

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

novacolor

As an integral part of De Lorenzo's Nova 360° Total Colour Solutions range, Novacolor is formulated on innovative technology. The 'Active Deposit – 3 Phase System' works in harmony to improve the deposit, condition and longevity of colour. Each phase of our colour system complements and improves the others performance.

ACTIVE DEPOSIT - 3 PHASE SYSTEM

Colour Deposit - Colour enhancer increases intensity and vibrancy while providing improved coverage of white hair due to increased colour uptake.

Condition - The vegetable derived system enables simultaneous conditioning whilst actively colouring. Porosity and damage are reduced preventing colour fade.

Longevity - Colour is locked into the cortex due to enhanced penetration so vibrancy and tone remains true for longer. UV and repeated wash tests prove longer lasting colour with increased wash-fastness.

Novacolor has a silky, creamy consistency and is quick and easy to mix in the bowl. Novacolor spreads easily which means less colour creme is used, application is faster and colour results are even.

Novacolor is easily rinsed from the hair which prevents incidents of residue being left in the hair and creating damage or sensitivity. Novacolor contains a low allergenic fragrance that has the ability to efficiently mask the smell of ammonia. Ammonia is micro-encapsulated reducing odour and improving process control.



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

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FEATURES AND BENEFITS

- **17 Colour Families** - a versatile system that is easy to understand and intermix.

The De Lorenzo Novacolor Range is identified by numbers and letters.

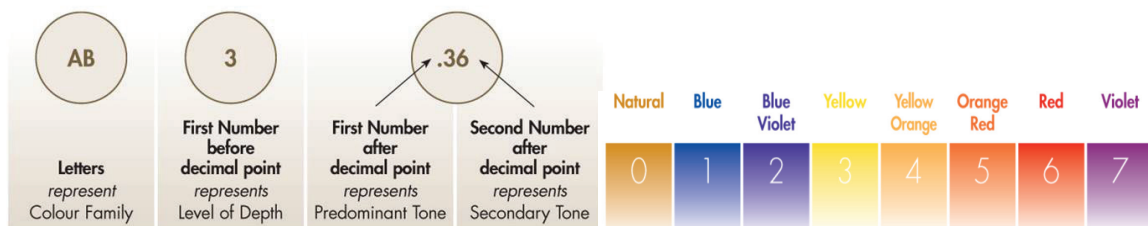
Example: Auburn, AB3.36

Letters Represent the colour family e.g. AB = Auburn

The first number before the decimal point represents the depth level e.g. a depth level 3

First number after the decimal point represents the predominant tone e.g. 3 = Yellow

Second number after the decimal point represents the secondary tone e.g. 6= red



- **Hybrid Ability** - performs two functions, permanent & demi permanent colour, by using different developers.
- **Intense Series** - ability to overcome resistant hair types.
- **Corrective Mixers & 2 Fillers** - for colour balancing and for correcting colour fade.
- **Low Ammonia Level** - the low ammonia content in Novacolor helps to maintain excellent condition and shine while reducing sensitivity.
- **Solar Protection** - contains ingredients that prevent colour fade due to sun exposure.
- **Protein Complex** - a unique blend of specialised phytoproteins for strengthening and protection.
- **Plant Extracts** - to optimise colour retention tone and condition.
- **Intensive Treatment Base** - ensures maximum protection, condition and easy application.
- **Natural Fragrance** - a combination of fragrant oils unique to De Lorenzo.



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KEY NATURAL INGREDIENTS



Olive Leaf Extract

An antioxidant capacity 400% higher than Vitamin C and almost double that of Green Tea or Grape Seed extract. When the sun hits the olive leaf a vapour is released which scavenges free radicals protecting against colour fade and hair damage.



Wattle Seed

Wattle Seed protein aids in the protection and strengthening of the hair structure by penetrating and attaching to the internal structure of the hair building a protective barrier in and around the hair. This results in improved handling qualities of the hair, increases body and strength.



Kakadu Plum

A small plum like fruit that is thought to be the worlds richest source of vitamin C, an important anti-oxidant. Vitamin C protects cells against free radical damage. Its role in the protection and repair of hair and anti-oxidant activity makes it an important element in the maintenance of healthy skin and hair. Deficiencies can lead to dry, splitting hair and a rough, scaly cuticle.



Sunflowers Seed Cake Extract

A powerful anti-oxidant sunflower seed cake increases longevity of colour and is shown to be highly potent. The seed cake contains around 40 per cent protein improving strength in the hair. Sunflower seed cake inhibits photo-oxidation (the breakdown of the hair from UV A and UV B rays) and therefore protects against the sun and extends the life and look of the colour in the hair.



Vitamin E

Considered an anti-oxidant superstar, research points to Vitamin E providing protection from adverse effects in lipids from oxidative damage to preventing hair stress, including photo-aging (sun damage). Found in vegetable oils, Vitamin E has emollient benefits including helping to maintain elasticity which makes it an exceptional ingredient in conditioners.



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INGREDIENTS

Demineralised Water, Oleic Acid, Cetearyl Alcohol, Dicapryl Phosphate (And) Ceteth-10 Phosphate, Ethanolamine, Laureth-3, Glycol Distearate, Ammonia, Ethoxydiglycol, Stearamidopropyl Dimethylamine, Quaternium-91 (And) Cetrimonium Methosulfate, Ceteth-2, Cetareth-20, Laureth-8, Natural Fragrance, Protein Complex (Lauryldimonium Hydroxypropyl Hydrolysed Soy Protein And Cocodimonium Hydrolysed Whole Wheat Protein And Wheat Amino Acids), Oleth-5 Phosphate (And) Diolethyl Phosphate, Tetrasodium Edta, Trisodium Phosphate Sodium Hydroxymethylglycinate, Wattle Seed Extract, Olive Leaf Extract, Dimethylpabamidopropyl Laurdimonium Tosylate (And) Glycol Stearate, Sunflower Seed Cake, Chamomile, Kakadu Plum Extract, Vitamin E, Sodium Sulphite, Ascorbic Acid.

May Contain: Toluene-2, 5-Diamine Sulphate, 4 Amino-2-Hydroxytoluene, P-Aminophenol, 1-Naphthol, Resorcinol, 4-Chlororesorcinol, Xanthan Gum, Acid Orange 7, Acid Red 52, Basic Red 2, Basic Red 22, Basic Red 46, Basic Yellow 28, Hc Yellow 2, Hc Yellow-4, Hc Red No 3, Hc Yellow No 5, M-Aminophenol, N, N-Bis (2-Hydroxyethyl)-P-Phenlyenediamine Sulphate, Phenyl Methyl Pyrazolone, 5-Amino-6-Chloro-O-Cresol, 2, 6-Diaminopyridine, 2, 4-Diaminophenoxyethanol Dihydrochloride, 3-Methyl Resorcinol, 2-Amino-4-Hydroxyethylaminoanisoole Sulphate, Basic Orange 31, Basic Red 51, Basic Yellow 87, Sodium Metabisulphite, Sodium Erythorbate, Sodium Sulphate, Thiolactic Acid.



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