

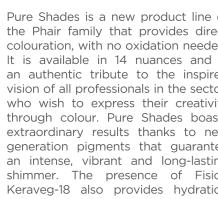
www.mowan.it

leaflet 3 ante.indd 7-9



PURE SHADES >⊢\IR®





FISION KERAVEG-18

This extraordinary protein complex volume, shine and softness. serine and threonine, which recreate strengthen the hair fibres making them positive hydrating action on hair. the same composition of hair keratin.

is the plant alternative to hydrolysed **S - SILK PROTEIN** The amino acids in factors.

significantly stronger and more elastic. **S - SERINE** A precursor of ceramides, boasting hair anti-ageing and

G-WHEAT PROTEIN Thanks to the low conditioning properties, thanks to its molecular weight it easily penetrates ability to re-establish the lipid barrier. inside the hair shaft, improving its In this way, hair remain more hydrated and protected from aggressive external

keratin of animal origin, setting itself silk bind with keratin present in hair to T - THREONINE An essential amino apart from it for an even higher quality. create a protective film that makes hair acid that help maintain the protein It contains 18 amino acids, amongst soft and silky, in addition to protecting equilibrium in the body and promotes which wheat and soya proteins, in them from environmental pollution. collagen regeneration. It exercises addition to the very important arginine, A - ARGININE Famous for its ability to a beneficial anti-static effect and a

PURE SHADES DEFINING

PURE SHADES CLEAR

Mixed with the other nuances it dampens the hair's shimmering intensity. Used on its own it provides shine and hydration.

PURE SHADES DEFINING SPRAY

To be used after the Pure Shades colouring service, it provides hydration and elasticity to hair thanks to Fision Keraveg-18 contained inside. It seals the colour in hair guaranteeing a longer duration.

THE ADVANTAGES **OF PURE SHADES**

- Lift & Color to personalise and bring tone to sections or the entire hair, previously treated.
- Micro pigments of the highest quality.
- Direct colouration without oxidation.
- No ammonia.
- No parabens.
- No SLES/SLS.
- Available in 14 nuances.
- Restructures damaged hair deeply thanks to Fision Keraveg-18.
- Increases the hair's shine.
- Ideal to bring tone to lengths and points during the colouring service, enhancing the colour effects.
- Perfect for who feels like a new look, without the commitment of a permanent colour.







Pure Shades is a new product line of wish to personalise a detail, bring tone the Phair family that provides direct to some locks, work on some sections colouration, with no oxidation needed. or on the entire hair, Pure Shades It is available in 14 nuances and is guarantees precision, quality, wellness an authentic tribute to the inspired and shine. Ideal for natural, coloured vision of all professionals in the sector, and bleached hair, to complete the who wish to express their creativity colouring and Phair Lift&Color service. through colour. Pure Shades boasts All the beauty of colour is therefore in extraordinary results thanks to new the hands of the hairdresser in the most generation pigments that guarantee secure and innovative way, thanks to a an intense, vibrant and long-lasting formula that does not contain ammonia, shimmer. The presence of Fision parabens and alkalising agents. Keraveg-18 also provides hydration and shine to the hair. Whether you



leaflet 3 ante.indd 10-12