

POWER-TIME COLOR ACCELERATOR FOR A MORE POWERFUL COLORING SERVICE



Helen Seward presents POWER-TIME, 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.

Discover the video.



POWER-TIME COLOR ACCELERATOR: DUAL USE

The innovative product offers a double performance based on the application method.

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.

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

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.



**COLOR AND TREATMENT
FOR SIMPLY PERFECT HAIR**

THE BEAUTY OF COLOR IS REFLECTED IN HEALTHY HAIR



BBColor Fusion is the new cosmetic coloring which colors hair perfectly while nourishing and restructuring it deep down. Thanks to BBColor Fusion the coloring service is combined with a genuine hair restructuring treatment for a complete service aimed at total hair beauty care. 58 bright and intense shades to create any color you like whilst respecting the hair fibre, for simply perfect hair all round.

BBColor Fusion is perfect for creating a delicate, but high-performance color. It covers grey hair completely, guarantees maximum, long-lasting effect, enhances the brightness of the color and keeps hair nourished and naturally soft after every coloring treatment.

THE RESULT IS NATURAL, BRIGHT, BOUNCY HAIR.

Helen Seward
MILANO

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