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HIPERTIN®

UTOPIK PLATINUM



Description

Exclusive color range that contains Plex technology in its formula, an active ingredient of plant origin that helps strengthen the internal molecules of the hair and minimizes the aggression of technical processes.

Its formula, enriched with hyaluronic acid, provides a highly moisturizing effect that actively improves the structure of the hair fiber, providing elasticity to the hair and acting against the effects of external aggression and the passage of time.

PPD (Paraphenylenediamine) has been removed from the formula, replacing it with PTD (Paratoluenediamine). Range of intense tones, full of life. Thanks to the active ingredients that favor the penetration of color into the hair cortex, we defy the color challenge, guaranteeing total coverage, even in light tones.

Benefits of use and visible results

- Excellent gray coverage
- More durability, vibrant colors that last longer
- Re-hydrated hair, with a sublime shine
- Innovative colors, more intense and brilliant shades
- Treating effect, extreme softness
- Visibly younger hair, thanks to its anti-aging effect

Active ingredients and components

ACTIVE COMPONENTS

Powerful active ingredients which favor the penetration of color into the hair cortex. With Platinum we ensure that the color is not altered and lasts longer, achieving greater pigment penetration and better color durability.

PHENYL TRIMETHICONE

Thanks to its molecular structure, said silicone acts as an emollient and protective agent, adhering to the hair fiber, forming a permanent layer that softens the hair and protects it from external aggressions. Thus, it prevents the loss of hydration and protects the color, providing a spectacular shine, typical of healthy and cared for hair.

SOOTHING INGREDIENTS

It contains active ingredients that prevent the sensation of itching, with soothing and anti-irritant properties, which provide comfort and care for the scalp.

HYALURONIC ACID

Its main benefit is the high hydration power it provides to the hair structure, compensating for the negative effects caused by the sun, environmental factors, aggressive treatments and other circumstances that cause water loss in the hair, leading to breakage, dryness, loss of color and shine. Thanks to its action, the hair retains more moisture, which favors the capillary fiber scales to remain closed and better reflect light rays on the hair, giving it a spectacular shine effect. The cuticle being healthy and hydrated results in an improvement of the intensity and durability of the color in the hair. The hair's appearance is healthier, more resistant and flexible.

Method of application

The coloring creams of the UTOPIK PLATINUM range are mixed in equal parts: 1:1. That is, the content of 1 tube of 60ml. mixed with 60ml. of UTOPIK-Ox oxidant.

MIX AND EXPOSURE TIMES

- 1 tube of 60ml + 60ml of oxidant; 1: 1
- UTOPIK PLATINUM: 30min exposure
- UTOPIK PLATINUM RED AND COPPER: 35min exposure.

Presentation and formats

- 1 tube of cream: 60 ml.
 - o 1 pack of 6 tubes.

*If necessary, apply the mixture to the ends 10 minutes before removing the color.