

Deep Color

Homogeneity and Color Maintenance

Composition:

Complex with **bioesters of plant origin** developed to promote even at low concentrations:

- Promote **intensity and evenness of color**
- Prevent **color fade**
- Increase **shine**
- Increase **manageability**
- Improve **combability**.

Innovative Concept:

Highly efficient delivery system (BECA) that improves the **penetration and uniformity of pigments** in the fiber, enhancing the process of hair dyeing and color maintenance.



Benefits:

- Improves pigment **penetration and uniformity** within the fiber
- **Enhances protection** against surfactants
- Significantly increases the **combability** of dyed hair
- Effective use both in **dyeing process and post coloring** treatments.

Results:

- Increases **color intensity and uniformity**
- Rinse in **color protection**
- Leaves hair **more manageable**
- Promotes **healthier looking hair**.



INCI: *Helianthus Annuus* (Sunflower) Seed Oil (and) Ethyl Olivatate (and) Ethyl Laurate (and) Ethyl Linoleate (and) *Oryza Sativa* (Rice) Bran Wax (and) Jojoba Esters (and) Water (and) Alcohol
Use level: 0.5 to 4.0%

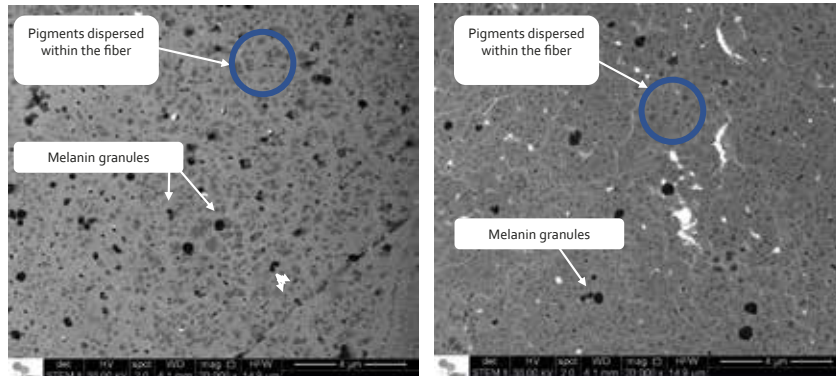
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TESTS

The black pigment was more evident in hair with 1% Deep Color, showing greater ability to penetrate the fiber

During coloring



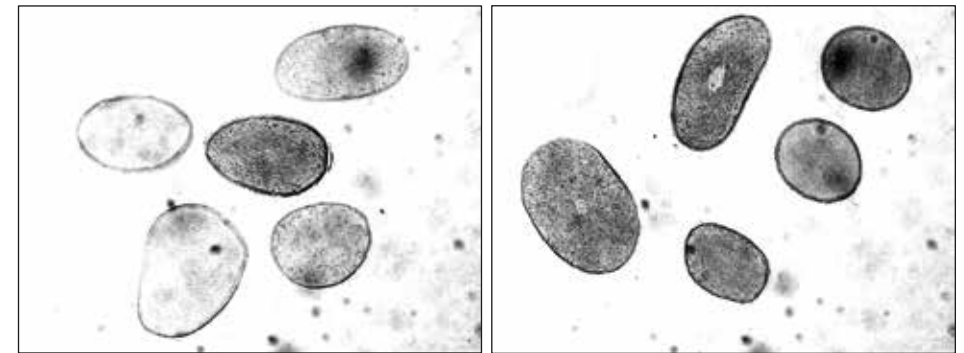
Without Deep Color

With 1% Deep Color

Deep Color improves the uniformity and dispersion of the pigments in the fiber improving the dyeing process

Pigment penetration and dispersion

During coloring



Without Deep Color

With 1% Deep Color

Deep Color at 1% increased pigment penetration by 38%!

Color Intensity and Maintenance

During coloring



1st Wash

5th Wash

10th Wash

Tresses with Deep Color showed more intense color even after 10 washes

Maintenance of HairColor and Appearance

Post coloring maintenance



1st Wash

5th Wash

10th Wash

Deep Color improves color retention and appearance even after 10 washes