

Keyracolors

Professional permanent coloring with Keratin

Color Chart - 44 shades

THE PRODUCT

Keyracolors is an optimised range of 44 shades chosen amongst the most popular fashion colors. The colors stand out for its vibrant, luminous and long-lasting effect. The line is formulated with Hydrolysed Keratin offering guaranteed 100% grey coverage, maximum condition, shine and smoothness.

RANGE OF COLORS

Keyracolors

Natural Bases, Ash, Black, Golden, Chocolate and Copper

Keyracolors Super-lighteners

Very Blond and Extra Light Blondes

Keyracolors Red

Red



APPLICATION:

Mix 1:1 Ratio

[100 ml. color + 100 ml keyraOx peroxide of 20 Vol. or 30 Vol.] as required.

Super-lighteners, Mix 1:2 Ratio

[100 ml. color + 200 ml. of 40 Vol. keyraOx.

Leave to process for a maximum of:

- 30 minutes,
- 35 minutes for reddish and coppers and
- 45 minutes for Super-lighteners.

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Keyracolors Tints [100 ml. Tube]

THE PRODUCT

Optimised range of permanent haircolors in a cream base that offers vibrant and long-lasting colors. Developed with Hydrolysed Keratin and Cetrimonium Chloride and maximum concentration of conditioning agents offering total coverage, shine and softness.

The formulation minimises the deterioration that a chemical service causes to the capillary fibre, and restructures the hair helping to keep it at its optimum condition.

PRODUCT BENEFITS

100% guaranteed coverage, shine, smoothness and luminosity. Gentle formulations with Hydrolysed Keratin and low in ammonia offering maximum respect to the balance and natural structure of the capillary fibre. A tint that allows professional colorists to express their creative self.

APPLICATION:

Mix 1:1 Ratio

[100 ml. color + 100 ml keyraOx peroxide of 20 Vol. or 30 Vol.] as required.

Super-lighteners, Mix 1:2 Ratio

[100 ml. color + 200 ml. of 40 Vol. keyraOx.

Leave to process for a maximum of:

- 30 minutes,
- 35 minutes for reddish and coppers and
- 45 minutes for Super-lighteners.

AVAILABLE FORMATS:

Box with 1 tube of Cream: 100ml.

Unit sale.




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KeyraOX Peroxides [20, 30, 40 Vol.]

THE PRODUCT

The formulation of KeyraOx oxidising creams allows to achieve an even, smooth and adherent mixture that does not drip. Combined with Keyracolors tints it ensures exceptional results.

Proofs:

20 Vol. (6%) | 30 Vol. (9%) | 40 Vol. (12%)

PRODUCT BENEFITS

Stabilised formula that keeps volume concentration for more time. It contains Hydrolysed Keratin that helps in capillary reconstruction and in closing the hair cuticle at the end. It gives shine and softness obtaining incredible results after coloring.

APPLICATION:

For Tints:

- Keyracolors + Keyracolors Red 1:1 Ratio
- Keyracolors Super-lighteners: 1:2 Ratio

20 Vol. (6%): To lift up 2 tones.

30 Vol. (9%): To lift up 3 tones.

40 Vol. (12%): To lift up 4 tones.

Bleaching: Add the required amount to get an even mix (1:2 Ratio).

AVAILABLE FORMATS:

900ml. Bottle of 20, 30 and 40 Vol. (Units x 12)

100ml. Bottle of 20 and 30 Vol. (Units x 35)



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Keyradeco Bleaching Powder

THE PRODUCT

Non volatile high-lifting blue bleaching powder, which improves hueing and the elimination of yellow undertones typical in very light tones of decolored hair. Mixed with KeyraOx peroxides it forms a homogenous mousse, ideal for any bleaching technique.

PRODUCT BENEFITS

Formulated with Persulphate and Natural Gums (Guar and Xanthan), ideal for total or partial bleaching and decomposition processes while respecting the hair's structure. Its components help to provide viscosity and creaminess to the final mousse.

- Lightens up to 9 tones.
- Low ammonia content.
- Perfect stability.
- Maximum adhesion.

APPLICATION

The levels of tones that can be lightened with Keyradeco will depend on the volume of peroxide chosen and the condition of the hair. The chosen concentration of KeyraOx and the processing time in the hair will always depend on the judgment of the professional, although it is NOT recommended to exceed a time of 30 minutes with KeyraOx 30 Vol. The recommendations written on the product packaging must be taken into account at all times.

AVAILABLE FORMATS:

Box of 500 grs. Unit sale.
Package Info: 12 Packets.




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Keyra PH Acid Shampoo

THE PRODUCT

One of the basic and essential elements when finishing the technical tinting or bleaching process is PH Acid Shampoo. It regulates the natural hair PH and gently cleans colored, bleached or highlighted hair, neutralising alkaline residues from chemical treatments.

PRODUCT BENEFITS

Formulated with Hydrolysed Keratin that reconstructs and re-establishes the hair's natural structure after technical processes. And with conditioners that give hair softness, luminosity and silkiness. Moreover, gentle tensio-actives that guarantee maximum hair care.

APPLICATION:

Put a dose of Keyra PH Acid Shampoo in your hand and spread it evenly over damp hair, massage with your scalp with your fingertips to get abundant lather. Afterwards, rinse and repeat the application letting the shampoo act for a few minutes to help regulate hair PH. Finally, rinse thoroughly with abundant water.

AVAILABLE FORMATS:

1 Litre Bottle. Unit sale.
Package Info. : 12 Bottles.



NEW

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Nourishing Conditioner Keyra

THE PRODUCT

This is the ideal conditioner to be used after coloring with KEYRAcolors and washing hair with PH-Acid Shampoo. It is a highly concentrated and effective rinse-out conditioner that fully conditions hair, repairing split ends and providing intense nourishing. It also assures for a longer durability of the color dye in the hair.

This product is formulated with Polyquaternium 11 that improves shine and softness while easing brushing in wet or dry at the same time. It also contains Phenyltrimeticone that leaves hair soft and flexible, and an innovative horsetail extract that preserves the hairs' structural integrity and helps maintain the amount of collagen fibers and elastin in the hair.

PRODUCT BENEFITS

This highly concentrated conditioner intensely nourishes and repairs semi-dry hair, making it softer and also easier to brush. It improves shine considerably and protects the capillary fibres of natural and dyed hair.

APPLICATION:

After washing, apply the necessary quantity depending on the length of the hair. Massage well and slow into the hair, distribute it well by brushing it through the shafts and ends and leave to act for 2-3 minutes. Rinse out well with abundant warm water.

FORMATS AVAILABLE:

1 liter bottle.
Sales Unit. Packaging: 12 bottles




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Hair Mask

THE PRODUCT

Formulated with Hydrolysed Keratin. Immediate action Treatment mask that nurtures and moisturises dry, brittle or very dry hair. It repairs the damaged cuticle caused by the chemical services , blow-drying or straightening.

PRODUCT BENEFITS

It repairs the damaged cuticle caused by the chemical services, blow-drying or straightening.

It prevents dehydration, protects and gives shine. It nourishes immediately, with a long-lasting effect.



APPLICATION:

After washing hair with Keyra PH-Acid Shampoo apply the necessary dose of Keyra Hair Mask, leave-in for 2- 3 minutes, longer for extremely dry hair and rinse well.

AVAILABLE FORMATS:

250 ml Tub. Unit sale.

Package Info.: 12 Tubs


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Bi-Phase Conditioner

THE PRODUCT

Leave-In Moisturizing Conditioner with Anti- Frizz formula that facilitates brushing and repairs the capillary fibre. Your hair will be healthier with more shine from the very first application.

PRODUCT BENEFITS

Conditions, nourishes, restructures hair and reduces color fading. Formulated with protective properties to reduce static giving hair more shine, flexibility, volume and softness without leaving any residue or weighing the hair down.



APPLICATION:

Shake contents of bottle before use and evenly spray onto hair. Leave-In, no need to rinse . Scrunch dry or blow wave.

AVAILABLE FORMATS:

500 ml. Bottle. Unit sale.
Package Info.: 6 Bottles

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NEW

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KEYRA Fixing Gel – Extra Strong

THE PRODUCT

This is a fresh and very strong Fixing Gel for any finishing style that requires a firm hold of the hair. The specially pleasant and fresh citrus smell transmits to the customer a wonderful sensation of wellbeing and good-looking when leaving the salon.

It doesn't dry out the hair and the extra-strong hold (3 out of 3) assures for rigid styles and very firm hold, as well as perfectly trimmed ends. Thanks to the silicones in the formula, the result is shiny.

Hold intensity:

Extra-strength - 3 out of 3.

PRODUCT BENEFITS

The amount of resins assure for a very strong hold allowing to obtain perfectly styled looks. Thanks to its formula, the gel leaves no residue after brushing out. The smell is refreshing assuring for a nice feeling at all times.

Its gelatinous texture also allows the product to be applied more evenly.

APPLICATION:

Apply the necessary quantity to form and create the hairstyles desired.

FORMATS AVAILABLE:

500 gr. jar
Sales unit: 12 jars in one box.



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Extra Strong Hairspray

THE PRODUCT

Exclusive formula with a long lasting, extra strong hold. For hairstyles with volume, suppleness and movement. Its micro-diffusion spray allows the product to be well distributed all over the hair providing a fast drying and perfect finish. It can be used for all types of hairstyles, updoes, straight and curly hair. It gives volume without making the hair heavy.

PRODUCT BENEFITS

Maximum, extra strong holding strength without overloading the hair with resin.

Extra shine and smoothness: Brushes out easily without leaving damp residues.

Definition and Volume: fast drying allows instant definition of all types of hairstyles.

Gives body and volume.

After application hair is dried in a few seconds, showing a shiny and perfect finish.



APPLICATION:

Hold at an approximate distance of 35 cm from hair and spray over dry hair until desired hold is achieved . Apply closer to emphasize the hairs' flexibility.

AVAILABLE FORMATS:

Bottle of 500ml. Unit sale.

Packaging Info.: 12 Bottles.


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