

FEATURES AND BENEFITS

No Ammonia or ammonia substitutes	<ul style="list-style-type: none">•No damage to the hair•Maintains the hair's natural moisture and protein balance•Little to no staining on the skin•No ammonia gas to be inhaled
Contains Certified Organic Ingredients	<ul style="list-style-type: none">•Much purer product•Proof that the product is manufactured as naturally as possible
Does not take the hair as far from its Isometric Point as a chemical colour	<ul style="list-style-type: none">•Is able to close the cuticle down when shampooing and applying conditioner after the colour has been rinsed off•Gives the hair a natural feel and shine
Uses Pharmaceutical Grade Peroxide	<ul style="list-style-type: none">•Reduces irritation on the skin•Reduces burning on the hair
Has the lowest possible percentage of PPD's An average of 0.6% ranging from 2% to 0.01%	<ul style="list-style-type: none">•Reduces the risk of allergic reaction
Uses a naturally derived base	<ul style="list-style-type: none">•Less harmful chemicals in the product

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