

IMAGINARY COLORS

Range of professional hair dyes with a perfect balance of properties: maximum coverage of white hair, defined and long-lasting colours, wide ranges, all while protecting the hair and keeping it healthy.

A wide and varied range of lively shades, from natural base colours, through intense reds, super-lightening shades, and a range of nuances.

Vegan



A perfect balance for your hair.

IMAGINARY

Vegan hair cosmetics

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VISIBLE BENEFITS AND RESULTS

- Perfect balance between colour coverage and hair protection.
- Low ammonia content.
- Reduces damage from the technical process.
- Total coverage of colour and grey hair.
- Lustrous and shiny hair.
- Helps to reduce damage to the hair fibre.
- Helps to effectively prevent breakage in the structures of any type of hair.

ACTIVE INGREDIENTS AND COMPONENTS

CETRIMONIUM CHLORIDE

Highly concentrated conditioner that gives softness and shine to the hair.

AMMONIA CONTENT

The ammonia content of the formula is limited to the bare minimum. It contains only 1.9% concentration. SPECIFIC FORMULATION OF INTENSE NATURAL BASES.

HYALURONIC ACID

An active ingredient that reduces hair dehydration. This technology helps to retain water inside the hair, and creates a plumping effect inside the hair, leaving it juicier, more flexible, stronger and more resistant.

ORGANIC VEGETABLE SILICONES

Excellent formulation to improve the appearance of the hair, providing softness, shine, body and movement. They are water-soluble silicones, and do not accumulate in the fibre, leaving the hair soft, healthy and free of artificial layers.

COCONUT OIL EXTRACT

A component that helps the professional's work with the dye, by helping to create a creamy, lump-free mixture that is easy to mix, apply and remove in the washing process.

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APPLICATION

The colouring creams of the IMAGINARY NATURAL – IMAGINARY COOPER – IMAGINARY BROWN – IMAGINARY ASH – IMAGINARY GOLDEN – IMAGINARY RED ranges are mixed in equal parts: **1:1. 1 tube of 100ml. + 100ml. of oxidant.**

For the super-lightening shades of IMAGINARY BLOND, double quantity of hydrogen peroxide, 30 vol. (9%) or 40 vol. (12%), **1:2. 1 tube of 100ml + 200ml of oxidant.**

MIXING AND EXPOSURE TIMES

1 tube of 100ml + 100ml of oxidant; 1:1



IMAGINARY NATURAL

For all base colours apply a 30 min. exposure time.



IMAGINARY COOPER

For all copper shades apply a 30 min exposure time.



IMAGINARY BROWN

For all chocolate shades apply an exposure time of 30 minutes.



IMAGINARY ASH

For all chocolate shades apply an exposure time of 30 minutes.



IMAGINARY GOLDEN

For all base shades apply an exposure time of 30 min.



IMAGINARY RED

For all reddish shades apply an exposure time of 35 min.

1 tube of 100ml + 200ml oxidant; 1:2



IMAGINARY BLOND

For all blonde shades apply a 45 min exposure time.

PRESENTATION AND FORMAT

100ml cream canister.

Pack of 3 units.

Box of 72 units.

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