

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

novasemi

A natural based semi-permanent cream for professional use with concentrated pigments and Novabond Technology

Explore a kaleidoscope of colours with De Lorenzo's professional Novasemi. A range of semi-permanent colour creams that have been formulated with super concentrated pigments and unique Novabond Technology for long lasting colour results.

Novabond Technology is an exclusive blend of De Lorenzo's renowned Protein Complex and peptide actives from Moringa Seeds which repair damaged hair, resulting in superior condition, strength and shine. The range also includes Native Australian Finger Lime caviar and Tasmanian Blue Gum extracts that build a protective and nourishing film, leaving hair soft and frizz free.

Professional Novasemi is ammonia free and requires no hydrogen peroxide. An easy to use colour cream that can be used alone, intermixed to customise a colour or added to Crystal Clear to achieve lighter or pastel tones.

Available in 8 semi-permanent colours and a clear

- Volcanic Ash
- Hypnotic Pink
- Explosive Red
- Atomic Orange
- Cyber Yellow
- Sublime Green
- Mystic Blue
- Ultra Violet
- Crystal Clear

PROFESSIONAL NOVA SEMI GUIDELINES

The Novasemi colour creams are ideal for use on hair that has been pre-lightened according to the table below.

Semi-Permanent Colour

Volcanic Ash, Hypnotic Pink

Atomic Orange, Cyber Yellow

Explosive Red, Sublime Green,
Mystic Blue, Ultra Violet

Pre-Lightening Levels

Level 9 or lighter

Level 8 or lighter

Level 7 or lighter

For lighter shades including pastels: Mix with Novasemi Crystal Clear according to the desired result



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DIRECTIONS

1. Wash hair using the appropriate De Lorenzo Shampoo
2. Wear suitable gloves for preparation and application of colour
3. Using a tint brush and bowl, apply De Lorenzo Novasemi cream to towel dried hair
4. Distribute evenly, then process for 20 minutes without heat
5. Emulsify with water and rinse thoroughly until the water runs clear
6. Apply an appropriate De Lorenzo conditioner, rinse and dry the hair

Note: Avoid leaving the hair wet as clothing and linen may be stained. Skin staining can occur, use Novacolor Protect around the hair line.

NOVASEMI REMOVAL

The De Lorenzo Novasemi colours can be long lasting and staining of hair can occur. Colour removal may be required with concentrated shades.

Analyse the condition of the hair to determine the method of removal.

Extremely compromised hair:

1. Apply Essential Treatments Oil Balance to clean dry hair
2. Apply Novacolor Stain Remover to areas where colour removal is required
3. Distribute through hair evenly and apply gentle heat for 10 minutes
4. Shampoo with Essential Treatments Absolute Deep Cleanser
5. Repeat if necessary

General colour removal:

1. Apply Essential Treatments Protein Complex and Oil Balance to clean and dry hair
2. Mix 10g Supanova + 20g Novoxyl or Novacreme depending upon how many levels of lift is required and porosity of hair
3. Apply directly to areas of hair where colour removal is required
4. Periodically check hair for signs of damage and colour lift
5. When colour is lifted to desired level, shampoo and condition or treat with appropriate De Lorenzo products
6. Towel dry and recolour if required

Note: Novacolor Colour Eliminator is not an effective removal method for Novasemi colours.



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KEY NATURAL INGREDIENTS



Moringa Seed Extract

Obtained from the exotic Moringa Oleifera, known as the tree that never dies due to its amazing ability to survive the harshest weather conditions. The extract contains peptides that repair damage, improve condition and strengthen hair. It guards against mechanical and environmental stresses such as combing, pollution and UV radiation.



Australian Finger Lime Caviar Extract

Finger Limes are known as the citrus caviar due to the juice filled capsules inside the elongated fruit. Found in South Eastern Queensland and Northern New South Wales, the fruit from the rainforest tree contains 50 times the antioxidant activity of a normal lime. It provides powerful conditioning and a protective film to leave hair smooth.



Tasmanian Blue Gum Extract

Sourced from the leaves of the evergreen eucalyptus tree found in Tasmania and Victoria, the extract provides anti-aging and anti-inflammatory properties and delivers amino acids to condition hair and promote shine.



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.

INGREDIENTS

Water (Aqua), Cetearyl Alcohol, Ceteareth-20, Glycerin, Phenoxyethanol (And) Caprylyl Glycol, Polyquaternium-22, Sodium Benzoate, Potassium Sorbate, Hydroxypropyl Starch Phosphate, Peg-40 Hydrogenated Castor Oil, Fragrance, Moringa Oleifera Seed Extract, Sodium Citrate, Disodium Edta, Citric Acid, Wheat Amino Acids, Cocodimonium Hydrolyzed Whole Wheat Protein, Lauryldimonium Hydroxypropyl Hydrolyzed Soy Protein, Citrus Australasica (Finger Lime Caviar) Fruit Extract, Eucalyptus Globulus (Blue Gum) Leaf Extract, Olea Europaea (Olive) Leaf Extract, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract, Ethoxydiglycol.

May Contain: Hc Blue 16, Basic Red 51, Basic Orange 31, Basic Yellow 87, Basic Violet 2, Hc Blue 12, Basic Yellow 57, Hc Red 3, Basic Red 76, 4-Hydroxypropylamino-3-Nitrophenol, Basic Blue 124.



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