



SPEEDER

ACCELERATOR OIL
with Mix of Natural Oils

45 ml
1.52 fl. oz

Times have changed and today more than ever the long 40' time exposure represents an obstacle for hairdressers. Ready to provide a solution to the daily problems of this sector, our laboratories have created

SPEEDER

This product **guarantees the integrity of the pigments and a better result, with a reduction of the exposure time**. In fact, it contains a specific complex capable of protecting the color pigments from the chemical reactions that take place inside the hair during the coloring process, which can cause degradation by reducing its availability at this phase.

This effect is also intensified by the action of a mixture of specific oils, carefully selected and dosed, so that, thanks to their properties, they favor the absorption of color, intensifying its brightness and brilliance. This complex, once absorbed by the hair, also continues its effectiveness even after the color application and **preserves its integrity over time**, protecting it from harmful external agents and from environmental oxidative stresses responsible for color fading.

In summary, here are the **many advantages** that SPEEDER can give to hairdressing customers:

- Shorter exposure time and therefore more achievable services.
- With SPEEDER you save the purchase of a new line of 10-minute colors, avoiding additional costs and the need to occupy warehouse space.
- This product does not increase the pH guaranteeing respect for the hair structure that our colors have always had.
- Same color tube means same result, without fear of too dark results or reflection changes.
- Unlike 10-minute colors, it guarantees a carefree application on even porous lengths, without the risk of darkening, making it suitable for shortening the exposure time even in case of toning.
- It guarantees an extremely bright color.
- Long-lasting reflection intensity which is more protected from the sun and external agents.

HOW IT WORKS

The coloring process normally takes place according to pre-established steps:

STEP 1:

from 0 to 10 minutes.

During this period, the alkaline pH of the dyes inflates the structure and allows the mixture to penetrate into the hair shaft.

STEP 2:

from 10 to 20 minutes.

The oxygen released by the gaseous reaction lightens the hair. In this phase, a part of the pigment present in the mixture is destroyed.

STEP 3:

from 20 to 30 minutes.

The remaining pigment colors the hair.

STEP 4:

from 30 to 40 minutes.

The color-treating elements such as collagen or pearl extract act and recover the damage that the chemical reaction has caused to the hair structure.

With SPEEDER the coloring process takes place differently:

STEP 1:

In 10-minute colors, to speed up the process, the color pH is significantly increased, thus also increasing damage to the hair structure. SPEEDER, on the other hand, exploits the carrying power of Jojoba and Almond Oils to speed up the color penetration, without damaging the hair.

STEP 2:

Generally the 10-minute colors, to remedy the destructive process represented by oxidation, tend to use much more pigment than necessary, with the risk of a darkening on the lengths or a darker final effect as the exposure time increases. SPEEDER instead uses Sunflower and Linseed Oils to protect the pigments ensuring a final result identical to what we are used to, both in terms of level and reflection.

STEP 3:

The pigment colors the hair.

STEP 4:

This enrichment phase is normally skipped from the 10-minute colors. SPEEDER, on the other hand, recovers it thanks to the Castor, Linseed and Argan Oils capable of thoroughly hydrating the hair structure, guaranteeing brilliance, brightness and fullness of color.

Our Versum™ color, always versatile to the point of being used both as permanent and as demipermanent color, from today, thanks to SPEEDER, replace also the 10-minute color.

USE

STEP 1	In an appropriate bowl, dose the required amount of color.
STEP 2	Add the additive according to the dosage shown in the chart.
STEP 3	Add the color activator according to the normal rules of use.
STEP 4	Once the first 3 steps have been carried out quickly, proceed with the application.
STEP 5	Cover with a perforated plastic cap or film.
STEP 6	Leave on for 15 minutes (10 minutes under a heat source).
STEP 7	Only in the case of heat source, allow to cool for another 3 minutes.
STEP 8	Rinse and wash with Versum™ Color Block shampoo.

DOSAGE TABLE

GRAMS OF COLOR	10	20	30	40	50	60
DROPS OF SPEEDER	6	12	18	24	30	36
GRAMS OF ACTIVATOR	15	30	45	60	75	90

IMPORTANT: In the case of a high percentage of white hair, our Technical Director Alessio Bondi recommends darkening the color mixture of 1 \ 2 level and increasing the exposure time by 5 minutes.

MAIN ACTIVE INGREDIENTS



Argan Oil

Thanks to its soothing, and moisturizing properties; it provides nourishment and protection and helps to intensify the color brightness.



Sunflower Oil

Rich in polyphenols and antioxidant substances with high protective properties, it has a high antioxidant action that protects color from the harmful effects of free radicals.



Jojoba Oil

It contains fatty acids, to which it owes its ease of absorption and its great ability to penetrate through small pores, promoting in this way the color absorption on the hair fiber. It also has a high moisturizing and antioxidant protective anti-aging action.



Linseed Oil

Known for its high hair polishing properties, it gives extreme brightness to the color. Rich in nutrients and vitamins, it gives emollience and nourishment to the hair.



Almond Oil

Particularly known and used in cosmetics for its emollient, softening, nourishing, and soothing properties, it is protagonist in the treatment of very dry, frizzy, brittle hair. Thanks to its high penetrability, it is an excellent vehicle for the active ingredients and, in perfect synergy with Jojoba oil, it promotes the absorption of color on the hair fiber.



Castor Oil

Excellent restructuring and cosmetic strengthening of hair; it also brings brilliance and intensifies the brightness and fullness of the color.



Rice Oil

In addition to its moisturizing, emollient and nourishing properties, it is known for its content of gamma oryzanol, a natural UV filter that performs a protective action against the harmful effects of hair/color photo-oxidation. It also contains high percentages of phytosterols and Vitamin E, which gives additional protective properties against environmental oxidative effects.