MILANO

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THE WORLD OF HAIR .... TODAY

- Increasingly **Demanding Consumers** are on acontinuous search for **Quality** and a unique, new, refined **Style**.
- **Salons** are hungry for **Marketing Materials & Images** that provide new **Incentives** for targeted **Technical Services**.
- **Innovative Products** are formulated with **revolutionary ingredients** and dedicated to clients who understand the importance of **Wellness**.

keratin & argan oil

Keratin provides **cosmetic support with** a less aggressive product that fully respects the hair structure.

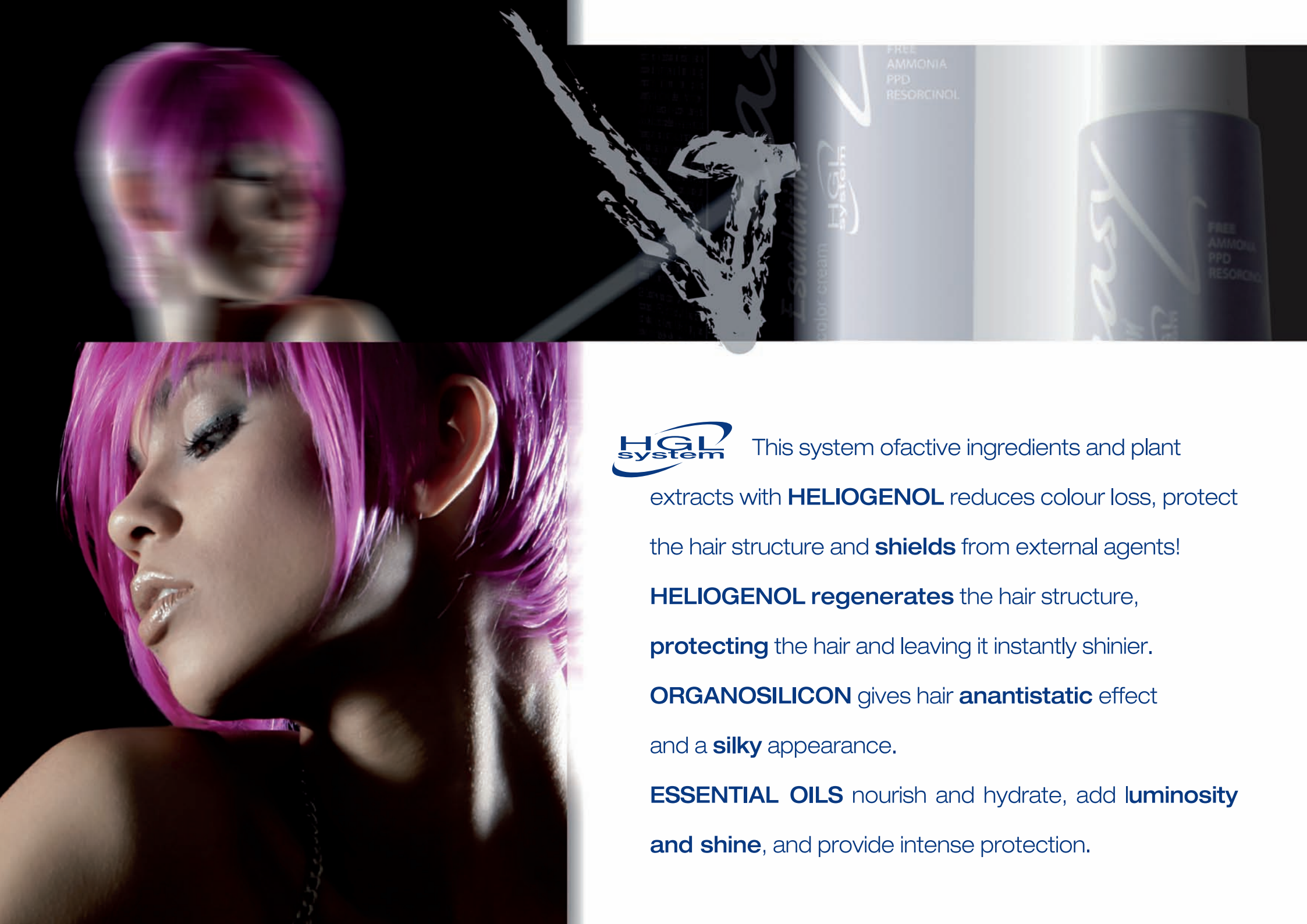
Argan Oil lends softness to the colouring cream and provides increased **hydration** during the colouring process.

antiAGE

ANTI-AGE MICROEMULSION COMPLEX

A complex that **prevents** the hair structure from aging.

The micro-emulsion **slows** down the initial speed of the oxidation process in the mixture (colouring cream + Developer), dramatically **increasing** colour intensity and **triggering** a faster release of colour activators inside the hair shaft. The colouring micromolecules are more **resistant** to washing and ensure **consistent, even, long-lasting** colour over time.



HGL system This system ofactive ingredients and plant extracts with **HELIOGENOL** reduces colour loss, protect the hair structure and **shields** from external agents!

HELIOGENOL regenerates the hair structure, **protecting** the hair and leaving it instantly shinier.

ORGANOSILICON gives hair **anantistatic** effect and a **silky** appearance.

ESSENTIAL OILS nourish and hydrate, add **luminosity and shine**, and provide intense protection.

FREE
AMMONIA
PPD
RESORCINOL

A natural evolutionary process in which **AMMONIA, RESORCINOL** and **PPD** are **replaced** by a **new generation** of components and a colouring cream is created that is able to **satisfy** the needs of every type of client.

A **new**, extremely **delicate** colour service, created for those who suffer from a **sensitive scalp**.

3 ABSOLUTE

easy Escalation

FREE
AMMONIA
PPD
RESORCINOL

R&D

A STEP FORWARD...INTO THE FUTURE!

- Free Ammonia, PPD, Resorcinol
- Anti-Age Microemulsion Complex
- HGL System
- keratin & argan oil
- Pleasant fragrance
- Soft texture for easy application
- 60 ml. tube
- Mixing ratio 1:1.5
- Processing time: 30 minutes
- 19 shades

PROFESSIONAL ADVICE

- There's no need to mix with base colours to get 100% grey coverage.
- This result can even be achievedwith level 9shades.
- Mix only with 10-20-30-40 volume **Developer Easy**.
- Do not mix **Easy Absolute 3** with **Escalation Easy** to avoid compromising the new formula's performance.
- For an additional guarantee to maintain and protect hair over time use **Lisap Absolute Protective Spray** for Coloured Hair.

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