

Beauty from the elements.

The gravity of what I am  
about to do cannot be seen  
or felt. It can only be sensed  
because it keeps us grounded,  
you and I. It will give us  
purpose, you and I. It will  
keep us whole and beautiful  
and real. I run my hands  
through my hair and it is  
natural. I love the weight  
of it. I am firm in my  
commitment to it.

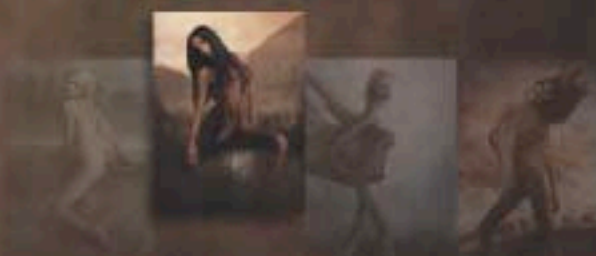
I am Earth. I am Giovanni.

And I am ready  
to rock your world.

*I am Earth*



20 premium, certified organic products:  
shampoos, conditioners and styling tools.



**giovanni**  
ORGANIC HAIR CARE

For more information on Giovanni, call 800.563.5468,  
or visit us online @ [www.giovannicosmetics.com](http://www.giovannicosmetics.com)

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Beauty from the elements.

Barely a whisper, I rush by.  
Intriguingly invisible,  
I kiss my own skin,  
ruffle my hair, blow through  
my clothes. I am in the air,  
always, and can tickle the  
senses as I loft the memory  
of fragrances past high.

I am wind and I flow in and  
around and up and down.

I am Giovanni and I live  
to give movement to hair.

I live to give mystery  
to the elements.

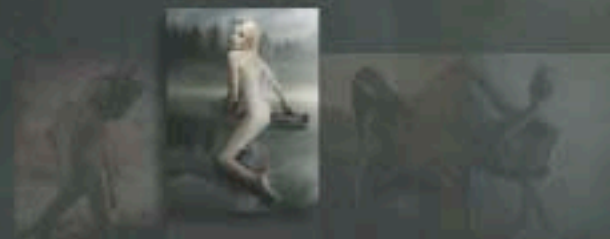
Will I stay or will I blow?

Oh to know.

*I am Wind*



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Beauty from the elements.

I want to be perfectly clear as

I reflect upon my very nature.

Inside of me is great mystery,

pure and simple.

I know I am the essence

of cool, the beauty of life.

I drink it up, all of it. I am

moisture for hair, hydration

for life. I am water and I feel,

deeply. I am Giovanni and

the experience defines me,

washes over me.

I am the alluring

element of innocence.

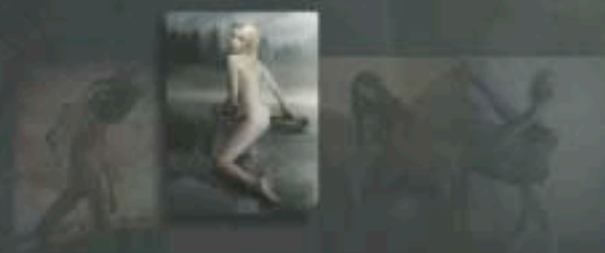
I can be warm, but can

turn to ice in a heartbeat.

*I am Water*



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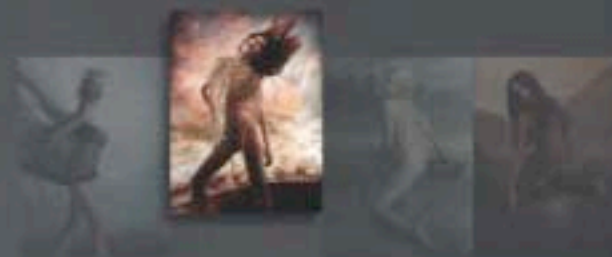
Beauty from the elements.

Fire rocks and melts down  
into lava. When fire dances,  
the heat demands attention.  
Look at me, I scream.  
My hair flies in the face of  
convention, and feels stronger  
than ever. Ever. I am fire.  
I walk in the room,  
and heads turn. I like that.  
I love you, today.  
I shout that I'm Giovanni  
and you can hear my passion.  
I am powerfully hot. I am the  
unpredictable element in this  
hair affair. Come on,  
I dare you to play with fire.

*I am Fire*



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