



**DECOLORVIT**

**SELECTIVE<sup>®</sup>**  
PROFESSIONAL 



# DECOLORVIT

a complete range of products, designed to **respect** hair's specific needs and **create** cutting-edge treatments that are in line with the latest fashion trends.



A complete bleaching system  
lightening up to 7 tones.

**For all techniques, all kinds of results, all types of hair structure.**

Products 100% **MADE IN ITALY** - maximum **RELIABILITY** - **MULTIPLE SERVICES** - new **BUSINESS OPPORTUNITIES**

## DECOLORVIT plus

all-purpose  
bleaching powder

24 x 30g



## DECOLORVIT scalp

for scalp  
bleaching powder



## DECOLORVIT art

bleaching treating cream  
multi-creative conditioning



## DECOLORVIT relight

toning permanent for highlights  
and bleach treatments



## DECOLORVIT active use

specific activator



## DECOLORVIT oxy reload

colour remover or intensity lightener  
for oxidation colors



traditional  
bleaches  
**UP TO 7  
TONES**

- super-lightening and uniform action
- for natural or dyed hair
- for all bleaching techniques

## DECOLORVIT plus

ALL-PURPOSE  
BLEACHING POWDER

### MAXIMUM FLEXIBILITY:

texture that can be personalized and adapted to the chosen application technique.

24 x 30g



### More neutral blonds

blue pigments help neutralize warm reflexes for perfect, very light blonds.

### Protects the hair fibre

guar gum restores the superficial hydrolipidic film, affording hair elasticity and glossiness.

### Anti-drying texture

the silica-based absorbent agent favours water retention and prevents the mixture drying out on the hair during resting.

### Special “safe salon” formula

zero volatility and therefore, zero harmful inhalations.

#### Fragrance

green apple

#### PREPARATION

standard texture: 1+2

personalised texture: 1+1 or 1+1.5

with DECOLORVIT active use 10-20-30-40  
volumes

#### RESTING TIME

max. 55 minutes



- delicate lightening action
- for damaged hair
- for on-the-scalp application and for foil highlights

## DECOLORVIT scalp

ON-SCALP BLEACHING  
POWDER

for bleaching  
on scalps and  
delicate hair  
**UP TO 6 TONES**

### UTMOST DELICACY:

makes it possible to treat even fine and  
fragile hair from the roots to the tips  
in total safety.



### Protects the hair fibre

the pH of 9.5, which is lower than standard bleaches, permits a more delicate lightening action.

### Emollient action on the scalp

xanthan gum carries out an emollient and protective action for maximum comfort during application to the scalp.

### Super-glossy blonds

purple pigments neutralize undesired yellow-copper reflexes for super glossy blonds.

### Blends easily

ideal texture that doesn't drip or swell during preparation and application, staying soft and homogenous at length.

### Special "safe salon" formula

zero volatility and therefore, zero harmful inhalations.

#### Fragrance

Floral fruit mix

#### PREPARATION

1+1 with DECOLORVIT active use  
max. 30 volumes

#### RESTING TIME

**max. 35 minutes**  
for on-scalp application

**max. 60 minutes**  
for application on the hair shaft.



conditioning and  
creative bleaching  
**UP TO 7 TONES**

- super-lightening and conditioning action
- for damaged and fragile hair
- for creative bleaching techniques

## DECOLORVIT art

BLEACHING TREATING CREAM  
MULTICREATIVE

### UTMOST CREATIVITY:

the specific cream texture, with great cosmetic action, makes it possible to express the most innovative bleaching techniques, leaving even damaged hair glossy and full of body.



### Conditioning

enriched with guar gum, jojoba oil and hydrolysed keratin, the innovative formula nourishes and hydrates during treatment. Lightens gently without altering the hair fibre and without drying the hair, keeping it elastic and soft.

### Rapid and effective application

the cream texture makes application easier and more uniform helping it adhere better to the hair, avoiding running the risk of smearing in bleaching techniques that require particular precision.

### Doesn't drip, swell or dry during application:

ideal texture during preparation and application, staying softer for longer without ever drying out.

### Maximum salon safety

thanks to the creamy consistency that is totally powder free.

#### PREPARATION

standard texture: 1+2  
with DECOLORVIT active use  
10, 20, 30, 40 volumes

#### RESTING TIME

max. 55 minutes



- 3 nuances (Ash, Beige, Golden)
- to uniform, exalt and revitalise highlights and bleach treatments
- to give hairstyles maximum cosmeticity and shine, intensifying the gloss and shine of reflexes

## DECOLORVIT relight

TONING PERMANENT  
FOR HIGHLIGHTS  
AND BLEACH TREATMENTS

oxidizing  
toning  
permanent

### VERSATILE TO USE:

Intensifies the reflexes and shine of blonde hair  
the same day as bleach treatments.  
Refreshes and uniforms faded highlights  
and bleach treatments along the shaft and on the ends.



100ml

### Selective action

Only reacts on highlighted or bleached locks, revitalising and intensifying the shine and gloss.

### Treatment personalisation

3 nuances (Ash, Beige, Golden) to tone, refresh and recolour highlights and bleach treatments, guaranteeing unique and personalised results. Colour intensity and shine varies depending on the tone level it is applied to. We recommend using Decolorvit Relight on tone levels 9-10.

### Hydrating treatment

Its formula, enriched with a special vitamin and protein-rich blend, guarantees maximum softness, limiting the dry, coarse sensation typical of bleached hair.

#### PREPARATION

standard: 1+1  
with Decolorvit Active Use 10 Vol.

#### RESTING TIME

**5 minutes** to **neutralise** unwanted warm reflexes.

**10 minutes** to **tone** unwanted colour highlights (ash, beige, golden).

**15 minutes** to **refresh** and **recolour** faded highlights and colour treatments.



specific  
oxidizing  
emulsion

- oxidizing action dedicated to the bleaching treatment
- to guarantee maximum levels of lightening

## DECOLORVIT active use

SPECIFIC ACTIVATOR

**+20% OF BLEACHING**

750ml



### 20% more lightening for bright and super-glossy blonds

thanks to an “optical whitening” effect, the “anti-yellow pigment” system makes it possible to obtain results that are up to 20% lighter compared to the use of a standard oxidant.

### Greater protection for the hair fibre

the precious plant-origin waxes guarantee glossy and uniform results from the roots to the tips and help to maintain the integrity of the hair structure during the lightening process.

### Soothing action

phytosterols, active plant-origin agents derived from rape, have a soothing and anti-irritant action guaranteeing maximum comfort for the client.

#### PREPARATION

follow with the mix proportion directions given for the partner product



- total removal or partial lightening of the cosmetic colour
- for hair dyed exclusively using oxidation hair dyes
- prepares hair for new technical treatments

## DECOLORVIT oxy reload

COLOUR REMOVER OR INTENSITY  
LIGHTNER FOR OXIDATION COLORS

colour  
removal

### PROFESSIONAL TREATMENT:

a colour removal treatment to offer before  
a new cosmetic colour to ensure hair  
is glossy and full of body.



2 x 100ml

### Selective action

delicately eliminates oxidation hair dyes, either totally or partially,  
without damaging the hair structure and without lightening hair further.

### Safe and effective application

makes it possible to change the cosmetic colour quickly and very safely offering an  
ideal alternative to traditional bleaches for stripping colour from damaged hair.

### Self-blocking formula

the special formula guarantees utmost safety,  
blocking the action at the end of the expected resting time.

#### PREPARATION:

##### TOTAL CORRECTION

1 part oxy reload reducing part **1**  
+1 part oxy reload catalysing part **2** (1+1)

##### PARTIAL CORRECTION

1 part oxy reload reducing part **1**  
+1 part oxy reload catalysing part **2**  
+ 2 parts ON care pre-tech shampoo (1+1+2)

#### RESTING TIME

**10 minutes**

with a source of heat

**or 20 minutes**

without a source of heat



**DECOLORVIT**

[www.selectiveprofessional.com](http://www.selectiveprofessional.com)

**Tricobiotos** S.p.A. Vaiano (PO) Italy  
Made in Italy

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PROFESSIONAL 