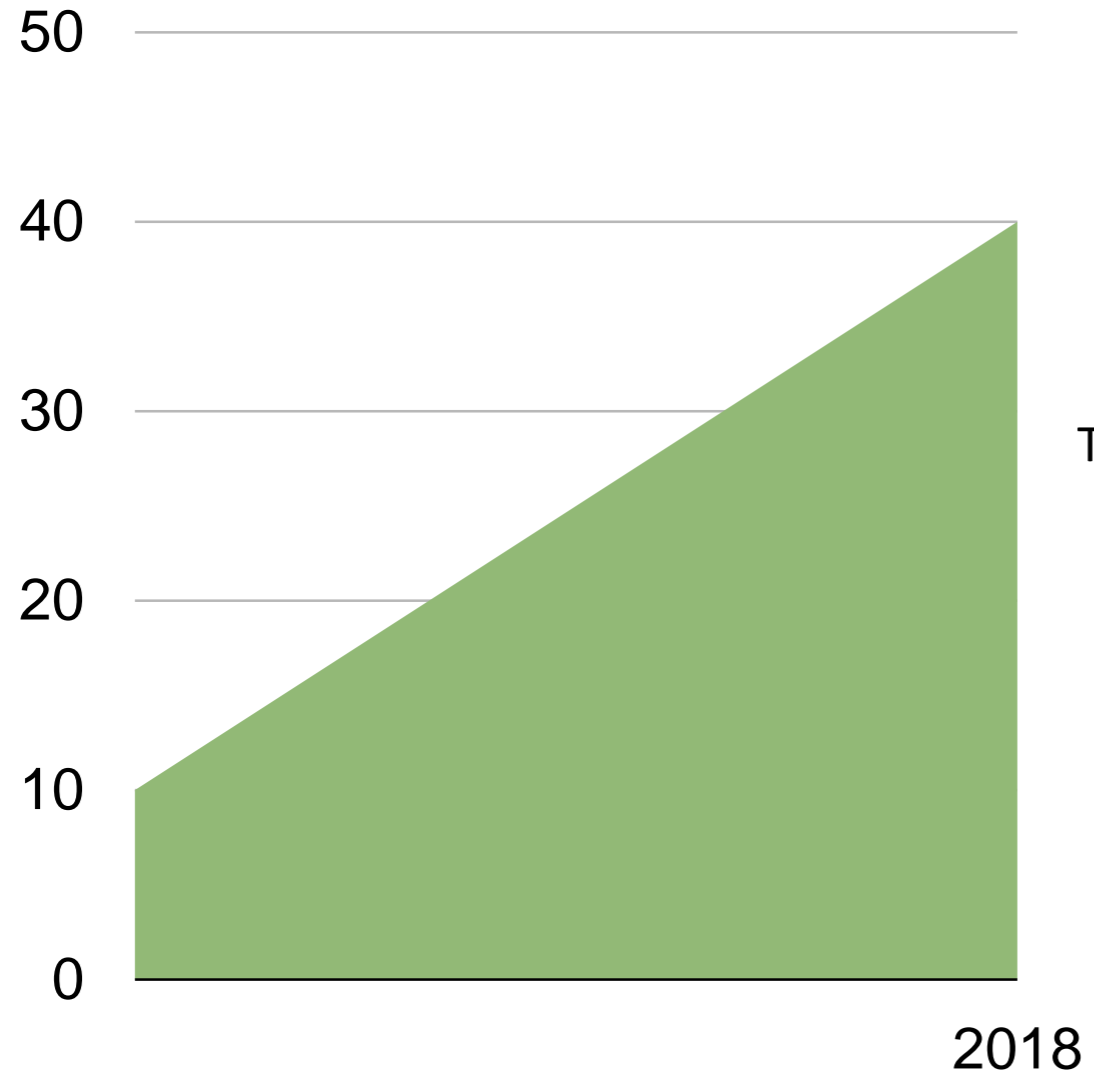




PHILIP MARTIN'S®

MADE OF ITALY

Hair trend



+40% bleaching
There has been an increase in the demand of bleaching and ash-blond colouring in all worldwide hair salons

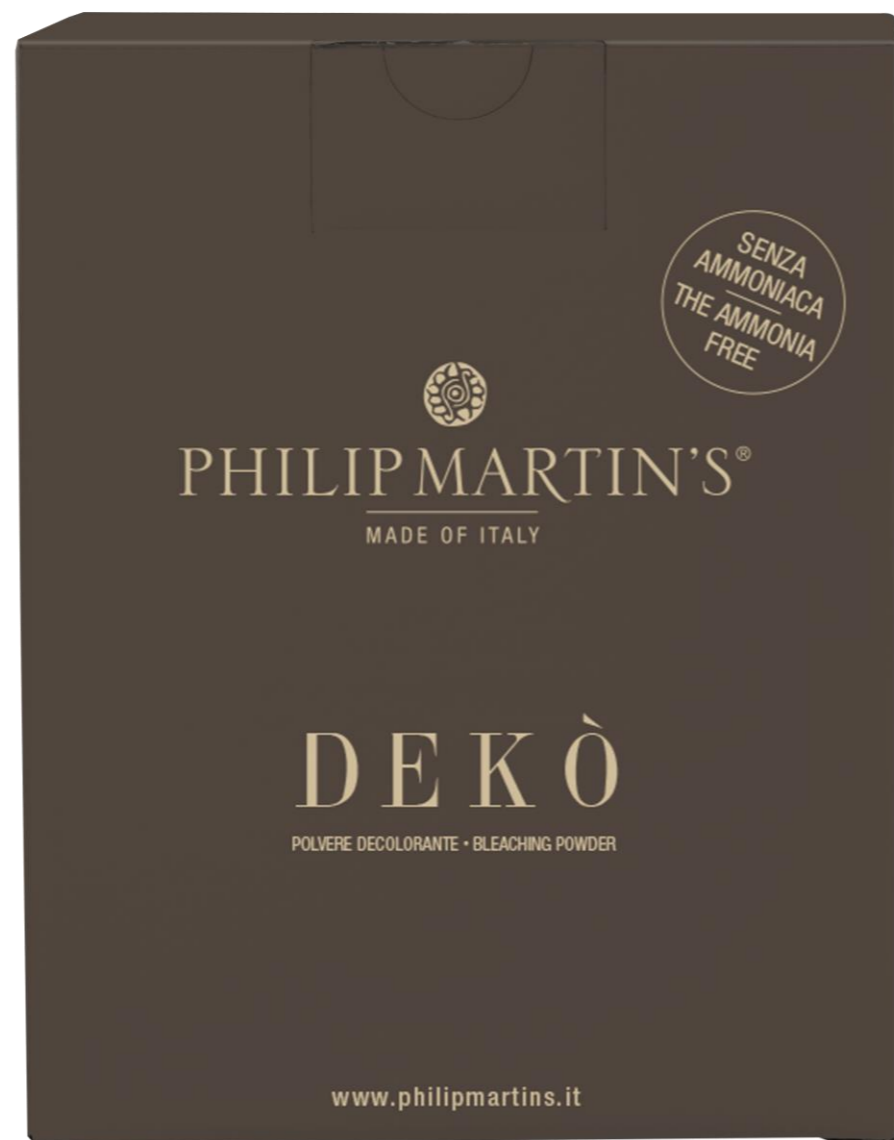
Dekò

Bleaching Powder
for mèches & balayage

Ammonia Free



New 2019



Dekò

Bleaching Powder

Innovative ammonia free bleach powder which lifts up to eight tones fully respecting the hair structure. The formula contains a purple pigment that allows to lift the shades of beige and avoid the unpleasant canary yellow reflex.

It can be used on both freehand and foil methods.

800 g (2x400g)

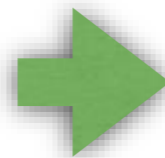
Ammonia Free

Why create a new bleaching powder?



Natural Colour Lites

- It lifts up to four tones
- Excessive application timing
- Applicable only with foils



Dekò

- It lifts up to eight tones
- Has an antiyellow action
- It saves up to 50% application time using the same activator
- Supplies a high bleaching level even if used with low volume activators
- A versatile use : freehand and with foil


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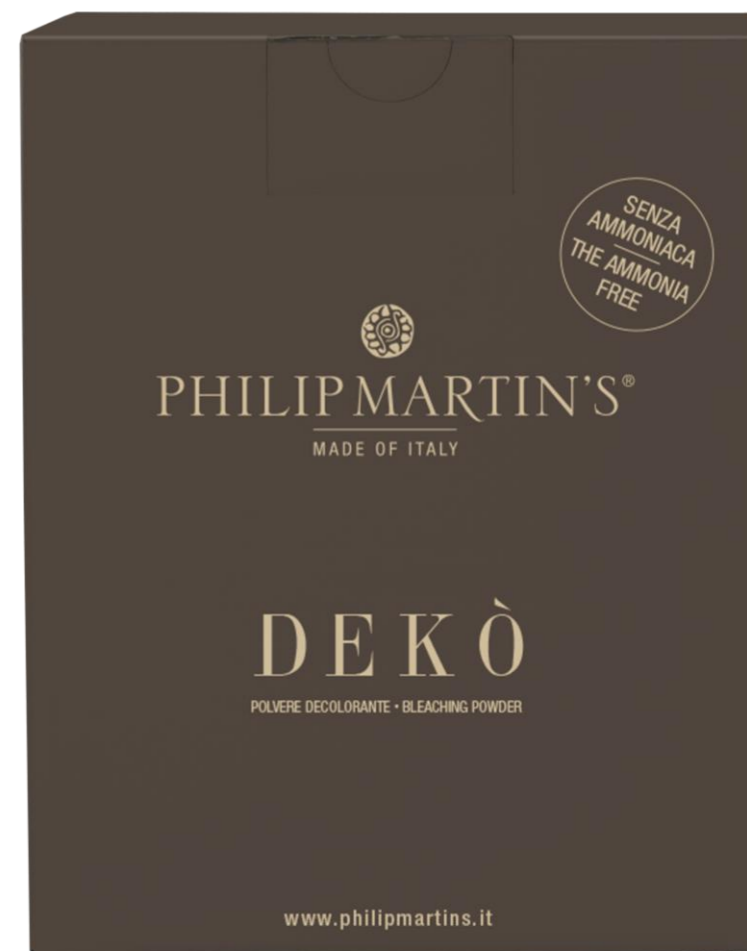
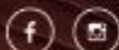
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