



The power of beauty.

SALON SERVICES

Shampooing is the first fundamental step that introduces you to all salon services. It is very important to be able to propose a wide and adequate offer that meets all needs.

SHAMPOO
AND
STYLING

TREATMENTS

- HAIR STYLING
- CUT
- SMOOTHING
- STRAIGHTENING
- PERMANENT
- HIGHLIGHTER
- COLOUR
- BLEACHING
- LIGHTENING
- STREAKS



TREND

Hair has always been a strength and a hallmark synonymous with feeling good about oneself. Taking care of it while respecting its natural structure and its intrinsic characteristics is what women seek today.

Black offers precious rituals for different needs with the aim of sublimating the well-being and beauty of hair.

For this reason, the formulas are increasingly cutting-edge, SLES & SLS-FREE and enriched with the latest natural active ingredients.



COLOURING

**INTENSE, LONG-LASTING COLOUR,
MULTIFACETED SHADES FOR TRENDY OR
EVERGREEN HAIR LOOKS:
THE COLOURING RANGE OFFERS
THE ULTIMATE IN PERFORMANCE
IN HAIR COLOURING.**



PROTECTIVE LIGHTENING CREAM

with ACTIVE CHARCOAL

THE PERFECT BLONDE
THAT LEAVES THE HAIR
HEALTHY AND MOISTURISED.

250 G

USP

PROTECTIVE LIGHTENING CREAM



1. **NOT A SIMPLE BLEACHING CREAM.** Created not only to satisfy all bleaching techniques but also to guarantee maximum protection of the hair throughout the technical service. Lightens up to 10 tones.
2. **MODERN and DELICATE FORMULATION.** Contains **ACTIVE CHARCOAL** a rich complex of Sugars and Vegetable Charcoal with a dual action: The Vegetable Charcoal acts as a counter-colour for the yellow/orange undertones while performing a purifying action; the sugars protect and moisturise the hair throughout the lightening process.
3. **SUPPORT FOR THE PROFESSIONAL.** Bleaching, protection and hydration in a single technical service. Indispensable accessory for a flawless blond result and protected hair.
4. **DISTINCTIVITY.** Vegetable Charcoal gives the characteristic black colour to the bleaching paste, the same colour is taken up in the graphics, to make the product easily recognisable and different from the other articles in the line
5. **MKTG MATERIALS & SOCIAL CHANNELS:** enhancement of supporting materials (advertising pages, product sheets, catalogues, photos, videos, newsletters ...)

USP

PROTECTIVE LIGHTENING CREAM



ACTIVES

- ACTIVE CHARCOAL (Complex of Sugars and Vegetable Charcoal)

PLUS

- LIGHTENS UP TO 10 TONES
- SUITABLE FOR ALL LIGHTENING TECHNIQUES
- GENTLE ON SCALP AND HAIR
- ZERO DUST
- DOES NOT DRY
- DOES NOT DRY
- DOES NOT DULL OR DRY HAIR
- CONDITIONING AND SHINING ACTION

RISULTATO

- PERFECT BLOND
- PROTECTED AND MOISTURISED HAIR



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