

ATOMIC *blonde*

PERFECT AND
SAFE BLOND

HOW TO OBTAIN
A PERFECT AND
CUSTOMIZED BLOND

BLEACHING
service
has never been
so EASY

EMME®
DICCIOTTO



BLEACHING

Bleaching has always been considered worldwide “joy and pain by all women. The reason is summarized in the double concept of **“Attraction and Fear”** and this is true for that **50% of women declaring that they will never bleach the hair EVEN IF THEY WOULD**, because they are afraid of damages like dryness, split ends, thinness,... well known problems.

All these common situations depend on two factors: the hairstylist professional ability and the low quality of products. These factors still stops the other 50% of women who aspire to be blond.

What are their expectations?

A **natural bleaching, the one desired**, a healthy hair, strong and shining.

Now, **we** are able to give the client what she really wants, offering hair stylists a huge margin for growth.



BLOND NOWADAYS

In Italy women who bleach the hair are **17millions**; this number includes all kind of “blond”.

Those who bleach regularly, those who stop for a while and then bleach again, those attracted only by new fashion trends and those who try for the first time. They all share the same expectation:

CONFIDE IN A SERVICE THAT ALLOWS A “LIKE NATURAL” RESULT, THE ONE DESIRED WITHOUT COMPROMISING HAIR HEALTH, A PROTECTED SERVICE.

The number of existing clients and the consistent number of those interested in acquiring a service able to **fulfill all their expectations**, drove us to meet the challenge of putting on the market **ATOMIC BLOND**.

An innovative solution in accordance with the new requirements of hairstylists, their current clients and the potential new ones.

Advanced technology and new fashion trends are essential in our field and companies must promote them with the proper means.

With **ATOMIC Blonde**, Emmediciotto marketing and research departments created the right tools to achieve extraordinary results.



10 bleaching cosmetic treatments ready to use in a practical box.



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ATOMIC Blonde KIT

Bleaching is a complex technical service, the quality of which is crucial to **qualify the professional level of Hairstylist** and to protect his business daily attacked by "do it yourself". Bleaching service requires a high quality product, an appropriate hair protection and a special care during preparation and application. For this reason we prepared a **kit containing all the products needed, single-dose, creating a customized service able to grant the best possible result.**

A solution that **simplify the preparation, eliminating** all possible and recurring **human mistakes** like wrong dosage, lack of a component and so on.

These mistakes are pointed out by a market research that shows how negatively they weigh on the quality level of the final result. The kit eliminates **human errors** and clients will appreciate this solution.



KIT ADVANTAGES

The kit is well exposed on the shelf

INVOLVEMENT EFFECT OF THE CLIENT

- > All products of the same brand
- > All the products to use can be seen by the client
- > Perception of higher professionalism
- > Easy answers in case of questions by the client
- > Higher safety given by a product protected in a close package
- > Perception of higher quality
- > Innovative look
- > Simplified application
- > Logic of a complete treatment
- > Products interaction easy to explain
- > Perfect placement in the box in order of application
- > Single-dose ready to use
- > Important saving of time during preparation

A summary of a logic path able to propose an important technical service easily and with a clearness that reassures the client.

ATOMIC BLOND OPENS A NEW AGE!

TRUE LIGHT

BLEACHING POWDER

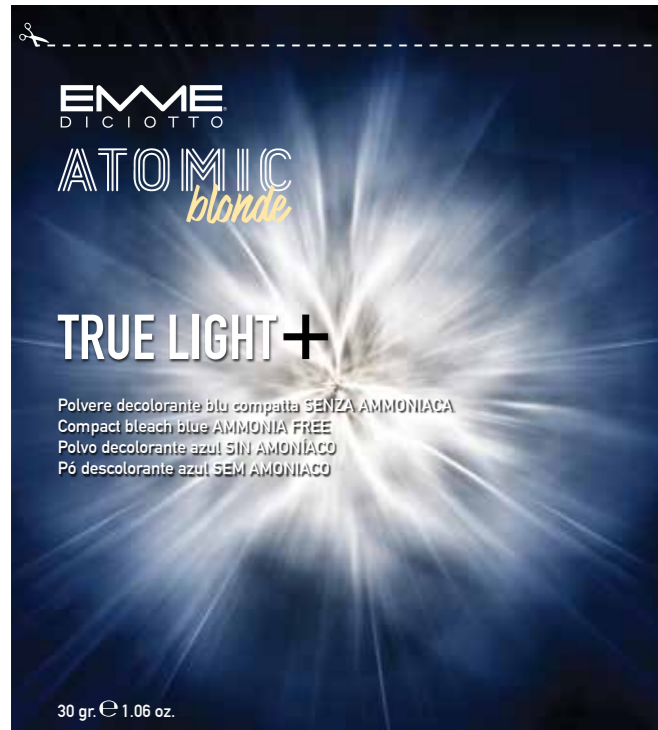
Ammonia-free bleaching blue powder (up to 7 tones) must be mixed with peroxide cream 30/40 volumes to achieve a bleaching effect beyond 5 tones. **DOSAGE:** mix compact dust Atomic Blonde (1 sachet = 30 gr) in a non-metallic bowl + 8 ml of MP COMPLEX + 60 ml of oxidizing emulsion 30/40, volumes, mix until you obtain a homogeneous cream, to create a totally protected blond.

APPLICATION

First total treatment: start the application where the hair is darkest (in general the neck), working from the ends to the roots avoiding scalp.

Regrowth-treatment: apply to the regrowth area.

DEVELOPMENT TIME: Leave for 20-45 minutes, according to the desired bleaching-degree. Without the use of a warmth-source dust free bleaching powder has a progressive decoloration-action that stops after 45 minutes. When a warmth-source is used (Clima Zone only) this period is remarkably shorter. Always control carefully. If the desired results has been achieved, rinse the hair abundantly with lukewarm water and 00 Silver Shampoo. For a complete restoration of the hair the use of 14 Conditioner Colored Hair is recommended. On very thin, weak and dull hair it is advisable to use dust free bleaching powder with the utmost caution, check frequently, during processing time to verify hair integrity.



SINGLE-DOSE 30 gr. | 1.06 oz.



SINGLE-DOSE 8 ml. | 0.27 fl.oz.

00 SILVER SHAMPOO

Cream shampoo concentrated with blue/violet pigment to brighten up blond, bleached, white, grey hair and highlights, neutralizes yellow effect. Enriched with olea europea and conditioning ingredients it gives a lot of hydration and nourishment to the hair that becomes soft and shiny. **USE:** Put on wet hair and massage delicately. Repeat the application. For a deeper result leave on for 5/10 minutes. Rinse thoroughly.

TOTAL PROTECTION

MP COMPLEX Hair Integrity Protector

MP COMPLEX is a high performance product that is added to the bleaching powder to reduce considerably the risk of hair damage. It safely acts on bleached or damaged hair, working efficaciously on the broken disulfide bridges. It acts as a supplement able to repair the hair damaged by previous treatments. It repairs and protects the hair assuring a safe bleaching and a perfect hair.

USE

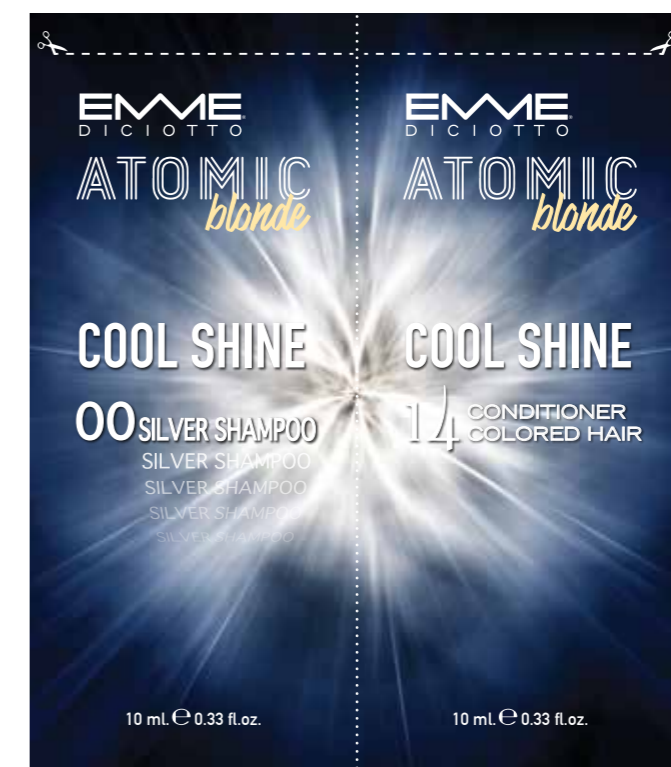
DECO (BLEACH) Mix in the following ratio: 30 gr of bleaching powder (1 envelope) + 8 ml of MP COMPLEX. As soon as the processing time is over, wash the hair with 00 Silver Shampoo, towel dry and use 14 Conditioner Colored Hair.

Rinse and proceed with a blow-dry.

Why to choose it: ITS UNIQUENESS IS THE WAY TO USE IT

- It doesn't slow down the processing time
- It doesn't reduce the bleaching power
- It is not necessary to increase the volume of oxygen
- Suitable for all hair types

COOL SHINE



SINGLE-DOSE 10 ml. | 0.33 fl.oz. SINGLE-DOSE 10 ml. | 0.33 fl.oz.

14 CONDITIONER COLORED HAIR

14 Conditioner Colored Hair has a rich formula with ph 4 to maintain the color and nourish the hair. It contains 14 main ingredients, included the most important for colored hair such as guar gum, panthenol, aloe vera, solar filters UV of the latest generation. The results is: protection against the damage of the hair structure and protection against the loss of color. **USE:** After cleansing with 00 Silver Shampoo, apply on the hair slightly dried with a towel. Leave on for a few minutes. Rinse off and continue with styling.

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AVAILABLE ONLY IN THE BEST SALONS

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