

# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## nova color colour accelerator

An organic blend of unique natural oils that accelerate the processing time by opening the cuticle faster and allowing the deposit of colour molecules to penetrate deep within the cortex. Colour Accelerator has been formulated especially to optimise De Lorenzo Novacolors and offers multiple benefits to the professional colouring service such as:

- Reduces timing required when used with heat and protects the hair during the colouring process
- Maintains hair in superior condition
- Delivers hair dyes deep into the cortex for rich, long-lasting colour
- Reduces colour fade from shampooing and sun exposure
- Enhances tonality, luminosity, coverage and intensity
- Provides optimum shine and vitality
- Leaves hair less damaged after colouring

The more dye that penetrates the cuticle, the longer lasting and luminous the hair colour will be. A series of in-house studies were conducted to evaluate the hair colour performance using Novacolor with and without Novacolor Colour Accelerator. The colour uptake, wash fastness and conditioning were measured by:

- Visual evaluation of hair swatches with panel preference results – 10 minute colours
- Colour wash fastness after 20 shampoos
- Wet combing forces before and after dyeing
- Model bank of clientele with different hair textures

### DIRECTIONS

#### For use as a colour accelerator

Directions with low heat, for permanent, demi-permanent and colour applications including highlift blondes and intense reds:

1. Analyse the client's hair type as timing will depend on the texture and porosity of the hair. The minimum time recommended is 10 minutes
2. Add 2g of Novacolor Colour Accelerator to every 20g Novacolor and mix with appropriate Novoxyl developer. Example: 20g N7 + 20g 6% Novoxyl + 2g Novacolor Colour Accelerator



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TOTAL COLOUR SOLUTIONS

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### For use as a colour accelerator cont.

3. Process colour using chosen heating appliance and nominated times below:
  - 10 minutes for fine textured hair
  - 15 minutes for medium textured hair
  - 20 minutes for course textured hair
  - For demi colouring reduce processing time to 10 minutes
4. To allow the cuticle to close and lock in the colour a 'cool down' period of 2-5 minutes is recommended before rinsing the colour out from the hair
5. Rinse colour from hair then follow with the appropriate De Lorenzo shampoo and conditioner.

### Use of novacolor colour accelerator as a novacolor enhancer

Novacolor Colour Accelerator when used without heat will still enhance the colour result by producing better colour, tonality and luminosity. Directions without heat:

1. Add 2g of Novacolor Colour Accelerator to every 20g Novacolor and mix with appropriate Novoxyl developer. Example: 20g N7 + 20g 6% Novoxyl + 2g Novacolor Colour Accelerator
2. Process colour using normal processing time
3. Rinse colour from hair then follow with the appropriate De Lorenzo shampoo and conditioner.

### KEY NATURAL INGREDIENTS



Outback Spirit™ Botanicals respect the traditional culture and knowledge of Indigenous people. The indigenous plants are sourced from crops that meet compliance of safety, sustainability and an ethical supply chain. Tasmanian Mountain Pepper, Anisata and Australian Bush Mint are Outback Spirit oils contained in the Novacolor Colour Accelerator.

### INGREDIENTS

Olea Europaea (Olive) Fruit Oil, Isopropyl Myristate, Neopentyl Glycol Diheptanoate and Isododecane, Oleth-5 Phosphate (and) Dioleyl Phosphate, Fragrance, Tasmania Lanceolata (Mountain Pepper) Leaf Extract, Folia Backhousiae Anisatae (Anisata) Leaf Extract, Folia Prostantherae Rotundifoliae (Bush Mint) Leaf Extract, Helianthus Annuus, Tocopherol.



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