



## Hair Color - OROTHERAPY

### COLOR KERATIN PURE GOLD Permanent colouring cream-ammonia



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Therapy  
24k

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#### with gold Microattivo ' Argan oil and Keratin

Ammonia-free permanent color system is the innovative powered by Microattivo Gold ' Argan oil and keratin that ensures maximum coverage of white hair making them extraordinarily bright ' soft ' hydrated ' protected '. Thanks to 24 K Gold micro-particles suspended in a colloidal solution permanently ' the micro-pigments dyestuffs act more effectively enhancing the brightness of color cosmetics. Argan oil ensures perfect and optimum pigment delivery within the hair leaving it soft and hydrated. Keratin strengthen this bond by encouraging an intense restructuring action during the coloring process.

**shades:** COLOR KERATIN pure gold is available in 68 nuances.

**directions for use:** mix 50 ml of cream with 75 ml of oxidizing emulsion GOLD ACTIVATOR PURE GOLD volumes (mixing ratio 1:1 ' 5). The Super-lightening series it should be mixed in mixing ratio 1:2 with Gold Activator pure gold to 40 vol.

**Application:** evenly distribute the mixture on dry hair unwashed ' immediately after preparation.

- lightening and coloring of a tone: Gold Activator pure gold in 20 vol. (6%); 30 shutter speed/40 minutes;
- lift and two tone color: Gold Activator pure gold to 30 vol. (9%); 30 shutter speed/40 minutes;
- lightening and coloring of three tones: Gold Activator pure gold to 40 vol. (12%); time 45 minutes;
- to lighten by 4/5 series Super-lightening tones with Gold Activator pure gold to 40 vol. (12%); 40/50 minutes to shutter the regrowth.

**packaging:** 100 ml tube.