



## Hair Color - PLURA PROFESSIONAL LINE

### CONCEPT NO AMMONIA CONCEPT NO AMMONIA

**PLURA**  
PROFESSIONAL LINE



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New formula without ammonia and PPD, with pure color pigments. It also contains an innovative complex conditioning emollient that combines natural ingredients and technology. The Hamamelis activates microcirculation, chamomile has antibacterial and soothing ; Oil, Cocoa provides the necessary nutrition to the hair fiber regroup and make your hair stronger, softer and spenders. The color is odorless, gentle and not aggressive at the same time plays a protective effect on the keratin structures. Micro color pigments rapidly penetrate easily into the hair ensuring stability and durability of color. Allows lightening up to 3 tones.

**Shades** available in 50 shades  
**method of use** : mixing rapportoi 1:1  
**box**: 100 ml tube