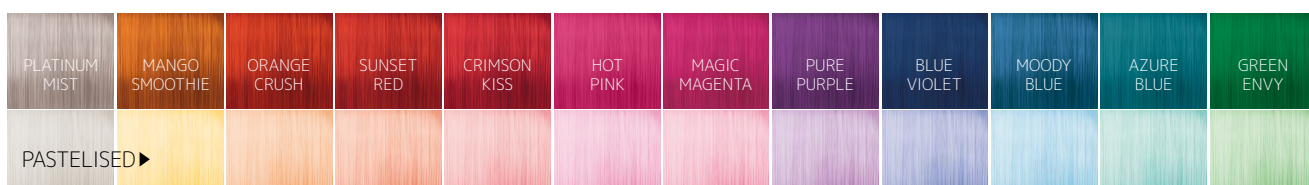




# COLOUR DYNAMICS



## Ultra Vibrant Semi-Permanent Colour.

Customise your hair with electrifying vibrancy, subtle tones or incredible soft pastel effects.

- Achieve vibrant or pastel colours on pre-lightened hair, or subtle tones on natural hair.
- Semi-permanent creative colour that lasts 6 to 10 washes.
- DATEM PLUS® Technology boosts colour penetration for beautifully even, fade resistant results.
- Conditioning, shine inducing formula with Shea Butter & Argan Oil nourishes, strengthens & protects.
- More than 90% naturally derived ingredients, obtained from sustainable & renewable sources.
- Ammonia & peroxide free

Mix any Colour Dynamics® vibrant shade with the unique Pasteliser to create incredible soft pastel effects.

## Instructions

**VIBRANT COLOUR:** Pre-lighten hair to palest blonde using ASP Lite, Ice Crème or Blonde. Colour Dynamics should always be applied to pre-washed, towel dried hair. Massage chosen shade into the hair for best result. If applied with a brush, the product **MUST** be massaged thoroughly into the hair with the hands afterwards. Develop for 15 to 30 minutes. Longer development increases colour depth. Rinse hair until water is clear.

**SUBTLE RESULTS:** Use on natural or previously coloured hair to enhance or refresh a colour. Follow steps above, without pre-lightening.

**PASTEL EFFECTS:** Follow steps above, but using a bowl and brush, mix chosen shade with Colour Dynamics® Pasteliser. Dispense required amount of Pasteliser into the bowl first, then add correct ratio of chosen shade and mix thoroughly (e.g. 20g Pasteliser + 1g chosen shade). Vary the mix ratio to create your own effects. Dynamic shades may fade quicker when pastelised.

Vibrant shades: 150ml | Pasteliser: 500ml