag. 13
PARFUM	
MULTITASKING	

Shot[®]
PROUDLY MADE IN ITALY



Shot | Born To Be

Color Crew



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



BORN TO BE BLOND
Hair color cream special blond
Crema colorante special blond
100 ml



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

- NO AMMONIA
- NO PPD
- NO RESORCINOL



BORN TO BE TONER
Hair toning cream
Crema tonalizzante per capelli
100 ml

- NO DAMAGE NATURAL BASE
- NO AMMONIA
- NO PPD
- NO RESORCINOL

LUXURY EXCLUSIVE PATENTED FORMULA

Shot | On Hair

Strong Colors



POWER COLOR
Hair color cream
Crema colorante per capelli
100 ml

Shot | Born To Be

Just 10 Minutes



BORN TO BE FAST
Hair color accelerator
Riduttore del tempo di posa
100 ml

Shot | Born To Be Toner

Color Allies



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



BORN TO BE TONER
Soft activator 3 vol.
Attivatore soft 3 vol.
1000 ml

Shot | Ambition Tech



- 5 NUANCE
- EASY TO MIX
- HIGH-PERFORMANCE
- MODULATE THE REFLECTIONS

BLONDING BOOSTER
Additive color for bleaching
Additivo colore per decoloranti
80 ml



- NO RINSE

ANTI-YELLOWING MOUSSE
Mousse for blond and meches hair
Mousse per capelli biondi e con meches
200 ml



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



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



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



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



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



SHAMPOO PREPARATORE
Alkaline shampoo
1000 ml



SHAMPOO ACIDIFICANTE
Technical acidifying sh.
1000 ml



EQUALIZZATORE ACIDIFICANTE
Acidifying technical equalizer
250 ml



MOUSSE RIPARATRICE
Repairing mousse with bran
200 ml



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



BLUE GEL OSSIDANTE SPECIAL BLOND
Oxidizing blue gel special blond
Emulsione ossidante in crema
10, 20, 40 vol - 1000 ml

Shot | OXI



SHOT OXI
Oxidizing emulsion cream
Emulsione ossidante in crema
10,20,30,40 vol - 150ml | 5, 10,20,30,40 vol - 1000 ml

Shot | Ambition Color

Bleach & More



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

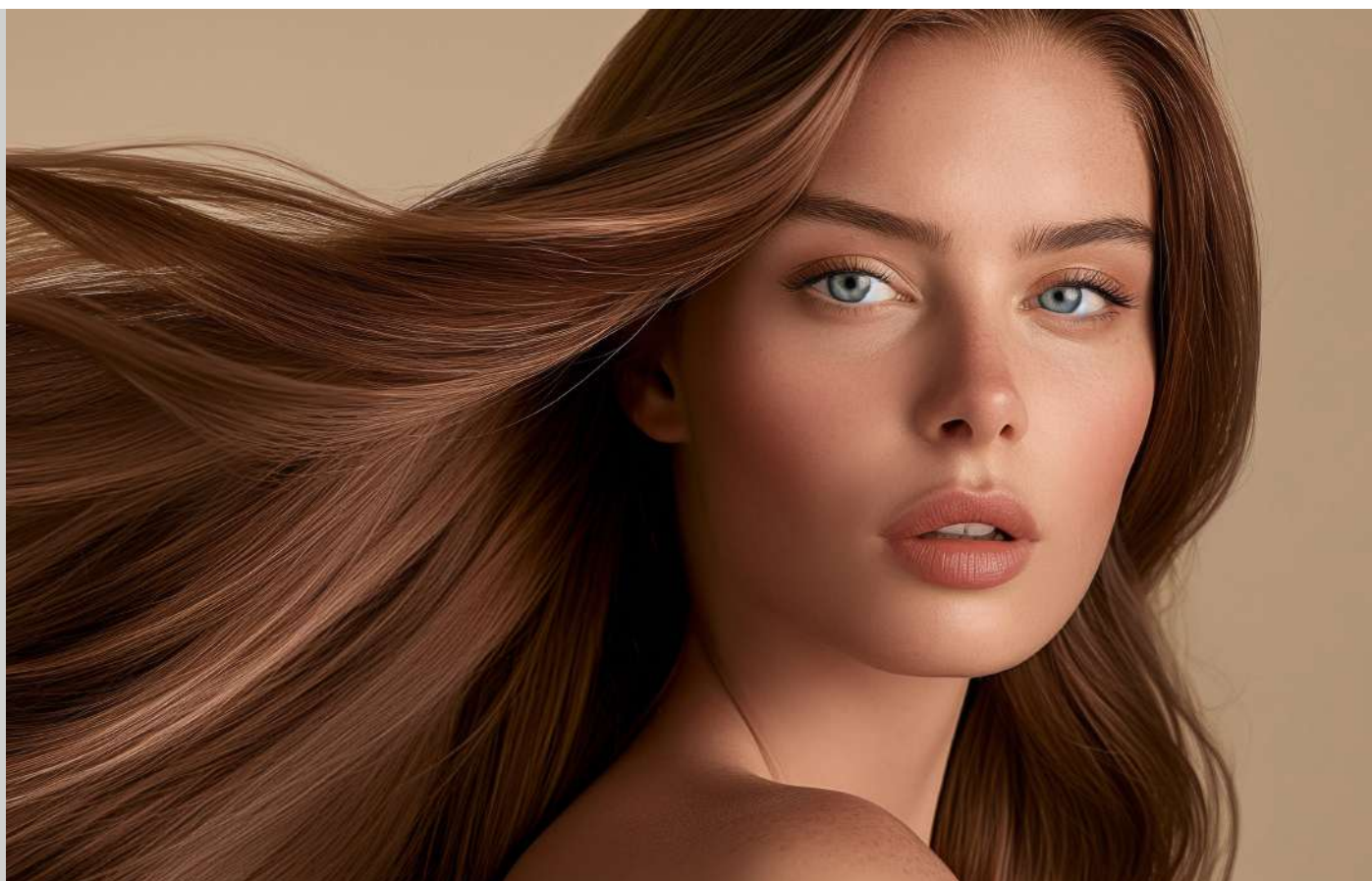
Direct Color Mask



EXTRA PIGMENT MASK

Pigment mask for coloring, reflexing, toning and polishing
Maschera pigmentata per colorare, riflettere, tonalizzare e lucidare

400 ml | 200 ml



Extra-liss

Shot | **K-Smooth**



2 - KERATIN GLYOXY
Smoothing fluid
Fluido stirante
500 ml



3 - OPTIMIZING MASK
Mask for straight hair
Maschera per capelli lisci
500ml

Move Your Hair

Shot | **Wave or Perm**



MY PERM
Perm
Permanente
500 ml



MY MODULATOR
Modulator liquid
Liq. modulatore
500 ml



MY FIX
Neutralizer liquid
Liq. neutralizzante
500 ml

HEALTHIER, STRONGER
AND MORE SHINE HAIR

Total Rebuild

Shot | **Prodige Repair & Keratin**



PROTEIN PLEX
Rebuilder of the hair fiber
Ricostruttore della fibra capillare
250 ml

Reconstruction & Keratin



KERATIN SHAMPOO
Shampoo for deep reconstruction
Shampoo per la ricostruzione
250 ml | 950 ml



KERATIN MASK
Intensive mask for deep reconstruction
Maschera intensiva per la ricostruzione
250 ml | 950 ml



KERATIN SPRAY
Keratin rebuilder without rinse
Ricostruttore cheratinico senza risciacquo
150 ml

Shot[®]
PROUDLY MADE IN ITALY





Shot | **AMMINO PLASTIA** - Tricoilogy

Deep Reconstruction



PLASTIA MICELLAR SHAMPOO
Micellar shampoo
Shampoo micellare
500 ml



PLASTIA MASK INTEGRATOR
Regenerating mask
Maschera rigenerante
500 ml



PLASTIA AMMINO BOND
Reconstruction mousse
Mousse ricostruzione
150 ml



PLASTIA RUSH RAIN
Nourishing & anti-frizz spray
Spray nutriente e anticrespo
100 ml

Anti-hairloss Treatment

Shot | **ERGOVIT** - Tricoilogy



SHAMPOO ERGOVIT
Adjuvant regrowth &
Anti-hairloss shampoo
Shampoo coadiuvante
anticaduta
500 ml



LOZIONE ERGOVIT
Adjuvant regrowth &
Anti-hairloss lotion
Lozione coadiuvante
anticaduta
100 ml | 10 x 6 ml

Anti-dandruff Treatment

Shot | **NORMALIZING** - Tricoilogy



SHAMPOO NORMALIZING
Anti-dandruff &
anti-oily scalp shampoo
Shampoo antiforfora &
antigrasso
500 ml



LOZIONE NORMALIZING
Anti-dandruff &
anti-oily scalp lotion
Lozione antiforfora
& antigrasso
10 x 6 ml

Purifying Treatment

Shot | **SCALP & HAIR PURIFYING** - Tricoilogy



TONING SHAMPOO
Purifying toning scalp &
hair shampoo
Shampoo purificante
tonificante
500 ml



TONING MASK
Purifying toning scalp &
hair mask
Maschera purificante
tonificante
500 ml



DETOX CLAY
Scalp purifying &
Integrative Detox clay
Argilla purificante
per la cute
200 ml



BALANCING OIL
Scalp purifying &
Balancing oil
Olio dermo-purificante
per la cute
100 ml

TAKE CARE
OF YOUR HAIR

Protection & Restorative

Shot | **SUN** - Tricoilogy



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



SUPER BRONZED
Tanning
accelerator gel
Gel acceleratore
di abbronzatura
200 ml

CARE DESIGN

the new generation

Treated & Colored

Shot | **COLOR CARE** - Care Design



**SHAMPOO pH 5.3
COLOR CARE**
Nourishing shampoo
Shampoo nutriente
250 ml | 1000 ml



**EXTREME MASK pH 4.3
COLOR CARE**
Nourishing mask
Maschera nutriente
250 ml | 1000 ml



**MILK pH 3.8
COLOR CARE**
Nourishing milk for hair
Latte nutriente per capelli
125 ml



**MINERAL OIL
COLOR CARE**
Nourishing mineral oil
Olio mineralizzante nutriente
200 ml



**GOCCE D'ORO
COLOR CARE**
Nourishing drops
Cristalli nutrienti
100 ml

Damaged & Stressed

Shot | **ANTI-AGE** - Care Design



**SHAMPOO pH 4.8
ANTI-AGE**
Shampoo regenerating
Shampoo rigenerante
250 ml | 1000 ml



**MASK pH 4.3
ANTI-AGE**
Mask regenerating
Maschera rigenerante
250 ml | 1000 ml



**DEEP SERUM
ANTI-AGE**
Serum regenerating in vials
Siero rigenerante in fiala
10 x 10 ml



**ENERGY RAIN pH 3.6
ANTI-AGE**
No rinse serum spray
Siero spray senza risciacquo
125 ml



**GOCCE DI RUBINO
ANTI-AGE**
Regenerative drops
Cristalli ristrutturanti
100 ml

Revitalizing Blond

Shot | **SIMPLY BLOND** - Care Design



**SHAMPOO pH 5.5
SIMPLY BLOND**
Sh. for blond & meches
Sh. per biondi e meches
250 ml | 1000 ml



**MASK pH 4.5
SIMPLY BLOND**
Mask for blond & meches hair
Masch. per biondi e meches
250 ml | 1000 ml



**MULTI-ACTION 10 IN 1 pH 4.3
SIMPLY BLOND**
Multi-action beauty elixir
Elixir multi-azione per capelli
125 ml



**ANTI-YELLOW BIPHASIC pH 3.2
SIMPLY BLOND**
Biphase spray no rinse
Spray bifasico senza risciacquo
125 ml



**GOCCE DI PLATINO
SIMPLY BLOND**
Illuminating drops
Cristalli illuminanti
100 ml



Shot | **ANTI-STRESS** - Care Design

Frizz Remedy



**SHAMPOO pH 5.0
ANTI-STRESS**
Anti-frizz & anti-breakage
Anticrespo e antirottura
250 ml | 1000 ml



**MASK pH 4.5
ANTI-STRESS**
Anti-frizz & anti-breakage
Anticrespo e antirottura
250 ml | 1000 ml



**LISS MASK
ANTI-STRESS**
Smoothing mask anti-frizz
Maschera lisciante anticrespo
50 ml (box 24pz)



**BI POWER
ANTI-STRESS**
Hair beauty treatment elixir
Elisir ristrutturante per capelli
15 ml + 15 ml (box 45 pz)

Shot | **TEXTURIZING** - Care Design

Fine & Curly



**SHAMPOO pH 5.3
TEXTURIZING**
Volumizing shampoo
Shampoo volumizzante
250 ml | 1000 ml



**MASK pH 4.5
TEXTURIZING**
Thickening filler hair mask
Maschera filler ispessente
250 ml | 1000 ml



**DAILY DEW pH 5.5
TEXTURIZING**
Daily curl activate spray
Attiva ricci spray quotidiano
125 ml



**CURLING CREAM pH 4.0
TEXTURIZING**
Curl define cream
Crema per definire il riccio
125 ml

Shot | Work Activity

Wax for styling



SPIDER FIBER
Extreme hold & natural shine
Cera filante, fissaggio estremo
100 ml



HYDRO SHINE WAX
Medium fix & glossy shine effect
Cera tenuta media, effetto lucido
100 ml



CLAY DRY
Strong fix & matt effect
Fissaggio deciso matt
100 ml



MATT PASTE
Extreme fix & matt modelling definition
Pasta opaca, tenuta estrema
100 ml



EXTRA MATT WAX
Strong fix & extra matt effect definition
Cera extra opaca, tenuta estrema
100 ml

Styling



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



EMULSIONE MULTIFORMA
Straight & curly hair
Liscio & riccio
150 ml



LISS ANTISTRESS MASK
Anti-frizz mask no rinse
Anti-crespo senza risciacquo
200 ml



MULTIAZIONE 13 in 1 SPRAY
Nourishing & softening
Nutriente & ammorbidente
250 ml



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

Styling



FLUID ELASTIC FIX
Modelling with a wet effect
Modella con effetto bagnato
150 ml



HEAT PROTECTOR SPRAY
Thermal protector
Termo-protettore
150 ml



SPRAY BIFASICO
Instant detangling and moisturizing biphasic
Districante e idratante
300 ml



LUCIDANTE SPRAY
Hair shine spray with Bubble gum perfume
Profumo bubble gum
200 ml



MOUSSE ELASTIC STRONG
Elastic strong mousse long lasting
Elastica a lunga durata
300 ml

Hair spray + Keratin



LACCA SPRAY VOLUME CAPELLI FINI
Volume hair spray for colored and thin hair
Lacca a tenuta media
490 ml



LACCA SPRAY EXTRA STRONG
Hair spray extreme fix
Lacca fissaggio estremo
490 ml | 100 ml



LACCA ECOLOGICA EXTRA STRONG
Ecological hair spray extra strong
Lacca super strong
300 ml



SPRAY DIREZIONALE IPER FIX
Hair spray extra strong
Lacca spray direzionale
100 ml



Shot | **Repara**

Salon



MASCHERA ALLA PESCA
Peach reconstructive mask
for treated hair
Maschera ricostruzione
per capelli trattati
250 ml | 1000 ml



MASCHERA AL BUBBLE GUM
Bubble gum volume & shine
mask for thin and dull hair
Maschera volume e luce
per capelli fini e opachi
250 ml | 1000 ml



MASCHERA ALLA COLA
Cola anti-frizz mask
for dry & frizzy hair
Maschera anticrespo
per capelli secchi e crespi
250 ml | 1000 ml

Salon



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
Anti-frizz balm
Balsamo anti-crespo
5 l

Shot | **Parfume**

Your Fav



CHIC ADDICTED
FOR WOMAN
An enveloping and
sensual fragrance
Profumo avvolgente
e sensuale
20 ml



THE BLUE
FOR MAN
An energizing
and bold fragrance
Profumo energizzante
e deciso
20 ml

Multifunctional cream



MULTITASKING CREAM
Cream for body,
face & hair
Crema per corpo,
faccia & capelli
100 ml



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MADE IN ITALY

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