HIPERTIN

UTOPIK PLATINUM PLATINUM

Maximum Colour Expression



HIPERTIN PERMANENT HAIR COLOR

Positioning ourselves at the forefront of **Professional Hair Cosmetics** with a technically perfect hair dye

Description

Its formula, enriched with hyaluronic acid, provides a highly moisturizing effect that actively improves the structure of the hair fibre, giving elasticity to the hair and combating the effects of external aggressions and the passage of time.

By rehydrating the hair cuticle, we help to close the scales, forming a smooth surface that facilitates and improves the reflection of light rays, providing spectacular shine and giving the hair a healthy appearance.

We are committed to intense, vibrant colors. Thanks to active ingredients that promote color penetration into the hair cortex, we take on the challenge of color, guaranteeing total coverage, even in light shades.

Benefits of use and visible results

- Excellent grey coverage.
- Rehydrated hair with sublime shine.
- Conditioning effect, extreme softness.
- Longer-lasting, vibrant colors.
- Innovative colors, more intense and brighter shades.
- Visibly younger-looking hair, thanks to its anti-ageing effect.

Active ingredients and components

FORMULATED TO GUARANTEE MAXIMUM EFFECTIVENESS

- **VIBRANT, LONG-LASTING COLOURS**

  When we dye our hair, the color molecules are deposited inside the hair fibre. With washing and the passage of time, the shade loses its shine, intensity and color power.

  Thanks to powerful active ingredients that promote color penetration into the hair cortex, Platinum ensures that the color remains unchanged and lasts longer, achieving greater pigment penetration and better color durability.

- **EXTRAORDINARY SHINE**

  Hair is constantly exposed to factors that diminish its intrinsic properties. These aggressions impact the cuticle, weakening and drying it out until the hair looks dull, lacking elasticity and movement.

  Platinum combats this effect by incorporating Phenyl Trimethicone into its formula. Thanks to its molecular structure, this silicone acts as an emollient and protective agent, adhering to the hair fibre and forming a permanent layer that softens the hair and protects it from external aggressions. It prevents moisture loss and protects the color in colored hair. It provides spectacular shine, characteristic of healthy, well-cared-for hair.

- **WITH SOOTHING PROPERTIES**

  Sensitivity to ingredients is one of the main concerns of customers who dye their hair, which is why Platinum's formula contains active ingredients that prevent stinging, with soothing and anti-irritant properties that provide comfort and care for the scalp.

- **MOISTURIZED AND RESTRUCTURED HAIR**

  Aware of the advantages of hyaluronic acid in cosmetic products, Platinum incorporates it as one of its most effective active ingredients.

  Its main benefit is the high moisturizing 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 helps the hair fibre cuticles to remain closed and better reflect light rays on the hair, giving it a spectacular shine. A healthy and hydrated cuticle improves the intensity and durability of the hair color. It also gives the hair a healthier appearance, strength and flexibility.

Discover & create with the new Platinum shades

ASHES



1.1 Blue Black
5.1 Ash Light Chestnut
7.1 Ash Blonde
9.1 Ash Very Light Blonde
9.12 Irised Ash Very Light Blonde

GOLDENS



7.3 Golden Blonde
9.3 Golden Very Light Blonde

REDS



7.60 Red Blonde
5.66 Intense Red Light Chestnut
6.66 Intense Red Dark Blonde
7.66 Intense Red Blonde

COPPERS



7.43 Golden Copperish Blonde
7.44 Intense Copperish Blonde
7.46 Red Copperish Blonde

CORRECTORS



LILA Lilac
AZUL Blue

Mode of application

HAIR ANALYSIS

- Examine the hair texture and its natural level of color.
- Determine the % of grey hair.
- Choose the desired shade considering lifting of levels and deposit.

PREPARATION – FIRST APPLICATION

Start the application at the areas with grey hair. Leave it in for 30 minutes. If necessary, comb through to shafts and ends 10 minutes before rinsing off. If the applied shade is lighter than the existing one, the process should be started at the neck. If virgin hair, begin application on shafts and ends. Leave for 15 minutes. Then apply to roots and leave on for 30 minutes. (Check the application chart).

- Preferably apply on dry unwashed hair.
- Wear suitable gloves.
- Do not use metallic instruments.
- Apply the cream generously on the roots to ensure excellent coverage of grey hair.

APPLICATION

UTOPIK PLATINUM coloring cream is mixed in equal parts 1:1, except for Superlightening shades, which should be applied 1:2. (Check the application chart).

APPLICATION CHART

UTOPIK PLATINUM SHADES	MIXTURE		EXPOS. TIME	LIGHTENING POWER DEPENDING ON PEROXIDE
Bases, Bases+, Ashes, Goldens, Browns, Mahoganies, Violets and Correctors	1+1 	1 part UTOPIK PLATINUM + 1 part PEROXIDE	30 min. 	**20 VOL** LIFTS 1 - 2 LEVELS **30 VOL** LIFTS 2 - 3 LEVELS **40 VOL** LIFTS 3 - 4 LEVELS
Reds and Coppers			35 min. 	
Super Lightening	1+2 	1 part UTOPIK PLATINUM + 2 parts PEROXIDE	45-60 min. 	**40 VOL** LIFTS UP TO 4 LEVELS

For maximum lightening results (4 levels) we recommended to use Peroxide 40 volumes.
Maximum intensity for perfect blond results.

Application tips

With UTOPIK PLATINUM perfect grey hair coverage can be achieved. It is important to consider the amount of (%) of grey hair, because the undertones of each hair can increase the intensity of the desired shade. The intensity of the colors assures total coverage results.

Therefore, we recommend following to advise of the chart shown below. We also recommend depositing generous amount of color cream on the hair and to use Peroxide of 20 volumes.

We have developed a range of bases+ specially recommended for resistant grey, dry hair damaged by external agents. Result: The resistant grey hair is fully covered maintaining a natural and shiny look.

ADVICE TO "COVER GREY HAIR"	
UP TO 50% GREY HAIR	¾ of the desired shade + ¼ natural shade
50-100% GREY HAIR	½ of the desired shade + ½ natural shade

Recommendation for application on grey hair: The choice of the right amount and relation of base color will always and only be taken by the professional stylist.

MORE BASE COLOR = MORE COVERAGE

MORE UNDERTONE = MORE INTENSITY OF THE UNDERTONE

Presentation and formats

- PLATINUM 100ML HAIR COLOR TUBE → code 2300 – 2362
  - Packs of 3 PLATINUM TUBES
  - Box of 72 units of PLATINUM TUBES