

milk_shake

< creative permanent colour >

> Technical Information



Color Concept System

- It is one of the most versatile and technologically advanced dyeing systems. This guide was designed to provide all the information you need to achieve perfect dyeing results.
- Colors are life: a colorless world would be a lifeless one.

Brilliant

- One of the most current and advanced coloring systems in the world
- Not only designed to condition the hair, which is common in today's advanced industry. It is also designed to maintain the full integrity after the color process by protecting the hair fiber from common chemicals found in hair coloring
- All while concluding with a natural, brilliant, and competitive end result

milk_shake

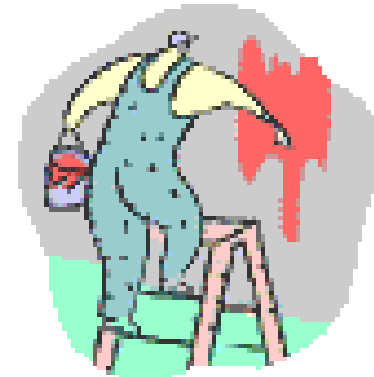
< creative permanent colour >

- > a highly creative permanent colour
- > with high quality pigments
- > the new patented NanoBioGenius technology
- > a conditioning and protective cosmetic base
- > a pleasant honey fragrance
- > enriched with special natural ingredients
- > minimum content of ammonia
- > Complete grey hair coverage
- > highly choice of shades



< a highly creative permanent colour >

- > a color very simple to use:
 - Simple choice of shade
 - Simple mixture with the oxidizing emulsion
 - Easy to distribute on hair
 - Easy to rinse out
 - Stable and truthful colors
 - Excellent results



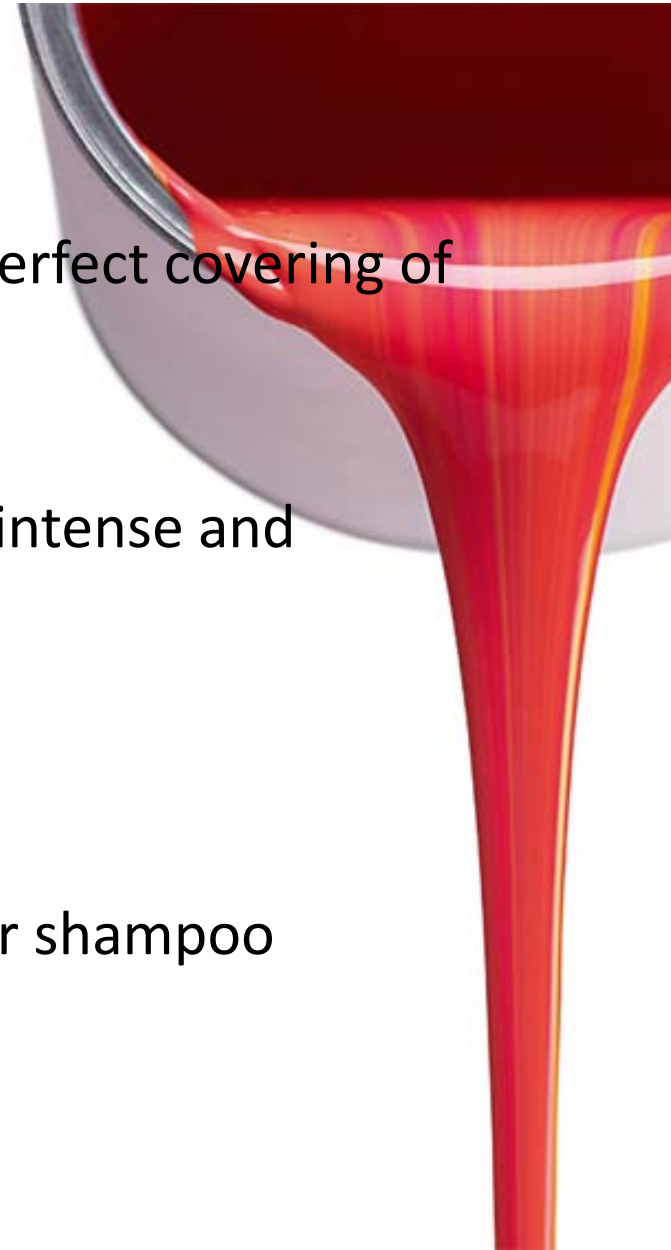
- > 69 mixable shades to express the maximum of creativity, to satisfy every desire on color of your client

characteristics & benefits


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< high quality pigments >

- > high percentage of pigments to guarantee a perfect covering of grey hair
- > highly pure pigments - 98% to 99,5% - assure intense and brilliant reflexes
- > permit real colors with major reflex intensity
- > stable, truthful and long lasting shampoo after shampoo
- > gives absolute shine and vibrant colors.



< a conditioning and protective cosmetic base, enriched with special natural ingredients >

| active ingredients | characteristics | benefits |
|---|---|--|
| polyquaternium 22 a highly conditioning cationic agent | condition the hair during the color process | condition and soften hair, facilitating comb ability |
| Milk proteins  | conditioning and integrating the structure | gives strengths and protects hair structure, |

| active ingredients | characteristics | benefits |
|---|---|--|
| <p data-bbox="19 171 656 299">mango, raspberry and mandarin extracts</p>  | <p data-bbox="724 171 1226 342">hydrating, nourishing and emollient action during color process</p> | <p data-bbox="1304 171 1835 278">leaves hair soft, combable and nourished</p> |
| <p data-bbox="19 614 386 671">sunflower oil</p>  | <p data-bbox="724 614 1236 728">protective, nourishing and conditioning</p> | <p data-bbox="1304 614 1883 849">guarantees a better and long lasting color, protecting hair against free radicals</p> |
| <p data-bbox="19 985 415 1049">natural honey</p>  | <p data-bbox="724 985 1217 1220">Conditioning an the cuticle layer and extremely protective and lenitive on scalp</p> | <p data-bbox="1304 985 1864 1163">intensify the luminosity, hydrating the cuticle layer</p> |

< NanoBioGenius Technology >

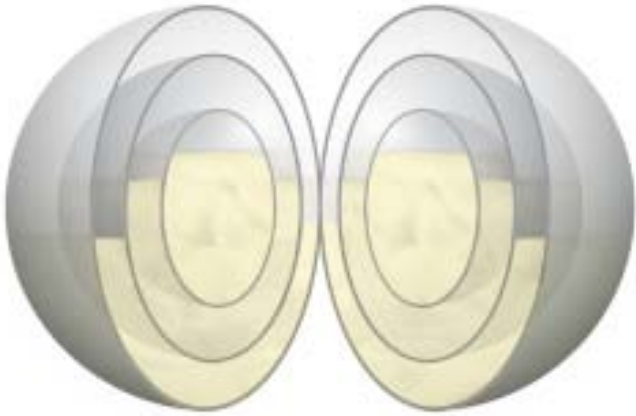


< **NanoBioGenius Technology, a patented system**

that allows a better penetration of precious active ingredients for hair. It's based on Nanotechnology, a molecular technology that helps transform active ingredients into nanometric particles, extremely small sized, smaller than a micrometer, aiding a quick

penetration and an intense, deep and long lasting action

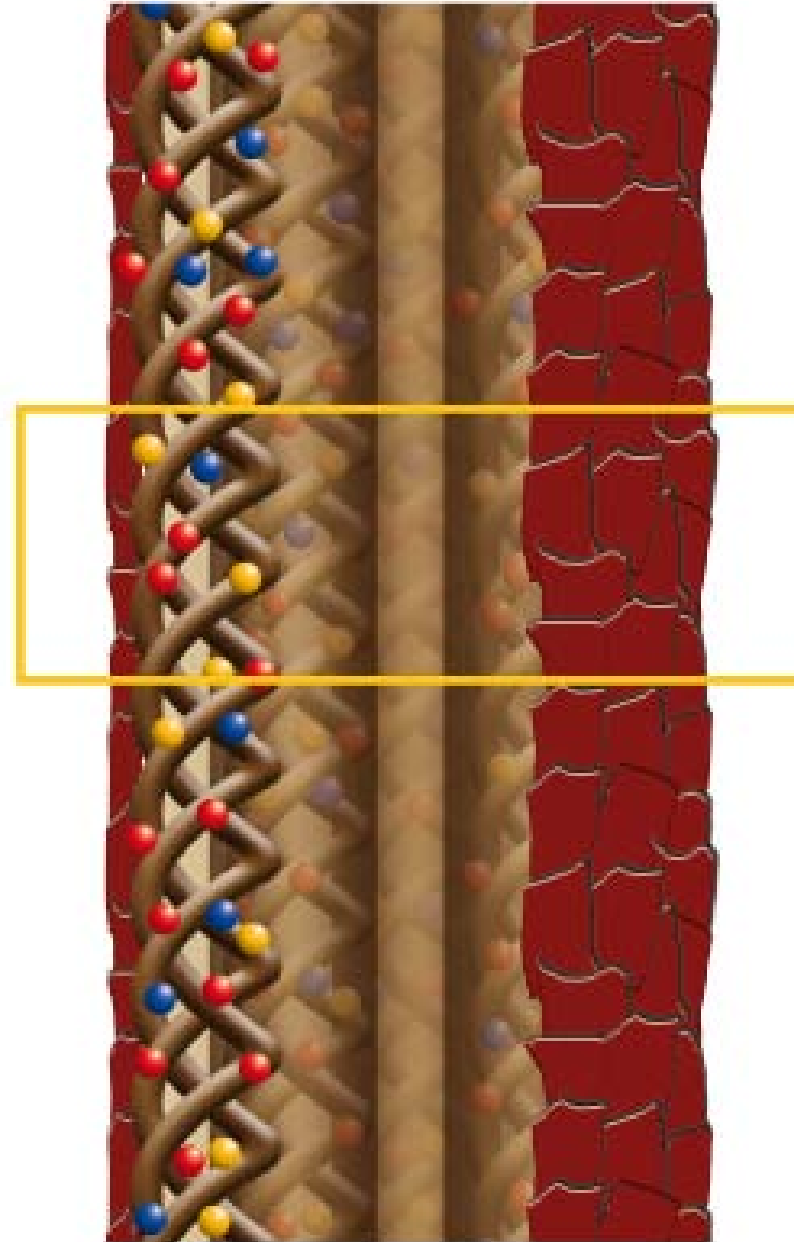
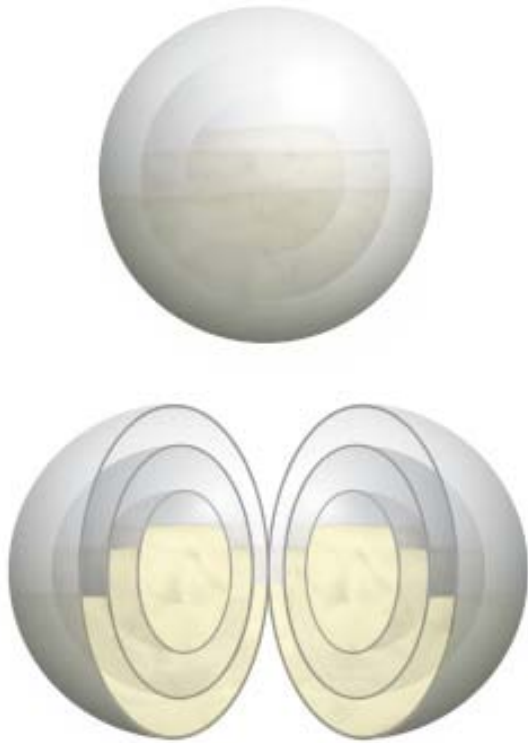
< Multilayer Nanospheres >



- > carbocysteine, a cysteine derivate, is a structural hair amino acid, penetrates deeply, restructuring and strengthening internal hair structure.
- > wheat hydrolyzed proteins find their place among cuticle layers, strengthening it and repairing damaged areas.
- > polyquaternium-10 and methicone find their place among cuticle layers, giving long lasting hydration and maximum shine, enhancing color tone and protecting it in time.
- > polishing molecules give absolute and long lasting shine.

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action



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Action of NanoBioGenius Technology

fase 1

Carbocysteine, a cysteine derivate, is a structural hair amino acid, penetrates deeply, restructuring and strengthening internal hair structure.



Action of NanoBioGenius Technology

fase 2

Wheat hydrolyzed proteins, polyquaternium-10 and methicone find their place among cuticle layers, strengthening it and repairing damaged areas, giving long lasting hydration and maximum shine, enhancing color tone and protecting it in time



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Action of NanoBioGenius Technology

fase 3

Polishing molecules give absolute and long lasting shine.

