



Hair Color - ALTER EGO ITALY

MY COLOR

Ammonia and PPD - anti-aging



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MY COLOR is the new permanent color that meets the increasing demands of a service color handling, comfortable and delicate. Its special formula is enriched with innovative creamy and velvety with selected active ingredients such as Caviar, Pearl and Rose French eco- certified by the high antioxidant, moisturizing and nourishing. Its formula is: without ammonia, without parafenilendiamina (PPD), odorless, fragrance is allergen-free, dermatologically tested.

Features:

- Staining high performance : its ultra- gentle formulation is suitable for all types of customers by providing a wide range of technical services.
- Gentle and effective formula enriched with natural extracts and eco- certified hair strong, healthy and shiny and long lasting color.
- Allows you to perform a variety of services : tone -on-tone colors, 100% cover white hair, reflections of harmony and maximum protection of the hair.

Shades 59 series in 15 color shades. All shades can be mixed together to create an infinite palette of colors.

box: 100 ml tube.