

BLONDE IMPERIUM
HAIRTIUM
ITALIAN SHAPE OF COLORS



BLONDE IMPERIUM ARGAN-PLEX BLEACHING POWDER 9 LEVEL

Ultra illuminating and protective.



Decolorante
Argan
Plex
9 level

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

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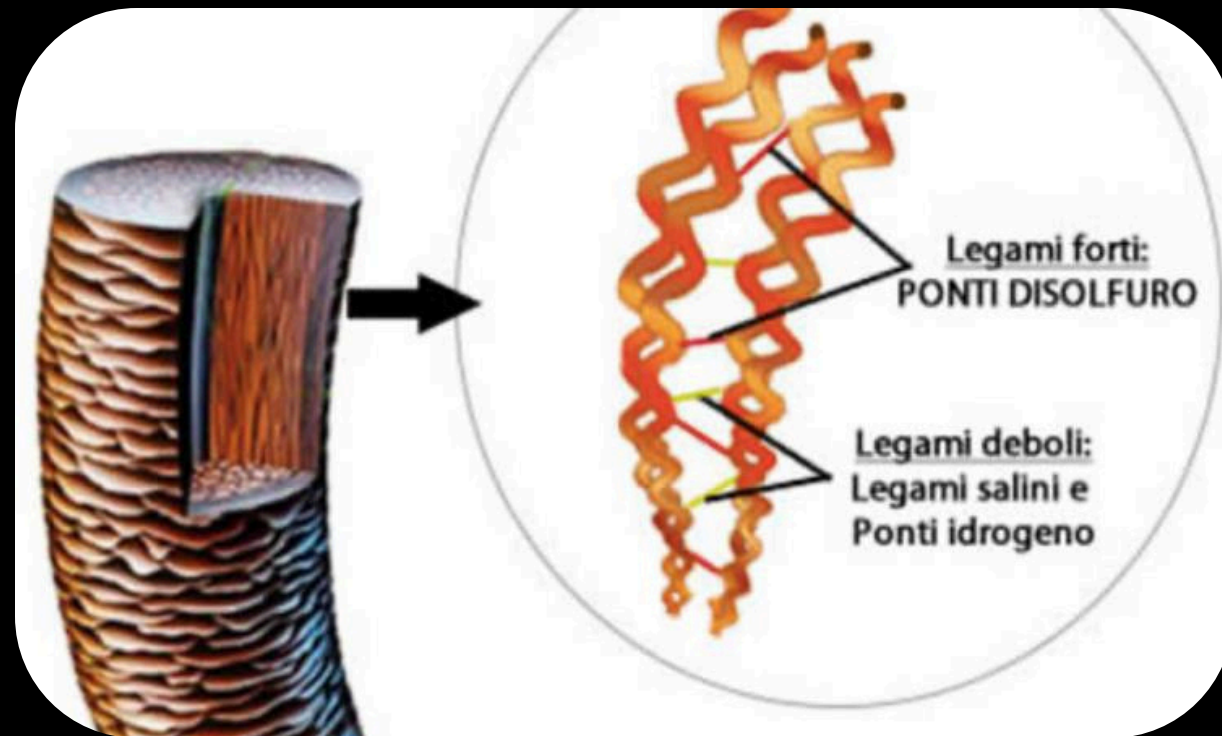
Product/ Ingredient	PSC Conc.	No. of subjects	M/F	Age range	No. of Reactions		Comments
					Patches 1-10	Challenge Patch	
Moisturizing lotion	0.24%	201	57/144	8-73	"No untoward effects"	0	Nonirritant
PSC	10.0% (ac)	51	11/40	12-70	0	0	Nonirritant

The diagram illustrates the chemical reaction between amino acids and sugars. It shows the formation of a poly(amino acid) chain through further condensation and the formation of an oligo(amino acid) through chain growth on the carbonyl side. The reaction involves initiation, chain growth, and further condensation, resulting in a poly(amino acid) chain and an oligo(amino acid) chain.

Based on the condensation between amino acids and sugars, the PLEX molecule (POLYAMINO SUGAR CONDENSATE) is composed 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 external, intermediate and internal layers of the hair fiber, ensuring maximum protection of the protein bonds of the hair's keratin, giving it a full-bodied, luminous and invigorated structure.

BLONDE IMPERIUM

POLYAMINE SUGAR CONDENSATE AND ARGAN OIL TECHNOLOGY



POLYAMINE SUGAR CONDENSATE:
Humectant, maintains water content in hair
and skin

Skin protector, keeps skin firm 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 the
hair and scalp, leaving the hair
soft and shiny.

BLONDE IMPERIUM ACTIVATING CREAM

ETHYDRONIC ACID: Stabilizes the pH of hydrogen peroxide, ensuring its stability over time and a superior quality of the emulsion, with bleaching powder and color. The medium pH makes Cream Activator extremely effective in the lightening action, without risks. The creamy consistency accentuated in particular in the 25 and 35 vol activators, guarantees a perfect creaminess and consistency of the product, making it easy to apply with any technique, thanks to the perfect adhesion to the hair, without dripping or swelling and above all guarantees a lightening that is always uniform and constant, as the hydrogen peroxide present in the cream releases the active oxygen in a more controlled and continuous way to lighten.



6 VOL Gentle
Bleaching and
Toning



25 VOL
Constant
speed and
controlled
action



35 VOL
Increased
speed
intensive
action



40 VOL
Maximum
speed
extra
lightening
action

BLONDE IMPERIUM

FAST AND PROTECTIVE DEVELOPER



ARGAN OIL: HYDRATING AND PROTECTIVE
PREVENTS THE FORMATION OF FREE RADICALS
COMPACTS THE HAIR CUTICLE BRIGHTENS
AND SHINES THE HAIR



BAMBOO EXTRACT:
REPAIRING AND RESTRUCTURING RICH IN
AMINO ACIDS AND PROTEINS RICH IN
TRACE ELEMENTS



BABÀSÙ OIL: EMOLLIENT AND
MOISTURIZING ANTIOXIDANT
PROTECTS THE HAIR FIBER

BLONDE IMPERIUM DIFFERENTIATED MIXING SYSTEMS FOR:

ENHANCED LIGHTENING MIXING 1:1.5	BALANCED LIGHTENING MIX 1:2	GENTLE LIGHTENING MIXING 1:3	PICKLING LIGHTENER MIXING 1:4
	6 VOL LOW LIGHTENING	6 VOL GENTLE LIGHTENING TO REMOVE COLOR	6 VOLUME TO GENTLY REMOVE COSMETIC COLORING
25 VOL RECOMMENDED FOR BALAYAGE	25 VOL MEDIUM-HIGH LIGHTENING	25 VOL ONLY FOR DARKER SHADES OR LIGHT BLEACHING	
35 VOL RECOMMENDED FOR BALAYAGE	35 VOL STRONG LIGHTENER		
40 VOL RECOMMENDED FOR BALAYAGE	40 VOL MAXIMUM LIGHTENING		

BLONDE IMPERIUM TONER ULTRA PLEX

Toner
ultra
Plex
Blonde
Imperium



- Colors evenly and brilliantly, from roots to tips.
- Maximum customization and correction of color and highlights.
- The Ultra Plex system, composed in this case of 3 precious plant extracts, provides excellent protection to the hair and a deep action of the active ingredients in the external, intermediate and internal layers of the hair fibre, guaranteeing maximum structural performance of the hair in terms of protection, conditioning and shine.
- After rinsing out the Reconstructur mask, apply Toner Ultra Plex to damp, towel-dried hair for 5-15 minutes.
- The incredible choice of colors allows you to discover a universe of shades.
- The discovery of the innovative balance of pigments means that the colour never changes during action or in subsequent washes.

Protective formula with strengthening action



Argan
Oil



Bamboo
extract



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 - INSTRUCTIONS:

Miscelazione 1:2 with Blonde Control Cream Activator 6 VOL.



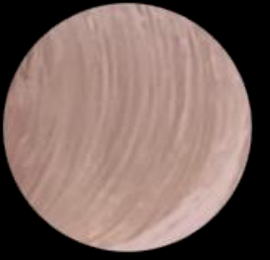
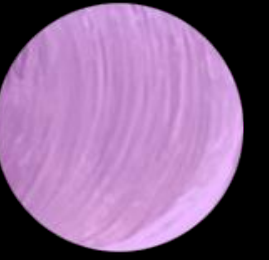
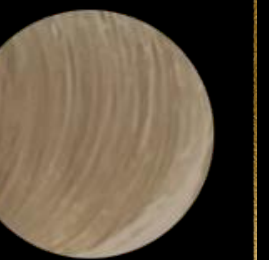

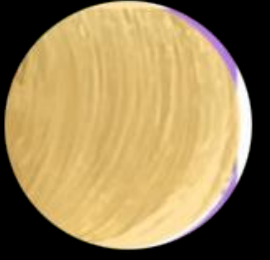

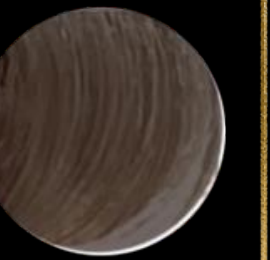
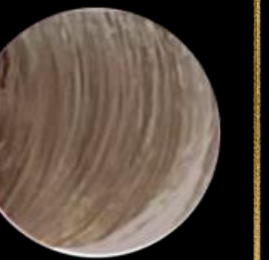

Apply to washed, towel-dried hair and leave on for 5 to 25 minutes.

Once the processing time is up, 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

PLATINUM STAR	MERCURY ICE	VENUS POWDER	LILAC UNIVERSE	NEPTUNE DENIM	URANUS AS	PINK GALAXY	SATURN SAND	
10.99	9.99	10.96	9.28	9.91	10.39	10.86	9.83	
								
Cold platinum no-yellow	mercury anti-yellow orange	Pale cold powder	Lilac no-intense yellow	Denim no-orange yellow	Mint no-orange	Rose pastel	Sand slightly anti-yellow	
CARAMEL JUPITER	PLUTON IVORY	GOLD SUN	ORANGE PLANET	WHITE NOVA	DARK	MEDIUM	LIGHT	COMET CLEAR
9.84	10.38	10.33	9.48	10.29	5.8	6.8	7.8	0
								
Caramel hazelnut	Natural gold	Platinum gold	Orange mandarin	White ice	Dark natural cold	Medium natural cold	Light natural cold	Diluter and brightness

 Hairtium

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 Info@hairtium.it

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