



PHILIP MARTIN'S®

MADE OF ITALY

TRUE COLOR



SIMPLE BUT
EXTRAORDINARY.

TRUE COLOR

CONCEIVED TO BE DIFFERENT

True Color is an oxidising coloration system with a perfect bond between active ingredients from natural derivation and chemistry which have been skilfully selected in order to obtain **sure results** with **maximum respect** towards the operators, the hair and the scalp.

Niche quality refine pigments combined with a new generation of ammoniacal technology guarantee excellent performances, guaranteed results related to hair **coverage, vibrancy** and **hold**.

1

UNIQUE

Perfect blending
between nuances.

2

EXCLUSIVE

PPD and Resorcinol
Free.

3

DIFFERENT

Of simple use and of
excellent results.

4

PERFORMING

Always guarantees
a result.

100%

Grey hair
coverage

100%

Predictive
end results

100%

Freedom in creating
your reflections

100%

Comfort and respect
of the hair

EXTRAORDINARY RESULTS

The Philip Martin's **True Color** is a **beauty treatment for the hair** which makes use of a new **revolutionary** technology thru which the colors can be combined in order to create any desired shade.

The **perfect equilibrium between the base shades and the reflex nuances** is the point of strength of the True Color cream coloring system which can develop infinite variations with guaranteed results.

A significant concentration of selected colorings of niche quality which allow to achieve colors **without any compromises**.

Some nuances are pre-mixed and therefore guarantee optimal grey hair coverage without the extra use of base nuances.

SIMPLICITY.

A good color result starts as from its application. Once the True Color is mixed with its specific activator, its creamy and fluid texture makes it of extremely easy application. The rinsing process is simple and quick allowing to work **comfortably and fast**.

VERSATILITY IN ITS USE.

True Color is an extremely **versatile** color. By selecting the different activators and by acting on their dilution, **multiple services** can be obtained. Ranging from a permanent color with a perfect grey hair coverage to a tonalization which will supply **perfect shine and body to the hair**.

MAXIMUM COMFORT AND TOTAL PROTECTION

The innovative formulation of the True Color makes the pose time become extremely comfortable thanks to natural cosmetic **active ingredients** such as **Organic Goji Extract**** which reinforce the hair internally, **Hemp Oil*** which gives shine and softness, **Tsubaki Oil*** which hydrates in depth and **Zanthalene Extract*** (Sichuan pepper) for an intense long term anti-age action.

ACTIVE INGREDIENTS

ORGANIC GOJI EXTRACT

Strengthening

TSUBAKI OIL

Moisturising

HEMP OIL

Soothing

ZANTHALENE EXTRACT

Anti-ageing



* Certified biological agriculture



** Certified biological agriculture





SMALL DROPS OF **COLOR**,
ENDLESS POSSIBILITIES.

THE FUTURE IS NOW

True Color is a **coloring system thought for the future**. The high quantity of natural cosmetic active ingredients make it become **fully health aware towards the hair and the scalp**. The use of purified ammonia in low concentrations blended with highly selected quality pigments allow it to be a **modern coloring system** with perfect shine and a long lasting effect.



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