

Seward_Tech

FAQ

How does POWER-TIME work?

POWER-TIME efficiently and rapidly captures and conveys the coloring molecules in the cortex of the hair, protecting them against premature oxidation and regulating and optimising the development times of the cosmetic color.

Does the heat source damage the hair during the technical coloring service?

No. It is recommended to always use a dry heat source set to a medium temperature.

How many applications are possible with one pack?

One pack of product allows an average of 55 applications.

Is the color result with reduced processing time comparable to the result using the standard application?

In the absence of grey hair or in the case of a low/medium percentage of grey hair, the color result obtained with the 50% reduced processing time (POWER-TIME + dry heat source) is comparable to the technical result obtained using the standard application. In the case of a high percentage of grey/resistant hair, it is advisable to use a perforated cap (as per the instructions for use) combined with a moderate dry heat source for best coverage.

Is it recommended to use POWER-TIME with Super lighteners?

The use of POWER-TIME in mixture with Super lighteners does not affect the final result.

Can POWER-TIME be used for consecutive coloring services?

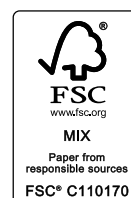
Yes, POWER-TIME is an efficient technical tool that always enhances the cosmetic color result, without compromising the hair fibre.

Does POWER-TIME enhance cosmetic color retention?

The technical professional coloring service with POWER-TIME and standard application (standard processing time) offers a more intense and longer-lasting cosmetic color. When used with reduced processing time it guarantees color retention comparable to that of the standard application.



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POWER-TIME COLOR ACCELERATOR



POWER-TIME COLOR ACCELERATOR

FOR A MORE POWERFUL COLORING SERVICE

POWER-TIME is born, the innovative color Accelerator oil dedicated to permanent, semi-permanent and demi-permanent technical hair coloring services, **encouraging superior coverage of resistant and grey hair and enhanced reflection.**

Thanks to its rich technological base, POWER-TIME Color Accelerator efficiently and rapidly conveys the coloring molecules in the cortex of the hair, protecting them against premature oxidation and encouraging the development of full, intense and long-lasting color in the hair fibre.

POWER-TIME can be used with any brand of hair color.



50 ml - Cod. 1490

POWER-TIME COLOR ACCELERATOR: DUAL USE

1. Standard application without heat source

Once added to the coloring cream and mixed with the developer, the accelerator enhances the fullness of the cosmetic color, ensuring a perfect result every time, even on grey and very resistant hair.

2. Application with heat source

POWER-TIME offers the possibility to reduce processing time, helpful to professionals, who on their busiest days in the salon are often limited by the strict timing of coloring services, but also clients who want a coloring service but are on a tight schedule.

Once added to the coloring cream and mixed with the developer, and with the aid of a dry heat source, **it allows a 50% reduction in the processing time** for permanent, semi-permanent and demi-permanent hair coloring services, without damaging the hair fibre or compromising its structure.

PLUS



OMEGA-FAST COMPLEX

The innovative complex encourages the penetration and deposition of pigments inside the hair fibre thanks to the combined action of:

- PHOSPHORIC ESTERS: enhance the deposition of the coloring molecules in the cortex of the hair, protecting them against premature oxidation.
- OLEIC ACID: binds to the coloring molecules with high affinity, encouraging their penetration inside the hair fibre, regulating and optimising the development times of the cosmetic color.
- MONOETHANOLAMINE: works in synergy with the phosphoric esters and oleic acid, facilitating the best technical results of the coloring service.



ARGAN OIL

A precious vegetable oil with nutritive and protective properties.



VITAMIN E

Acts as an antioxidant and helps prevent the premature oxidation of the coloring molecules, ensuring gradual oxidation during the dyeing process.

APPLICATION FOR SUPERIOR COVERAGE OF RESISTANT HAIR AND ENHANCED REFLECTION

- 1/ Add one dose of POWER-TIME (0.2 g) for every 10 g of coloring cream and mix well*.
- 2/ Add the developer in the correct dose (coloring cream/developer mixing ratio).
- 3/ Apply the coloring mix and proceed with the indicated processing time.
- 4/ Carefully rinse with plenty of warm water. Shampoo the hair using a specific product and any conditioner.

APPLICATION WITH HEAT SOURCE TO REDUCE PROCESSING TIME

- 1/ Add one dose of POWER-TIME (0.2 g) for every 10 g of coloring cream and mix well*.
- 2/ Add the developer in the correct dose (coloring cream/developer mixing ratio).
- 3/ Apply the coloring mix and expose the hair to a moderate dry heat source. The processing time starts from the time of exposure to the heat source.

PROCESSING TIME: reduces the standard processing time by half.

e.g. standard processing time = 30 minutes
reduced processing time with POWER-TIME and heat source = 15 minutes

GREY/RESISTANT HAIR - NOTE:

in case of a high percentage of difficult/resistant grey hair, apply a perforated plastic cap on the hair (**make 10-15 large holes**) before exposure to the heat source.

- 4/ Carefully rinse with plenty of warm water. Shampoo the hair using a specific product and any conditioner.

*TECHNICAL NOTE - The correct dose and mixing ratio of POWER-TIME with the coloring cream is crucial in obtaining best results.