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*TECHNICAL
SHEETS*



NAME	EQUIUM
PRODUCT	CREAM OXIDIZER FOR HAIR COLORING.
CAPACITY	60 ML 2,03 FL. OZ. 100 ML 3,38 FL. OZ.
HAIR TYPE	ALL HAIR TYPES.
DESCRIPTION	OXIDIZING COLORING THAT PROVIDES 100% COVERAGE OF WHITE HAIR, IN ADDITION TO EXCEPTIONAL SHINE. THANKS TO PHOSPHOLIPID TECHNOLOGY ACTS FROM INSIDE THE HAIR FIBER, ADDING STRENGTH, SOFTNESS AND RESILIENCE. THE HYDROLYZED WHEAT CONTENT PROVIDES INTENSE SHINE.
ACTIVE INGREDIENT	PHOSPHOLIPIDS. EXTRACTED FROM SOYBEAN, SUNFLOWER AND CANOLA, ARE A SOURCE OF OMEGA 3, LINOLEIC ACID, OMEGA 6 AND OLEIC ACID. THEY DEEPLY HYDRATE AND PROVIDE THE LIPIDS THAT CAN BE LOST IN ANY COLORING AND BLEACHING PROCESS, REINFORCING THE CUTICLE. EQUIUM NOT ONLY COLORS THE HAIR, IT ALSO REPAIRS. HYDROLYZED WHEAT PROTEIN REGENERATES DAMAGED AND POROUS AREAS OF THE HAIR FROM INSIDE THE CORTEX TO THE CUTICLE.
DIRECTIONS FOR USE	<p>APPLICATION 1+1.25 EVENLY MIX 60 ML OF EQUIUM COLOR WITH 90 ML OF OXIDIZING EMULSION OXIWELL (5, 10, 20 Y 30 VOLUMES) IN A NON-METALLIC BOWL. APPLY WITH A BRUSH ON DRY, UNWASHED HAIR. USE THE DESIRED TECHNIQUE WITH A MAXIMUM EXPOSURE TIME OF 35 MINUTES. AFTER THE EXPOSURE TIME, CAREFULLY EMULSIFY WITH A LITTLE WATER AND RINSE THE HAIR WELL.</p> <p>APPLICATION 1+2 IN ULTRA-LIGHTENING SHADES, MIX ONE TUBE OF COLORING WITH 120 ML OF OXIWELL (30 OR 40 VOLUME).</p>

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