

Nectar of the Gods

Treat yourself like a goddess... Achieve immortal hair!

I - Product Description:

Nectar of the Gods is a revolutionary Italian hair care system that was born of the perfect marriage of cutting edge science and nature's purest organic extracts.

Before being named or packaged, it was first carefully tested by a select few stylist at top hair salons in Beverly Hills. The response was overwhelming: This product granted hair immortality! This then inspired the name: Nectar of the Gods.

This one-step hair care tonic combines a potent detangler and deep conditioner in their purest form into a revolutionary formula which not only achieves immediate to-the-minute but also permanent results with repeated use... granting hair immortality! Nectar of the Gods restores and conditions permanently all types of hair: fine, normal, thick, Afro-American as well as hair extensions.

Unlike regular conditioning treatments which seal hair cuticles by wedging into the space between then much like "stucco" wall repair, Nectar of the Gods detangles and separates hair stimulates individual cuticles to close themselves, seals then, then rinse off completely, leaving the hair free of the heavy "stucco" embedded residue. Nectar of the Gods can also be used as a leave-in conditioner on very dry or damage hair, forming a light coating layer that continues to gradually stimulate the more resistant cuticles.

Through this simultaneous remedial and preventive action, Nectar of the Gods revitalizes the most distressed of hair, immediately restoring strength, elasticity, body, and shine while leaving the closed cuticles better protected from chemical treatment, atmospheric agents and hair applications.

Nectar of the Gods is also a revolutionary hair color tool. Celebrity Colorist Steven Tapp, of the Argyle Salon and Spa, deems it a necessary hair color agent. Used after the color application, Nectar of the Gods closes the cuticles, trapping and sealing the color within for a stronger, longer lasting effect.

The most incredible thing about a product so potent , so effective, is that is requires no more than a spray on application... no elaborate process and no waiting time! Nectar of the Gods has therefore flat become the number one choice product for celebrity hairstylists that often need to get their clients camera ready in minutes. It is used by Terry Robbins on the cast of The O.C., by Wolf and Jim Wayne on Misha Barton, by Cesare Ruffo and Totts at JosephMartin Salon on Paris Hilton and Carmen Electra, by Corinne Asch at Lukaro Salon on Britneys Spears and Keyra Knightley extensions, by Troy K. Zestos on Melinda Clarke, Kate Walsh, Autumn Reeser, Rachel Bilson, Kat Foster, Paris Hilton and the entire cast of Simple Life, by Steven Tapp on Rachel Griffiths from Six Feet Under and Nikki Griffin from The O.C., and also Sofia Milos is loving it.

Nectar of the Gods is also used and sold at the following elite hair salon: Jim Wayne, Jose' Eber, Christophe Salon, Louis Licari, B2V Salon, JosephMartin Salon, Lukaro Salon, The Salon at the Beverly Hills Hotel, Umberto and Chris McMillan.

Nectar of the Gods is also sold at the following beauty supply, Larchmont, Beverly Hills Beauty Supply, Number One in Santa Monica, Friends in Studio City, Diamond Beauty, The Beauty Collection in Sherman Oaks, Calabasas, Faifax and Tarzana. Nectar of the Gods is also sold in New York-New Jersey at Avenue You.

II - Founder and President:

Carlo Vailati has been Working in the beauty industry since 1986. At the age of 23, he became Vip President of Marketing of Kadus, an division of Wella, in Europe.

In 1996, he came to California and introduced his revolutionary Italian hair care product, Nectar of the Gods, which received an overwhelmind and unparalleled response. Carlo has since worked at establishing exclusive relationships in the hair care industry and has afforded his product an impressive flowing by top celebrity hair stylist, TV sets, and exclusive Salons and Spas.

Now that Nectar of the Gods has been repeatedly endorsed by hair care professionals, Carlo is preparing for wider distribution