

INSIGHT

JANUARY NEW LAUNCHES

2021

#INSIGHTfeelings

NEW

COLD REFLECTIONS PROMO



DEAL INCLUDES:

- 3 COLD REFLECTIONS BRIGHTENING SHAMPOO 400ML
- 3 COLD REFLECTIONS HAIR MASK 250ML
- 1 COLD REFLECTIONS BRIGHTENING SHAMPOO 900ML
- 1 COLD REFLECTIONS HAIR MASK 500ML
- 1 COLD REFLECTIONS HAIR BOOSTER 60ML
- 1 MULTI-TECHNICAL HAIR BLEACHING POWDER 450GR
- 1 WHEAT BOWL
- 1 BRUSH

£79



INSIGHT BLONDE



Blonde hair has always been synonymous with elegance whatever the shade. In recent years cold shades have become increasingly popular, which is why we have created a specific line to obtain cold reflections and keep them flawless.

+ ORGANIC OATS EXTRACT

Known for its softening and soothing properties, this extract provides hydration to the hair during cosmetic treatments.

+ ORGANIC CHAMOMILE EXTRACT

Often used in products for blonde hair, chamomile is one of the best-known medicinal plants in the world, with a great calming action thanks to its high flavonoid content.

+ ORGANIC CHESTNUT EXTRACT

Rich in vitamins and minerals, it has antioxidant, protective and anti-inflammatory properties. It helps to improve the hydration of the scalp and hair and also increases elasticity.

FEATURES

- A complete system to obtain and maintain cool, flawless reflections
- Shampoo and mask for in-salon and at home use
- A technical product (booster) for professional use only

RESULTS

- Cool reflections customized for the client
- Soft, shiny hair

STRONG POINTS

- Vegan OK Certification
- Nickel tested formulations
- Fragrance without allergens

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COLD REFLECTIONS BRIGHTENING SHAMPOO

Helps to neutralise any yellow/orange hues; enhancing cool reflections.

How to use:

Apply on damp hair and massage; persist on the areas prone to brassy tones.

Leave in for 2/3 minutes and rinse thoroughly.

Tips:

The cold reflections brightening shampoo and hair mask can be combined to obtain the best, cool chromatic result.

They can also be used with all other Insight Shampoos, Conditioners and/or Masks in order to create the perfect products mix for every client need.

COLD REFLECTIONS HAIR MASK

For use post Brightening Shampoo or even in combination with another Insight shampoo. This product helps to neutralise unwanted yellow/orange hues typical of natural or bleached blonde hair.

How to use:

Apply evenly to damp hair after shampooing and massage; persisting on the areas prone to brassy tones.

Leave in for 5/10 minutes and rinse thoroughly.



code IBL176 size 400 ml
code IBL177 size 900 ml



code IBL178 size 250 ml
code IBL179 size 500 ml

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COLD REFLECTION HAIR BOOSTER

The hair lightening process doesn't just aim to make your hair lighter; the idea is to create a chromatic neutrality effectively contrasting the residues of melanin and yellow/orange pigments which are sometimes impossible to eliminate by bleaching alone.

For this reason we have created within the BLONDE range a special additive that is formulated to act together with Insight's bleaching powders and Incolor. The Cold reflection hair booster will therefore transform the bleaching blend (or dye) you are using into a tailor-made product suitable for every client need. This will help you obtain a perfect neutrality of the chosen tone of blonde as well as calibrate lightening.

WHAT MAKES THIS PRODUCT UNIQUE?

The ability to customise the technical service by dosing the amount of additive based on the starting point and the result you want achieve.

How to use:

Mix the three components following the instructions of the product you are mixing it with:

- Bleaching product or oxidation dye;
- Activator;
- Booster in variable dose according to the starting hair colour (refer to information tables) or increasing the quantity to make the cool reflections more pronounced.

Application time:

10 to 60 min.

We recommend progressive visual monitoring.



code IBL180 size 60 ml

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Information table regarding quantity of booster for bleaching product

Application base	Bleaching product	Booster
From hair colour level 2 (natural chestnut) to 3 (dark brown, natural or cosmetic)	50 gr	15 gr
From hair colour level 4 (chestnut, natural or cosmetic) to 6 (dark blonde, natural or cosmetic)	50 gr	7 gr
From hair colour level 7 (blonde, natural or cosmetic) to 9 (very light blonde, natural or cosmetic)	50 gr	3 gr

Information table regarding quantity of oxidation dye booster

Application base	Oxidation dye	Booster
From hair colour level 2 (natural chestnut) to 3 (dark brown, natural or cosmetic)	50 gr	20 gr
From hair colour level 4 (chestnut, natural or cosmetic) to 6 (dark blonde, natural or cosmetic)	50 gr	10 gr
From hair colour level 7 (blonde, natural or cosmetic) to 9 (very light blonde, natural or cosmetic)	50 gr	5 gr

Note: the quantity of booster is excluded from the oxidation mixture calculation.

E.g. 50 gr bleaching powder + 100 gr activator + 3 gr booster

On lighter or sensitised tips apply half the dose of booster to avoid purple/blue highlights.

Dosages are indicative and can vary according to the hair structure.

At the end of the application time thoroughly wash hair with shampoo and continue with the desired treatments.

INSIGHT INCOLOR



MULTI-TECHNICAL HAIR BLEACHING POWDER

With INSIGHT we have always guaranteed the purity of our formulas but also the effectiveness and professional performance of our technical products. We have therefore added a new tool to our pre-lightning range.

Our multi-technical hair bleaching powder is the perfect combination of the 3 main characteristics that a bleaching agent must have in order to perform when used by professionals.

Features:

- high performance in order to obtain the better lightening effect for every situation
- high cosmetic power in order to provide great sheen and softness to the hair
- perfect texture; ideal to encourage free expression and create perfect shades and fading effects on the hair

The multi-technical bleaching powder is a white powder that includes ammonia and it is suitable for all bleaching techniques, in particular freehand, maintaining the hair's natural shine and fullness.

Functional active ingredients:

- + ORGANIC ARGAN OIL
- + ORGANIC AMARANTH OIL

How to use:

Mixing: 1:2 with the appropriate activator until obtaining a creamy consistency.

Application time: up to 40 minutes.


Apply on the hair following the technique previously selected and leave it in place until the desired degree of bleaching has been reached.


We recommend progressive visual monitoring. Never use under a heat source.



code INC181 size 450 gr

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