

# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## novalite

### Dust-free Blue Powder Lightener

Novalite dust-free blue Powder Lightener contains emollient ingredients to protect and condition the hair whilst lightening. The mixture is easy to apply and will not dry out during the lightening process. Novalite is the best choice for fine, medium or coarse textured hair and artificial colour removal.

- Up to 6 levels of lift
- Dust-free blue Powder Lightener
- Gentle lightening, great for use on scalp and with foils
- Remains active for up to 1 hour
- Novoxyl Developer choice will depend on levels of lift required and quality of hair

### PREPARATION OF HAIR

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

### DIRECTIONS:

#### FOR ON-SCALP APPLICATION

1. Mix 20g of Novalite powder with 40g of up to 6% (20 Vol) Novoxyl Developer

#### FOR OFF-SCALP APPLICATION

1. Mix 20g of Novalite powder with 40g of up to 12% (40 Vol) Novoxyl Developer
2. Apply to dry hair, darkest areas first. Avoid previously lightened areas
3. Develop for 15 - 60 minutes depending on the base colour of the hair, until the desired lightness is achieved. Time should not exceed 60 minutes. DO NOT USE HEAT.
4. Check progress during processing
5. Rinse product completely from hair then shampoo and condition with the appropriate De Lorenzo products.



DE LORENZO

**nova**360°  
TOTAL COLOUR SOLUTIONS

# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## novalite

### NOTES TO REMEMBER

- Use mixture immediately to prevent deterioration
- Discard leftover Novalite mixture
- Maximum of 6% (20 vol) for on scalp application only

### 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
- **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.

### INGREDIENTS

Potassium Persulfate, Mineral Oil, Ammonium Persulfate, Sodium Metasilicate, Sodium Stearate, Silica, Aluminium Stearate, Hydroxypropyl Methylcellulose, Sodium Lauryl Sulphate, Tetrasodium Edta, Fragrance, C.i. 77007.



DE LORENZO

**nova**360°  
TOTAL COLOUR SOLUTIONS