

ATTENTION HAIR COLORISTS - IN ATLANTIC CANADA!!!

I.C. SPA PRODUCTS IS THE NEW MASTER DISTRIBUTOR FOR NEWFOUNDLAND AND LABRADOR FOR
ADVANCED COLORATION

Introducing an Innovative Coloring system where your hair color receives a big boost while damaged hair gets the boot. Advanced Coloration has “micro-pigment sized” color molecules. Until now, all color molecules in other color systems were refined similarly. Most were 89% to 90% pure, which is a macro molecule, chemically speaking. By refining them differently and losing harmless impurities that take up space, we achieved 99.8% purity, in a smaller, patent-pending micro molecule process.

Advanced Coloration’s color molecular size is so tiny it requires minimal cuticle swelling to get in the cortex. For this reason, this coloring system relies on less than .5% ammonia, as opposed to the usual 2.8 to 4 percent that come in other coloring systems. The double-pigmented, 100ml. tube color is mixed in a 1:2 ratio with the patent-pending developer, which slows initial oxidation, so that more precursor gets in the cortex before oxidation begins. (Smaller molecules = faster oxidation.)

“You get high-definition color and complete gray coverage,” says I.C. Spa Products. “Also, a 3.5 and 7-volume developer allows the color to transform to a true semi or demi color without the need for a separate line.”

Advanced Coloration also has an Organic Green Tea Shampoo and Conditioner for color treated hair that certainly compliments this new coloring system as well as new Hair Styling products.

For more information please email or call us, or visit our distributorship location on 149 Airport Road. St. John’s, NL.

I.C. Spa Products strives itself in finding Innovated products that are less damaging on the hair, scalp and skin. Advanced Coloration is truly an addition to our natural/organic and botanical facial and body care products.

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