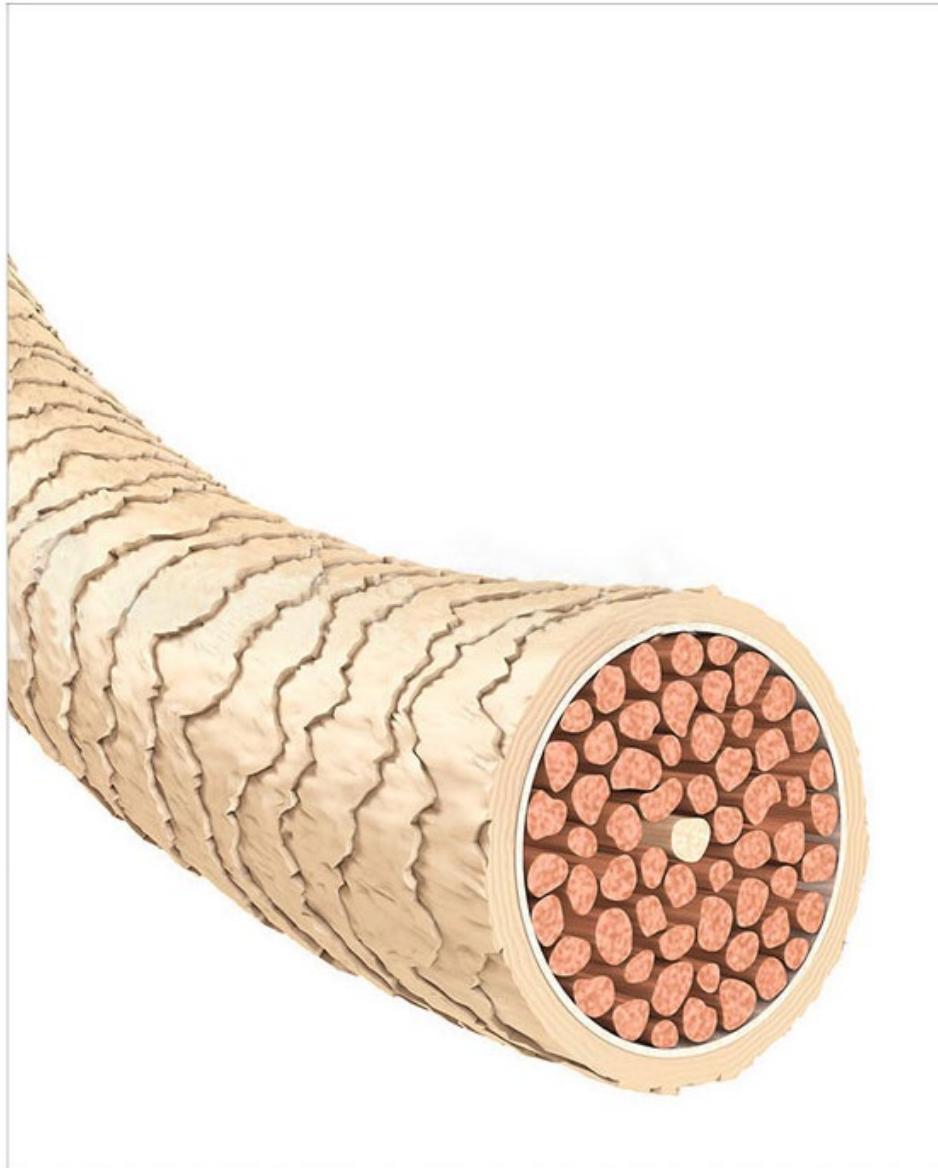


## MAXIMUM PIGMENT SYSTEM

We use high quality pigments that are formulated with a complex blend of small molecular, **100% oxidative** dyes, that penetrate deep into the hair's cortex.

This ensures **100% gray coverage**, fade-proof brilliant reds, and maximum color longevity.



## MICROPROTEIN SYSTEM

An ultra-blend of vegetable micro-proteins and essential fatty acids pre-soften the hair and elasticizes the cuticle.

This ensures a gentle delivery of pigment to preserve the integrity of the hair and reconstruct each strand from the inside out.