

The Sense, an Italian brand that revolutionizes hair styling

Guaranteeing the best performance without damaging the hair is what characterises the products of the professional line created by the intuition and international experience of Carlo Livraghi, founder of a Bregnano-based company just outside Como, specialising in hair care and wellness products.

Personal look and hair care: "The Sense", the all-Italian brand name for the line of professional hair care products created by Carlo Livraghi, a hair stylist with a long international experience based in Bregnano, in the province of Como. This brand with one single mission: to study and offer high-end products with guaranteed performance to the market without losing sight of the most important aspect in the world of cosmetics: the care and health of the hair.



«After years of experience in the world of hair styling, fashion and in my Bregnano salon, I realized that the sector was lacking from the point of view of product quality and that it was necessary to find a different way, to try and give real "meaning" to our profession – Livraghi, owner of The Sense company founded together with Marco Santo and Edo Angelo Galli, explains. In beauty and care treatments, it is essential to know the products and application techniques: the use of the wrong shampoo, serum or cream can destructure the hair and

consequently ruin it. In fact, we welcome look changes, fashionable cuts and the most trendy colours, but without the right products, there is a risk of de-structuring the hair and altering its chemical balance. Hence the idea of creating a line of products based on highly performing natural substances but still designed to preserve the hair structure».



Innovation is the driving force behind every The Sense product and the staff, the result of months of research. The added value of The Sense line is its versatility, with different serums, shampoos and creams that are suitable for several treatments, starting with "Cream One", one of the top products in the range: «It can be used in colour, in Deco highlights, for hair regeneration and reconstruction – explains Livraghi – It is a multi-purpose product, a creamy water that moisturises and conveys the

necessary nutrients to keep hair shiny, strong and, above all, healthy».



But The Sense is not only a catalogue of products used by over 6,000 customers throughout Italy and abroad: it is also a philosophy and a working method that the company presents to its customers with dedicated video tutorials on a YouTube channel. All this while keeping an eye on training: «Intuition, talent and in-depth knowledge are essential to transforming Hair Professional training into a holistic experience – continues Livraghi -. However, a good

product is not enough, you also need a perfect application method. This is why, in order to support the need to renew the salons, we have created The Sense Academy, which offers training courses on new products and techniques, also online, along with qualified assistance. Through a personalized method, our goal is to train hair stylists, accompany them on their professional growth path in the name of innovation and make their salons an exclusive landmark».