



## Hair Bleaches Lighteners - ALTER EGO ITALY

### BE BLONDE - BE PURE BLONDE LIGHT CREAM creams, bleaches



**ALTER EGO**  
ITALY

SALON EXCLUSIVE

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BE BLONDE is the first range of color and professional products exclusively manufactured to meet all the needs of naturally blonde hair, bleached or bleached. The range BE BLONDE combines the properties of reconstruction, deep nourishment and maximum brightness of special active ingredients selected Eco- certified and without Parabens :

- Active Shine complex : an ingredient of natural origin extracted from the seeds of the palm trees of Brazil, gives exceptional shine and brilliance, illuminating and returned to action.
- Inca Oil : nourishing oil, extracted from the seeds of the homonymous plant native to Peru, recognized for anti-aging and restructuring properties.

**BE PURE BLONDE LIGHT CREAM** is the bleaching cream cosmetics thanks to its cream formulation allows greater control and ease of application techniques with a lightening of up to 7 tones. Suitable for all application techniques (mechès, sunburn, balayages, shatush and scratches), perfect for lightening with maps to view or freehand. It can be used for pickling or discoloration of the service in conjunction with the Total TOTAL BLONDE ACTIVATOR.

**box:** bag of 500 g.