



fusion Color

BLEACHING LINE

- With assets extracted from nature
- Up to 10-tone lightening power
- Anti-yellowing Action
- Anti-fading protective film



BOLD BLOND

HIGH BLUE BLEACHING POWDER



A bleaching powder, developed with a proven effective formula, grants fast and uniform bleaching, result of the persulphates combination. They maintain the pH balance, while clarifying and causing minimal damage to the hair fiber.

COMPONENTS

MG3 Power technology - a triad concept - combines baobab oil, argan oil and creatine: essential ingredients that work together with persulphates. BOLD BLOND has anti-yellow action, dust free and lightening power of up to 10 tones. It assures a perfect lightening for all kinds of techniques, hair locks paper, freehands, cap or global, with or without heat source.



BAOBAB

oil

Baobab is a national tree in Madagascar. Its oil texture is thin, low-density high absorption with high nutrition value, with oligo-elements and vitamin such as Omega-6, Omega-9 and vitamin E. It is an anti-oxidant that helps on the hydration and in the elasticity of the hair.



ARGAN

oil

Argan Oil acts by lipids replacement on the hair strands, easy to be absorbed from the hair fiber, it avoids breakage during bleach process providing resistance and smoothing to the hair strands.



CREATINE

Creatine is an amino acid composed of Arginine, glycine, and methionine. Considerably increases hair's resistance, it has molecules lower than keratin which minimize all of the chemical aggressions effects.

OXIDISING STABILISING CREAM

OX CREAM

WITH ASSETS EXTRACTED FROM NATURE

The stabilized oxidizing cream OX Cream was formulated with noble actives, extracted from nature to enhance the of coloration and discoloration action.

COMPONENTS

The cream has a thick texture and exclusive perfume, besides a balanced pH and a combined formula based on Pracaxi Oil, Almond Oil and Bisabolol, allowing the precise and uniform color development, forming a protective film anti-dastling, reassuring and soothing, which considerably reduces the aggressions caused by Hydrogen Peroxide.



PRACAXI

oil

Pracaxi Oil is extracted from a tree that it comes from Amazon, it has high-performance for healing and act by preventing damage on the hair strands and scalp, provides shine and acts as an anti-oxidant, blocker from free radicals.



ALMOND

oil

Almond Oil has a hydration power higher, for it has vitamins such as B1, B2, PP, B5, B6, provitamin A and mineral substances besides an excellent emollient to hair strands.



BISABOLOL

Alfa-Bisabol it is a powerful calming and cicatrizing, used to combat adverse reactions of chemical on the scalp and skin.

HOW TO USE

In a non-metallic container, prepare one measure of BOLD BLOND bleaching powder for two measures of OX-CREAM 10-20-30 or 40 volumes.

For the freehand technique: prepare a powder measure for one and a half measurements of OX-CREAM, in order to obtain a denser texture. Apply the product immediately after the preparation. After reaching the desired tone, remove product fully with water and shampoo. The pause time of the BOLD BLOND bleaching powder should be controlled by the professional, according to the desired lightening, and may vary from 20 to 60 minutes.

HOW TO USE

Discolouration: In a plastic container, use OX Cream at the proportion recommended for Bold Blond bleaching powder, always obtaining a homogeneous mixture, according to the desired technique.

Colouring: Mix the OX Cream at the volume and proportion according to the desired color, as specified in the coloration product tube.



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