

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

novafusion

Novafusion Colour Care Shampoo is formulated to work in synergy with your hair colour to control and prevent colour fade in natural and colour enhanced hair. Including UV inhibitors and botanical extracts to improve condition and shine, Novafusion contains colour enhancing botanical extracts Kakadu Plum, Rooibos and Birch Extract.

Novafusion Colour Care Conditioner is available in 2 variants and is formulated to complement the Novafusion Colour Care Shampoo range to optimise colour results. UV inhibitors and Rooibos reduce colour fade whilst Sunflower Seed Oil enhances shine and provides brilliance to your colour. Novafusion Colour Care Conditioner is perfect for de-tangling and smoothing whilst controlling fly-away hair. Novafusion Silver Conditioner locks in violet pigments to counteract yellow and brassy tones in blonde hair with Rooibos and Kakadu Plum for colour protection and Sunflower Oil and Vitamin E to strengthen and protect the hair.

The Novafusion Colour Care Range has been specifically formulated using a combination of both paraben-free preservation and a sulfate-free cleansing system that is derived from coconut fatty acids. The technology offers mild cleansing that is pH balanced and gentle on the scalp. Novafusion provides the user with an opportunity to experiment with different colours without causing damage to the hair fibre.

The range is perfect for revitalising coloured hair and enhancing natural colour. Infused within the shampoos are cationic colour molecules that are highly substantive to the hair surface, however they do not alter the natural pigments of the hair.



DE LORENZO

nova360°
TOTAL COLOUR SOLUTIONS

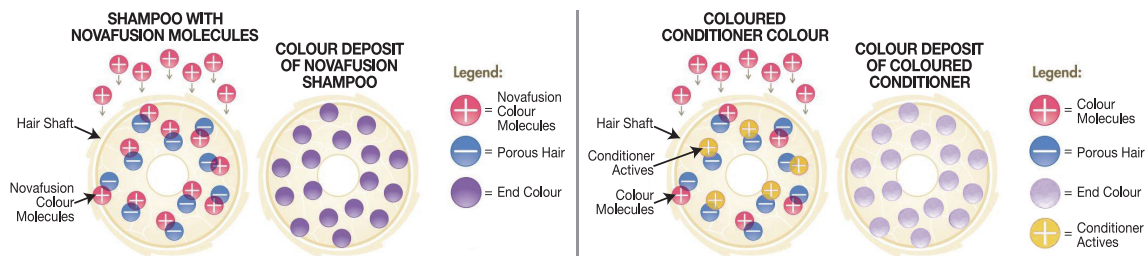
For further information please see the Safety Data Sheet (SDS) <https://www.delorenzo.com.au/sds/>

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

novafusion

When comparing colouring products, shampoos are much more effective at depositing cationic colour molecules into the hair than conditioners. The resulting intensity of the shampoo colour is considerably greater. This is due to the conditioner's ingredients having the same cationic charge as the colour molecules and therefore competing at the same time to attach to the same negative sites on the hair in which they are attracted to. The Novafusion Colour Care shampoos do not carry the same charge and so the colour molecules work in harmony with the shampoo system.



The more porous the hair (negatively charged areas) the stronger the attraction and end colour results.

BENEFITS

- Tone with the Novacolor range or customise a colour formula
- Take home colour maintenance
- In-salon 20 minute colour treatment
- Counteracts colour fade in between colour applications
- 'Trial it first' colour experience before committing to permanent colour
- Good wash fastness and excellent UV fade resistance



DE LORENZO

nova360°
TOTAL COLOUR SOLUTIONS

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

novafusion

SHAMPOO AVAILABLE IN 18 COLOURS

Plum	enhances deep violet-red tones in coloured or natural hair
Fire Red	enhances vibrant red-orange tones in coloured or natural hair
Cherry Red	enhances red-violet tones in coloured or natural hair
Copper	enhances vibrant copper tones in coloured or natural hair
Natural Tones	adds depth to blonde hair and intensifies brown hair
Cool Naturals	reduces brassy tones in brown hair, adds soft ash to white and grey hair
Beige Blonde	enhances soft beige tones in white and grey hair, adds depth to blonde hair
Rosewood	provides violet highlights and pastel rosewood tones to blonde hair
Rose Gold	provides rose highlights and rose gold tones to blonde hair
Coral Peach	provides peach highlights and coral peach tones to blonde hair
Silver	reduces unwanted yellow brassy tones in blonde hair
Chocolate	enhances rich, deep, chocolate tones in medium and dark brown hair
Intense Red	intensifies brilliant red tones in coloured or natural hair
Intense Ruby Red	intensifies brilliant red-violet tones in coloured or natural hair
Intense Copper	intensifies brilliant orange tones in coloured or natural hair
Intense Indigo	adds powerful blue-violet reflects with a slight hint of red to medium-dark brown hair
Intense Brunette	adds natural brunette reflects to medium-dark brown hair
Grey	reduces yellow tones in naturally grey hair

DIRECTIONS FOR USE

Use your regular De Lorenzo shampoo first and rinse out. Apply Novafusion Colour Care Shampoo and massage in. Leave in for up to 5 minutes. Leave in longer for additional intensity if desired. Rinse out and apply Novafusion Colour Care Conditioner.



DE LORENZO

nova360°
TOTAL COLOUR SOLUTIONS

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

novafusion

NOVAFUSION COLOUR CARE SHAMPOO

KEY NATURAL INGREDIENTS



Kakadu Plum

The plant, a small tree found in the northern parts of the Northern Territory and Western Australia has an abundant crop of small plum like fruit that are extraordinarily rich in vitamin C, an important antioxidant. Vitamin C protects cells against free radical damage. Its role in the 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, rough and scaly cuticle.



Rooibos

Organically harvested from the red bush plant in the Cedarberg Mountains of South Africa, Rooibos is commonly used to make herbal remedies and is sometimes called African Red Tea. Rich in minerals, Vitamin C and anti-oxidants, Rooibos is also an active free radical scavenger preventing damage to the hair and providing a soothing effect on the hair and scalp. This prevents the hair becoming dry and reduces colour fade.



Birch Extract

Birch tree has been used by many cultures throughout history for its natural anti-bacterial and anti-viral properties. It has aromatic properties and provides mild cleansing, astringent and conditioning properties leaving the hair and skin soft and silky.

INGREDIENTS

Shampoo: Water (Aqua), Cocamidopropyl Betaine, Disodium Cocoamphoacetate, Cocamide Mea, Peg-150 Distearate, Amodimethicone (And) Laureth-9 (And) Trideceth-12, Glycerin, Acrylates Copolymer, Iodopropynyl Butylcarbanate (And) Methylisothiazolinone, Sodium Benzoate, Titanium Dioxide, Mica, Xanthan Gum, Betula Alba (Birch) Bark Extract, Salix Alba (Willow) Bark Extract, Crataeus Monogina (Hawthorn) Fruit Extract, Benzophenone-4, Fragrance, Citric Acid, Sodium Citrate, Aspalathus Linearis (Rooibos) Leaf Extract, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract

Novafusion Shampoos May Contain: Basic Blue 3, Basic Blue 99, Basic Brown 16, Basic Brown 17, Basic Red 2, Basic Red 76, Ci42520, Ci61505, Basic Orange 31, Basic Red 51, Basic Yellow 87, Basic Red 22, Ci11320, Hc Yellow 13, Basic Blue 124, External Violet 2.



DE LORENZO

nova360°
TOTAL COLOUR SOLUTIONS

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

novafusion

NOVAFUSION COLOUR CARE CONDITIONER

KEY NATURAL INGREDIENTS

In addition to Kakadu Plum and Rooibos, the Novafusion Colour Care Conditioners include:

Sunflower Oil



An emollient extracted from the seeds of the sunflower. Rich in essential fatty acids it is naturally high in vitamins A, D & E. The content of sunflower oil makes it a good multi-purpose ingredient that is softening, moisturizing, soothing and cell regenerating. Sunflower oil is wonderfully nourishing for damaged hair. It has a protective effect on hair, provides lubricity and reduces mechanical damage.



Vitamin E

Considered an antioxidant superstar, research points to Vitamin E providing protection from adverse effects in lipids from oxidative damage 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.

INGREDIENTS

Conditioner: Water (Aqua), Cetearyl Alcohol, Hydroxypropyl Starch Phosphate, Behentrimonium Chloride, Stearamidopropyl Dimethylamine, Amodimethicone (And) Trideceth-12 (And) Cetrimonium Chloride, Helianthus Annuus (Sunflower) Seed Oil, Glyceryl Stearate (And) Peg-100 Stearate, Distearaldimonium Chloride, Sodium Benzoate, Citric Acid, Fragrance, Lauryldimonium Hydroxypropyl Hydrolyzed Soy Protein, Rice Amino Acids, Diazolidinyl Urea (And) Iodopropynyl Butylcarbamate, Aspalathus Linearis (Rooibos) Leaf Extract, Glycerin, Vitamin E, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract, Sodium Citrate, Quaternium-80.

Silver Conditioner: Water (Aqua), Cetearyl Alcohol, Hydroxypropyl Starch Phosphate, Behentrimonium Chloride, Stearamidopropyl Dimethylamine, Amodimethicone (and) Trideceth-12 (and) Cetrimonium Chloride, Helianthus Annuus (Sunflower) Seed Oil, Glyceryl Stearate (And) Peg-100 Stearate, Distearaldimonium Chloride, Sodium Benzoate, Citric Acid, Fragrance, Lauryldimonium Hydroxypropyl Hydrolyzed Soy Protein, Rice Amino Acids, Diazolidinyl Urea (And) Iodopropynyl Butylcarbamate, Aspalathus Linearis (Rooibos) Leaf Extract, Glycerin, Tocopherol (Vitamin E), Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract, Sodium Citrate, Quaternium-80.

Silver Conditioner may contain: CI42090 and External Violet 2 (CI60730).



DE LORENZO

nova360°
TOTAL COLOUR SOLUTIONS