

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

NOVOXYL & NOVACREME DEVELOPERS

Understanding the role of the 'developer' is an essential part in obtaining the desired colour result. As well as developing the colour molecules during the colouring process, the developer has an effect on the hair's natural pigment and porosity.

Natural hair colour is considered to be made up of black/brown (eumelanin) and orange/red yellow (pheumelanin) pigments, the amounts of each varying depending on the hair's natural depth and tone.

The alkaline ingredient Ammonia, softens and opens the cuticle in order to deposit the colouring ingredients contained in the colour creme. At the same time the developer is activated by the alkaliser which lightens and changes the hair's natural depth and tone.

The black/brown pigments can be destroyed and the red pigment is converted to orange and yellow. Awareness of this factor assists in selection of appropriate Novoxyl strength.

H_2O_2 = Hydrogen Peroxide

H_2O_2 = Hydrogen Peroxide (a weak acid) is mixed with Novacolor (an alkaline) to create artificial colour.

When colouring, H_2O_2 releases 1 oxygen atom into the hair to "oxidise" the dyes to form a colour molecule within the hair.



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

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DEVELOPER CHOICE / USAGE GUIDE

DEVELOPER	RATIO OF COLOUR/DEVELOPER	ACTION
1.5% Novacreme Demi Minimal colour oxidised	1 part Colour + 2 parts Novacreme	Refreshes existing colour or adds slight tone
3% Novoxyl Some oxidisation of colour	1 part Colour + 1 part Novoxyl	Minimal lift of natural base, permanent result
6% Novoxyl Oxidise most colour	1 part Colour + 1 part Novoxyl	Some lift of natural base, permanent result
9% Novoxyl Oxidise colour	1 part Colour + 1 or 2 parts Novoxyl	More lift of natural base, permanent result
12% Novoxyl Oxidise colour	1 part Colour + 2 parts Novoxyl	Maximum lift of natural base, permanent result

Most shades in the Novacolor range may be mixed with Novacreme Demi Developer, giving the most extensive demi-permanent range available to the professional Colourist.

Hydrogen Peroxide is the most widely used oxidant in the industry because:

- It is capable of bleaching hair melanin in the presence of ammonia and at a high pH.
- Activates the colour in the colour creme.
- Lifts the previous dye colour when used with Powder Lighteners.

General points about Hydrogen Peroxide are:

- Peroxide needs to be alkaline to be effective on the hair but for long term stability and storage it needs to be at an acid pH as it releases oxidising agents at a high pH.
- Hydrogen Peroxide is easily decomposed by impurities, such as metals, causing loss of activity which is why metallic bowls or brushes shouldn't be used.
- Many oxidants (peroxides) will de-colourise melanin granules but only Alkaline Hydrogen Peroxide is effective on natural hair.
- The extreme nature of activated oxygen means that it cannot be stored and needs to be prepared prior to use.
- The Hydrogen Peroxide on its own would only give a bleaching effect of two levels of colour in twelve hours. This can be reduced to 30-40 mins with the addition of ammonia.

De Lorenzo includes stabilisers in the Novoxyl and Novacreme formulations to prevent impurities and both are buffered to maintain pH.

INGREDIENTS

Water (Aqua), Hydrogen Peroxide, Cetearyl Alcohol, Mineral Oil, PEG-40 Hydrogenated Castor Oil, Sodium Lauryl Sulphate, Oxyquinoline Sulphate, Tetrasodium Pyrophosphate, Phosphoric Acid.



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