

MAXXelle®

MADE IN ITALY

NATURAL
HAIR CARE
ATTITUDE



AS FAR AS CREATIVITY GOES
(Fin dove arriva la creatività)

VEGAN

EC001

NL_NORTHERN_LIGHTS Direct Vegan Coloring

DIRECTIONS FOR USE:

NL_Northern_Lights is a direct vegan coloring with acidic pH, free of ammonia, ppd, resorcinol and without oxidation.

Enriched with Wakame seaweed with strong antioxidant, moisturizing, emollient and remineralizing properties.

NL_Northern_Lights does not open the cuticles and therefore does not attack the hair structure.

The coloring pigments are anchored in a strong and intense way on the outside, allowing to obtain bright, bright and extraordinarily long-lasting colors, leaving the hair shiny and smooth, with a strong nourishing, treating and plumping effect.

PLEASE NOTE:

Being a direct dye NL does not lighten, does not cover white hair and can not be mixed with other alkaline products (bleaching, oxidation colors, etc.).

NL coloring **gradually gradually fade over time by washing hair, leaving an increasingly soft shade, without color changes.**

The best performances are obtained on **bleached hair** because the direct pigments fill the porous areas of the hair.

Obviously, the clearer the starting base will be, the more explosive and vibrant the final color will result (**recommended lightening tone height 9/10/11**).

Some colors can also be applied on darker bases (however always lightened to a 7/8 level) obtaining a less bright result, but still with an excellent reflex intensity.

HOW TO APPLY:

1- The application can be done both on dry hair and on freshly washed (towel-dried) hair.

2- Apply a generous quantity of product on the hair to color, like a normal coloring, with any coloring technique.

3- LAYING TIME: 15/20 minutes.

4- To create a pastel effects mix the desired color with the Neutral tone.

5- By prolonging the time (40/45 minutes) a more intense and lasting color is obtained.

6- Rinse thoroughly with water and proceed with washing using Treated Hair shampoo and mask.

AVAILABLE COLORS: yellow, orange, red, fuchsia, purple, blue, emerald, to be applied separately or mixed together.

*** the NEUTRAL is to be used only in mixture with the other shades, to get pastel colors. If used by itself, it does not color the hair.**

PLUS:

- NL can be mixed with masks of CURA biOTHERAPY line, Treated Hair, Dry & Frizzy Hair, Fine Hair Treatment, obtaining a kind of colored mask to be applied as "color refresh", both in salon and at home. The hairdresser can supply the client with the ready-made mixture to use at home.

The colored mask allows you to enhance tones, experiment infinite fashion shades, by restoring and improving hair health at the same time.

- NL can also be mixed with shampoo, but it must be applied straight away on the hair, that's why it is most suitable for salon use.

TO REMOVE COMPLETELY the product apply:

*25 gr COLORA ULTRA COLOR Bleaching Powder

+ 60 ml HOT WATER

+ 10 ml COLORA DEVELOPER 10 V

+ 1 dispense of shampoo CURA biOTHERAPY

The mixture thus obtained must be applied to the colored parts concerned, massaging gently with the hands, without ever combing otherwise the color instead of being removed, get fixed

LAYING TIME: VISUAL CHECK.

INGREDIENTS: aqua / water, cetearyl alcohol, ethoxydiglycol, behentrimonium chloride, cetrimonium chloride, phenoxyethanol, isopropyl alcohol, parfum / fragrance, ceteareth-30, polyquaternium-37, dicaprylyl carbonate, hydrolized vegetable protein pg-propyl silanetriol, lauryl glucoside, ethylhexylglycerin, glycerin, hydrolyzed oats, hydrolyzed wheat protein, hydrolyzed soy protein, undaria pinnatifida extract.



PACKAGING

Tube 100 ml



pH

4,0 > 6,0.