



## Hair Color - ALTER EGO ITALY

### MY COLOR

Ammonia and PPD - anti-aging



**ALTER EGO**  
ITALY

SALON EXCLUSIVE

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### MY COLOR

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MY COLOR is the new permanent color that meets the increasing demands of a service color handling, comfortable and delicate. Its special formula is enriched with innovative creamy and velvety with selected active ingredients such as Caviar, Pearl and Rose French eco- certified by the high antioxidant, moisturizing and nourishing. Its formula is: without ammonia, without parafenilendiamina (PPD), odorless, fragrance is allergen-free, dermatologically tested.

#### Features:

- Staining high performance : its ultra- gentle formulation is suitable for all types of customers by providing a wide range of technical services.
- Gentle and effective formula enriched with natural extracts and eco- certified hair strong, healthy and shiny and long lasting color.
- Allows you to perform a variety of services : tone -on-tone colors, 100% cover white hair, reflections of harmony and maximum protection of the hair.

**Shades** 59 series in 15 color shades. All shades can be mixed together to create an infinite palette of colors.

**box:** 100 ml tube.