



Magic Blend

NEW



IONIC FORCE
TECHNOLOGY

3+15
MULTI-BENEFITS

SUPER
RECONDITIONING
TONER



PRIME
PROEXTREME

Magic Blond

PRIME developed in its labs MAGIC BLOND : a super reconditioning toner of high technology, enriched with noble actives for the maintenance and the perfect finishing of blond hair.

The Innovative concept "3 + 15 multi-benefits" is an exclusive technology: the movement of the spheres promotes the static and dynamic balance of the strands and increases the penetration of actives.

HOW TO USE

- Shake well to mix the crystals.
- Remove the excess of water with a towel ; spray MAGIC BLOND at a distance of 30 cm from the hair in order not to allow the accumulation of pigments.
- Finishing product without the need of rinsing.
- Let it try naturally or brush it, using MAGIC BLOND as a finisher to provide shine and protection.
- Apply MAGIC BLOND as many times as you like, as it does not have any cumulative effect.



Hydrolyzed Collagen

Boosts the fixation of vitamins A and D, seals scales and promotes silkiness.



Violet 43

A blend of non-cumulative pigments, anti-age, neutralizes undesirable effects.



Flour Protein

Regenerator, moisture retainer, anti-oxidant, UVA and UVB protection.



The product is available in two sizes:
Professional Line 10.14 fl oz (300ml) packaging
Home Care Line 2.02 fl oz (60ml) packaging

Try out our new product and discover the secret for perfect hair.

The continuous use of the product provides daily restoration with perfect finishing touches at the time of styling.



Hydrolyzed keratin

Reconstruction and crack fillers, strengthening.



Panthenol

Precursor of vitamin B5, regenerator, protector, anti-age.



3+15 | MULTI-BENEFITS



INSTANT TONING

Toning of the blond hair at the moment of finishing.



MAGNETIC FIELD

Field of magnetic strength that promotes the balance of the negative and positive ions.



ELASTICITY CONTROL

The recovery of malleability, preventing elasticity in bleached hair.

+



PROTECTION AGAINST DAMAGES.

Protection against UV rays, ideal for sun exposure.



MAXIMUM THERMAL PROTECTION

Extreme protection against the heat of blow dryers and flat irons.



HAIR FIBER RECONSTRUCTOR

With daily use, the amino acids and lipids promote the reconstruction of the hair fiber.



ANTI-FRIZZ

Static balance of the strands, which maintains the hair smoother for a longer time.



ANTI-AGE

Anti-age action of the hair fiber.



MULTIVITAMIN

Complex of vitamins A, B1, B2, B4, C and D that eliminates the effects of chemical procedures on the hair.



INSTANT DETANGLING

Instant detangling and without breaking the strands, seconds after applying.



EXTREME STRENGTH

Noble and exclusive actives promote elasticity and strength to the bleached hair.



EXTREME SHINE

Quartz crystals provide intense shine to fair hair.



EXCLUSIVE HYDRATION

Maintenance of the moisture level of the strands, slowing down dryness.



EXCLUSIVE PERFUME

A chic, significant and sophisticated fragrance with delicate floral notes.



ODOR NEUTRALIZER

Neutralizer of undesirable odors of smoke and other elements absorbed by the strand.



OIL FREE FORMULA

Low molecular weight, non-greasy formula.



FREE OF CHEMICAL PRODUCTS

Without the addition of parabens and preservatives.



TOUCH OF SERUM

The sealing of the open hair cuticles with a soft and velvety touch.



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