

BLONDE IMPERIUM  
**HAIRTIUM**  
ITALIAN SHAPE OF COLORS



## BLONDE IMPERIUM ARGAN-PLEX BLEACHING DUST 9 LEVEL

Ultra brightening and protective.



Decolorante  
*Argan*  
Plex  
9 level

- Compact powder with Argan Oil
- PLEX Technology guarantees maximum respect for the fiber capillary during the process bleaching, because it protects and strengthens the protein bonds of the hair while preserving the keratin structure of the internal fibrous layers and external.
- Perfect blondes and hair protected at every technical service.
- 9 levels of power, expressed in each application technique: Balayage, HighLights and Full-Blonde
- Basic mixing 1:2





# BLONDE IMPERIUM ARGAN-PLEX BLEACHING DUST 9 LEVEL

Ultra brightening and protective.



Product/ Ingredient	PSC Conc.	No. of subjects	M/F	Age range	No. of Reactions		Comments
					Patches 1-10	Challenge Patch	
Moisturizing lotion	0.24%	201	57/144	8-73	"No untoward effects"	0	Nonirritant
PSC	10.0% (ac)	51	11/40	12-70	0	0	Nonirritant

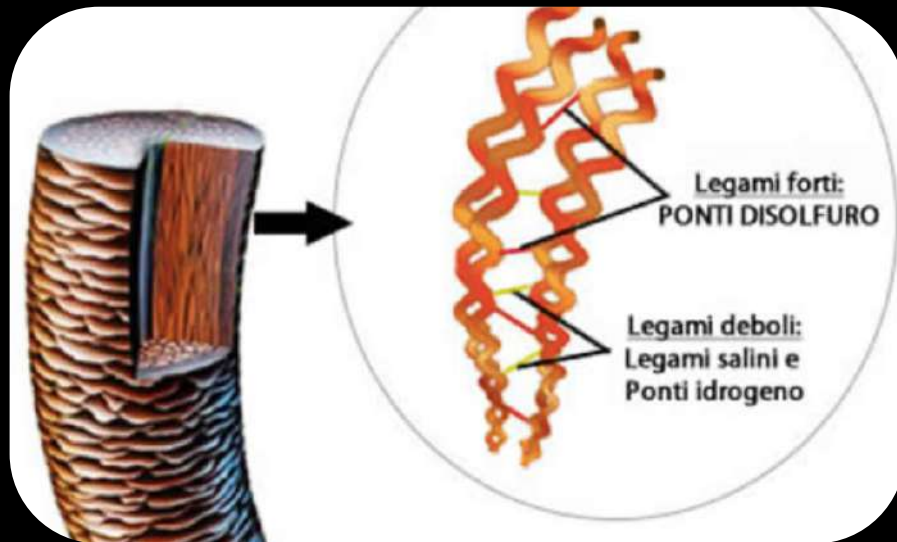
  

Poly(amino acids)                      Oligo(amino acids)

Based on the condensation between amino acids and sugars, the PLEX molecule (POLYAMINO SUGAR CONDENSATE) is made up of the 18 amino acids of the hair, carrying out a treating and defensive action on the hair fiber, resulting perfectly intact and compact after each bleaching. Thanks to the combination of 3 different molecular weights, the protective and strengthening action acts on the outer, middle and inner layers of the hair fibre, guaranteeing maximum protection of the protein bonds of the hair's keratin, giving it a full-bodied, luminous and invigorated structure.

# BLONDE IMPERIUM

## POLYAMINO SUGAR CONDENSATE TECHNOLOGY E OLIO DI ARGAN



### POLYAMINO SUGAR CONDENSATE:

- Humectant, maintains the water content of the hair and on the skin
- 
- Protective of the skin, it keeps the skin compact and prevents redness



### ARGAN OIL:

- Ensures hydration, elasticity and guarantees maximum protection of the hair.
- 
- Rich in vitamin E and essential fatty acids, Argan oil preserves the hydrolipidic balance of hair and scalp and leaves the hair soft and shiny.



# BLONDE IMPERIUM ACTIVATOR CREAM

## ETIDRONIC ACID:

Stabilizes the pH of hydrogen peroxide, guaranteeing its stability over time and a superior emulsion quality, with bleaching powder and colour.

The medium ph value makes Cream Activator extremely effective bleaching action, without risks.

The creamy consistency accentuated in particular in the 25 and 35 vol activators guarantees perfect creaminess and consistency of the product, making it easy to apply in any technique, thanks to perfect adhesion to the hair, without dripping or swelling, and above all, it guarantees lightening always uniform and constant, as the hydrogen peroxide in the cream releases the active oxygen in a more controlled and continuous way to lighten.



6 VOL  
Soft bleach  
and toning



25 VOL  
Speed  
constant and  
action  
controlled



35 VOL  
Speed  
increased  
action  
intensive



40 VOL  
Speed  
maximum  
action  
extra  
lightening

# BLONDE IMPERIUM

## FAST AND PROTECTIVE DEVELOPER



**ARGAN OIL:**  
Moisturizing and protective  
Avoid the formation of free radicals  
Compacts the hair cuticle Illuminates and shines the hair



**BAMBOO EXTRACT:**  
Repair and restructuring  
Rich in amino acids and proteins  
Rich in trace elements



**BABASSU OIL:**  
Emollient and moisturizing  
Antioxidant  
Protects the hair fiber

# BLONDE IMPERIUM SISTEMI DI MISCELAZIONE DIFFERENZIATA PER:

<b>ENHANCED LIGHTENING</b> Mixing 1:1.5	<b>BALANCED LIGHTENING</b> Mixing 1:2	<b>DELICATE LIGHTENING</b> Mixing 1:3	<b>PICKLING LIGHTENING</b> Mixing 1:4
	<b>6 VOL</b> Low lightening	<b>6 VOL</b> Gentle lightening to remove the colour	<b>6 VOL</b> To gently remove cosmetic colouring
<b>25 VOL</b> Recommended for Balayage	<b>25 VOL</b> Medium high lightening	<b>25 VOL</b> Only for darker shades or delicate bleaching	
<b>35 VOL</b> Recommended for Balayage	<b>35 VOL</b> high lightening		
<b>40 VOL</b> Recommended for Balayage	<b>40 VOL</b> Maximum lightening		



## BLONDE IMPERIUM TONER ULTRA PLEX

Toner  
*ultra*  
Plex  
Blonde  
Imperium



- It colors evenly and brilliantly, from the roots to the ends.
- Maximum customization and correction of color and lightening.
- The Ultra Plex system composed in this case of 3 precious plant extracts, gives excellent protection to the hair and a deep action of the active ingredients in the outer, middle and inner layers of the hair fibre, guaranteeing maximum structural yield in the hair in terms of protection, conditioning and shine.
- After rinsing off the Reconstructor Mask, apply Toner Ultra Plex for 5 to 15 minutes on damp, towel-dried hair.
- The incredible choice of colors makes it possible to discover a universe of Toning.
- The discovery of the innovative balance of pigments means that the color never undergoes color changes either during the action or in subsequent washings.

### Protective formula with strengthening action:



Argan  
oil



Extract of  
bamboo

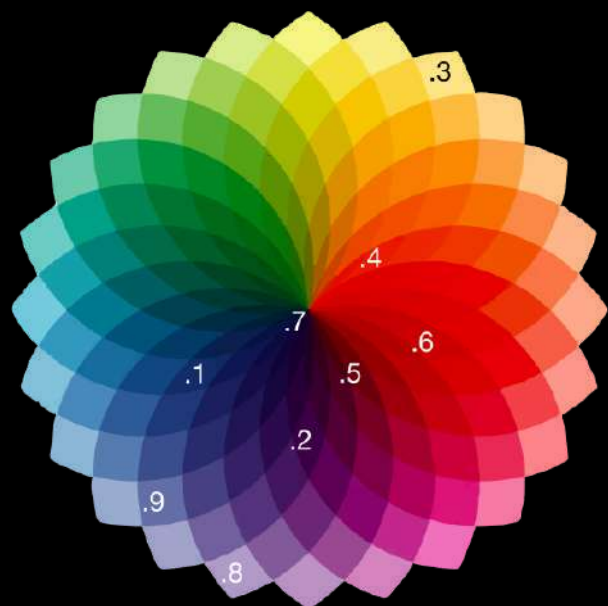


Babassu  
oil



# BLONDE IMPERIUM TONER ULTRA PLEX

Designation of color shades in numbers:



- 1 - BLU / BLUE
- 2 - VIOLA / VIOLET
- 3 - ORO / GOLD
- 4 - RAME / COPPER
- 5 - MOGANO / MAHOGANY
- 6 - ROSSO / RED
- 7 - MARRONE / BROWN
- 8 - PERLA / PEARL
- 9 - BLU VIOLA / BLU VIOLET

ULTRA PLEX TONER - EASY TO USE INSTRUCTIONS:

Mixing 1:2 with Blonde Imperium Cream Activator 6VOL.

Apply to washed and towel-dried hair and leave on for 5 to 25 minutes.




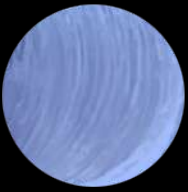
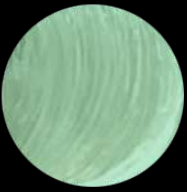

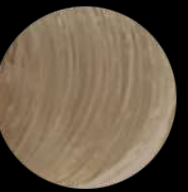
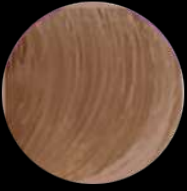

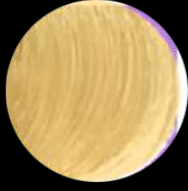


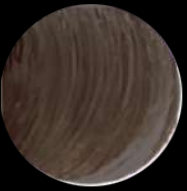

- Once the processing time is finished, rinse, wash and treat with Acid Shampoo Mineral Blonde Imperium and Reconstructure Mask.


BLONDE IMPERIUM TONER ULTRA PLEX Multi Toning Services		
TONE ON TONER	POWER TONER	PASTEL TONER
1:2 6 VOL	1:1 6 VOL	1:3 6 VOL
TIMING 10 - 20	TIMING 10 - 25	TIMING 5 - 15

BLONDE IMPERIUM TONER ULTRA PLEX Color Fix Neutralization	
GIALLO LIVELLO 9 - 10	10.99 PLATINUM STAR
GIALLO INTENSO LIVELLO 9 - 10	9.99 MERCURY ICE
GIALLO ARANCIO LIVELLO 8 - 9	9.91 DENIM NEPTUNE



# BLONDE IMPERIUM TONER ULTRA PLEX

<b>PLATINUM STAR</b> <b>10.99</b>	<b>MERCURY ICE</b> <b>9.99</b>	<b>VENUS CIPRIA</b> <b>10.96</b>	<b>LILAC UNIVERSE</b> <b>9.28</b>	<b>DENIM NEPTUNE</b> <b>9.91</b>	<b>URANUS MINT</b> <b>10.39</b>	<b>PINK GALAXY</b> <b>10.86</b>	<b>SATURN SAND</b> <b>9.83</b>
							
Cold platinum no-yellow	mercury anti- yellow orange	Cipria pale cold	Lilac no- intense yellow	Denim no- orange yellow	Mint no-orange	Rose pastel	Sand slightly anti-yellow
<b>CARAMEL JUPITER</b> <b>9.84</b>	<b>PLUTON IVORY</b> <b>10.38</b>	<b>GOLD SUN</b> <b>10.33</b>	<b>ORANGE PLANET</b> <b>9.48</b>	<b>WHITE NOVA</b> <b>10.29</b>	<b>DARK MOON</b> <b>6.8</b>	<b>MOON LIGHT</b> <b>8.8</b>	<b>COMET CLEAR</b> <b>0</b>
							
Caramel hazelnut	Natural gold	Platinum gold	Orange mandarin	White ice	Dark blonde natural cold	Light blond natural cold	Diluter and brightness

The background is a dark, almost black, space filled with numerous small, golden, star-like sparkles and larger, soft, glowing circles. A prominent feature is a large, glowing golden circle that is slightly offset from the center, with a bright light source at its top-right edge, creating a lens flare effect. The text is centered within this circle.

**BLEACHING, TONING AND RECONSTRUCTING**  
in a new and unique working method, fast and professional,  
which at each service gives the most beautiful, healthy and  
shiny blond hair ever, like silk



# BLONDE IMPERIUM

## SHAMPOO, TREATMENT AND SILKIFIER

to give maximum protection, restructuring, shine and vigor to all Bleached, Colored or Destructured hair:



### BLONDE IMPERIUM MINERAL ACID SHAMPOO

with the innovative  
extra acidifying  
formula based on 5  
mineral salts.



### BLONDE IMPERIUM KERATIN RECONSTRUCTUR MASK

based on Keratin  
proteins.



### BLONDE IMPERIUM CREATINE ELIXIR SETIFICANT

formula Setificante  
e Illuminante a base  
di creatina.

# BLONDE IMPERIUM

**Colored and bleached hair with a completely renewed, repaired, protected and silky structure, thanks to the new intensive treatment based on:**

## **CK5 ACTIVE PROTECTION AND REPAIR COMPLEX**

### **CREATINE**

amino acid composed of arginine, glycine and methionine, acts reinforcing the hair structure, giving it extreme shine, protection and resistance.

### **KERATIN**

protein from the structure of the hair, from chemical-physical properties peculiarities that restructure the fiber in depth and condition its strength, compactness, elasticity, resistance and reactivity to chemical and physical agents.

### **5 MINERALS**

active complex of mineral salts that retain moisture e hydration inside the hair, giving it a healthier, fuller and more compact appearance, increasing its shine and smoothness of the structure from the inside out.



# BLONDE IMPERIUM

## Blonde Imperium Acid Shampoo Mineral



- Thanks to the charge of Anionic Surfactants, it deeply washes away any discoloration residue.
- The extra acidifying action rebalances the pH of treated hair, bringing it back to the optimal value 5. It prepares the structure to receive the action of the Reconstructure Keratine Mask and Elisir Setificant Creatine.
- The hair regains its natural diameter and the fibers and cuticles are immediately recompacted thanks to the 5 mineralizing salts with cationic action.



# BLONDE IMPERIUM

## Blonde Imperium Reconstructur Mask Keratin



- After the acidifying phase of the shampoo, the precious keratin proteins rebuild the fibrous layer of the hair in 3 minutes.
- Reconstructur Mask equalizes every porosity of colored or bleached lengths and ends, making the toning with Toner Ultra Plex act in an incredibly uniform way.
- The hair is filled and restructured from within, exponentially increasing the shine and beauty of the final colour.

# BLONDE IMPERIUM

## Blonde Imperium Elisir Setificant Creatina



- This procedure gives blonde hair the magical silky effect, thanks to the amino acid of creatine and a complex of natural silkifiers that are fixed in the hair from the inside out.
- The new Silky action stabilizes the active substances deposited in the previous phases, and seals the cuticle creating a surprising silk touch effect, for an irresistible feeling of naturalness and softness with healthy, strong and shiny blonde hair like silk.

# BLONDE IMPERIUM

1

## **SETIFICANT COLOR ENDURANCE**

Enhances the duration and luminosity of the colour, a protective procedure for colored or slightly unstructured hair.

2

## **SETIFICANT RESTORE TREATMENT**

It makes the hair extraordinarily soft and shiny, restructuring and silky procedure for destructured colored and bleached hair.

3

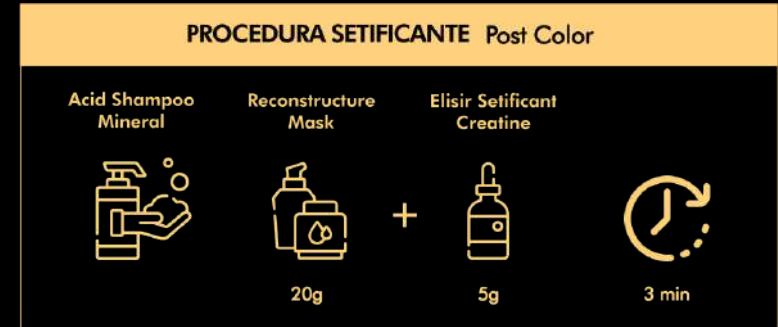
## **SETIFICANT INTENSIVE REPAIR**

Repairs from within even the most damaged hair structure, Intensive Silky reconstruction procedure for highly unstructured bleached hair, recreating new ionic and hydrogen bonds, making hair incredibly stronger, more robust and more vital.



# BLONDE IMPERIUM

## 1 SETIFICANT COLOR ENDURANCE



**ENHANCES THE DURATION AND LUMINOSITY OF THE COLOUR, A PROTECTIVE PROCEDURE FOR COLORED OR SLIGHTLY UNSTRUCTURED HAIR.**

1. Apply Acid Shampoo Mineral after the coloring service, or whenever you want to enhance the shine and beauty of colored hair.
2. Dab and apply 20g of Reconstructure Mask Keratin to damp hair with the addition of 5g of Elisir Setificant Creatina.
3. Leave for 3 minutes.
4. Rinse and proceed with the desired styling.

# BLONDE IMPERIUM

## 2 SETIFICANT RESTORE TREATMENT



**IT MAKES THE HAIR EXTRAORDINARILY SOFT AND SHINY, RESTRUCTURING AND SILKY  
PROCEDURE FOR DESTRUCTURED COLORED AND BLEACHED HAIR.**

1. Apply Acid Shampoo Mineral after the bleaching service, or whenever it is necessary to restructure and re-tone lightened or colored hair in a single service.
2. Dab and apply Toner Ultra Plex to damp hair for 5 - 25 minutes.
3. Rinse and wash with Acid Shampoo Mineral, towel dry and apply to damp hair
4. Reconstructure Mask Keratin, and leave for 3 minutes.
5. Rinse and apply Elisir Setificant Creatina and leave on for 5 minutes.
6. Rinse and proceed with the desired styling.

# BLONDE IMPERIUM

## 3 SETIFICANT INTENSIVE REPAIR



**REPAIRS FROM WITHIN EVEN THE MOST DAMAGED HAIR STRUCTURE, INTENSIVE SILKY RECONSTRUCTION PROCEDURE FOR HIGHLY UNSTRUCTURED BLEACHED HAIR, RECREATING NEW IONIC AND HYDROGEN BONDS, MAKING HAIR INCREDIBLY STRONGER, MORE ROBUST AND MORE VITAL.**

1. Effettuare Acid Shampoo Mineral dopo ogni servizio di decolorazione, o ogni volta che si desidera effettuare una ricostruzione Setificante su capelli decolorati e molto destrutturati.
2. Tamponare e applicare sui capelli umidi Reconstructure Mask Keratin, e lasciare agire per 3 minuti.
3. Risciacquare, tamponare e applicare sui capelli umidi Toner Ultra Plex per 5 - 25 minuti.
4. Risciacquare e lavare con Acid Shampoo Mineral, tamponare e applicare sui capelli umidi Elisir Setificant Creatine, lasciare agire per 3 minuti.
5. SENZA risciacquare e applicare Reconstructure Mask Keratine sopra a Elisir Setificant Creatina, e lasciare agire i prodotti combinati per 5 minuti.
6. Risciacquare e procedere con lo Styling desiderato.







 Hairtium

 hairtium

 Info@hairtium.it

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