

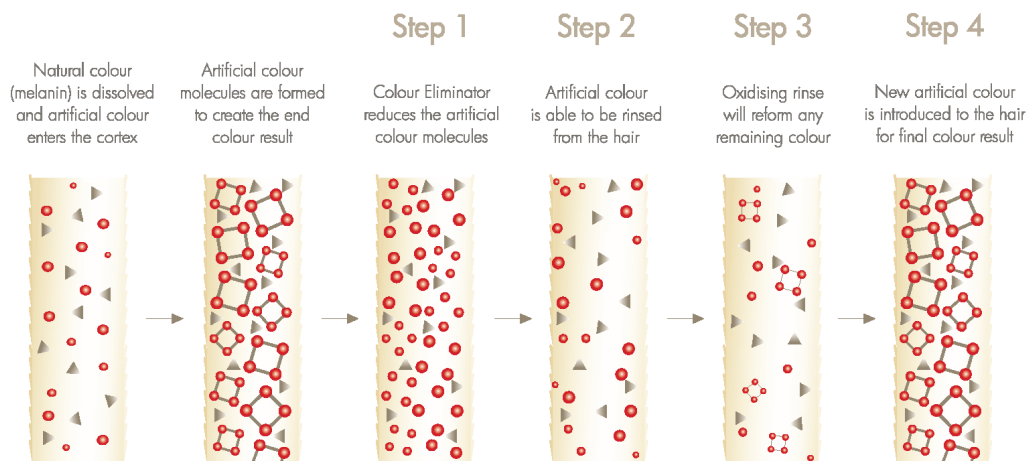
# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## nova color colour eliminator

Colour Eliminator is a “no bleach” colour removal alternative, able to remove up to 4 levels of artificial colour without sacrificing the quality and integrity of the hair. Colour Eliminator removes only artificial colour by reducing and dissolving the colour molecules within the hair shaft.

Colour Eliminator is able to penetrate with minimal swelling of the hair shaft. Consisting of 2 parts, mixed equally together, it is gentle to the scalp and comes with full instructions. Hair is able to be re-coloured on the same day.



### Legend:

- ▶ = Natural Colour Pigments
- = Artificial Colour
- ⬢ = Artificial Colour Molecule



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**nova**360°  
TOTAL COLOUR SOLUTIONS

For further information please see the Safety Data Sheet (SDS) <https://www.delorenzo.com.au/sds/>

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### KEY INGREDIENTS

**Glycerin:** Derived from natural fats and oils. A humectant that helps hair retain moisture, draws moisture to the hair, improves manageability, moisture content and conditioning without being heavy or greasy.

**Sodium Oxymethylene Sulfoxylate:** Colour reducing agent. Reduces artificial colour molecules in the hair.

**Hydroxyethylcellulose:** Thickening polymer. Non-ionic, water soluble polymer derived from cellulose, the primary fibre component of plants. Suspends and binds actives.

**Sodium Hydroxymethylglycinate:** Preservative derived from amino acid and Glycerin. Broad spectrum antimicrobial. Active against bacteria and fungus, protects products from contamination.

**Stearalkonium Chloride:** Cationic surfactant derived from coconut and salt. Anti-static agent makes hair shiny and reduces flyaways.

**Lauryltrimonium Hydroxypropyl Hydrolyzed Soy Protein:** Liquified soy bean protein with cationic charge. Absorbs into the cuticle of hair and provides superior strengthening properties. Has molecular weight of 3000 daltons able to form a flexible film and prevent moisture from escaping.

**Citric Acid:** Naturally occurring acid found in citrus fruits. White crystalline granule. Used to adjust the pH of products to be within the acid mantle 4.5 - 5.5 and restore and close the hair's cuticle.

### INGREDIENTS

Water (Aqua), Citric Acid, Cetearyl Alcohol, Fragrance, Stearalkonium Chloride, Isopropyl Myristate, Vp/Va Copolymer, Glyceryl Stearate (And) Peg-100 Stearate, Distearyltrimonium Chloride, Sodium Benzoate, Hydroxyethyl Cellulose, Lauryltrimonium Hydroxypropyl Hydrolyzed Soy Protein.

### PART B

Water (Aqua), Sodium Oxymethylene Sulfoxylate, Glycerin, Hydroxyethyl Cellulose, Sodium Hydroxymethylglycinate, Disodium Edta, Fragrance.



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