

NUTRITIVE COLOR MASK
PLATINUM



Description:

Innovative **PLATINUM** technology, which combines an intensive direct color hair treatment, **NUTRITIVE COLOR MASK PLATINUM**, with the Hyalurox System, hyaluronic acid and conditioning active ingredients that deeply restructure, nourish and hydrate. Formulated with state-of-the-art colorants, without ammonia and without oxidants, they increase the intensity of the color and guarantee extreme shine.

The **NUTRITIVE COLOR MASK PLATINUM** color mask creates, corrects, refreshes and tints hair color, it also allows you to neutralize unwanted color shades. Available in 9 colors + white: Copper, Sand Beige, Mahogany Red, Glacé Brown, Pearl White and fantasy tones: Pure Violet, Intense Blue, Royal Yellow, Deep Pink and Clear. **NUTRITIVE COLOR MASK PLATINUM** connects with the market trend, elegant, fantasy colors or pastel shades.

Benefits of use and visible results

- Helps to create, correct, refresh and tint hair color.
- Allows you to neutralize unwanted shades of color.
- Vivid and bright colors.
- Helps maintain the natural state of the hair without damaging it.
- Helps hydrate the hair.
- Helps nourish hair during coloring.

Active ingredients and components

HYALUROX SYSTEM: System composed of:

- **Hyaluronic Acid** that provides a highly moisturizing effect, prevents water loss and restores the hair's natural texture.
- Conditioning active ingredients that provide ultra-intensive hydration and nutrition, repair the hair fiber and provide extreme shine.
- **IONIC DYES:** Latest generation pigments that adhere to the hair achieving vibrant colors full of intensity. (No oxidant – no ammonia).
- **OIL ACTIVE INGREDIENTS:** Mixture of oils that facilitate combing, prevent frizz, do not weigh down on the hair, achieving healthy, shiny and silky hair.

Application mode:

Apply directly any of the **NUTRITIVE COLOR MASK PLATINUM** color masks to achieve vibrant, luminous and full of life colours. Or dilute the color mask that you like the most with our Color Clear to create lighter and softer tones, without losing the brightness and light of the color.

Abundantly impregnate the area to be colored with the color mask to obtain uniform results. The mode of application varies depending on the specific needs of each client, allowing different jobs to be carried out at all times.

To Refresh or Rekindle lost Tones:

Select the appropriate shade of **NUTRITIVE COLOR MASK PLATINUM** depending on the color of the hair. Wash the hair with a suitable Hipertin professional shampoo and remove excess moisture with a towel. Apply the necessary amount of color cream depending on the length of the hair. Evenly distribute the color mask throughout the hair, comb through and leave for 5 to 10 minutes, rinse thoroughly with water. Do not rewash. Comb and dry as usual.

To Shade, Neutralize or Correct discolored highlights, discolorations or unwanted shades of color:

After coloring or bleaching, select the appropriate shade of **NUTRITIVE COLOR MASK PLATINUM** depending on the color of the hair. Wash the hair with Hipertin PH Acid professional shampoo and remove excess moisture with a towel. Apply the necessary amount of color cream depending on the length of the hair. Evenly distribute the color mask throughout the hair, comb it and leave it to act for 5 to 10 minutes, rinse thoroughly with water. Do not rewash. Comb and dry as usual.

To create new custom colors and fantasy colors:

To create colors and fantasy color effects, the hair must be bleached beforehand. Choose the desired shade or blend of shades of **NUTRITIVE COLOR MASK PLATINUM**. Apply the color mask locally or all over the hair, depending on the type of work to be done. It can be used on dry or wet hair. Comb through and leave on for 15 to 20 minutes. Rinse abundantly with water. No need to re-wash. Comb and dry as usual.

Recommended amount of product according to hair length

- 1/4 tube for short hair.
- 1/3 tube for medium-length hair.
- 1/2 tube for long hair.

Color Technical Guidelines

- 1. NUTRITIVE COLOR MASK PLATINUM** color masks do not contain ammonia and are applied without peroxide, so they have no lightening power.
- 2.** The color effect will be inconspicuous on dark hair and highly visible on light and/or bleached hair.
- 3.** Depending on the tints and reflections of the hair where we apply **NUTRITIVE COLOR MASK PLATINUM**, the final color result could vary. The colorimetry guidelines of the color chart must be taken into account.
- 4.** An unlimited number of colors can be achieved by mixing them together.

TABLE OF EXAMPLES FOR MIXTURES

MIX	HEIGHT RESULT*	MIX	COLOR RESULT*
(3/4) 5130 + (1/4) 9310	6	(3/4) 3000 + (1/4) 1010	Green
(1/2) 5130 + (1/2) 9310	7	(3/4) 5020 + (1/4) 2020	Magenta
(1/4) 5130 + (3/4) 9310	8	(3/4) 1020 + (1/4) 2020	Ice White
		(3/4) 1020 + (1/4) 9310	Cold Beige

*Colour 5130 corresponds to height 5 and colour 9310 corresponds to height 9

*Under the rules of colourimetry, all colours can be mixed with each other to achieve an infinite number of shades.

MIX	HEIGHT RESULT*	MEZCLA	COLOR RESULT*
(1/2) 0000 + (1/2) 1020	Anti yellow	(3/4)0000 + (1/4) 5020	Pink Pastel
(3/4) 0000 + (1/4) 1010	Anti Orange	(3/4) 0000 + (1/4) 2020	Purple Pastel
(3/4) 0000 + (1/4) 2020	Anti Gold	(3/4) 0000 + (1/4) 1010	Light Blue
(3/4 3000 + 1/4 +) the same quantity as 0000	Anti Red	(3/4) 0000 + (1/4) 7040	Peach

*To achieve any pastel shade, it is recommended to mix 3/4 of 0000 with 1/4 of any other shade.

Application precautions

1. Wear gloves.
2. In red tones, avoid applying to the scalp, as it can temporarily stain the skin.
3. In case of stains on the skin, clean them immediately with Hipertin Utopik Cleaner.
4. In case of contact with the eyes, wash immediately and abundantly with water and check with your doctor.
5. It is recommended to carry out an allergy test before applying the product.
6. The duration of the color will always depend on the care of the hair.
7. To lengthen and protect the color it is recommended to use Hipertin Color Linecure Shampoo.

Presentation and formats

- 1 tube of Mask: 100ml
 - o 1 pack with 3 tubes.