

# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## nova *Artiste*

### Clay Powder Lightener for open air techniques

De Lorenzo's Nova Artiste allows you to be a master of design in free hand techniques. This versatile clay powder provides the freedom to create special hair painting effects with or without the need of foil or other covering tools.

- Up to 6 levels of lift.
- Novoxyl Developer choice will depend on levels of lift required and quality of hair.
- Achieves more natural looking results and softer lines.
- Used for open air techniques, no foil or coverings are necessary but optional if preferred.

### PREPARATION OF HAIR

- Apply Protein Complex to strengthen and protect, concentrating on porous areas.
- Apply Oil Balance to lubricate and protect.
- Brush or detangle hair taking care to not irritate scalp.
- Mix according to directions. Section hair and apply via chosen technique and free hand tools.

### NOTES TO REMEMBER

- Use Nova Artiste in open air techniques. No foils or coverings are necessary (optional if preferred)
- The clay in the lightener dries slightly on the outside, to prevent the bleeding of colour.
- Use mixture immediately to prevent deterioration.
- Discard leftover lightener mixture.

### DIRECTIONS: FOR OFF-SCALP APPLICATION ONLY

1. Mixing ratio 1:2 or 1:1½ (for a thicker consistency). Example, 20g of Nova Artiste Lightener with 40g of Novoxyl Developer.
2. Mix Nova Artiste Lightener with Novoxyl Developer until a smooth cream is achieved.
3. Layer the mix thick to create a framework around the hair, this cocoons the lightener inside to prevent drying.
4. Develop up to 50 minutes until the desired lightness is achieved.  
Heat is NOT recommended.
5. Rinse product completely from hair.
6. Shampoo and condition with the appropriate De Lorenzo products.



DE LORENZO

**nova**360°  
TOTAL COLOUR SOLUTIONS

# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## novaArtiste

### KEY INGREDIENTS

- **Potassium Persulfate:** an effective oxidiser used for bleaching melanin and artificial colour.
- **Ammonium Persulfate:** an effective oxidiser that releases ammonia to provide alkalinity needed for the bleaching process.
- **Kaolin:** a natural white clay that improves stability of the powder lightener mix consistency and prevents colour bleeding.
- **Guar Gum:** provides excellent wet and dry combability whilst giving a soft and silky feel to the hair. Guar increases shine and improves detangling while offering substantive protection. It is highly compatible with the skin and maintains good stability over a large pH range.
- **Silica:** used in dry formulations to provide anti-caking control and free-flow ability. Moisture resistance in dry powder formulations is important, the small particle size of silica increases the friction between the larger powder particles to keep them free flowing, improving texture and viscosity stability. Many powder lighteners either cake or dry out after standing but silica will assist in preventing the separation of oils and fragrances. The silica also acts as a 'slipping agent' allowing the product to slip or glide onto the hair.
- **Magnesium Carbonate:** absorbs emollient and fragrance oils. Increases fluffiness and value as absorbing material. Provides bulk to the powder.

### INGREDIENTS

Zea Mays (Corn) Starch, Potassium Persulfate, Ammonium Persulfate, Sodium Metasilicate Silica, Kaolin, Magnesium Carbonate, Sodium Persulfate, Cyamopsis Tetragonoloba (Guar) Gum, Magnesium Stearate, Mineral Oil, Tetrasodium Edta, Xanthan Gum, Ultramarine Blue Ci 77007, Fragrance.



DE LORENZO

nova360°  
TOTAL COLOUR SOLUTIONS