

# PROCOLORIST

with Hyalu Colorplex



## PROFESSIONAL GRADE

PROCOLORIST is a complete line designed to provide perfect support to hairstylists in their technical services, guaranteeing the utmost success and quality results for their clients.

# RESEARCH & DEVELOPMENT





## RESEARCH & DEVELOPMENT

PROCOLORIST is formulated with highly effective ingredients which protect the scalp and hair from the stress of technical services and enable the stylist to achieve impeccable results.

HYALU COLORPLEX

AC COLORPLEX

SILKY ADVANCED SYSTEM



## HYALU COLORPLEX

HYALU COLORPLEX is derived from **hyaluronic acid** and penetrates deep into the hair shaft. It offers a repairing effect by smoothing the hair cuticles, immediately providing more intense reflective properties to the hair.

The anti-aging properties of hyaluronic acid add body and volume to the hair while taming frizz and unruliness.



Four pieces of wasabi root are arranged vertically on a light-colored wooden cutting board. The roots are green with small white bumps and have several thin, light-colored stalks at the top.

## AC COLORPLEX

AC COLORPLEX is an ultra protective active ingredient based on Melanin and Wasabia Japonica. As an antioxidant it neutralizes damage from free radicals and protects color from fading. With its advanced barrier effect, it defends hair from the oxidizing effect of UV rays. Its powerful moisturizing effect leaves hair surprisingly soft.





## SILKY ADVANCED SYSTEM

SILKY A.S. (Silky Advanced System) is an emulsion based on silk protein with amazing rebuilding power. It untangles and eliminates frizz without breaking hair. Silky A.S. offers advanced conditioning and incredible softness, hair becomes easier to control and style.

# PROTECTION FOR EVERY PHASE OF SERVICE



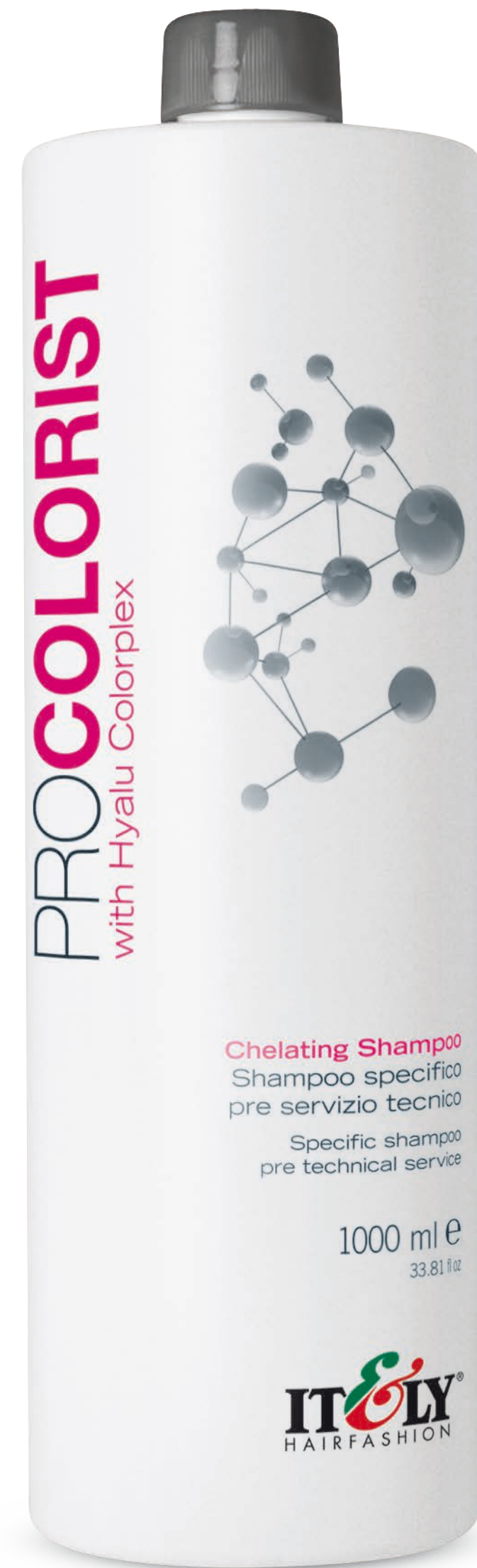


## 360° PROTECTION

Before, during and after, PROCOLORIST takes care of the color, skin and hair, guaranteeing spectacular results.

PROCOLORIST is an innovative integrated system specifically focused on technical services. It offers 3 simple phases:

**PREPARATION**  
**PROTECTION**  
**ENHANCEMENT**



## PREPARATION

### Chelating shampoo

Exclusive shampoo free of sulfates and parabens for use as pre-technical dual-action service. Removes excessive styling build-up and neutralizes the deposits of previous technical services before any new service. Guarantees a perfect cleaning of the hair to deliver uniform penetration of color. The hair becomes softer and color lasts longer.





## PREPARATION

### DermaShield

Protective barrier cream enriched with the exclusive Hyalu Colorplex. It protects the perimeter of the face, creating an anti-stain shield. Prevents color stains on the perimeter of the skin. Does not interfere with color penetration.



## PREPARATION

### Equalizer

Instant rebalancing paraben-free fluid for damaged hair enriched with the exclusive Hyalu Colorplex. Recognizes and restores excessively porous and more sensitized areas of the hair, restoring natural hydrolipidic balance.

Equalizer enhances absorption of color, ensures uniformity and prolongs the life of the color service for ultra performing results. Ideal for rebalancing porous hair and faded color.



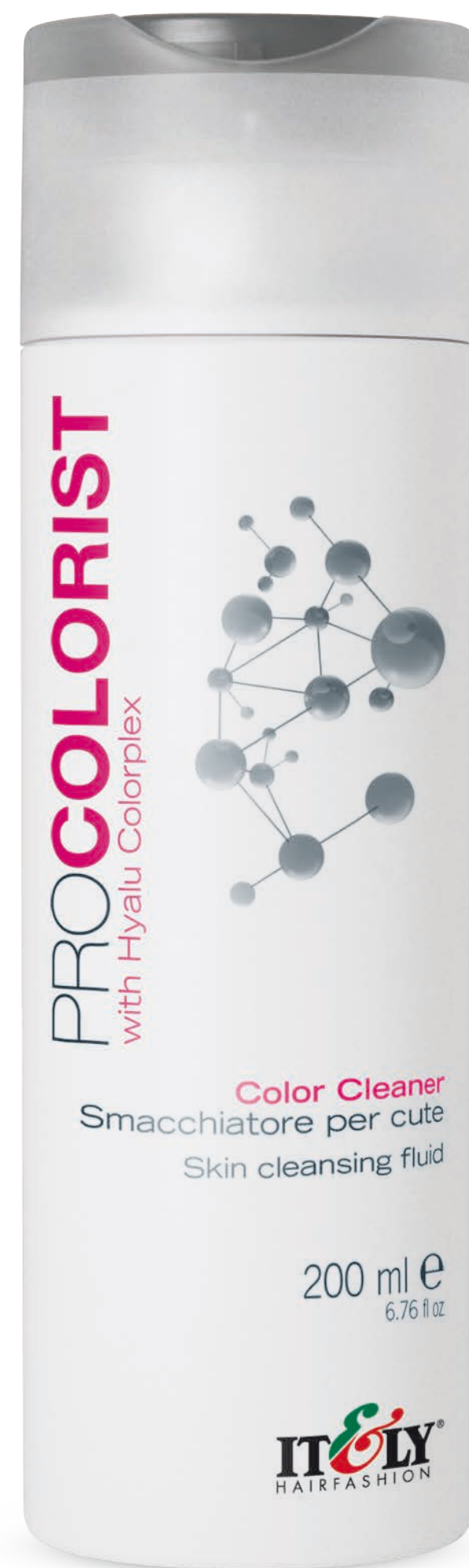


## PROTECTION

### Scalp Protector

Special protective fluid for the skin enriched with the exclusive Hyalu Colorplex and calming agents.

Recommended for sensitive scalps or reddened skin, Scalp protector creates a protective film on the skin without altering the color result.

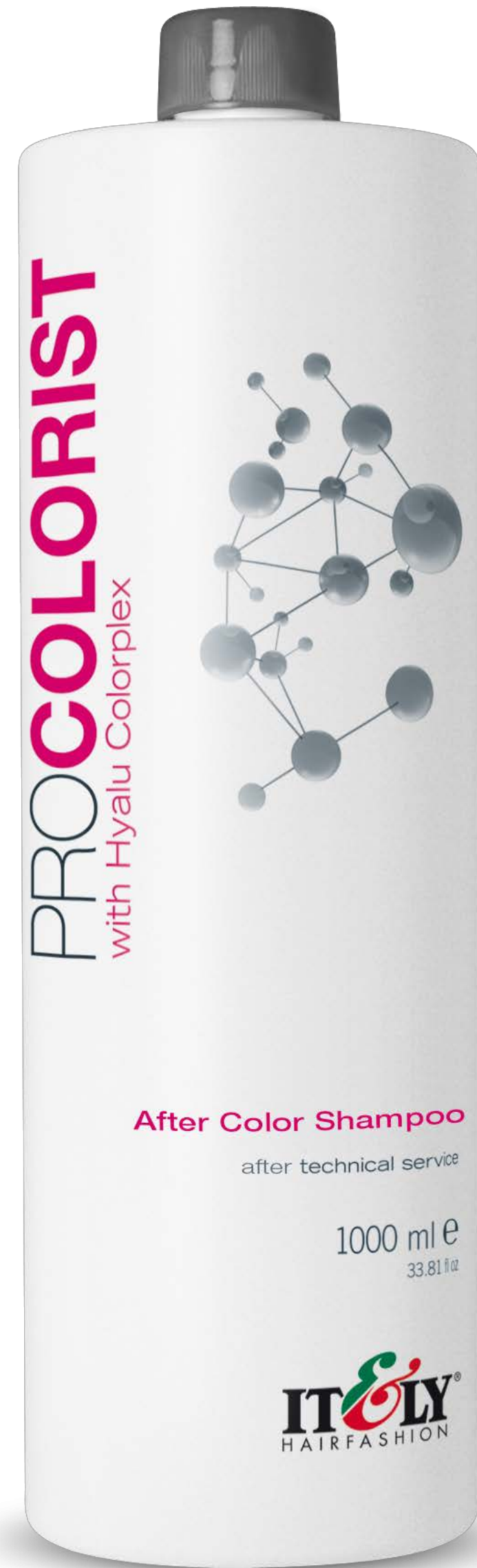


## PROTECTION

### Color Cleaner

Specific double-action fluid: eliminates traces of color on the skin after color application delivering decongestant and soothing action.





## ENHANCEMENT

### After Color Shampoo

Sulfate and paraben free mild shampoo. Designed for post technical service with exclusive Hyalu Colorplex, After Color Shampoo prolongs color intensity and improves brilliance.

Hair is soft, shiny and manageable; color remains protected for long-lasting shine.

## ENHANCEMENT

### Revivor Pro

Precious nutritious post technical conditioning service. Apply after dyes, bleaches, permanent and ironing services. Ideal for all hair types that need to be restructured. Revivor Pros rich active ingredients deeply nourish, moisturize, restructure and protect the hair. Hair acquires new softness, silkiness and shine; color is uniform and brighter, longer. Maximum protection for the hair and color comes from the exclusive Hyalu Colorplex.







## ENHANCEMENT

### Xtra OrdinHair

This amazing multifunctional and biphasic, no-rinse solution contains 10 restructuring actions. With Hyalu Colorplex, color is always protected. XTRAORDINHAIR moisturizes the hair fiber, restructures, gives body and volume, feeds the stem and detangles without damaging hair.

For dry hair: protects color. Provides shine and conditions hair while preventing split ends.

- |                         |                                  |
|-------------------------|----------------------------------|
| 1. Deep hydration       | 6. Protects from UV rays         |
| 2. Fiber restructuring  | 7. Lightens up with new splendor |
| 3. Adds body and volume | 8. Protects color                |
| 4. Nourishes the stem   | 9. Conditions the hair           |
| 5. Detangles            | 10. Prevents split ends          |



## ENHANCEMENT

### Silver Shampoo

Eliminates unwanted yellow tones. Neutralizes graying hair's tendency to yellow. Brightens the color and adds luminous silver highlights to gray or bleached hair.