



## Hair Color - ALTER EGO ITALY

### TECHNOFRUIT COLOR

Permanent colouring cream



**ALTER EGO**  
ITALY

SALON EXCLUSIVE

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### TECHNOFRUIT COLOR

Permanent colouring cream

#### a low concentration of ammonia containing **Garcinia Mangostana**

TECHNOFRUIT COLOR has been specifically formulated to provide outstanding performance of cover, brilliance and seed. Innovative technology: the actual transfer color pigments and active ingredients provided by the Delivery System Keratin (keratin-release System) are a guarantee for a perfect coverage of white hair and a full colour expression.

#### Emollient agents:

- Garcinia Mangostana: composed of minerals and essential vitamins to help hair keratin synthesis and antioxidant effect. This allows you to keep the color alive and brilliant longer, protecting the hair from the formation of free radicals;
- Silk proteins, restructuring and strengthening action;
- Wool, oil moisturizer and restructuring.

#### Benefits:

- high seed for perfect coverage of white hair;
- structure of the hair is protected to ensure a perfectly uniform color;
- effective anti-oxidant action for vibrant colors and more durable;
- wide range for unlimited creation of customizable colours;
- exclusive formulation enriched with emollient agents for a precious restructuring action, regenerating and revitalizing.
- soft cream easy to mix.

**shades:** 114 divided into 24 nuance Resort Collection (INTENSE-NATURAL INTENSE ASH-BROWN-IRISÉ-MATTE) and 88 nuances (natural-BEIGE-Golden ash-ASH-Golden-Golden-BROWN COPPER-COPPER-GILDED COPPER NATURE-INTENSE copper-copper-copper RED-MAHOGANY-red-ASH MAHOGANY-IRISÉ-INTENSE-IRISÉ ASH IRISÉ-EXTRA RED) in addition to increase ER (NEUTRAL-YELLOW-purple-red-orange-blue).

**packaging:** 100 ml tube.