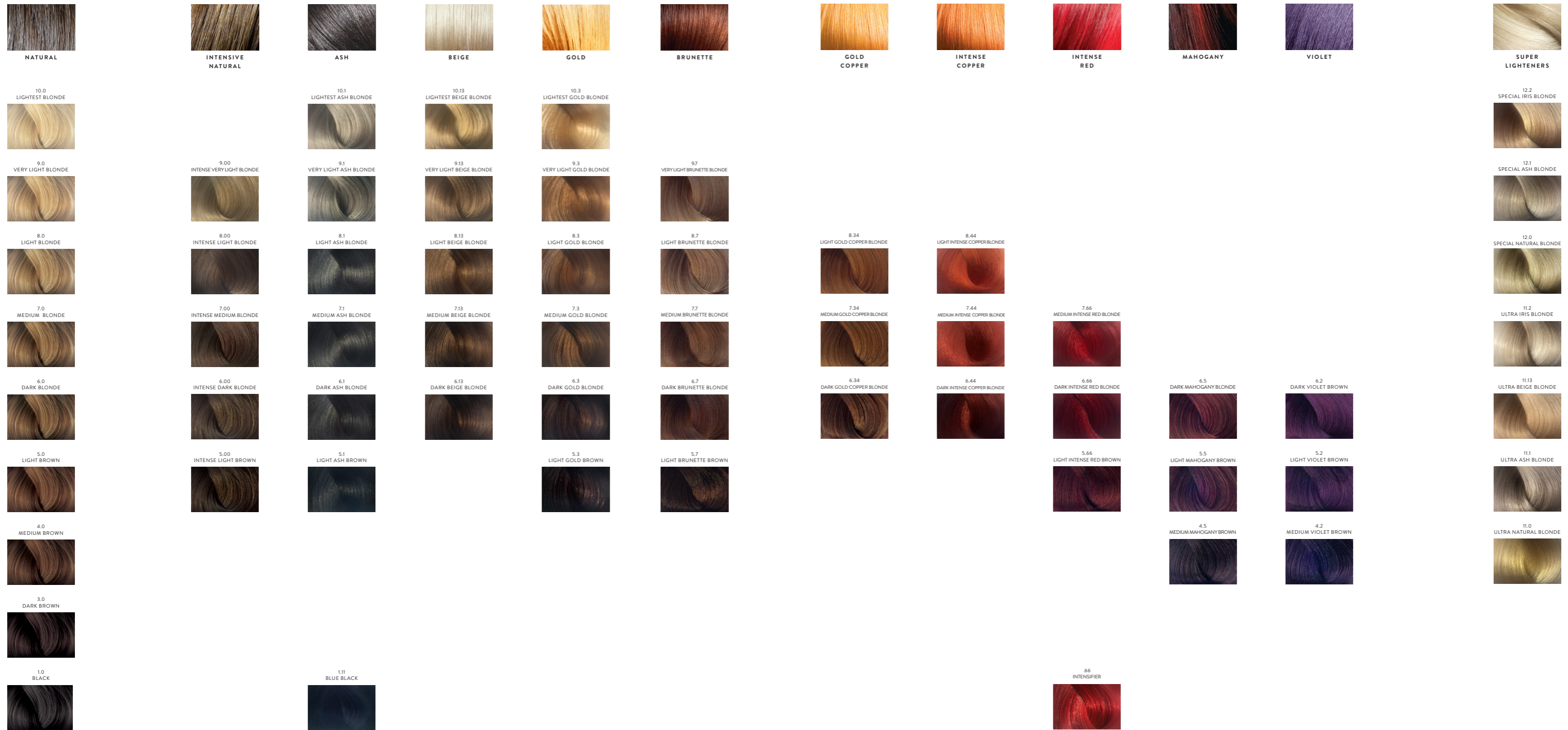


# ALTERNATIVE HAIR

## PERMANENT COLOUR WITH PLATINUM TECHNOLOGY

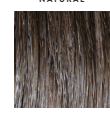

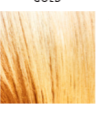
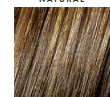

WITH  
PLATINUM  
TECHNOLOGY



Alternative Hair high performing permanent colour line with Platinum Technology allows you to create the latest in contemporary and fashionable looks straight from the catwalk.

### COLOUR FAMILIES

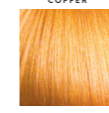
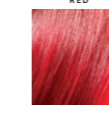
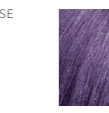

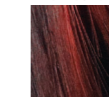
ALTERNATIVE HAIR PERMANENT COLOUR CREAM WITH PLATINUM TECHNOLOGY BRINGS TOGETHER THE PERFECT COLLECTION OF TONES TO CREATE A UNIQUE COLOUR PALETTE.

<p><b>NATURAL</b></p> <p><b>.0 NATURAL</b> - CREATES A NATURAL RESULT WITHOUT EXCESSIVE WARM OR COOL TONES.</p> 	<p><b>ASH</b></p> <p><b>.1 ASH</b> - FROM COOL BLUE TO LIGHTEST ASH BLONDES, BLUE BASED TO CONTROL UNWANTED ORANGE TONES WHEN LIFTING.</p> 	<p><b>GOLD</b></p> <p><b>.3 GOLD</b> - GOLD WARM TONES THAT SPARKLE WITH VITALITY CREATING A BRILLIANCE OF SHINE. EXCELLENT FOR CREATING THAT SUN KISSED LOOK.</p> 
<p><b>INTENSIVE NATURAL</b></p> <p><b>.00 INTENSIVE NATURAL</b> - FORMULATED TO OPTIMIZE 100% COVERAGE ON GREY/WHITE HAIR WHIST NEUTRALIZING UNWANTED WARMTH.</p> 	<p><b>BEIGE</b></p> <p><b>.13 BEIGE</b> - A BLEND OF COOL AND WARM TONES DESIGNED FOR TODAY'S VAST SPECTRUM OF MODERN BLONDES.</p> 	<p><b>BRUNETTE</b></p> <p><b>.7 BRUNETTE</b> - HIGH IN DEMAND AND ULTRA-SOPHISTICATED. A BLEND OF WARM AND COOL TONES. BRUNETTE IS A TRANSITIONAL COLOUR THAT EFFORTLESSLY CONNECTS TO EVERY SEASON.</p> 

### MIXTONES

BESPOKE CREATIVE MIXING AND TONAL INTENSIFIER GIVES YOU CREATIVE FREEDOM OPTIMISING YOUR COLOUR PALETTE. TAKES YOU TO A DESTINATION MARKED BY ENTHUSIASM.



<p><b>GOLD COPPER</b></p> <p><b>.34 GOLD COPPER</b> - TROPICAL AND FESTIVE. RICH GOLD AND COPPER HUES TEMPT AND TANTALISE CREATING A NATURAL COPPER BEAUTY.</p> 	<p><b>INTENSE RED</b></p> <p><b>.66 INTENSE RED</b> - FORMULATED WITH A TRUE RED BASE THIS WONDERFUL THEATRICAL SHADE ADDS FIERY INTENSITY TO ALL SEASONS.</p> 	<p><b>VIOLET</b></p> <p><b>.2 VIOLET</b> - STRONG AND CONFIDENT RICH BURGUNDIES CREATED BY STRONG VIOLET TONES.</p> 
<p><b>INTENSE COPPER</b></p> <p><b>.44 INTENSE COPPER</b> - BRILLIANT INTENSIFIED FIERY ORANGE HUES CREATE A VIVID EXPLOSIVE COPPER.</p> 	<p><b>MAHOGANY</b></p> <p><b>.5 MAHOGANY</b> - INNER RADIANCE WARM BASE SERIES CHARACTERISED BY SOFT RED AND VIOLET TONES.</p> 	<p><b>SUPER LIGHTENERS</b></p> <p><b>SUPER LIGHTENERS</b> - UNIQUE LIGHTENING ACTION WITH THE ADDITION OF TWO SERIES (11 &amp; 12) VARYING ULTRA-BLONDE TONES CREATING INNOCENCE AND PURITY.</p> 