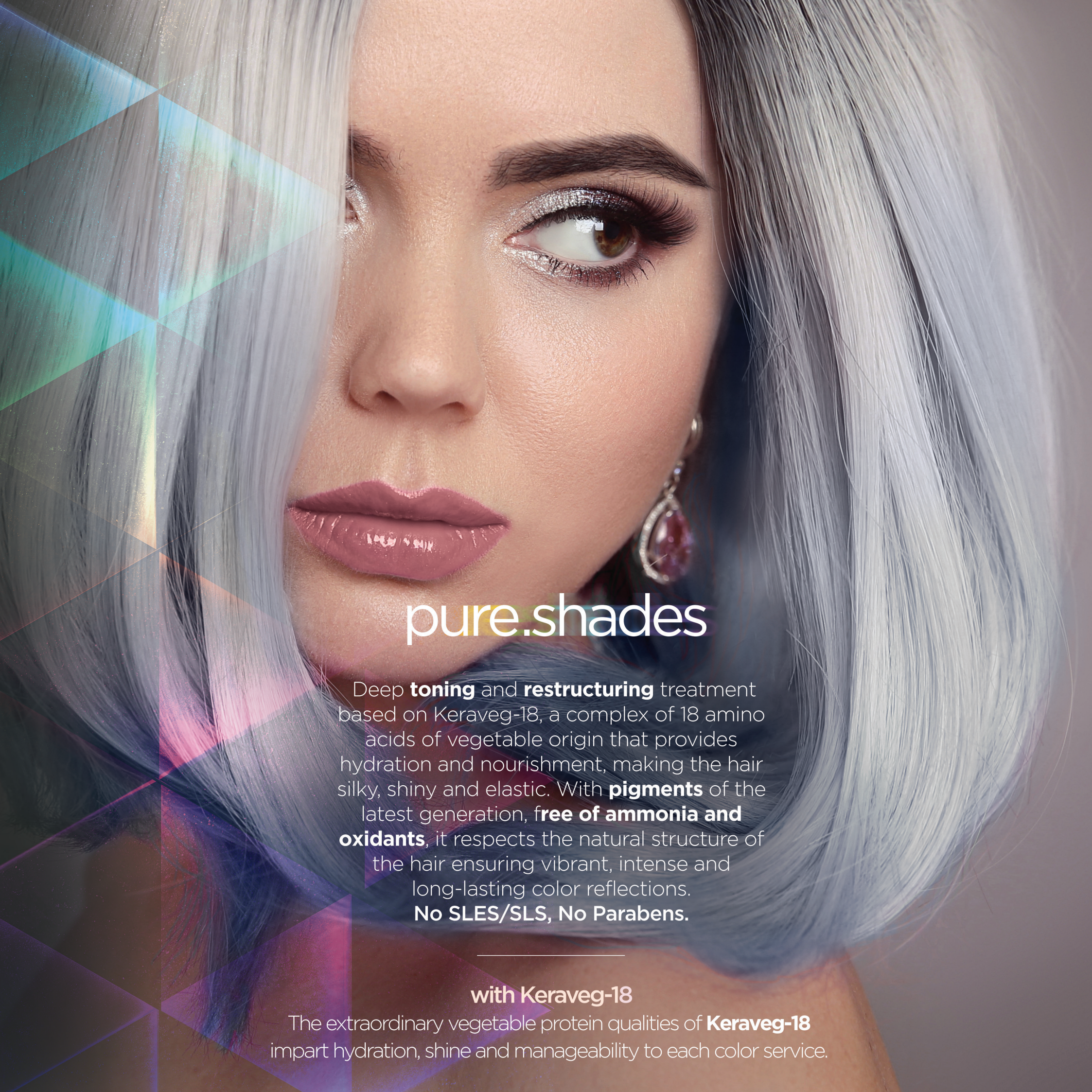




Technical Guide

pure pigments

pure.shades



pure.shades

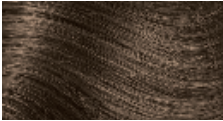
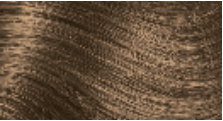
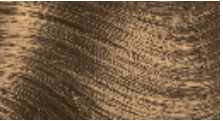
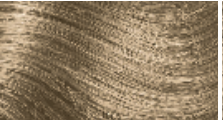
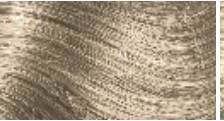
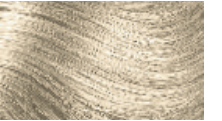
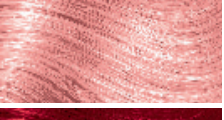
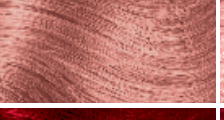
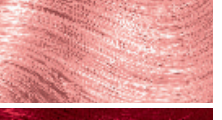
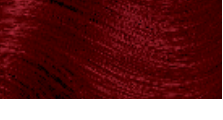
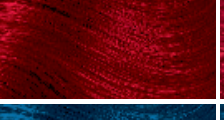
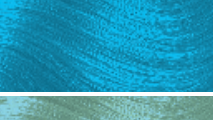
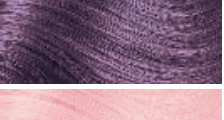
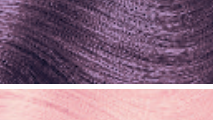
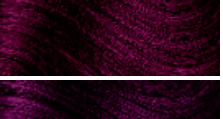
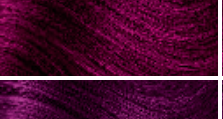
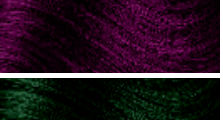
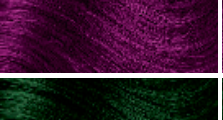
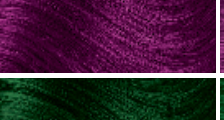
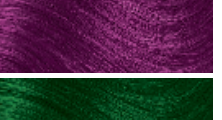
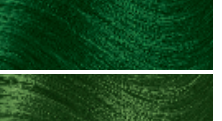
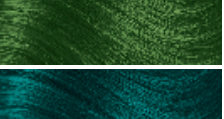
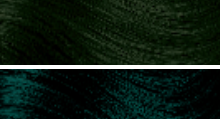
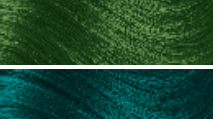
Deep **toning** and **restructuring** treatment based on Keraveg-18, a complex of 18 amino acids of vegetable origin that provides hydration and nourishment, making the hair silky, shiny and elastic. With **pigments** of the latest generation, **free of ammonia and oxidants**, it respects the natural structure of the hair ensuring vibrant, intense and long-lasting color reflections.
No SLES/SLS, No Parabens.

with Keraveg-18

The extraordinary vegetable protein qualities of **Keraveg-18** impart hydration, shine and manageability to each color service.

pure shades - canvas level application guide

brilliance of light

		5	6	7	8	9	10
							
Citrine Lemon Yellow							
Calcite Yellow							
Coral Pink Orange							
Ruby Red							
Sapphire Blue							
Turquoise Sky Blue							
Aquamarine Pale Green Blue							
Iolite Lilac							
Rose Quartz Pink							
Sugilite Fucsia							
Amethyst Purple							
Jade Green							
Peridot Lime Green							
Emerald Blue Green							

pure shades - canvas level application guide

		5	6	7	8	9	10
softness of light							
	Pearl Ash Blonde						
	Moon Stone Cold Blonde						
	Topaz Warm Blonde						
	Grey Pearl Slate						
	Diamond Light Blonde						
depth of light	Crystal Light Mauve						
	Tourmaline Steel						
	Carnelian Copper						
	Red Jasper Titian Blonde						
	Cat's Eye Brown						
	Smokey Quartz Light Brown						
	Obsidian Cold Brown						

**I risultati indicati sono puramente orientativi e possono variare in base al pigmento contribuente presente nel capello.*

Field of application

Pure.shades is a range of colors without oxidation that deposit the pure pigments in the outer part of the hair leaving the structure unaltered.

In light of this it is fundamental to choose an appropriate field of application for the desired result as it will be fundamental to the pureness of the desired color.

Each nuance has its maximum and pure expression of color if applied to a precise level of lightness; choose carefully following the orientation grid shown below.



pure.shades

Wash and towel dry hair.
Apply a sufficient quantity of product on the selected area or on the whole head.
Allow to develop for 5 to 30 minutes depending on the desired intensity.
Rinse thoroughly with lukewarm water.
Proceed with the use of **megix color saver shampoo** and **defining spray**.

Processing times

5 min - tone

15 min - revitalize existing color

30 min - maximum expression



clear

The **Clear** shades may be mixed with all the **pure.shades** colors to create pastel tones allowing unlimited creativity.
Use alone CLEAR will provide increased shine and enhance the overall health of the hair.

Instructions

Apply to dry or damp hair and process **for 5 to 20 minutes**. Rinse thoroughly with lukewarm water.

If used to create pastel shades, proceed with the use of **megix color saver shampoo** and **defining spray**.

If used alone, proceed with **defining spray**.



defining spray

Recommended after each color service with **pure.shades**, the use of **Defining Spray** seals the hair enhancing shine and the longevity of the pigments deposited.

Instructions

Spray on damp and towel dried hair and proceed with styling.

a guarantee for your creative expression



prep shampoo

Preperatory shampoo for pure.shades services or coloring and bleaching services. Enhanced with Keraveg-18, a complex of 18 amino acids of plant origin that gives hydration and nourishment, making the hair silky, shiny and elastic. It also improves the final result and the durability of the color over time.

Instructions

Apply to wet hair, massage on scalp and hair for a few minutes then rinse. Proceed with the Pure.shades service.



pure pro

Specific cleansing shampoo for hair colored with pure.shades. Enriched with Keraveg-18, a complex of 18 amino acids of plant origin that gives hydration and nourishment, making the hair silky, shiny and elastic. Prolongs color retention and prevents fading.

Instructions

Apply to wet hair, massage on scalp and hair for a few minutes then rinse. Proceed with the application of Pure.shades Synergy Mousse or Pure.shades Clear.

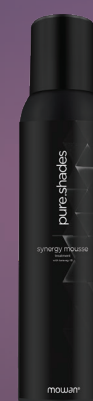


silver shampoo

Shampoo formulated specifically for grey, blonde and bleached hair. Maintains coolness and vibrancy while preventing brassy tones. Based on **Keraveg-18**, a complex of 18 plant amino acids that repair the hair fiber increasing softness and manageability.

Instructions

Apply a small amount to wet hair, massage gently and allow to deposit **for 2 to 5 minutes** depending on the desired result and rinse thoroughly.



synergy mousse treatment

Deep contiioning and restrenriched with **Keraveg-18**, a comploex of 18-plant-derived amino acids that provides hydration and nourishment, leaving hair silky, shiny and manageable. Added to the pure.shades colors it improves perfomance, facilitates application and guarantees an uniform deposit of the product.

Mixing ratio:

1 part **pure.shades**
2 parts **synergy mousse**

Instructions

Distribuite a generous amount of product on washed and towel-dried hair, leave on for 3 to 5 minutes. Rinse with warm water

Made in Italy