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PURE SHADES  
**PURE** AIR®

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# PURE SHADES PHAIR®



## COLOUR IS FREEDOM OF EXPRESSION

Pure Shades is a new product line of the Phair family that provides direct colouration, with no oxidation needed. It is available in 14 nuances and is an authentic tribute to the inspired vision of all professionals in the sector, who wish to express their creativity through colour. Pure Shades boasts extraordinary results thanks to new generation pigments that guarantee an intense, vibrant and long-lasting shimmer. The presence of Fision Keraveg-18 also provides hydration and shine to the hair. Whether you

wish to personalise a detail, bring tone to some locks, work on some sections or on the entire hair, Pure Shades guarantees precision, quality, wellness and shine. Ideal for natural, coloured and bleached hair, to complete the colouring and Phair Lift&Color service. All the beauty of colour is therefore in the hands of the hairdresser in the most secure and innovative way, thanks to a formula that does not contain ammonia, parabens and alkalising agents.

## FISION KERAVERG-18

This extraordinary protein complex is the plant alternative to hydrolysed keratin of animal origin, setting itself apart from it for an even higher quality. It contains 18 amino acids, amongst which wheat and soya proteins, in addition to the very important arginine, serine and threonine, which recreate the same composition of hair keratin.

**G - WHEAT PROTEIN** Thanks to the low molecular weight it easily penetrates inside the hair shaft, improving its volume, shine and softness.

**S - SILK PROTEIN** The amino acids in silk bind with keratin present in hair to create a protective film that makes hair soft and silky, in addition to protecting them from environmental pollution.

**A - ARGININE** Famous for its ability to strengthen the hair fibres making them significantly stronger and more elastic.

**S - SERINE** A precursor of ceramides, boasting hair anti-ageing and

conditioning properties, thanks to its ability to re-establish the lipid barrier. In this way, hair remain more hydrated and protected from aggressive external factors.

**T - THREONINE** An essential amino acid that help maintain the protein equilibrium in the body and promotes collagen regeneration. It exercises a beneficial anti-static effect and a positive hydrating action on hair.

## 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.



# PHAIR®