



# Optima

## NH3-free & PPD free Hair Color

# A new color concept:

---

- **Without ammonia.**
- **Without PPD (para-phenylene Diamines) a true alternative to a traditional color.**
- **Provides a cosmetic colour with the maximum respect to the hair and scalp.**

# Ammonia Free Hair Color

- **Works like a traditional colour**
- **Lifts up to 3 tones**
- **100% coverage**
- **Processing time: 25-35 minutes**
- **Used with 6% Developer**
- **Doesn't stain scalp**
- **Easy to rinse out**

# What is NH3 ?

**NH3 is the ammonia that is found in traditional hair dyes.**

**Optima Ammonia Free hair color has**

- **NO ammonia**
  - **NO ppd (paraphenyldiamines)**

**This means**

- **Less risk of allergy**
- **No unpleasant fumes**
- **Reduced irritation**
  
- **Optima NH3 –Free exploits innovative and advanced technology to provide a high level colour result without these ingredients**

# Optima formula benefits:

- **No ammonia-**
  - Replaced by a milder ingredient with no odor, no unpleasant fumes during color application.
- **No paraphenylene diamine**
  - PPD is a widely used hair dye, found in almost all traditional colors.
  - In some individuals ppd can cause allergic reaction or sensitivity.
  - Gentle to the scalp and to the hair.
- **No parabens**
  - Parabens are widely used in cosmetics as a preservative.
  - In nh3-free, alternatives have been adopted
- **Natural extracts**
  - Increased moisture & protection to the hair.
  - Hair strengthening.
- **Gentle formula**
  - Increased respect for the health of the hair

# End results & advantages:

- **Brilliant and shiny colour**
- **Convenient 100 ml tube allows 3 to 4 applications**
- **Easy to use: same as traditional colour no special training required**
- **Highly safe cosmetic formulation**
- **Coverage: same coverage as traditional hair dye.**
- **Color duration: same as traditional**
- **Maximum is 3 tones lift.**

## Argan oil

- Help to protect the hair and provide nourishment while revitalizing and reinforcing the hair leaving it soft, shiny and silky

## Cocoa oil extract

- Gives substance to hair fibre and smoothens the cuticle.
- Hair is softer, stronger and shiny.

## Natural keratin

- Helps strengthen, protect and revitalise the hair.

## Jojoba oil

- Has a moisturizing and softening effect on the hair and scalp.
- Helps to strengthen the hair follicle
- Promotes healthy shine: hair is lustrous which enhances the color.

# PACKAGING

**100 ml color &**

**150 ml 6% developer.**





# INSTRUCTIONS FOR USE:

---

- **PREPARATION:**
  - **Mix in a non metallic bowl 1:1 concentration of color : developer.**
- **APPLICATION:**
  - **Apply to dry unwashed hair.**
  - **Preliminary sensitivity test required.**
  - **Processing time: from 25 to 35 minutes.**
  - **Full processing time necessary to achieve maximum lightening or maximum covering.**

- 1) **If the lengths are only slightly faded: apply NH3-free to roots, leave for 30 min, then cover lengths and leave for a further 5 minutes**



- 2) **If lengths have faded up to 1 tone: apply NH3-free to roots, leave for 25 min then cover lengths for a further 10 minutes**



- 3) **If lengths have faded to 2 tones or if a total color change: apply to roots and lengths and leave for 35 minutes.**



## Natural Shades Available in 4 color:

Dark Brown



Brown



Light Brown



Dark Blonde



# Target patients:

The ideal Ammonia Free Customer is someone who:

- Requests non-aggressive products.
- Allergic to PPD & Ammonia.
- Has had problems of irritation in the past.
- Is sceptical towards hair coloring.
- Demands the latest possible technology for his/her wellbeing

# FOR MORE DETAILS CONTACT:-

---



**MR.PAWAN WAGRULKAR**  
**PRODUCT HEAD,**  
**GEOSMATIC C&C PVT. LTD.**

**EMAIL ID:- [pawan@geosmatic.com](mailto:pawan@geosmatic.com) /**  
**[knowledge@geosmatic.com](mailto:knowledge@geosmatic.com)**

**Mob. No.:- 077740 77252**

**Thank you.**