

Essential Direct Color 9.21 9VA	Essential Direct Color 10.3 10G	Intense Pigment RED
Essential Direct Color 10.13 10AG	Essential Direct Color 5.6 5R	Intense Pigment GOLD
Essential Direct Color 7.4 7C	Essential Direct Color 2.01 2NA	Intense Pigment COPPER
Fashion Direct Color PEACH	Fashion Direct Color LILAC	Intense Pigment BLUE
Fashion Direct Color DOVE GREY	Fashion Direct Color NUDE	Intense Pigment GREEN
		Intense Pigment VIOLET
		Intense Pigment MAGENTA
		Intense Pigment SHOCKING YELLOW
		+MAGIC BIANCO

YOUR MAGIC

PHYTO COLOR CREATIVITY

Intense Pigments
Essential Direct Colors
Fashion Direct Colors
+Magic Bianco

DIRECT COLOR BEAUTY COLLECTION

Color perfecter to tonalize
and enhance reflexes on the hair

Up to

99%
natural ingredients



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CARE FOR BEAUTY

PHILOSOPHY



**YOUR
MAGIC**

PHYTO COLOR CREATIVITY

Diversity
makes us
Unique

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What customers want

THE NUMBER OF COLOR SERVICES IS SPIKING, ALL OVER THE WORLD:

COLOR IS THE KEY SERVICE IN EVERY SALON, ENGAGING A DIVERSIFIED CLIENTELE, VARYING IN AGE AND LIFESTYLE.

Color services are decreasingly focused on covering grey hair, while they are often requested to fulfill a wish of freedom, of playful expression and experimentation:

- **FOR WOMEN TO LIKE THEMSELVES, TO FEEL APPRECIATED, PLAY, TRY NEW THINGS WITHOUT COMMITTING TO PERMANENT COLORS:**
 - FOLLOW THE TRENDS AND EXPLOIT THEM
 - GET A CUSTOMIZED HAIR COLOR
 - EXPRESS THEIR STYLE
 - BE TEMPTED AND TRY A NEW COLOR SHADE, CHANGE IT LIKE THEY WOULD DO WITH MAKE-UP OR CLOTHING
- **WITH THE UTMOST ATTENTION TO QUALITY, CARE AND RESPECT OF THE HAIR**
- **USING NATURAL GREEN FORMULATIONS THAT TAKE CARE OF THE HAIR**
- **QUICK SERVICE, IMMEDIATE RESULT**
- **WELLNESS, SENSORY AND OLFACTORY PLEASANT FEELING DURING THE SERVICE**

**YOUR
MAGIC**

PHYTO COLOR CREATIVITY

**Caring
while *coloring***

THE LINE

YOUR MAGIC

DIRECT COLOR BEAUTY COLLECTION

8 *intense pigments* **15** *direct color shades*
+ MAGIC BIANCO

8 INTENSE PIGMENTS

Last generation ultra concentrated pigments. To enhance and enrich color and care treatments with wonderful reflexes.

FORMULATION HAS BEEN PERFECTED TO ENSURE THE BEST PERFORMANCES IN SYNERGY WITH ALL OXIDIZING COLORS

11 ESSENTIAL DIRECT COLORS

Technical tone on tone gel color, with a wide range of tones. New identification system with level and reflex.

4 FASHION DIRECT COLORS

Tone on tone gel color, pastel and fashion shades.

+ MAGIC BIANCO

CROSS-CUTTING USE

to

CREATE ENDLESS COLOR HUES if mixed with any YOUR MAGIC shade, WHILE TAKING CARE OF THE HAIR

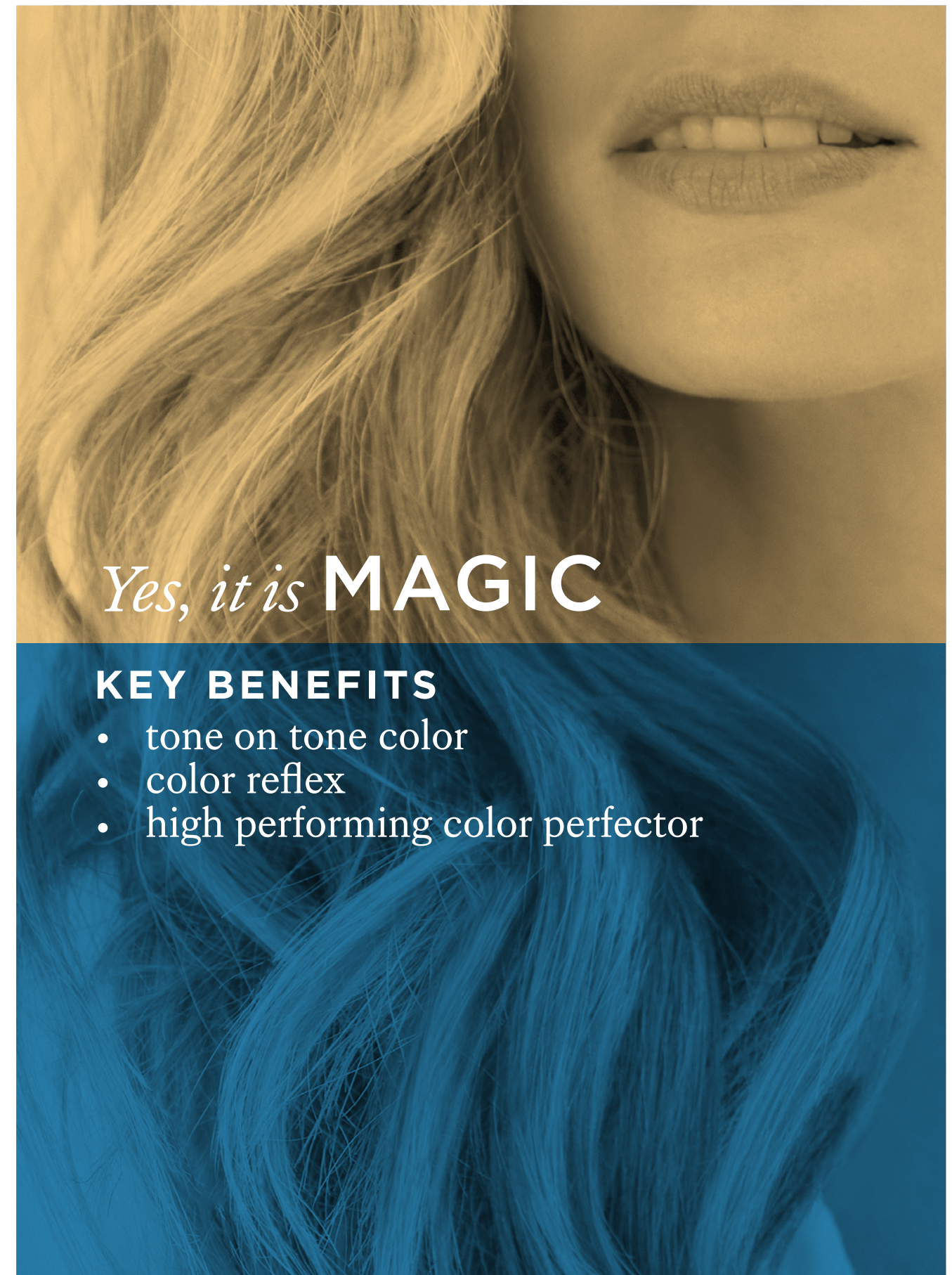
TECHNICAL PLUS

- it dilutes color intensity
- it balances hair porosity
- it turns the texture from gel to creamy
- synergetic use with ESSENTIAL, FASHION and INTENSE PIGMENTS

CARE and BEAUTY PLUS

Hydrating and Illuminating

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Yes, it is **MAGIC**

KEY BENEFITS

- tone on tone color
- color reflex
- high performing color perfector

WHY

Is it **MAGIC**

MANY BENEFITS

- Up to 99% natural ingredients, with **CARE ACTION** and **RESPECT OF THE HAIR STRUCTURE**
- **STABLE** and **PURE PIGMENTS** for **VIBRANT** and **SHINY COLORS**
- **COLOR RESULTS ARE EQUIVALENT TO THE COLOR BOOK**

TECHNICAL PLUS

- **Different types of color service:**
 - ENRICH WITH COLOR REFLEXES
 - TONE ON TONE COLOR
 - GREY HAIR CONCEALING
 - COLOR CORRECTION
- * **ENDLESS COLOR SHADES**
- * **INTENSE PIGMENTS** can also be mixed with OXIDIZING COLORS
- **PERFECT ON PRE-BLEACHED HAIR**
- COLOR REFLEXES ARE EQUIVALENT TO THE ONES ON THE COLOR BOOK
- UNIFORM AND VIBRANT COLOR
- GENTLE ON THE SCALP
- QUICK AND EASY APPLICATION
- FAST SERVICES: from 5 to 20 minutes developing time

CARE AND BEAUTY BENEFITS

- GREAT BEAUTY PERFORMANCE
- DIRECT COLORS, GENTLE ON THE HAIR STRUCTURE
- ADDING HYDRATION, NOURISHMENT AND SOFTNESS TO THE HAIR
- LIVELY PIVOINE ROUGE SCENT: MIXED FRUIT, FLOWERS AND MOSSES BOUQUET

- FREE OF:**
- SILICONS
 - ALCOHOLS
 - PARABENS
 - RESORCINOL
 - COCAMIDE DEA
 - COCAMIDE MEA
 - SLES
 - SLS
 - PPD

Give **YOUR MAGIC**
to your clients hair



KNOWLEDGE

PHYTO-TECHNOLOGY

for maximum care and beauty performances

PHYTO

Up to
99% natural ingredients



IN A FRESH RELAXING FRAGRANCE WITH FRUITY NOTES
AND HINTS OF FLOWERS AND MOSSES

FUNCTIONAL ACTIVE PRINCIPLES

Organic Zemea* Maize derivative

Emollient, soothing, granting softness and combability



Beautyquat RC Rice derivative
Protecting, Replumping, Illuminating



Guar seeds derived thickening agents
with a conditioning and highly filming effect



Coconut derived natural surfactants
helping to spread the color throughout the hair

* ECOCERT ORGANIC CERTIFICATION

KNOWLEDGE

TECHNOLOGY

YOUR MAGIC has been formulated with an acidic pH CATIONIC formulation

THIS MEANS THAT THE COLORING ACTION ON THE HAIR IS:

- **DIRECT:** pigments deposit on the hair and distribute on the hair cuticle
- **IT ACTS WITHOUT ALTERING THE HAIR STRUCTURE OR THE HAIR NATURAL MELANINS**
- **IT IS NOT PERMANENT**, clients can experiment
- **GREY HAIR CAMOUFLAGE (NOT COVERAGE)**
- **IT DOES NOT LIFT THE HAIR COLOR**

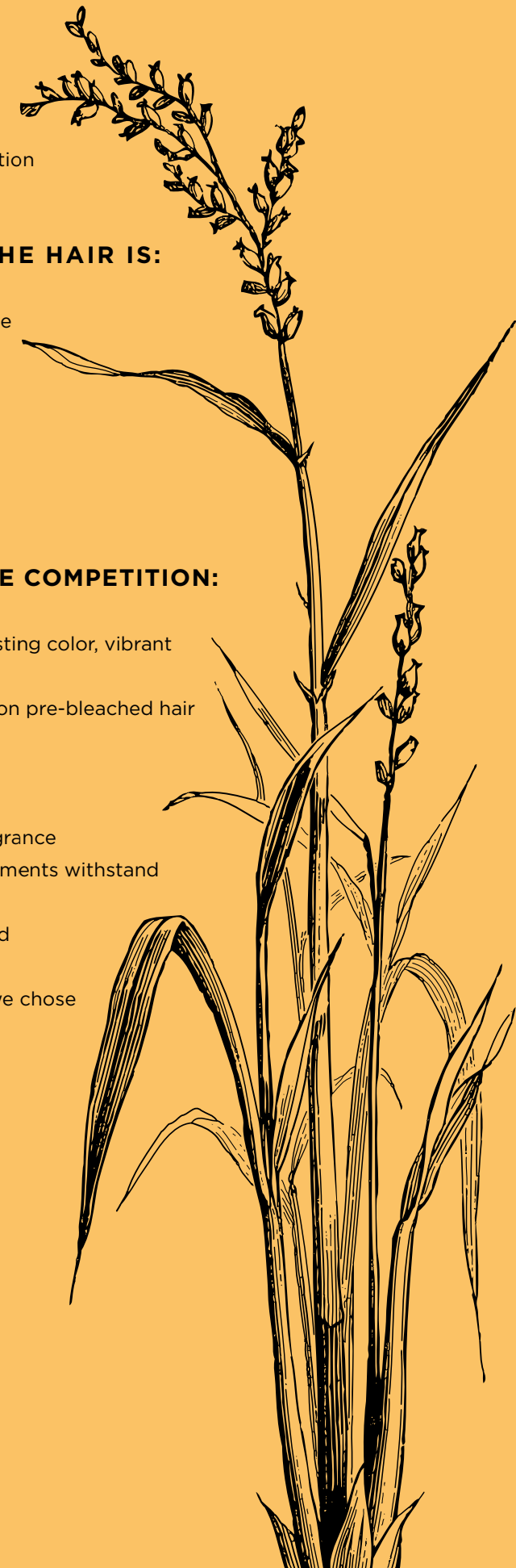
ITS STRENGTH LIES IN THE INNOVATION FACING THE COMPETITION:

- **GREAT ADHERENCE** to the stalk, thanks to its gel texture.
- **HIGH QUALITY PIGMENTS, PURE AND CALIBRATED** ensuring long lasting color, vibrant effect and reflex intensity
- **CHEMICAL AFFINITY WITH KERATIN**, granting color uniformity even on pre-bleached hair
- **GREAT CHROMATIC EXPRESSION**
- **MINIMUM COLOR CHANGES**
- **EASY TO USE** and to apply on the hair
- **PLEASANT EXPERIENCE FOR THE CUSTOMER** thanks to its lively fragrance
- **INTENSE PIGMENTS** can be mixed with oxidizing colorations since pigments withstand the oxidizing environment
- **MANY SERVICES** thanks to the possibility to **MIX** with conditioning and care products treatments
- **GENTLE** on the scalp and the hair thanks to the selected ingredients we chose to respect the skin physiological pH

FREE OF:

- SILICONS
- ALCOHOLS
- PARABENS
- RESORCINOL
- COCAMIDE DEA
- COCAMIDE MEA
- SLES
- SLS
- PPD

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CARE FOR BEAUTY



YOUR MAGIC

PHYTO COLOR CREATIVITY

beauty is in your hands... it's **MAGIC!**



8 INTENSE PIGMENTS

Latest generation **ultra concentrated pigments**, to **intensify** and **enrich color services and care treatments with extraordinary reflexes**.

They can be used **ALONE** or **MIXED WITH**:

- Permanent oxidizing coloration
- + Magic Bianco
- Essential Direct colors
- Fashion Direct Colors
- Shampoo
- Conditioner
- Mask

APPLICATION: brush or tap applicator

11 ESSENTIAL DIRECT COLORS

Technical tone on tone gel color with a wide range of tones and shades. New identification system with level and reflex.

They can be used **ALONE** or **MIXED WITH**:

- +Magic Bianco
- Intense Pigments
- Fashion Direct Colors
- Conditioner

APPLICATION: brush or tap applicator

DEVELOPING TIME: FROM 5 TO 20 MINUTES



4 FASHION DIRECT COLORS

Gel tone on tone color, fashion pastel shades.

They can be used **ALONE** or **MIXED WITH**:

- +Magic Bianco
- Intense Pigments
- Essential Direct Colors
- Conditioner

APPLICATION: brush or tap applicator



+MAGIC BIANCO

COLOR MULTIPLIER

MIXABLE WITH ANY YOUR MAGIC SHADE to create endless colors taking care of the hair

TECHNICAL PLUS

It dilutes color intensity
It turns the texture from gel to creamy
It works in synergy with Essential and Fashion shades, Intense Pigments

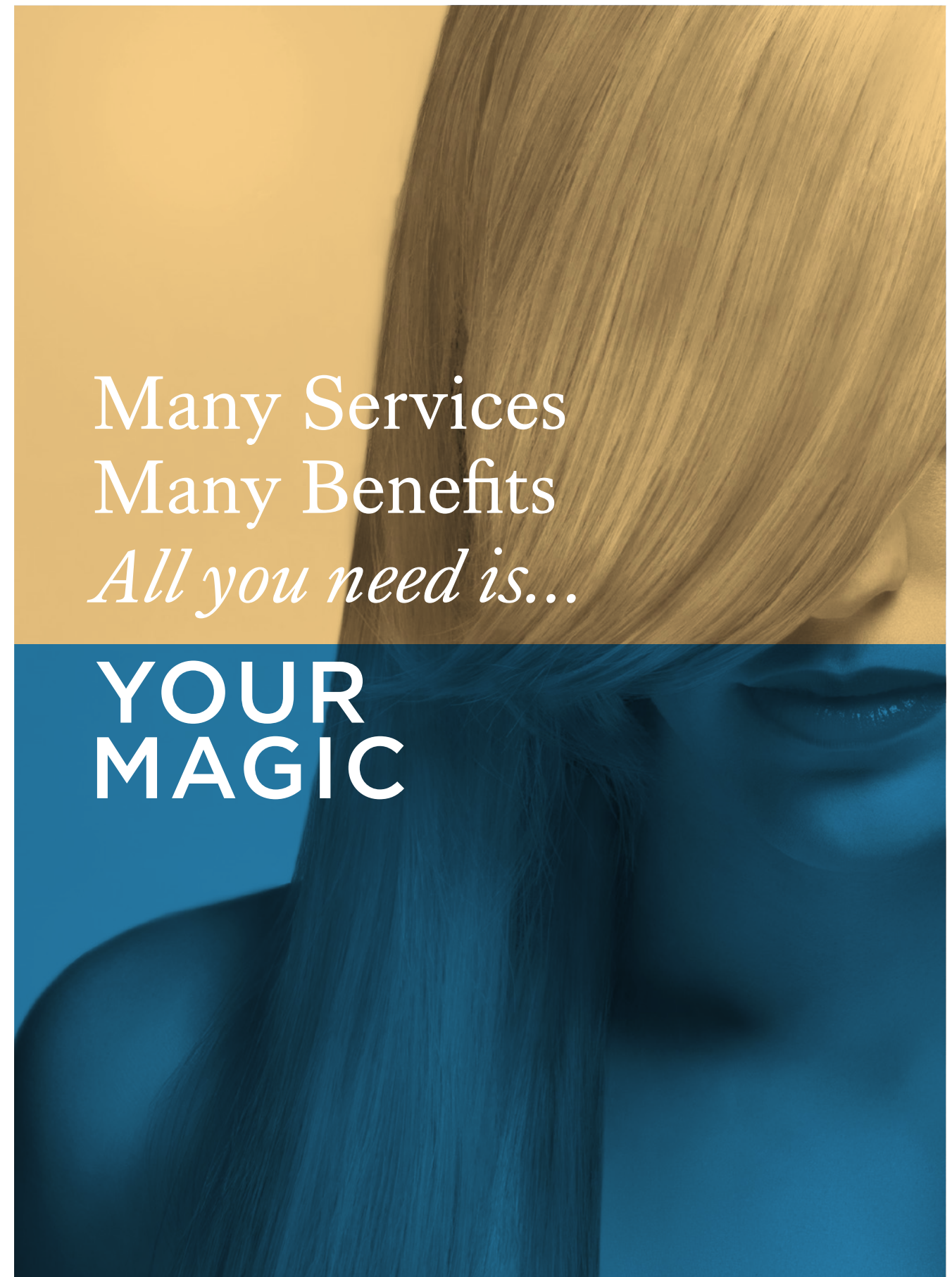
BEAUTY PLUS

It balances the hair porosity
It hydrates and illuminates

APPLICATION: brush

YOUR MAGIC *possible services*

SERVICES	HOW TO USE IT
<p>COLOR BOOST <i>Reflex Boost in Oxidizing Colors</i></p>	<p>Mix of YOUR MAGIC Intense Pigments and Beauty Fusion Full, Demi Plus service, or with It's Color. Mixing YOUR MAGIC Intense Pigments shades with oxidizing colors gives the chance to: intensify color reflexes, enrich colors with different reflexes, correct undesired results. YOUR MAGIC Intense Pigments is added in percentage, calculated on the final Color + Developer formula. Each 100g of Color + Developer mix you add from 1g to 30g of YOUR MAGIC Intense Pigments.</p>
<p>COLOR GLOW <i>Maximum Brilliance in Beauty Fusion Gloss services</i></p>	<p>Mix of YOUR MAGIC Intense Pigments with the demi-permanent acidic pH color Beauty Fusion GLOSS. YOUR MAGIC Intense Pigments shades. YOUR MAGIC Intense Pigments needs to be added in percentage, considering the formulation total amount (color + Oxymilk 5 vol.). For every 100g of Color + Oxymilk formulation you can add from a minimum of 1g to a maximum of 50g.</p>
<p>COLOR FOAM <i>Immediate Reflexes at the Washing Area</i></p>	<p>Mix of YOUR MAGIC Intense Pigments with shampoo. This service adds a color tone to the washing power of the shampoo, for a double use; washing + toning. It can intensify faded reflexes and revive color. It also allows for quick reflex corrections when at the washing area. Keeping the ratio of 1:10 between YOUR MAGIC Intense Pigments and Shampoo you make sure to add color reflex, not interfering with the service washing function.</p>
<p>NUTRI COLOR <i>Nourishing tone on tone service</i></p>	<p>YOUR MAGIC Intense Pigments mix with Mask or Conditioner. This is a proposal meant to enriching any hydrating service carried out with specific CARE products. It is very interesting to propose it to clients as hydrating and glazing color or nourishing toning maintenance service. You can add from 1g to 4g of YOUR MAGIC Intense Pigments for every 10 g of specific "care" product.</p>
<p>RAINBOW LIGHT <i>Progressive Color Intensity</i></p>	<p>YOUR MAGIC Intense Pigments mix with +MAGIC BIANCO. Mixing YOUR MAGIC Intense Pigments and +Magic Bianco it is possible to create endless shades for every color, while taking care of the hair. YOUR MAGIC Intense Pigments special formulation, rich in ultra concentrated pigments, makes it perfect for a mixing ratio with +Magic Bianco not lower than 1:1, up until reaching pastel hues with ratios 1:20 and beyond.</p>
<p>ENDLESS SHADES <i>Unlimited Color Potential</i></p>	<p>Possible mixes of any YOUR MAGIC Intense Pigments shade with YOUR MAGIC Essential, YOUR MAGIC Fashion or +MAGIC BIANCO to create endless customized color shades.</p>



Many Services
Many Benefits
All you need is...

**YOUR
MAGIC**

CUSTOMER SATISFACTION

YOUR MAGIC

ALL THAT YOU NEED
TO MAKE YOUR CLIENTS DESIRES
COME TRUE

OFFER YOUR CLIENTS A **UNIQUE AND PERSONAL STYLE**
TO TAKE CARE OF THEIR HAIR WHILE COLORING THEM

THANKS TO THE ADVANCED PHYTO-TECH FORMULATION

**MANY BENEFITS
MANY SERVICES**

Up to

99% natural ingredients



YOUR MAGIC

A MAGICAL TOOL
TO EXALT YOUR
PROFESSIONAL SKILLS

Make a difference... *You can!*

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CARE FOR BEAUTY

YOUR MAGIC FOR YOUR CLIENTS

CARE ACTION AND CUSTOMIZED RESULTS

ITS PHYTO-TECH FORMULATION IS GENTLE
ON THE HAIR STRUCTURE AND TAKES CARE
OF THE HAIR BEAUTY



**YOUR
MAGIC**

PHYTO COLOR CREATIVITY

Discover it...

IT'S EASY IT'S SPECIAL IT'S FANTASTIC

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CARE FOR BEAUTY

DISCOVERING THE LINE

YOUR MAGIC

PHYTO COLOR CREATIVITY

Intense Pigments

8 INTENSE PIGMENTS *such vibrant shades*

ULTRA-CONCENTRATED PIGMENTS

PLUS

They work in synergy with:

- permanent oxidizing coloration
- demi-permanent and gloss colors
- care products, to create new salon services

These shades can be used **UNMIXED**
or **BLENDED** with:

- Oxidizing colors
- +Magic Bianco
- Essential Direct Colors
- Fashion Direct Colors
- Shampoo
- Conditioner
- Mask



DISCOVERING THE LINE

8 INTENSE PIGMENTS *synergetic intensifiers*

GEL INTENSIFIERS

- RED/6/R
- GOLD/3/G
- COPPER/4/C
- BLUE /11/B
- GREEN /8/M
- VIOLET/2/V
- MAGENTA /26/VR
- SHOCKING YELLOW



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DISCOVERING THE LINE

YOUR MAGIC

PHYTO COLOR CREATIVITY

Essential Direct Colors

11 ESSENTIAL DIRECT COLORS

such wonderful shades

GEL TECHNICAL COLORS

- 10.3 - 10G
- 10.13 - 10AG
- 9.21 - 9VA
- 8.0 - 8N
- 7.74 - 7WC
- 7.4 - 7C
- 7.1 - 7A
- 6.0 - 6N
- 5.6 - 5R
- 4.71 - 4CHA
- 2.01 - 2NA



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CARE FOR BEAUTY

11 ESSENTIAL DIRECT COLORS

TONE ON TONE GEL COLOR, to add technical reflexes with a broad range of shades and hues. New identification system with level and reflex.

These shades can be used UNMIXED or BLENDED WITH:

- +Magic Bianco
- Intense Pigments
- Fashion Direct Colors
- Conditioner



DISCOVERING THE LINE

YOUR MAGIC

PHYTO COLOR CREATIVITY

Fashion Direct Colors

4 FASHION DIRECT COLORS

such daring shades

GEL FASHION COLORS

- NUDE
- PEACH
- LILAC
- DOVE GREY



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CARE FOR BEAUTY

4 FASHION DIRECT COLORS

TONE ON TONE GEL COLOR, to add pastel trendy reflexes. New identification system with level and reflex.

These shades can be used UNMIXED or BLENDED WITH:

- +Magic Bianco
- Intense Pigments
- Essential Direct Colors
- Conditioner



DISCOVERING THE LINE

YOUR MAGIC

PHYTO COLOR CREATIVITY

Your Infinite
Creativity Tool

+MAGIC BIANCO

+ MAGIC BIANCO
your infinite creativity tool

TO CREATE ENDLESS COLOR HUES
IN SYNERGY WITH WITH ALL OF YOUR MAGIC
SHADES



DISCOVERING THE LINE

+ MAGIC BIANCO

COLOR MULTIPLIER

mixable with any other YOUR MAGIC shade

Create endless color shades while taking care of the hair.









PLUS












- to dilute color intensity
- to balance porosity
- to hydrate and illuminate
- to be mixed with Essential and Fashion shades
or with Intense Pigments
- * to turn the texture from gel to cream



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CARE FOR BEAUTY

TECHNICAL TIPS

INTENSE PIGMENTS <i>such vibrant shades</i>	
 RED/6/R	Ultra concentrated pure primary color. If used unmixed, it results in vibrant bold reds. Mixed with YM Essential and Fashion, it intensifies their red reflexes. Mixed with oxidizing colors - even if used in small percentages - it boosts red tones. Wonderful results if mixed with COPPER shades to get vibrant fire reflexes. Mixed with +MAGIC BIANCO it creates countless red and pink hues, of variable intensity. It can also be used as reviving toner if mixed with shampoo or other CARE products.
 BLUE/11/B	Ultra concentrated pure primary color. If used unmixed, it creates ocean blue hues. If mixed with YM Essential or Fashion shades it intensifies blue reflexes. Mixed with oxidizing colors - even if used in small percentages - it boosts blue tones. If added to ASH and Irisè shades it can create mystic hues. Mixed with +MAGIC BIANCO it creates wonderful light blue / blue shades. It neutralizes yellow-orange reflexes. It can also be used as reviving toner if mixed with shampoo or other CARE products.
 GOLD/3/G	Ultra concentrated yellow, pure primary color. If used unmixed, it creates very intense gold shades. Mixed with YM Essential or Fashion shades it intensifies gold reflex. Mixed with oxidizing colors - even if used in small percentages - it boosts gold tones. Mixed with +MAGIC BIANCO it creates endless gold hues. It can also be used as reviving toner if mixed with shampoo or other CARE products.
 VIOLET/2/V	Ultra concentrated pure secondary color. If used unmixed, it creates a bold violet shade. Mixed with YM Essential or Fashion shades, it intensifies lilac violet shades. Mixed with oxidizing colors - even if used in small percentages - it boosts violet irisè tones. Mixed with ASH tones, it creates wonderful pearl hues. Mixed with +MAGIC BIANCO it creates endless violet irisè hues. It neutralizes yellow reflexes. It can also be used as reviving toner if mixed with shampoo or other CARE products.
 COPPER/4/C	Ultra concentrated pure secondary color. If used unmixed, it creates a bold vibrant copper hue. Mixed with YM Essential or Fashion shades it intensifies their copper hue. Mixed with oxidizing colors - even if used in small percentages - it boosts orange tones. It boosts shine on Gold, Red and Brown shades. Mixed with +MAGIC BIANCO, it creates endless copper hues. It can also be used as reviving toner if mixed with shampoo or other CARE products.
 GREEN/8/M	Ultra concentrated pure secondary color. If used unmixed it creates an intense green bottle shade. Mixed with YM Essential or Fashion it intensifies green reflexes. Mixed with oxidizing colors - even if used in small percentages - it boosts green tones or corrects red ones. Mixed with +MAGIC BIANCO, it creates endless green hues. It can also be used as reviving toner if mixed with shampoo or other CARE products. It neutralizes red reflexes.
 SHOCKING YELLOW	Shocking Yellow - it's called 'shocking' for its acidic reflex, especially suitable to get hues and fashion shades.
 MAGENTA/26/VR	Pure red/violet reflex. Mixed with oxidizing colors it enriches them with light irisè hues. Mixed with +MAGIC BIANCO (alone or mixed with VIOLET or LILAC), it creates a wonderful pink color palette.

ESSENTIAL DIRECT COLORS <i>such wonderful shades</i>	
 2.01 2NA	GREY BROWN- this is the darkest shade of the line, especially suitable to conceal the first grey hair on dark bases. It's possible to mix it with 7.1 to get intermediate ash shades. It's not recommended to use it unmixed on colored or bleached hair, since cold reflexes could result into an undesired color change.
 4.71 4CHA	INTENSE BROWN - is the most intense and natural brown of the line; perfect when you want to darken or warm up the base color.
 5.6 5R	RED BROWN - it is a red between violet and copper and lives with both souls. It expresses its reflexes best at level 5. In case you want to boost shine or make the color bolder, you can mix it with YM Intense Pigments RED. If you want the red tone to go towards orange or violet, or you can mix it with YM Intense Pigments COPPER or VIOLET.
 6.0 6N	DARK BLONDE- it is an intermediate dark blonde; perfect when you want to intensify or cool down a shade.
 7.1 7AA	GREY BLONDE - this is a light ash blonde. If processed with careful supervision, it can make white hair grey. It can be mixed with 2.01 to create different hues of grey. It's not recommended to use it unmixed on colored or bleached hair, since cold reflexes could result into an undesired color change.
 7.4 7C	COPPER BLONDE - it's a natural copper blonde. If mixed with YM Intense Pigments COPPER it turns to an Intense Copper shade. To get a coral copper reflex it can be mixed with YM Essential 5.6 or YM Intense Pigments RED.
 7.74 7WC	BRONZE BLONDE - it is an intense caramel shade, suitable to tone all intermediate shades. Thanks to its special reflexes, pink copper blonde, it is perfect to revive the lengths in warmish brown or dark blonde shades. To get an even bolder reflex, mix with YM 7.4.
 8.0 8N	NATURAL BLONDE - this shade is the link between light blondes and darker brown shades; perfect to darken all blonde shades and create, when mixed, level 9 shades or any intermediate level tone.
 9.21 9VA	PEARL IRISÈ - this shade is surprisingly good in neutralizing yellow undertones. Mixed with +Magic Bianco, on level 10/11 pre-bleached hair, it creates pearl tones.
 10.3 10G	GOLD PLATINUM - it has a gold reflex, so it is perfect to boost golden blonde tones and slightly counteract cool undertones.
 10.13 10AG	SAND PLATINUM - a sand blonde who stands between cold and warm shades. The perfect shade to tone blonde hair cooling down its reflex.

TECHNICAL TIPS

Discover **YOUR MAGIC**
mixed with our permanent color lines
to get the best results

BEAUTYFUSION
PHYTO-TECH COLOR



Extraordinary, modern, innovative

NATURE, SCIENCE AND TECHNOLOGY AT THE SERVICE OF THE SALON

1 line, 3 Ways of Beauty:
Permanent, Demi-Permanent, Gloss

PLUS - MANY BENEFITS, MANY SERVICES
TO GET THE BEST FLEXIBILITY AND PERSONALIZATION

- 63 OILY SHADES MIXABLE AMONG THEM
- FROM TONE ON TONE COLOR TO 100% GREY HAIR COVERAGE
- UP TO 99% NATURAL INGREDIENTS
- VEGAN OK CERTIFIED • CARE ACTION: PROTECTIVE, ANTI-AGE, STRENGTHENING, NOURISHING
- BARRIER SHIELD: FROM UV RAYS, POLLUTION AND EXTERNAL AGGRESSIVE AGENTS
- BEAUTY ACTION: VIBRANT AND BOLD COLOR, ENDLESS LIGHT thanks to our exclusive PHYTO-TECH FORMULA



Yes, beauty is you!

it's
color

THE COLOR THAT WILL AMAZE YOU RIGHT FROM THE FIRST APPLICATION
PLUS

- WONDERFUL SHADES
- SHINY, LONG LASTING AND STABLE COLORS, THANKS TO THE GREAT QUANTITY AND VARIETY OF PIGMENTS
- ACCURATE AND VIBRANT REFLEXES, NO COLOR CHANGES, THANKS TO THE AMPHOTERIC MOLECULE GRANTING UNIFORMITY AND BALANCE
- QUICK MIXING, EASY APPLICATION AND RINSING
- CREAMY TEXTURE, 150ml SIZE
- LOW AMMONIA CONTENT, CALIBRATED ACCORDING TO THE LEVEL
- PERFECT GREY HAIR COVERAGE
- GREAT HIGHLIFTING UP TO 4/5 LEVELS



Experience the Difference!

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MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER

YOUR
MAGIC
in your hands

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