

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

INSTANT *illumin8* BLONDE RANGE

Empowered by purple grape vineyards, the Instant Illumin8 Blonde products tone and brighten blonde hair with concentrated blue-violet pigments, Exotic Wine Extract, Baobab Protein and Chamomile.

Blonde and lightened hair can often turn yellow and brassy from repeated washing and environmental exposure. These specially formulated products help maintain silvery ash hues by neutralising unwanted yellow, leaving hair soft and glossy.



Illumin8 Blonde Shampoo

Gently cleanses and delivers concentrated blue-violet pigments for ultimate tonal impact.



Illumin8 Blonde Conditioner

Aids in toning unwanted yellow tones, leaving the hair moisturised, manageable, shiny and blonde.

KEY INGREDIENTS



Baobab Seed Protein

Provides multifunctional benefits to counteract damage to all hair types.



Chamomile Extract

Softens and brightens blonde hair.



Wine Extract

Soothes and provides antioxidant properties to protect colour and the cuticle.

Note: It is recommended to use gloves as temporary staining of hands can occur. Due to the intensity of the colour, staining of hair can occur and product removal may be required. Skin/scalp staining may occur in some individuals.



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

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INSTANT *illumins* BLONDE RANGE

ILLUMIN8 REMOVAL

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 Colour 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 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 the Illumin8 range.

INGREDIENTS

Shampoo: Water (Aqua), Ammonium Laureth Sulfate, Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Cocamide MEA, Polyquaternium-7, Glycerin, Sodium Hydroxymethylglycinate, Ammonium Chloride, PEG-120 Methyl Glucose Dioleate, Acid Violet 43, Alcohol, Citric Acid, Fragrance, Benzophenone-4, Hydrolyzed Adansonia Digitata (Baobab) Seed Protein, Guar Hydroxypropyltrimonium Chloride, Amodimethicone (and) Laureth-9, Glycolic Acid, Wine Extract, Cucumis Sativus (Cucumber) Fruit Extract, Disodium EDTA, Chamomilla Recutita Flower Extract, Aloe Barbadensis Leaf Juice, Mixed Fruit Extracts, Sodium Citrate.

Conditioner: Water (Aqua), Cetearyl Alcohol, Glycerin, Amodimethicone, Trideceth-12, Cetrimonium Chloride, Behentrimonium Chloride, Isopropyl Myristate, Glyceryl Stearate (and) PEG-100 Stearate, Quaternium-91 (and) Cetrimonium Methosulfate, Cyclopentasiloxane, Hydroxyethyl Urea, Helianthus Annus (Sunflower) Seed Oil, Distearyltrimonium Chloride, Glycolic Acid, Sodium Benzoate, Fragrance, Persea Gratissima (Avocado) Fruit Oil, Citric Acid, Hydrolyzed Adansonia Digitata (Baobab) Seed Protein, Tocopherol, Sodium Citrate, Acid Violet 43, Cereus Grandiflorus (Cactus) Flower Extract, Rice Amino Acids, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract, Wine Extract, Cucumis Sativus (Cucumber) Fruit Extract, Aloe Barbadensis Leaf Juice, Disodium EDTA.



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