



## Hair Color - ALTER EGO ITALY

### BE BLONDE-PURE DIAMOND LIFT PURE DIAMOND LIFT



**ALTER EGO**  
ITALY

SALON EXCLUSIVE

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### BE BLONDE-PURE DIAMOND LIFT PURE DIAMOND LIFT

Permanent colouring cream with high lightening. Formulated to balance the , lightening nourishing toner and active principles. The new conception of pigments combined with a higher content of oils and moisturizing agents , protects the hair structure bringing nourishment , elasticity and brightness of PURE DIAMOND SHINE. High performance up to 5 bleaching tones , total control of natural riflessatura , calibration of the high-definition reflections with EXTRA SHINE effect that improves the reflection of light.

**shades:** NATURAL/0 HL HL. ASH 1/2 IRISÈ HL/HL. PEARL ASH/91 HL. 7 BEIGE.

**directions for use:** 1: 2 with Cream 40 vol. Coactivator. for maximum whitening performance.

**packaging:** 60 ml tube.