

# STEAM EDEN PLUS

THE NEW FRONTIER OF WELLNESS



®  
**Maletti** GROUP



# STEAM EDEN PLUS

THE NEW FRONTIER OF WELLNESS

## SCIENCE

the “**inspirational muse**”  
behind every technological development  
to bring body and mind into a beneficial  
relaxed state.

## DESIGN

the “**irreplaceable basis**”  
for finding the right balance between  
form and proportion, space and ergonomics.

## SUSTAINABILITY

the “**fundamental equation**”  
between nature and work,  
for an ecological vision of the future.

A ONE OF A KIND, EDEN PLUS OFFERS THE POSSIBILITY TO CARRY OUT HOT STEAM TREATMENTS AND ATOMISED COLD WATER RINSING; THE RECLINING CHAIR WITH INTEGRATED MASSAGE FUNCTION AND COLOURED LED LIGHTS OFFERS THE CUSTOMER AN ALL-ROUND RELAXING EXPERIENCE.



## AN ITALIAN PROJECT THAT BLENDS SCIENCE AND BEAUTY

**M**alettiGroup is a world leader in the beauty design sector, from hair salons, to barbers to wellness centres.

The Maletti Group philosophy has design, research and innovation at its core. We strongly believe that a salon can only grow financially if it is able to offer a prompt response to market needs

**Wellness** is the current buzzword in haircare and Maletti has spent time studying and developing a product that allows for a more natural and healthy approach to beauty.

**Eden Plus is the answer.**

Eden Plus effectively marries beauty and health, with clear economic benefits for the salon and its image..

**Everyone's a winner with Eden Plus!**





## RESEARCH CARRIED OUT IN COLLABORATION WITH PROFESSOR BIANCA MARIA PIRACCINI

Dermatology - Department of Speciality, Diagnostic and Experimental Medicine  
(DIMES) Università degli Studi of Bologna

Science as the “inspirational muse” behind every technological development and cultural change

It is from here that our collaboration with Professor Bianca Maria Piraccini, Associate Professor at the Bologna University, stemmed.

“I was immediately keen to collaborate with the Maletti Group on the Eden Plus project.

It is always a great step when the aesthetics sector moves towards the scientific sector, because you work in a complete way, beauty-related research merging with the health-related.”

With **Eden Plus**, washing becomes a treatment for the health and growth of hair and the health of the scalp.

A moment of true well-being for the customer, who is increasingly attentive and informed with regard to the opportunities that the haircare market offers.



## A HAIRCARE SPA THAT COMBINES BENEFICIAL HAIR TREATMENTS WITH THE RELAXATION OF BODY AND MIND



Visiting the hairdresser means dedicating a couple of hours to yourself, taking a break in order to make yourself more beautiful. But that is not all it is. For several years now, the hair salon can also be considered a real wellness centre in which to relax and treat your hair and scalp to specific treatments that improve their health, and as a result, their beauty.

This concept of associating cosmetic treatments with others that are good for you has given rise to the Eden Plus System, an authentic spa for hair and scalp.

The wash basin with Eden Plus steam treatment offers the head a hot steam sauna, with the hair and scalp enjoying all the benefits of the hot steam while the customer enjoys a relaxing experience, thanks to the reclining massage chair and RGB LED lights with their yellow, orange, red, purple, green and blue colours.

It is also possible to expose the hair to atomised cold water, the micro-particles of which penetrate deep into the hair shaft, hydrating it and encouraging a style to hold.

The hot steam treatment can be carried out with or without the addition of specific cosmetic products, selected depending on a customer's needs. The effect of the various active ingredients and their penetration into the hair and scalp is encouraged and boosted thanks to both the massage and the hot steam.

## HOT AND COLD

Exposing the hair and scalp to hot steam, for a “sauna effect”



Post-treatment with atomised cold water.



WHAT BENEFITS DO THE DIFFERENT COMPONENTS OF THE EDEN PLUS SYSTEM OFFER THE CUSTOMER

# 1 / relaxation

FIRST AND FOREMOST, RELAXATION!

**A**lthough not the primary goal of the Eden Plus treatment, this is not to be underestimated. The customer enjoys the treatment in a very comfortable position, laying back on the reclining chair that also provides a continual back massage.





## 2 / hot steam

THE EDEN PLUS SYSTEM TREATS THE HAIR AND SCALP WITH HOT STEAM, WHICH ALLOWS FOR DEEP CLEANING AND THE REMOVAL OF SMOG, TOXINS AND SEBUM, AND IMPROVES THE HEALTH OF HAIR, STIMULATING GROWTH THANKS TO THE BENEFICIAL EFFECT IT HAS ON THE MICROCIRCULATION SYSTEM.



In order to understand how to properly look after the health of hair, you need to appreciate that **there are two important components for treatments to address: the hair**, that is the shaft that comes out of the head and grows at a rate of roughly 1 cm per month, and **the scalp**, the hair, that is the shaft that comes out of the head and grows at a rate of roughly 1 cm per month, and the scalp, or rather the skin from which hair grows (Fig. 1). Deep inside the scalp is the hair follicle bulb, or rather the “vital” part, surrounded by vessels and nerves that regulate the cyclical activity of hair production (2).

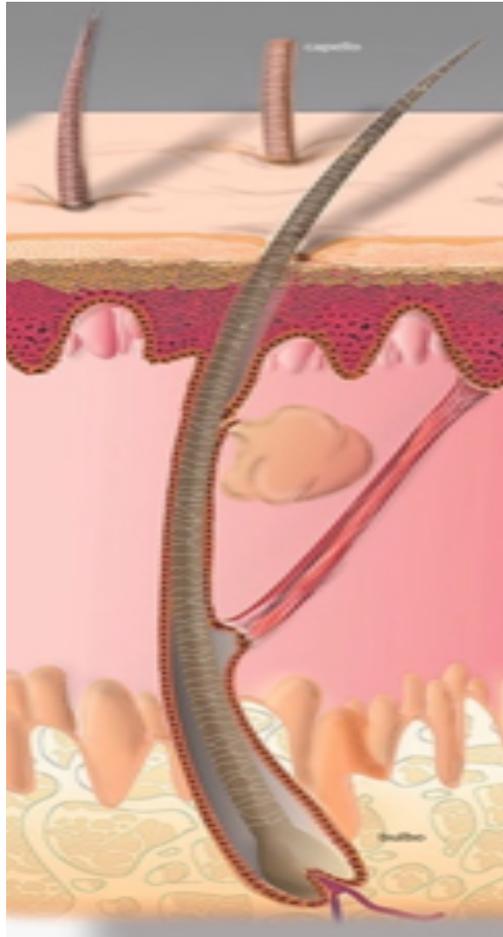


Fig. 1

*The bulb is the deepest part of the hair follicle, densely vascularised and composed of living cells with intense proliferative activity, for the production and growth of hair. Hair is a “dead” keratin structure (if we cut it we don’t feel pain) that emerges from the scalp and grows over time.*

## THE HAIR SHAFT IS MADE UP OF THREE SECTIONS(Fig. 2):

a) the cuticle, the most external part that is exposed to the environment. It has a very resistant structure, tasked with protecting the hair from environmental damage. It is composed of 5-8 layers of flat cells that overlap in a way that means their free edge faces towards the distal extremity of the hair (Fig. 3)

b) the cortex, composed of tapered cells full of keratin filaments and immersed in an amorphous matrix with a high content of disulphide bonds, making them very adherent and strong. These cells, known as hair fibres, are elongated along the main axis and contain grains of melanin that give the hair its pigment.

This gives the hair its elasticity and strength.

c) the medulla, not present in all terminal hairs and never in vellus hair. It is usually continual, but can also be fragmented, and is composed of polyhedral cells containing glycogen.

The role of this part of the hair is not yet clear.

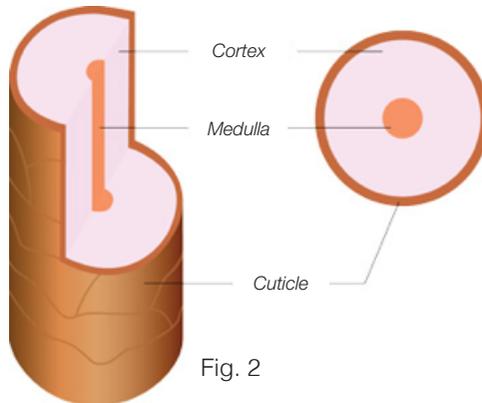


Fig. 2

*The hair shaft is made up of three parts.  
Protection against environmental damage is provided by the cuticle.*

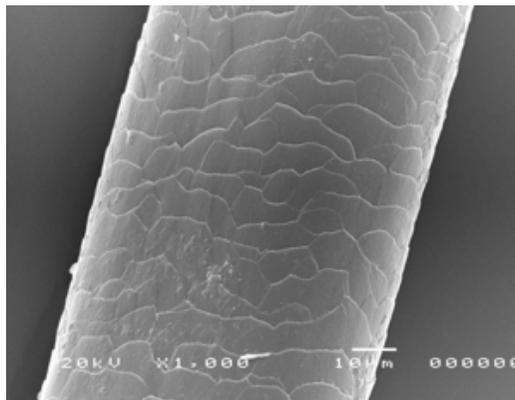


Fig. 3

*With a scanning electron microscope, you can clearly see the structure of the cuticle:  
flattened cells that partially overlap, like slates on a roof*

The hair grows at a rate of roughly 1 cm per month, and is continuously subjected to physical and chemical environmental agents, such as the sun, wind, smog, dust, chlorinated or salt water, the hot air of hair-dryers, straighteners or curlers, the chemical substances of shampoos and cosmetics, dyeing, bleaching, perms and other treatments that leave a deposit on the cuticle, partly damaging it and causing hair to become dry, hard to the touch, brittle, opaque and unable to hold a style.

Normal washing with shampoo often fails to effectively remove these.

An excess of sebum on the head results in inflammation and/or dandruff (3-4), often accompanied by an itchy scalp, and can even lead to increased hair loss.

In addition to seborrhoea, dandruff, itching and increased hair loss, another hair problem that customers often discuss with their stylist is trichodynia.

This term is used to refer to a combination of symptoms such as irritation, pain, burning, itching and soreness of the scalp (5). These individuals do not tolerate the application of certain substances to the head, as they have a sensitive scalp (6).

Regularly cited factors leading to this irritation are pollution, emotional reactions, stress, and certain products and treatments. These individuals are often very stressed, tension headaches are also sometimes an issue.



Fig. 4

*The scalp is nothing more than the "skin" of the head, from which the hairs and sebum emerge. It is often covered by a thin layer of flakes that normal cleansing struggles to remove.*

THE EDEN PLUS SYSTEM'S HOT STEAM TREATMENT HAS BENEFICIAL EFFECTS ON THE HAIR SHAFT, THE SCALP AND THE HAIR FOLLICLE BULB. IT ALSO IMPROVES THE RELATIVE SYMPTOMS OF ITCHING AND TRICHODYNIA.

### HOT STEAM: WHAT DOES IT INVOLVE?

**S**team is the gaseous form of water, achieved by boiling, and is composed of many microscopic particles that act on the skin and hair with two mechanisms: heat and humidity.

A steam bath, long used as a treatment for various skin and respiratory pathologies, involves exploiting the effect of heat and humidity on the various tissues.

With the hair and scalp, the steam causes the cuticle cells to open slightly, and the pores of the scalp to dilate, so that glandular secretion and blood microcirculation are stimulated.

The hot steam treatment also allows for greater penetration of the active substances into the hair and scalp. The hot steam treatment is effective as it is, but also in association with active substances specific to the various pathologies.

## A

### THE EFFECTS OF HOT STEAM ON THE HAIR SHAFT

The small water molecules that make up the steam are able to penetrate between the surface cells of the hair shaft cuticle, something that water alone cannot do. The first effect of hot steam is that it melts micro-particles of smog and chemical products attached to the shaft, thus allowing for effective cleansing of the hair;

the second effect is that it offers hydration, supplying the cells with the water the dry hair has lost. The treating of weak, damaged hair is more effective if the steam is combined with essential oils, or if hydrating/protective substances are applied to the hair during, or immediately after the hot steam treatment, as the penetration and fixing of these substances to the hair is boosted by the treatment.

**In general, a 10-minute steam bath once a week for 2-3 months is enough to give hair greater softness, brightness and strength.**



## B

### THE EFFECTS OF HOT STEAM ON THE SURFACE OF THE SCALP

The effects of hot steam are the same as those relating to the face following a steam bath: the pores of the skin open allowing the sebum to exit, liquefied by the heat and sweat, the production of which increases due to the heat (7). Trapped liquids and toxins are therefore eliminated, with a “detox” effect that benefits the entire system. The steam frees the pores from “residues” that accumulate deep down, while the heat encourages sweating: when it sweats, the skin gets rid of toxins.

**The detox treatment is recommended for everyone, particularly in winter and for those living in big cities: 10 minutes of hot steam exposure is recommended, once a week.**

The steam melts flakes, allowing for their easy removal.

This effect is particularly useful in cases of dandruff, where the hot steam together with a scalp exfoliating treatment allows for the effective removal of flakes, with an immediate reduction in inflammation and itching.

**The anti-dandruff treatment with peeling and hot steam takes about 5 minutes and should be carried out twice a week for one month;** the frequency of sessions is then reduced depending on the ongoing results.

## C

### THE EFFECTS OF HOT STEAM ON THE HAIR FOLLICLE BULB

The hot steam treatment, combined with massage, results in vasodilation and increases blood circulation in the scalp (8). This is particularly important for the health of the follicle bulb, the cells of which, with greater oxygen supply, increase multiplicative activity.

This converts into the production of a thicker and healthier hair and more durable growth.

Hair loss tends to be reduced.

This hair loss treatment (hot steam + massage) can be carried out as it is, or even better if combined with active ingredients to encourage hair growth, in all cases of increased hair loss.

**A 10-minute hot steam treatment is recommended, once a week for three months.**

## D

### THE EFFECTS OF HOT STEAM ON TRICHODYNIA/HEAD IRRITATION

As well as inducing vasodilation, the hot steam treatment also facilitates the relaxation and loosening of muscles in the head. These effects are boosted with massage, and effectively reduce the irritation and pain typically associated with trichodynia (9)

## 3 / atomised cold water

THE EDEN PLUS CLEANSING ALLOWS THE SAUNA TO BE FOLLOWED BY EXPOSURE OF THE HAIR TO ATOMISED COLD WATER, WITH THE SPRAYING OF VERY SMALL DROPLETS.





## A

### THE EFFECTS OF POST-TREATMENT ATOMISED COLD WATER ON THE HAIR SHAFT

The small atomised molecules of cold water are able to penetrate between the surface cells of the hair shaft cuticle, encouraging a bond and the closure of the hair cuticle. The hair shaft better absorbs any hydrating treatment, from conditioner to a mask or nourishing oils. In this way, the hair retains a good level of humidity, preventing any dryness or frizz and appearing shiny.

**Ideal for the treating of weak, damaged hair, this post-treatment with atomised cold water takes about 1 minute and is suitable for all hair types, improving its appearance and the hold of any style.**

## B

### THE EFFECTS OF POST-TREATMENT ATOMISED COLD WATER ON THE SCALP

The small atomised molecules of cold water encourage pores dilated following the hot steam treatment to close, contributing to a reduction in seborrhea.

**Recommended for everyone, this is the ideal way to complete anti-dandruff treatment.**

## C

### THE EFFECTS OF POST-TREATMENT ATOMISED COLD WATER ON THE HAIR FOLLICLE BULB

The vasoconstrictive effect of the atomised cold water on capillaries follows the vasodilatory effect of the hot steam, with real vascular “gymnastics” that boost blood flow in the scalp bringing benefits in terms of hair growth.

**It is therefore an essential final part of hair loss treatments.**

A few minutes of exposure to atomised cold water reduces the sensation of itching and promotes prolonged remission, useful when combined with an anti-dandruff treatment.

“STANDARD” USE OF THE WASH BASIN WITH THE EDEN PLUS STEAM TREATMENT

1 /

NORMAL WASHING OF HAIR WITH SHAMPOO



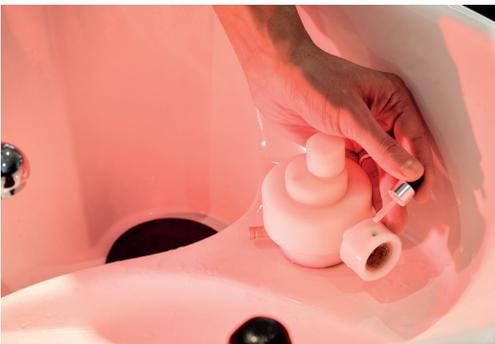
2 /

APPLICATION OF A TREATMENT MASK, CONDITIONER OR OTHER TO WET HAIR AND COMBING TO DISTRIBUTE IT



3 /

ADDING OF ESSENCES, POSITIONING OF IGLOO



4 /

**HOT STEAM ACTIVATION TO INCREASE PRODUCT ABSORPTION INTO THE HAIR** (max. 10 min.), possibly together with massage)



5 /

**\*ONLY FOR EDEN PLUS AND VAPOMIST 2, A RAPID COLD STEAM TREATMENT** (max 50/60 sec.)



6 /

**FINAL RINSE**



# VAPOMIST 1

HYDRAULIC INSTALLATION IS NOT NECESSARY IF DEMINERALISED WATER IS USED DIRECTLY IN THE WATER TANK



LEVEL WARNING LED WITH WATER ABSENCE PROTECTION SUPPLY HOSE WITH RAPID CONNECTION COMPATIBLE WITH THE MALETTI VAPO SERIES OF DISPENSERS  
DISTILLED WATER RAPID FILLING SYSTEM

MOBILE STEAM DISPENSER



DEMINERALISED WATER

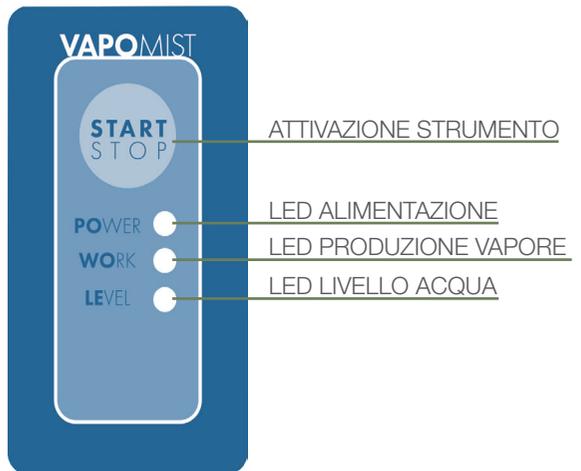


ADDING OF SCENTS



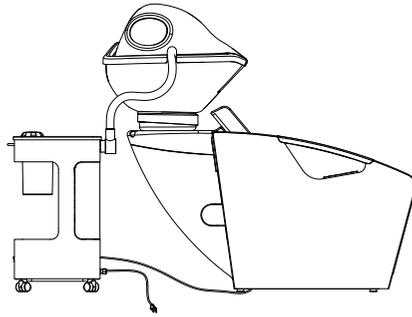


**PULSANTIERA MULTIFUNZIONE**



# VAPOMIST 2

THE USE OF TAP WATER NECESSITATES HYDRAULIC INSTALLATION



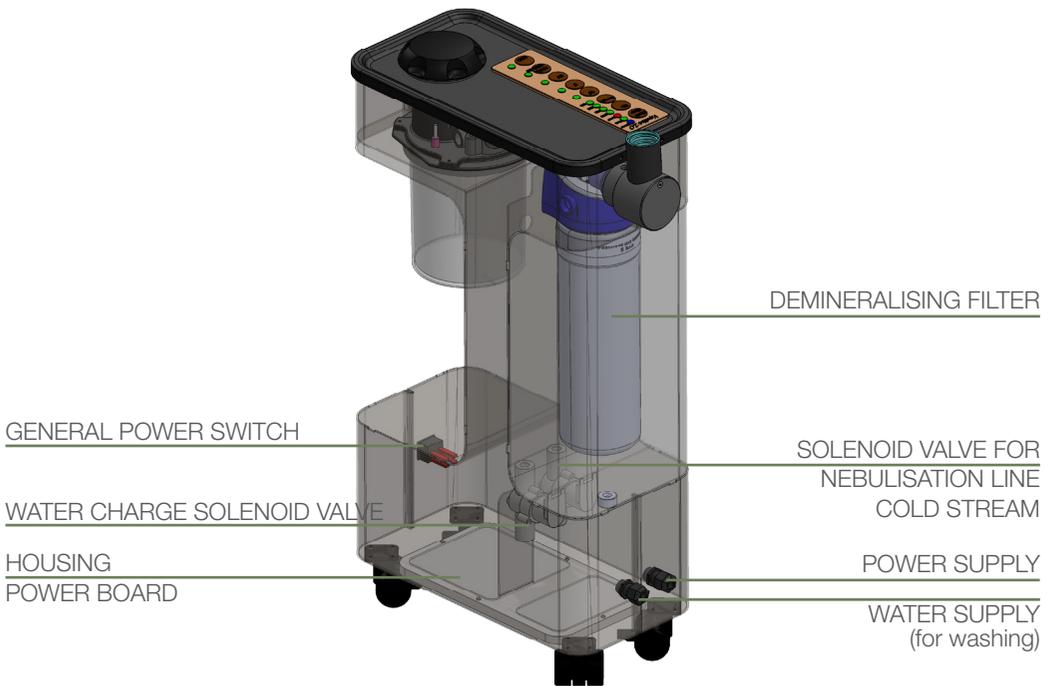
INTEGRATED FILTRATION SYSTEM FOR THE PRODUCTION OF DEMINERALISED WATER  
PRODUCTION OF ATOMISED WATER VIA A NEBULISING NOZZLE  
TIMED SYSTEM TO REGULATE THE QUANTITY OF STEAM SUPPLIED  
INTEGRATED SYSTEM TO DISINFECT THE WATER VAPOUR PRODUCED VIA A HIGH INTENSITY UV LAMP  
INTEGRATED 2 in 1 NOZZLE FOR HOT STEAM AND ATOMISED WATER SUPPLY

**MOBILE DISPENSER - 2 IN 1**  
(steam and atomised cold water)

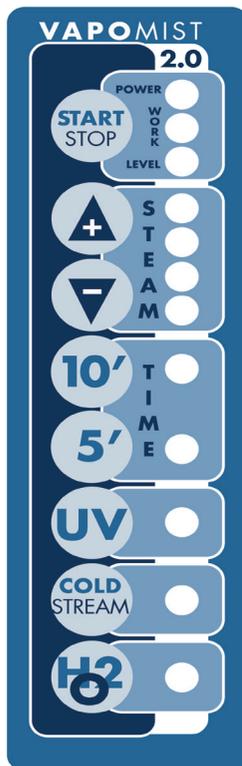
**HEATING ELEMENT**  
steam production

**ADDING OF SCENTS**





MULTIFUNCTION  
PUSH-BUTTON PANEL



INSTRUMENT ACTIVATION

SELECTION OF STEAM  
PRODUCTION "POWER"

STEAM PRODUCTION  
TIMER

STEAM DISINFECTION LAMP  
ACTIVATION

COLD WATER NEBULISER  
ACTIVATION

DEMINERALISED WATER  
CHARGE ACTIVATION

# Eden Plus IGLOO

only for Eden Plus



# IGLOO extra

for other wash basins



# ACCESSORIES

## RGB LED LIGHTS

Stimulate the customer's relaxation with a sequence of colour changes



## HEADREST

Ergonomic, it supports the weight of the head and relaxes cervical muscles



# WHICH WASH BASINS ARE COMPATIBLE WITH IGLOO?

AS WELL AS EDEN PLUS, WHICH HAS AN INTEGRATED VAPORISER, MALETTI ALSO OFFERS A SERIES OF WASH BASINS COMPLETE WITH PERSONALISED  
**“IGLOO”** AND **VAPOMIST 1 / 2**



ALUWASH



LORD NELSON



MYSTERY



SKYWASH PRIMACLASSE



SKYWASH FASHION



SKYWASH SWING



LAZZARO



UP-DOWN



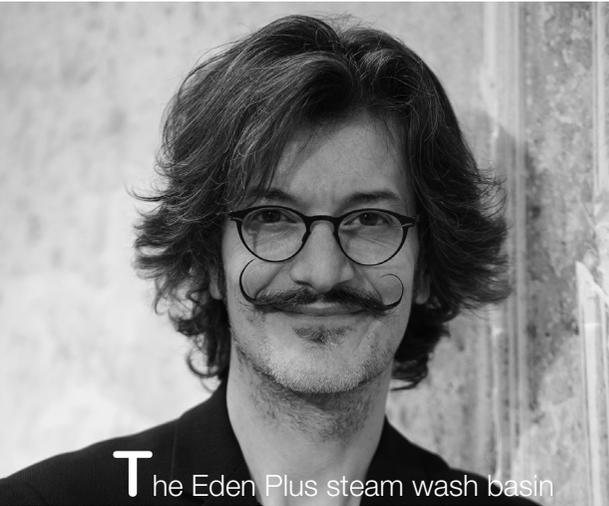
OREGON



REVENGE

# WHAT OUR GLOBAL SPOKESPERSONS ARE SAYING ABOUT EDEN PLUS

ZEO BALDI, MARCELA BUCHAIM, MARCO ANTONIO DE BIAGGI, SALVO FILETTI, JOSEPH, ARE OUR SPECIAL SPOKESPERSONS, AMONG THE FIRST TO CHOOSE EDEN PLUS.



**T**he Eden Plus steam wash basin treatment is suitable for everyone, with variable frequency and exposure time depending on the type of hair and scalp. The versatility of the product is underlined by the possibility to combine it with shampoo, lotions, gels and other hair treatment products, and with massage.

The benefit of the Eden Plus steam treatment is both immediate, with a relaxed customer and hair that is immediately shinier and softer, and ongoing, with the growth of stronger hair and a reduction in itching and dandruff/seborrhea. An innovative product that will satisfy both customers and salons

**Salvo Filetti**, Italia



**W**hen I saw the Eden Plus ,it was “love at first sight”. I loved its design and the well-being it offers. I couldn't imagine that Eden Plus would add such significant value to my business and hair therapy protocol for my customers. We've seen fantastic results in a very short space of time.

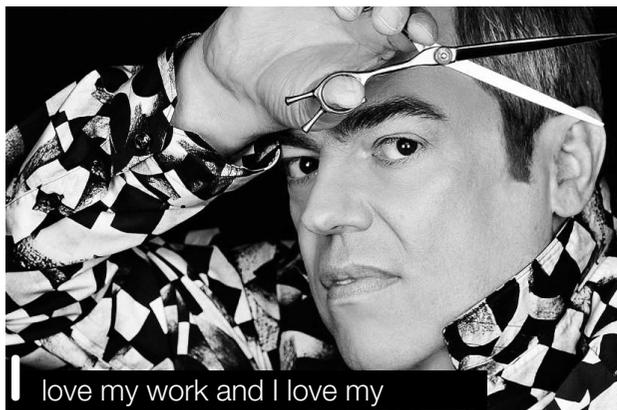
**Marcela Buchaim**, Brasile



**E**den is an innovative and

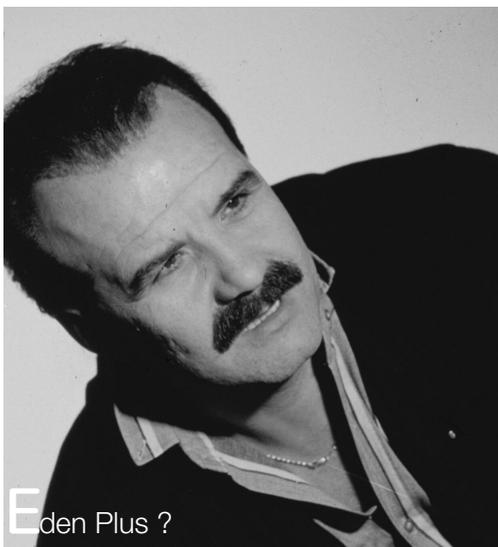
innovative and technological product, designed with the customer's comfort in mind. To offer a differentiated service, allowing stylists to use first-class products in combination, oxygenating the hair and using the incorporated steam to better treat the hair and, particularly, to "recover" dehydrated hair, it is important that hair is hydrated, with excellent results in terms of shiny, uniform hair. It offers excellent cleansing as well as a massage, a definite plus and an important service for your customers. Eden offers a good differentiated service, linking several services; before using it you can carry out a diagnosis and explain the benefits of steam usage to the customer and also combine a specific treatment dedicated to the customer, using specific products.

**Joseph**, Paraguay



I love my work and I love my customers, always seeking the best for them. I also love mother earth and always try to include it in the design of my stores, to create a special, relaxing and unique atmosphere. With Eden Plus, nature is once again a winner in salons.

**Marco Antonio de Biaggi**, Brasile



**E**den Plus ?

A paradise for customers and an opportunity for us hairstylists.

**Zeo Baldi**, Italia



 **Maletti** GROUP

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