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COLOR TECHNICAL GUIDE



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COLOR TECHNICAL GUIDE

DIKSON
PROFESSIONAL

Müster & Dikson

Is a DYNAMIC MANUFACTURER which has been for more than 50 years at the constant service of Hairdressers and Aestheticians and which studies, produces and acts in order to afford a better and better service together with a range of high quality products.

On account of an up-to-date production structure distributed over **6 PLANTS** on a **COVERED AREA** of 600,000 SQ.M., Müster & Dikson may ensure the seriousness and promptitude of an articulated organization, active and characterized by a widespread work management.

This manufacturer, which has been created and is located in Italy, where it obtains a great success from its clients, also operates at an international scale by exporting in **70 COUNTRIES** all over the world.

On account of this characteristic, as well as of a dynamic commercial organization and a widespread distribution, Müster & Dikson is a real point of reference for the field in question.

the COMPANY





the COMPANY

In an ever changing world, only those who believe in values, such as **INTEGRITY, TECHNOLOGY** at the **SERVICE** of **PEOPLE** and **PROFOUND UNDERSTANDING** of **NEW NEEDS** can truly change the world. And make it more beautiful.

DIKSON PROFESSIONAL is a more **BEAUTIFUL WORLD**.

A world in which professionals have access to **AVANT-GARDE PRODUCTS**, in line with the new needs pertaining to **INNOVATION, ENVIRONMENTAL RESPECT, LOVE** for **NATURE, RESEARCH, SKILL, RELIABILITY, AWARENESS, ITALIAN CHARACTERISTICS** and **PROFESSIONALISM**.

A more beautiful world is made up of our gestures, our passion and our experience.

Every day, for **MORE THAN 50 YEARS**. Every day for you.

Müster & Dikson

diksonCOLOR

Scented oxidizing hair color cream

with Extract of Vegetable Stem Cells, Hyaluronic Acid and Hemp Oil.

120 ml boxed tube for 2 applications.

Dermatologically tested. For professional use.

DIKSON COLOR provides an extraordinary coverage of grey hair and long-lasting color, guaranteed.

Its **ACTIVE INGREDIENTS** enhance **HAIR WELLBEING**, fulfilling the need for a technical treatment that doesn't compromise on cosmetic aspects.

The innovative substances used are: **Plant Stem Cells, Hyaluronic Acid** and **Hemp Oil**.

Plant Stem Cells

they are the "beating heart" of the plant and a precious source of natural active ingredients, able to ensure effective regeneration and bringing efficient stimulating action to the cells. This makes them a true elixir of youth for the hair.

Hyaluronic Acid

brings targeted hydrating power, being capable of binding a high number of water molecules and restoring the correct hydric balance of natural hair.

Hemp Oil

revitalises the hair, bringing elasticity, volume, smoothness and shine thanks to its high essential fatty acid content, Omega 3 and Omega 6, as well as Vitamin E. The high vitamin B1 and B2 content actively smoothes the hair, with an extraordinary emollient and softening effect.

0% SLES (Sodium Laureth Sulphate)

0% PARABENS

Color That Lifts COLOR:

12 No Shade in **DIKSON COLOR** range is a unique product available only through Dikson, which enables us to lift both natural melanin and artificial pigment at a slower rate, and therefore with more consistency and less damage.

Mixed TONES

Available in **DIKSON COLOR** range, in a perfumed cosmetic cream. Personalised shades and intensified highlights, all in complete respect for the health of the hair.

Color Series

Mix Ratio

NATURAL	1:1
NATURALE NE	1:1
ASH	1:1
COPPER RED	1:1
GOLDEN	1:1
BROWN, CHOCOLATE	1:1
INTENSE RED	1:1
MAHOGANY	1:1
FASHION	1:1
BEIGE	1:1
EXTRA COVERAGE	1:1
SUPER PASTEL BLONDE	1:1
SUPER PASTEL BLONDE PLATINUM	1:2
COLD Primary Pigments	1:1.5
COLD Pastel Blonde	1:1.5
MIX TONES (ASH, YELLOW, PURPLE, RED)	

A particular USE VERSATILITY characterizes the COLD series, which can be utilized:

- as a **super-bleaching product** to bleach hair up to 4 tones: from tone 7-8 (blonde/bright blonde) to tone 10 (extra bright blonde)
- **to pigment the hair** after a bleaching treatment to obtain stronger and cooler color effects
- as a **coloring cream** on white/gray hair (80% white hair).
- **to harmonize the color** in order to eliminate shades of red, orange and yellow.

A super-stylish
PACK design.



diksonCOLOR ANNIVERSARY

Permanent hair color with **Hydrafeel 3**, plant-based origin cationic polymers, **Argan Oil** and extract of **Goji Berries**.

120 ml boxed tube.

Mix ratio 1:1 – Mix ratio 1:2 for 12.0 shade.

Two applications.

Professional use.

An EXTRAORDINARY INNOVATION in the field of HAIR COLORS.

The FIRST PERMANENT HAIR COLOR

2IN1 COLOR+CONDITIONER IN ONE SINGLE PRODUCT

1 conditioning action of the hair while coloring



thanks to the synergy between **Hydrafeel 3**, a **VEGETAL ORIGIN active, BIODEGRADABLE**, a real "structu-remoisturizer" and **Jaguar® C162**, a **PLANT-BASED cationicpolymer** which, thanks to its structure, holds the conditioning substances such as oils and silicones even while rinsing the coloring cream.

ANTIOXIDANT and ANTIAGEING BENEFITS, thanks to:
• **Argan Oil**, rich in **Vitamin E** (natural antioxidant), which protects the hair from free radicals.

• **Extract of Goji Berries**, recognised among the most antioxidant fruits, with a remarkable effectiveness in contrasting hair and tissues ageing.

2 coloring action

Avant-garde formulas, the result of innovative combination and blends of colored pigments.

The hair color is defined, bright, naturally beautiful.

COLOR SERIES

MIX RATIO

NATURAL

1:1

ASH

1:1

COPPER

1:1

GOLD

1:1

BROWN & CHOCOLATE

1:1

RED & PURPLE

1:1

SUPER PASTEL BLONDE

1:1

SUPER PASTEL BLONDE PLATINUM

1:2



αβ ARGABETA COLORINGline

PROFESSIONAL HAIR COLORING CREAM FREE FROM AMMONIA, P-PHENYLENEDIAMINE, RESORCINOL, SILICONES, ALLERGEN FREE FRAGRANCE

with VOLCANIC STONE EXTRACT and
MIX OF VEGETABLE OILS AND PROTEINS
NICKEL TESTED** (NICKEL <0.0001%)

is a **HIGHLY INNOVATIVE COLOR**, developed to achieve **THREE OBJECTIVES IN A SINGLE PRODUCT**, perfectly in line with the current market demands:

1 color performance:

MAXIMUM WHITE HAIR COVERAGE, STABLE COLOR and NATURAL, BRIGHT REFLECTS, FUNCTIONAL INGREDIENTS, thanks to the choice of functional ingredients:

* TAHITI VOLCANIC STONE EXTRACT

Thanks to its REMINERALISING action, THE VOLCANIC STONE EXTRACT restores the MINERALS in hair. They deeply regenerate and strengthen it. As they are substances of an organic nature, they act by controlling the structural integrity of the cells to make up for temporary deficiencies and preserve the vitality of the hair.

120 ml boxed tube.
Mix ratio 1:1 – Mix ratio 1:2 for 12.0 shade.
Two applications.
Professional use.



* MIX of VEGETABLE OILS and PROTEINS,

The synergy of which ensures hair has the proper degree of hydration and nutrition and makes it BRIGHT and NATURALLY HEALTHY.

ARGAN OIL

Rich in antioxidants, moisturising and nourishing substances, provide health and shine to the hair, from root to ends, making it shiny and soft to the touch.

BLACKCURRANT OIL

It is ideal to fight fragile hair by promoting hydration of the scalp and in-depth nourishment of the follicle where the hair develops.

HYDROLYSED RICE PROTEINS

Hydrolysed proteins are capable of penetrating deep layers of the skin and hair, preserving moisture and protecting them from excessive dehydration.

HYDROLYSED SOY PROTEINS

Provide a conditioning effect and retain moisture, preserving hair from excessive dehydration and from the negative influence of environmental factors.

2 care for a person's well-being

WITHOUT AMMONIA

color uses ETHANOLAMINE in place of ammonia, a substance that is liquid, hence non volatile, and does not have an unpleasant and pungent smell.

PARAPHENYLE- NEDIAMINE FREE

To prevent any possible allergic phenomenon, in αβ color Paraphenylenediamine has been replaced by 2,5-DIAMINOTOLUENE SULPHATE, less irritating.

RESORCIN free

To prevent the possible occurrence of allergic reactions, in αβ color Resorcin has been replaced by 4-CHLORORESORCINOL, a functional substance that was found to be tolerated better by the skin, allowing for gentler hair coloring.

ALLERGEN FREE FRAGRANCE

color contains an allergen free fragrance, to further assure the prevention of any kind of allergic reaction.



NICKEL TESTED (NICKEL <0.0001%)

Each production batch is analysed to ensure the amount of Nickel contained in the product is reduced to the minimum, however less than 0.0001%.

3) focus on respect for the environment and nature

-SILICON free

Silicones do not dissolve in water, therefore they are inevitably released into the aquifers while rinsing off the products containing them.

-with FUNCTIONAL INGREDIENTS OF NATURAL ORIGIN

They enrich the formula of the $\alpha\beta$ color that we have already described, both traditional and latest generation ones, which combine product efficacy with respect for the environment and nature and well-being of those who use it.

-VEGAN COSMETIC

•color does not contain animal-derived ingredients or for which animals have been exploited.

-WE LOVE PETS

•color is on the animals' side by adhering to the legislative Directive, which, since 2009, imposes the prohibition of testing on animals, as well as the use and import of cosmetic ingredients tested on animals.

The product is strictly **MADE IN ITALY**.

45 NUANCES divided into **12 SERIES**, in line with the latest trends in hair fashion:

COLOR RANGE

MIX RATIO

NATURAL	1:1
ASH	1:1
IRISÉ ASH	1:1
GOLDEN	1:1
COPPER RED	1:1
RED	1:1
MAHOGANY	1:1
CHOCOLATE	1:1
PURPLE	1:1
SUPER PASTEL BLONDE	1:2
GOLDEN COPPER RED	1:1
GOLDEN MAHOGANY	1:1

argabeta
COLORING
line $\alpha\beta$

FEATURES & BENEFITS

of all DIKSON coloring lines

Molecular Pigment:

MOLECULAR PIGMENT describes the size of the unoxidized dye molecule before the oxidation process.

This is the main characteristic of all **DIKSON** coloring lines. Using the smallest of molecules ensures penetration deep into the cortex, resulting in longer lasting, more consistent color.

100% grey COVERAGE:

WITH EVERY SERIES:

With **DIKSON** a colorist can choose any color from any series in the swatch book and when mixed with 20 volume developer, achieve **FULL GREY COVERAGE**. It is their unique molecular technology, and their dye load, that makes this possible. This enables more versatility and more consistency when working with grey hair.

Three TYPES of DEVELOPER:

Offering a choice of developers enables the colorist to create less structural damage to the cortex by selecting the least aggressive developer needed.

Color and FILL in ONE Step:

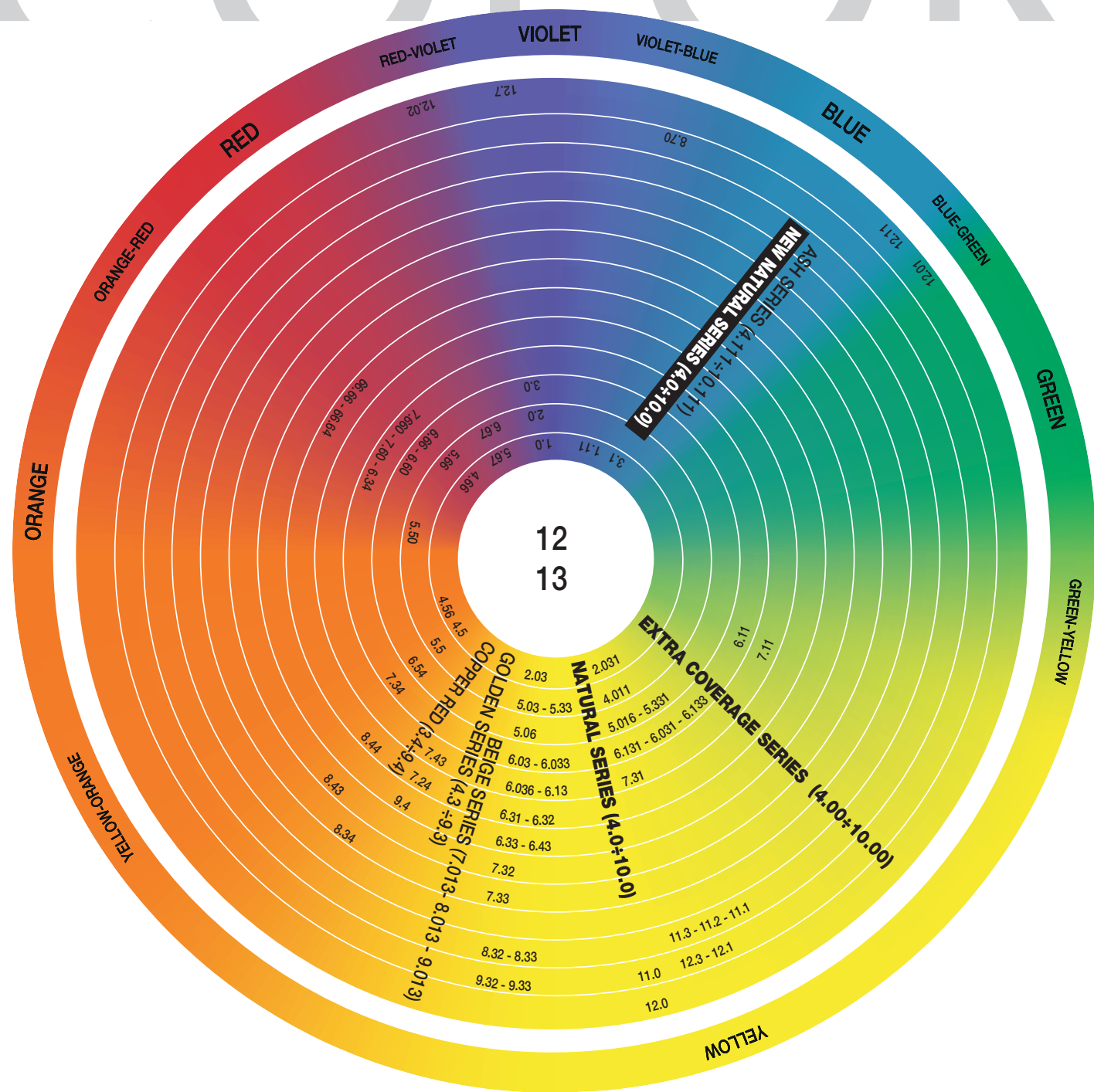
With Dikson, re-pigmenting lightened hair is a one-step process. Simply add the missing underlying pigment to your color formulation and apply. This feature enables the colorist to deposit color more consistently and in less time.



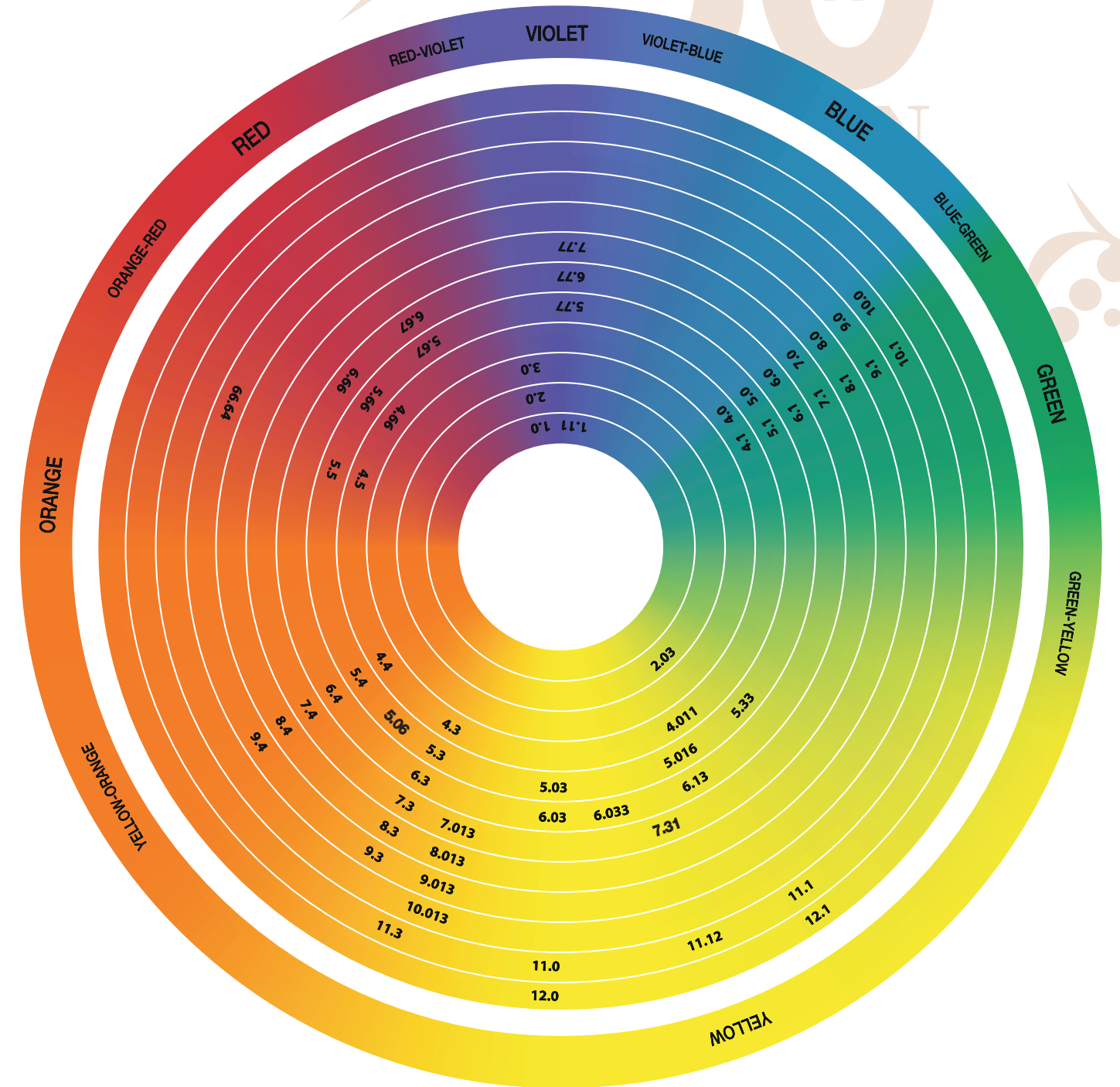
APPLICATION TABLE

COLOR

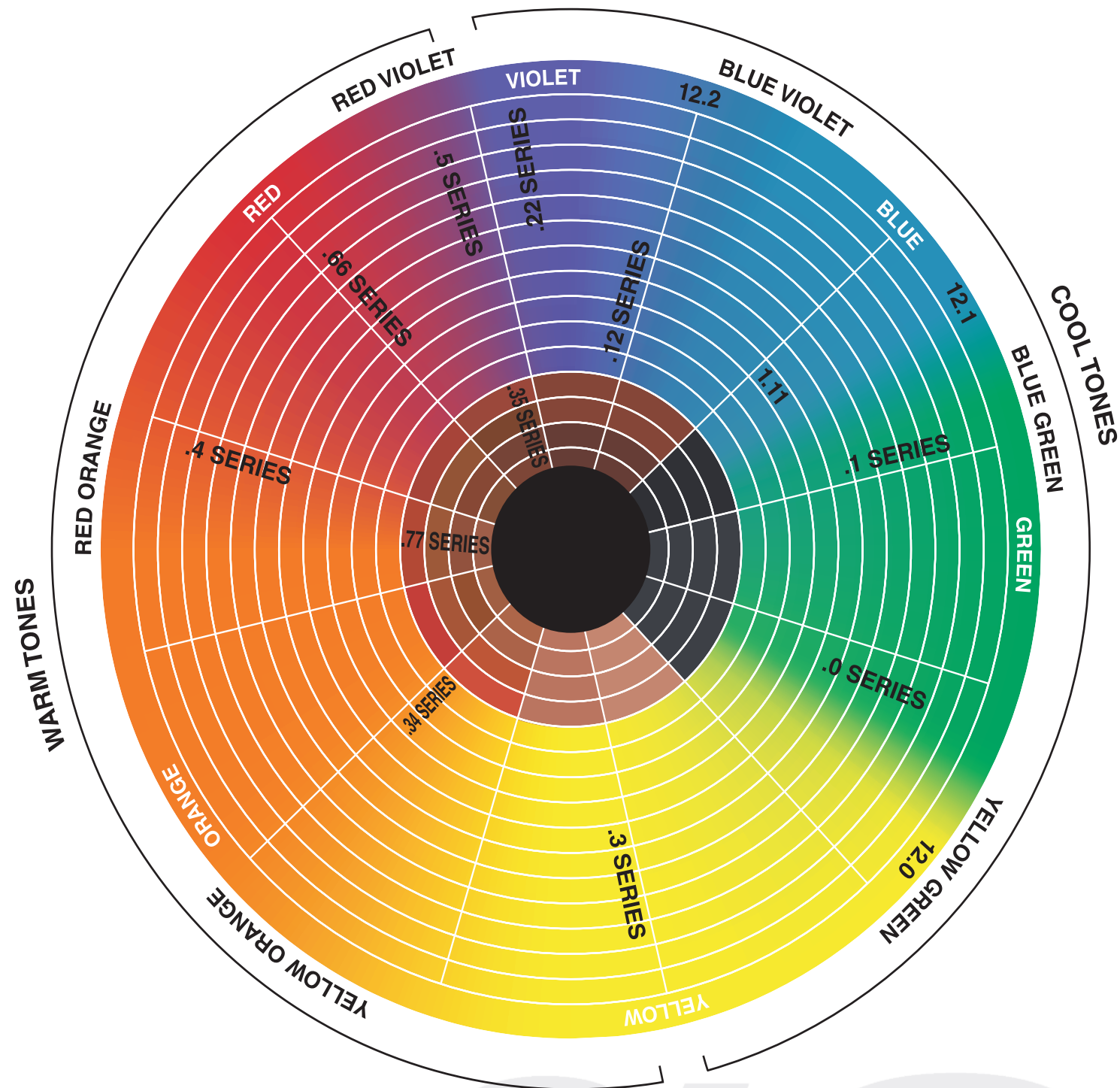
PROFESSIONAL HAIR COLOURING CREAM



Application table related to **DIKSON COLOR** range.



Application table related to **DIKSON COLOR ANNIVERSARY** range.



Application table related to **AB COLOR** range.

MIXING:

The mixing ratio of **DIKSON COLOR, ANNIVERSARY** and **AB color** is:

1:1 - one part color to one part developer,

WITH THE EXCEPTION OF:

- **12 SERIES WHICH IS MIXED 1:2**
- **COLD SERIES WHICH IS MIXED 1:5**
(ONLY for **DIKSON COLOR** range).

A proper measuring device or scale should always be used when mixing to ensure consistency and accuracy.

DIKSON COLOR & ANNIVERSARY should always be used with **DIKSON Developer** to ensure consistent results; **AB color ammonia free** should be used with **AB oxidizing emulsion**.

PROCESSING:

Processing refers to the time it takes to oxidize and deposit color.

There are three factors to consider:

- the condition and health of the hair.
- the technique used to apply color (for example, foils or paper).
- the temperature of the salon.

The developer will always determine processing time.

RINSING:

To ensure the longevity of the color it is imperative that we use proper color removal. The following are suggested steps for rinsing **DIKSON COLOR, ANNIVERSARY** and **AB color ammonia free**:

add a small amount of water to the hair and lightly emulsify. Gently rub the emulsified color into the hairline to remove any color that has set into the skin.

Rinse **DIKSON COLOR ASSIST Kationic Shampoo** and apply after **DIKSON COLOR ASSIST After Color Conditioner** for colored and treated hair, working it through the hair.

This eliminates the chemical residue left in the hair, ensuring the strength and longevity of the color.

If more moisture is desired, you can follow with a regular conditioner.

COLOR TIPS

COLOR RANGE. MIXING RATIO 1:1. WHEN APPLYING FOR THE FIRST TIME HAIR WHICH HAS NEVER BEEN COLORED

In a non-metallic bowl, mix equal measures (1:1) of the color cream and 20 or 30 vol oxidising emulsion. Apply the mixture starting from 2 cm from the scalp down to the tips, strand by strand. Start from the nape of the neck. Leave to rest for approximately 10 to 20 minutes, then apply the mixture to the remaining 2 cm and leave to rest for approximately another 30 minutes.

COLOR RANGE. MIXING RATIO 1:1. FOR RETOUCHING - ROOTS

Mix, once again in equal measures (1:1), the required quantity of color cream with 20 or 30 vol oxidising emulsion. Apply the mix to the new roots and leave to rest for approximately 20 minutes. Continue by spreading the mixture over the length of the hair and to the tips and leave to rest for another 10 minutes.

SUPER LIGHTENER RANGE (RANGE 11). MIXING RATIO 1:1. WHEN APPLYING FOR THE FIRST TIME - HAIR WHICH HAS NEVER BEEN COLORED

In a non-metallic bowl, as above, mix equal measures (1:1) of the super lightening cream and 30 or 40 vol oxidising emulsion. Apply the mixture starting from 2 cm from the scalp down to the tips, strand by strand. Start from the nape of the neck. Leave to rest for approximately 15 minutes, then apply the mixture to the remaining 2 cm and leave to rest for approximately another 40-45 minutes.

SUPER LIGHTENER RANGE (RANGE 11). MIXING RATIO 1:1. FOR RETOUCHING - ROOTS

Mix, once again in equal measures (1:1), the required quantity of super lightening cream with 30 or 40 vol oxidising emulsion. Apply the mix to the new roots and leave to rest for approximately 40 minutes. Continue by spreading the mixture over the length of the hair and to the tips and leave to rest for 5 minutes.

LIGHTENING ENHANCER (12). MIXING RATIO 1:1. ONLY FOR USE with SUPER LIGHTENER RANGE (range 11).

The maximum quantity for this product is 50%. Example: one measurement of the chosen color + one measurement of no.12 + two measurements of 40 vol oxidizing emulsion. If used individually, the mixing ratio is 1:2, i.e. one measurement of Lightening Enhancer cream and two measurements of 40 vol oxidising emulsion.

SUPER LIGHTENER PLATINUM RANGE (range 12 and 13). MIXING RATIO 1:2. FIRST APPLICATION HAIR WHICH HAS NEVER BEEN COLORED.

In a non-metallic bowl, mix one measurement of Super Lightener Platinum with two measurements of 40 vol oxidising emulsion. Apply the mixture starting from approximately 2 cm from the scalp down to the end of the hair, strand by strand, starting from the nape of the neck. After approximately 15 minutes, apply the mixture to the remaining 2cm and leave to rest for a further 40-45 minutes.

SUPER LIGHTENER PLATINUM RANGE (range 12 and 13). MIXING RATIO 1:2. FOR RETOUCHING AND ROOTS.

Mix one measurement of Super Lightener Platinum with two measurements of 40 vol oxidising emulsion. Apply the mixture to the new roots, starting from the nape of the neck, and leave to rest for approximately 40 minutes. Distribute the mixture over the length of the hair and to the tips, lather and leave to rest for a further 5 minutes.

ULTRA LIGHTENER ANTI-YELLOW (13). MIXING RATIO 1:2. ONLY FOR USE with SUPER LIGHTENER PLATINUM RANGE (range 12).

The maximum quantity for this product is 50%. Example: one measurement of the chosen color + one measurement of no.13 + two measurements of 40 vol oxidising emulsion. If used individually, the mixing ratio is 1:2, i.e. one measurement of Ultra Lightening Anti-Yellow cream and two measurements of 40 vol oxidising emulsion.

MIXED TONES

In a perfumed cosmetic cream. Personalised shades and intensified highlights, all in complete respect for the health of the hair.

MIXED TONES that act by intensifying your color results.

The quantity of product required varies based on your desired color intensity. Suitable for natural or colored hair in all color tones, with the exception of black or dark chestnut-based shades.

For use ONLY WHEN MIXED WITH CREAM HAIR COLORS. The mixing ratio will vary from 5% to 20% of the quantity of cream color used. In a non-metallic basin, carefully mix the corrector with the color cream. Then combine the mixture obtained with the oxidising emulsion. Apply the color cream + corrector + oxidising emulsion mixture to the hair, following the specific instructions for the color cream.

1. - AS A SUPER BLEACHING PRODUCT ON HAIR WITH A BRIGHT BASE (FROM TONE 7 TO 10)

USE: in order to exploit the maximum bleaching intensity, blend, in a non-metallic container, the coloring cream with an oxidizing emulsion from 30 to 40 vol. with a blending ratio of 1:1,5, until a creamy and homogeneous blend is obtained.

FIRST APPLICATION (NEVER COLORED HAIR): on natural hair from tone 7 (bright blonde) to tone 10 (extra bright blonde). Evenly distribute the prepared blend on the length and ends of the hair, allowing it to rest for 10-20 minutes. When the absorption time is over, prepare the same coloring blend again and distribute it evenly also on the roots, allowing it to rest for 40-45 more minutes.

RETOUCH - ROOTS: evenly distribute the prepared blend on the root regrowth, beginning with the nape and allow it to rest for about 40 minutes. Afterwards, distribute the blend on length and ends, emulsify and allow it to rest for 5 more minutes.

FINAL TREATMENT: when the bleaching operation and the color absorption are completed, pour little lukewarm water on hair and emulsify accurately. Afterwards, rinse the hair abundantly until the water is clear. Subsequently, wash the hair and apply an acid pH mask to prevent oxidizing and the discharging of color, this procedure prolongs the duration of the color.

OPERATIONAL ADVICE: normally, it is not necessary to wash the hair before the application. If the hair is very dirty or very lacquered, make a preparatory light shampoo, possibly without acting on the roots. Dry the excess of water with a towel, and then apply the super bleaching blend on damp hair. Absorption time must be reduced after permanent and straightening treatments

* **For strong bleaching (3-4 tones): BLENDING RATIO: 1:1,5 - OXIDIZING EMULSION: 40 VOLUMES - DEVELOPING TIME: 40-45 MINUTES**

* **For medium bleaching (2-3 tones): BLENDING RATIO: 1:1,5 - OXIDIZING EMULSION: 30 VOLUMES - DEVELOPING TIME: 40-45 MINUTES**

2. - TO PIGMENT THE HAIR AFTER A BLEACHING TREATMENT

USE: in a non-metallic container, blend the coloring cream with a 10 vol. oxidizing emulsion with a blending ratio of 1:1,5 until the blend is creamy and homogeneous.

Evenly distribute the prepared coloring blend on roots, length and ends simultaneously, allowing it to rest from 5 to 20 minutes, depending on the intensity of the desired reflection.

FINAL TREATMENT: after completing the pigmentation operation and when its absorption time is over, pour little lukewarm water on the hair and emulsify accurately. Afterwards, abundantly rinse the hair until the water is clear. Subsequently, wash the hair and apply **DIKSO COLOR ASIST After Color Conditioner ph. 2.8** oxidizing to prevent and the discharging of color. This procedure prolongs the duration of the color.

OPERATIONAL ADVICE: absorption time must be reduced after permanent and straightening treatments.

BLENDING RATIO: 1:1,5 - OXIDIZING EMULSION: 10 VOLUMES - DEVELOPING TIME: FROM 5 TO 20 MINUTES, depending on the desired intensity of the reflection.

COLOR TIPS

3. - AS A COLORING CREAM ON WHITE/GREY HAIR

USE: in a non-metallic container, blend the coloring cream with a 20 vol. oxidizing emulsion with a blending ratio of 1:1,5 until the blend is creamy and homogeneous.

FIRST APPLICATION (NEVER COLORED HAIR): evenly distribute the prepared blend on the roots, length and ends of the hair, allowing it to rest for 20-30 minutes.

RETOUCH - ROOTS: uniformly distribute the prepared blend on the root regrowth, beginning with the nape, and allow it to rest for about 10 minutes. Afterwards, distribute the blend on length and ends, emulsify and allow it to rest for 10-20 more minutes.

FINAL TREATMENT: when the coloring operation is completed and the absorption time is over, pour little lukewarm water on the hair and emulsify accurately. Afterwards, rinse the hair abundantly until the water is clear. Subsequently, wash the hair and apply an acid pH mask to prevent oxidizing and the discharging of color, this procedure prolongs the duration of the color.

OPERATIONAL ADVICE: normally, it is not necessary to wash the hair before the application. If the hair is very dirty or very lacquered, make a preparatory light shampoo, possibly without washing the roots. Dry the excess of water with a towel, and then apply the super bleaching blend on damp hair. Absorption time must be reduced after permanent and straightening treatments.

BLENDING RATIO: 1:1,5 - OXIDIZING EMULSION: 20 VOLUMES - DEVELOPING TIME: FROM 20 TO 30 MINUTES.

4. - TO HARMONIZE THE COLOR

USE: in a non-metallic container, blend the coloring cream with a 10 vol. oxidizing emulsion with a blending ratio of 1:1,5 until the blend is creamy and homogeneous. Evenly and simultaneously distribute the prepared coloring blend on the roots, length and ends, allowing it to rest from 5 to 20 minutes, depending on the desired color reflection.

To neutralize RED reflections use the nuances ASH or SILVER.

To neutralize YELLOW reflections use the nuance IRISE'.

To neutralize ORANGE reflections use the nuance ASH.

BLENDING RATIO: 1:1,5 - OXIDIZING EMULSION: 10 VOLUMES - DEVELOPING TIME: FROM 5 TO 20 MINUTES, depending on the desired reflection and on the porosity of the hair.

TREATMENT DURATION: 8/10 WASHES FOR ALL THE FOUR USES.

NUMBER	COLOR DIRECTION
0	NEUTRAL
1	ASH
2	PURPLE OR VIOLET
3	GOLD
4	COPPER
5	MAHOGANY
6	RED
7	BROWN

DEVELOPERS AND TIMING

VOLUME	ACTION	TIMING
K35	DEPOSIT ONLY, GRAY BLENDING	5 -15 MINUTES
10 VOLUME	DEPOSIT ONLY, GRAY BLENDING	30 MINUTES
20 VOLUME	1 LEVEL TO 2 LEVEL OF LIFT, RESISTANT GRAY COVERAGE	35 MINUTES
30 VOLUME	2 LEVELS TO 3 LEVELS OF LIFT, RESISTANT GRAY COVERAGE	40 MINUTES
40 VOLUME	3 TO 4 LEVELS OF LIFT	45 MINUTES

ARGABETA OXYDIZING EMULSIODOR EMULSION



FILLING the HAIR

When using Dikson, a two-step process is not necessary to replace underlying pigment in highlighted hair.

To replace underlying pigment with **DIKSON**, choose the desired shade and mix 1/4th of the appropriate color to replace the underlying pigment at that level.

RPC Level

SERIES USED TO FILL

9	G SERIES (1/4TH OF FORMULA)
8	G SERIES (1/4TH OF FORMULA)
7	G SERIES (1/4TH OF FORMULA)
6	C/R SERIES (1/4TH OF FORMULA)
5	C/R SERIES (1/4TH OF FORMULA)
4	C/R SERIES (1/4TH OF FORMULA)
3	NO FILLER REQUIRED
2	NO FILLER REQUIRED
1	NO FILLER REQUIRED

Dikson
Fill
the
Hair





DEPOSIT COLOR IN 5 TO 15 MINUTES:

K35, a unique depositer that has a PATENTED CATALYST, that enables the colorist to achieve faster, less aggressive results.

Single Line Inventory:

With **DIKSON** you can turn any permanent color into a **DEMI-PERMANENT** color simply by using K35 developer.

Emulsiondor:

Oxidizing Emulsion for Coloring and Lightening.
Available in 10, 20, 30, 40 volumes.

Argabeta oxidizing:

Oxidizing Emulsion for colors and bleaching treatments; is specifically intended to be used exclusively in association with oxidation type hair colors or hair decoloring powders/creams.

Dikson
Color

K35
DEPOSIT
COLOR

αβ



COMPLEMENTARY PRODUCTS to DIKSON COLORING lines

DIKSO COLOR ASSIST:

The **EQUALISER**, used before applying the color, evens out the hair porosity and prevents uneven absorption along the length. Applied immediately after coloring, the Cationic Shampoo promotes the closure of the scales and fixes the color within them, thus prolonging its duration even after subsequent washes. The pH 2.8 Conditioner balances the physiological pH of skin and hair, providing protection and hydration, and restoring their natural well-being. DiksoColorAssist products can be used with all chemical hair treatments.

DIKSOPLEX™:

A new **'DEFENSIVE'** technology to support the integrity and health of the hair.
Three products for three phases.

10 IN ONE:

10 IN ONE is an instant leave-in conditioner that evens out porosity and provides thermal protection.

10 IN ONE: HOW TO USE

Spray 10 IN ONE lightly on hair before any chemical service to even out porosity, ensuring a more consistent end result. 10 IN ONE can also be sprayed onto hair after shampoo to work as a cutting lotion and a leave-in conditioner, which protects the hair against UV rays, chlorinated water, and sea water.

SETAMYL:

SETAMYL is a hair and scalp treatment that restores strength and substance to weakened hair.

SETAMYL: HOW TO USE

Setamyl can be added to color, bleach, perm, or relaxer; it acts as a buffer, resulting in less damage.

Setamyl can also be applied to the scalp to reduce sensitivity. Break open glass vial and apply to scalp or mix with product. We can also blow-dry Setamyl into the hair to restore moisture.

COLOR

STRUCTUR FORT:

STRUCTURE FORT contains vegetable protein, which works to replace the lost structure of weakened hair. It should be used before any chemical process, not including bleaching, to add structure to the hair which increases color and perm retention.

BLUE HADE;

Intended for consistent lightening on or off scalp, BLUE HADE is air blown blended.

Because of its superb creamy consistency, BLUE HADE remains moist longer. Providing a gentle approach to lightening with its anti-yellow formula to help reduce unwanted warm tones.

DIKSOBLONDE;

A Brand New Line made of **UP TO 9NINE ADVANCED FAST SUPER LIGHTENER** and **post-lightening SHAMPOO** and **MASK**. The **ANTI-YELLOW TONING SHAMPOO** has been recently added to the range.



DIKSO COLOR ASSIST

Hair subjected to environmental, mechanical stress and chemical treatments can compromise the well-being and integrity of its structure, which becomes uneven and porous.

This is why rebalancing the porosity of the hair before any technical service is essential to guarantee an optimal result, in full respect of its health.

In other words, it is necessary to first treat the hair for it to reach the right porosity so that the coloring, bleaching, perm, or straightening effect is as perfect as possible.

DIKSO COLOR ASSIST PRODUCTS HAVE BEEN FORMULATED TO GUARANTEE A PERFECT RESULT OF THE TECHNICAL TREATMENTS, REGARDLESS OF THE INITIAL CONDITION OF THE HAIR.



of all
DIKSON
COLOR
lines

porosity equaliser

The **DIKSO COLOR ASSIST**. porosity equaliser supports all chemical treatments that affect the hair structure permanently.



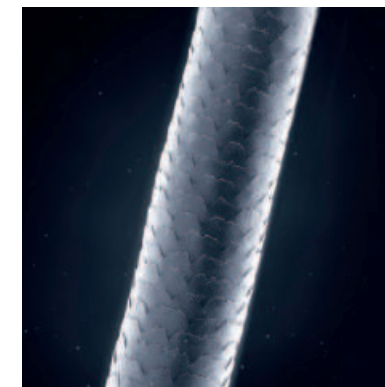
Porous hair, uneven structure



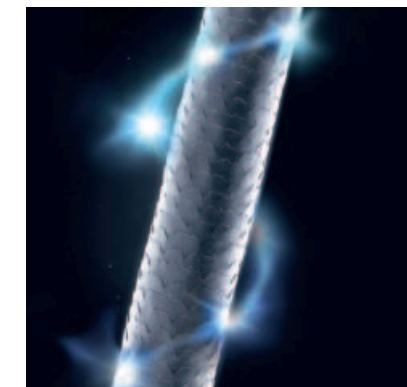
Hair structure after applying the porosity equaliser

cationic shampoo and conditioner a pH 2,8

complete any type of coloring or toning



Applied immediately after coloring, the Cationic Shampoo promotes the closure of the scales and fixes the color pigments within them, thus prolonging its duration even after subsequent washes.



The pH 2.8 Conditioner balances the physiological pH of skin and hair, providing protection and hydration.

AD OGNI SERVIZIO TECNICO, I SUOI ASSIST	COLOR	TONING	BLEACHING	PERM	STRAIGHTENING
DIKSO COLOR ASSIST. EQUALIZER	*	*	*	*	*
DIKSO COLOR ASSIST. CATIONIC SHAMPOO	*	*			
DIKSO COLOR ASSIST. CONDITIONER A pH 2,8	*	*			

RECOMMENDED BEFORE EVERY TECHNICAL TREATMENT (BLEACHING, PERM, STRAIGHTENING) IT IS ESSENTIAL FOR COLORING:

It evens the hair porosity, making the deposit and absorption of pigments along the shaft homogeneous and thereby optimises the quality and duration of the color. The conditioning action of Mallow and Chamomile Extract that enrich the formula makes the hair visibly hydrated, shiny and brilliant.

Directions for use: shake the bottle well before use.

Spray evenly on dry or slightly damp hair and use a comb to facilitate the distribution of the product. Do not rinse and proceed directly with the application of the color or other technical products.

NO RINSE POROSITY EQUALISER

for all hair types with Mallow and Chamomile Extracts

Two fundamental elements in a single product to complete the color treatment: effective cleansing and not aggressive to guarantee the well-being of the hair and scalp, and an acid pH formula which sets the color in the hair by promoting the closure of the hair scales, and helps to prolong its duration even in subsequent washes.

Directions for use: after applying the coloring cream, rinse the hair and apply the shampoo, massaging the scalp and hair. Emulsify and rinse thoroughly. Repeat the application for a more effective action.

Without SLS, petrolatum, dyes, and silicones

POST-COLOR CATIONIC SHAMPOO

for freshly colored hair with Mallow and Chamomile Extracts acidic pH Ideal for rebalancing the physiological pH of skin and hair after the coloring treatment. Extends the duration and maintains the vivacity of the shades thanks to the rich hydrating and protective formula that adds shine and silkiness.

Directions for use: apply after washing the hair with the Cationic Shampoo, rinsing and towel-drying. Massage and leave in for **5 to 10 minutes**. Then rinse.

Without petrolatum or dye.

1000 ml

POST-COLOR CONDITIONER

for freshly colored hair with Mallow and Chamomile extracts pH 2.8

ACTIVE ingredients

For the conditioning effect to be more effective on skin and hair, the formulas of the **DIKSO COLOR ASSIST** products are enriched with extracts of mallow and chamomile, known for their soothing and hydrating properties

CHAMOMILE EXTRACT

With its moisturising, soothing and anti-microbial action, it is one of the main ingredients used in cosmetics. It is essential when it is necessary to restore, calm and soothe the scalp after a chemical treatment.

In general, it promotes normal wellbeing of the scalp, restoring its natural balance.



MALLOW EXTRACT

The mallow extract hydrates the hair and is particularly useful for fragile, fine or chemically treated hair.

The mucilage of the plant provides a glow, volume and shine. It penetrates the hair shaft leaving the hair soft and vigorous.



of all
DIKSON
lines



DIKSO PLEX.™ LINE

THREE PRODUCTS THREE PHASES

DIKSOPLEX™ DEFENSIVE combines the effectiveness of an innovative technology and effective formulas to its **simplicity of use**. A few simple steps guarantee the best and most effective protection of the hair during technical treatments **without modifying traditional applications and without interfering on their duration and result**.

One synergic result for hair protection and the integrity of its health during technical treatments and **USED ALONE**

1. SHIELD,

blended with technical products, protects the intracellular structure's integrity of the hair and fortifies it by increasing its elasticity.

2. SHIELD MAGNIFIER,

fluid cream, completes the protective and strengthening action of **itc** restoring the optimal conditions of hydration and nourishment.

3. FOLLOW UP,

bi-weekly home treatment, keeps the optimal conditions of hair hydration and nourishment, it improves brightness and softness.

Parabens and Sulphates free.



DIKSOPLEX™
DEFENSIVE
1. SHIELD 500 ml – 100 ml

DIKSOPLEX™
DEFENSIVE
2. SHIELD MAGNIFIER 500 ml – 100 ml

DIKSOPLEX™
DEFENSIVE
3. FOLLOW UP
250 ml

DIKSO PLEX.™

DIKSON

DIKSO
PLEX.TM
DEFENSIVE.

n°3 FOLLOW UP
WITH SODIUM PCA,
ARGININE,
AMINO ACIDS MIX

BI-WEEKLY HOME TREATMENT
FOR HAIR

250 ml - e - 8.45 FL. OZ.

ITALIAN TECHNOLOGY

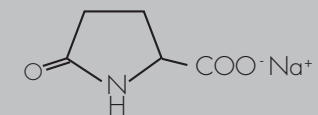
DIKSO PLEX.TM ACTIVE INGREDIENTS

DIKSOPLEXTM DEFENSIVE

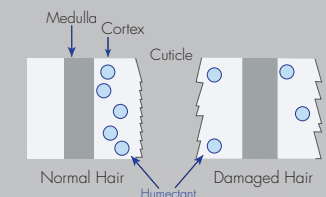
It is made of **ProdeW[®]500**, a mix of **amino acids** that penetrate the internal and external structure of the hair and interact to repair even the most damaged hair fiber, restoring the ideal conditions of hydration, strength and texture. **WHAT'S PRODEW[®]500 MADE OF?**

Sodium PCA Arginine 11 types of Amino Acids

SODIUM PCA, by acting on the hair as a humectant, hydrates, softens and protects the color. In fact, PCA augments the absorption capability of the fiber and improves the elasticity and resistance of the hair.



Humectant for health hair



PCA increases the absorption capability of the fiber and improves hair elasticity and resistance.

ARGININE supports the PCA's action helping its absorption by the hair fiber. Thanks to its vasodilator effect, it favours a higher blood supply to the hair roots.

The mix of **11 TYPES OF AMINO ACIDS** is the same as the composition of the protein found in the CMC (Cell Membrane Complex), an intracellular concrete of cuticle and cortex that is responsible for hair thickening.

HEALTHY HAIR



DAMAGED HAIR



DIKSO PLEX™ APPLICATIONS

A

FOR ALL THE LIGHTENING TECHNIQUES (LIGHTENING, STREAKS, BALAYAGES, SHATOUSH):

MIX RATIO:

2 ml of DIKSOPLEX™ DEFENSIVE **1. SHIELD** for each **10 g** of lightening powder. (e.g.: to 30 g of powder + 45 ml of oxidizing emulsion, add 6 ml of DIKSOPLEX™ DEFENSIVE **1. SHIELD**). Use the measuring cup provided.

FIRST PHASE IN THE BEAUTY SALON: 1. SHIELD

Blend the lightening powder and the oxidizing emulsion. Add **2 ml** of DIKSOPLEX™ DEFENSIVE **1. SHIELD** for each **10 g** of lightening powder used and stir. Distribute the blend on every lock with the brush and allow it to rest until the desired tone of lightening is obtained. Rinse accurately and apply the shampoo.

B

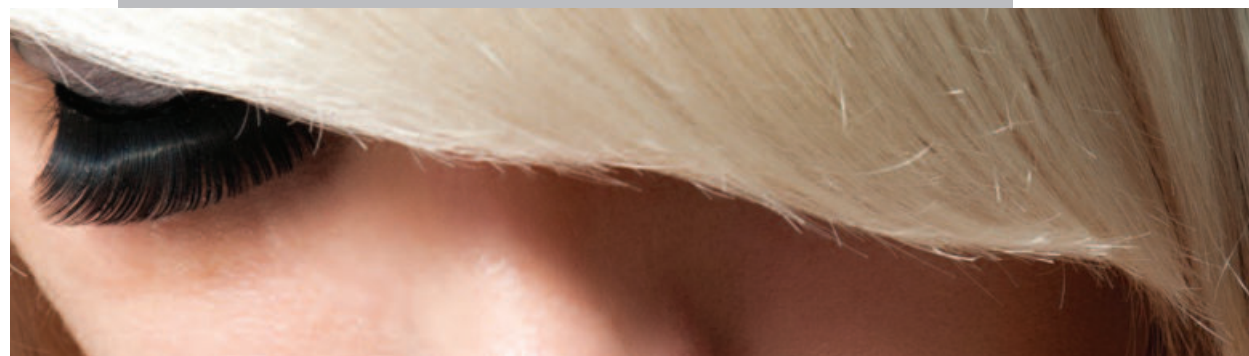
WITH SUPER LIGHTENING COLORING CREAMS (COLORING CREAM: OXIDIZING AGENT MIX RATIO: 1:2):

MIX RATIO:

4 ml of DIKSOPLEX™ DEFENSIVE **1. SHIELD** every **25 g** of Super Lightening Coloring Cream (e.g.: to 50 g of Super Lightening Coloring Cream + 100 ml of oxidizing emulsion, add 8 ml of DIKSOPLEX™ DEFENSIVE **1. SHIELD**). Use the measuring cup provided.

FIRST PHASE IN THE BEAUTY SALON: 1. SHIELD

Blend the Super Lightening Coloring Cream with the oxidizing emulsion. Add **4 ml** of DIKSOPLEX™ DEFENSIVE **1. SHIELD** for every **25 g** of Super Lightening Coloring Cream used, and stir. Distribute the blend on every lock with the brush and allow it to rest as recommended for the Super Lightening Coloring Cream. Rinse accurately and apply the shampoo.



C

WITH COLORING CREAMS (COLORING CREAM : OXIDIZING AGENT MIX RATIO: 1:1):

MIX RATIO:

2 ml of DIKSOPLEX™ DEFENSIVE **1. SHIELD** every **20 g** of Coloring Cream. (e.g.: to 60 g of Coloring Cream + 60 ml of oxidizing emulsion, add 6 ml of DIKSOPLEX™ DEFENSIVE **1. SHIELD**). Use the measuring cup provided.

FIRST PHASE IN THE BEAUTY SALON: 1. SHIELD

Blend the Coloring Cream with the oxidizing emulsion. Add **2 ml** of DIKSOPLEX™ DEFENSIVE **1. SHIELD** every **20 g** of Coloring Cream used, and stir. Distribute the blend on every lock with the brush and allow it to rest as recommended for the Coloring Cream. Rinse accurately and apply the shampoo.

SECOND PHASE FOR A, B, C IN THE BEAUTY SALON: 2. SHIELD MAGNIFIER

Apply the necessary quantity of product according to the length and porosity of the hair (about 10 ml for medium-long hair). Comb to evenly distribute the product and allow it to rest from 5 to 10 minutes. Rinse accurately and dry.

THIRD PHASE FOR A, B, C AT HOME: 3. FOLLOW UP

To keep and prolong the optimal conditions of hair hydration and nourishment and to give brightness and softness to the hair, recommend to the Client the use of DIKSOPLEX™ DEFENSIVE **3. FOLLOW UP** twice a week.

D

WITH DIRECT COLORING CREAMS

MIX RATIO:

1 ml of DIKSOPLEX™ DEFENSIVE **1. SHIELD** for every **10 ml** of Direct Coloring Cream. Use the measuring cup provided.

IN THE SALON:

After lightening, pigment the hair as usual, using a **1 ml** blend of DIKSOPLEX™ DEFENSIVE **1. SHIELD** for every **10 ml** of Direct Coloring Cream.

AT HOME:

As for color service, recommend to the Client the use of DIKSOPLEX™ DEFENSIVE **3. FOLLOW UP** twice a week.

SEE THE LEAFLET FOR OTHER USES: CHEMICAL HAIR STRAIGHTENING, PERM SERVICE AND AS A PROTECTIVE AND RECONSTRUCTION TREATMENT.



Also available on YouTube

DIKSO BLONDE.



DIKSO BLONDE.

Advanced super lightening treatment

LIFTS UP TO 9 SHADES

The latest addition to the LIGHTENING range by DIKSON

ANTI-YELLOW TONING SHAMPOO DOUBLE CONCENTRATED

for GREY, SUPERLIGHTENED, BLEACHED or HIGHLIGHTED HAIR

ANTI ORANGE

shampoo to neutralize un wanted copper, red and orange tones.

DIKSO BLONDE. LINE

Combining the very best properties of **KERATIN, ORGANIC WHEATGERM OIL** and a **NEW enhanced LIGHTENING FORMULA**, capable of lightening by up to 9 shades, **DIKSON** Research and Development Laboratories have conceived and developed a true cutting-edge **LIGHTENING TREATMENT** for optimum performance with total respect for hair and scalp.

1 ADVANCED FAST SUPER LIGHTNER

Non-volatile scented heavy powder with **ORGANIC WHEATGERM OIL**.

Lifts UP TO 9 SHADES

Preparation: pour the required quantity of bleach into a non-metallic container and add the oxidising emulsion in the volume and quantity listed in the "Mixing ratio" paragraph.

Note: we recommend you use the measuring cup (30 ml capacity) provided in the pack.

Mixing ratio: FOR EVERY 30 ML MEASURING CUP OF POWDER BLEACH, USE 45 TO 60 ML OF OXIDISING EMULSION, DEPENDING ON THE CONSISTENCY AND CREAMINESS REQUIRED FOR THE TREATMENT BEING CARRIED OUT. USE ONLY 20, 30 OR 40 VOLUME OXIDISING EMULSION (DO NOT EXCEED 40 VOLUME AND DO NOT USE ANY HEAT SOURCE).

- 1) ALUMINIUM FOIL HIGHLIGHTS: for the nape of the neck, 20 or 30 volume oxidising emulsion; for other areas 40 volume oxidising emulsion.
- 2) LIGHT BLEACHING: 20 volume oxidising emulsion.
- 3) MEDIUM-STRONG BLEACHING: 30 volume oxidising emulsion.
- 4) CONTRASTS, SUN-KISSED LOOK, SHATUSH, etc.: 20, 30 or 40 volume oxidising emulsion according to the hair type and the desired result.
- 5) STRIPPING: oxidising emulsion at 10, 20 or 30 volume.

Resting times: from 20 to 40 minutes, depending on the level of lightening desired.

2 SHAMPOO

For treated, bleached hair or with highlights with **KERATIN** and **ORGANIC WHEATGERM OIL**.

After bleaching, distribute evenly over wet hair and scalp, massaging carefully. Rinse well and repeat as needed. For optimum results, complete the treatment with **DIKSO BLONDE**. Mask.



**DIKSO
BLONDE.**
ADVANCED FAST
SUPER LIGHTNER
500 g pouch in a jar



**DIKSO
BLONDE.**
SHAMPOO FOR TREATED,
BLEACHED HAIR OR WITH
HIGHLIGHTS
1000 ml bottle



**DIKSO
BLONDE.**
MASK FOR TREATED,
BLEACHED HAIR OR
WITH HIGHLIGHTS
500 ml jar

3 MASK

For treated, bleached or highlighted hair, with **KERATIN** and **ORGANIC WHEATGERM OIL** with **DIKSO PLEX™** DEFENSIVE technology, to ensure effective protection of the hair's intercellular structure, repairing even the most destructured hair fibre and fortifying the hair by simultaneously restoring optimum elasticity, hydration and texture.

After shampooing, distribute over towel-dried hair with a soft massage. Leave to rest for 5 to 10 minutes, then rinse carefully.



Also available on **YouTube**



DIKSO BLONDE. LINE

ANTI-YELLOW TONING SHAMPOO DOUBLE CONCENTRATED

for grey, superlightened, bleached or highlighted hair
with KERATIN and ORGANIC WHEATGERM OIL.



1000 ml bottle
for salon use

300 ml bottle
for resale

Formulated with a double concentration of colored pigments, to effectively bring out the hair's cool, grey tones, as well as neutralising undesirable yellow tones. Ideal as a toner following a bleaching treatment. Shades from silver to purple, varying in intensity according to the type of bleaching and the hair porosity. Enriched with Keratin and Organic Wheatgerm Oil.

Distribute over wet hair and massage carefully. **For an anti-yellow effect**, leave to act for 1-5 minutes and rinse well. Repeat the application immediately, if necessary, for a more pronounced anti-yellow effect.

For a toning effect, leave to act for more than 5 minutes, depending on the porosity of the hair, and keeping development under control. Silver toning will occur first, followed by purple. Alternatively, instead of extending the resting time, you can rinse the shampoo and repeat the application. The toning level increases as the application is repeated.

This non-aggressive treatment can be applied multiple times, even close together: the more frequent the treatment, the greater the degree of toning possible.

FREE FROM SILICONES, PETROLEUM JELLY AND PARABENS.



Also available
on
YouTube

DIKSO BLONDE. ANTI-ORANGE SHAMPOO

For dark-tone colored hair. Gently cleanses and neutralizes unwanted copper, red and orange tones thanks to the formula enriched with blue pigments. Thanks to its **KERATIN** and **ORGANIC WHEAT GERM OIL**, it guarantees hydration, shine and elasticity to the hair. It does not stain the scalp. Do not use on highlights or light hair.

DIKSO BLONDE ANTI-ORANGE shampoo

USE: wear protective gloves and apply to wet hair. Massage, leave on for **1 to 5 minutes**, emulsify and then rinse well. If you wish to, you can repeat the application for the anti-orange effect.
FREE FROM SILICONES, PETROLEUM JELLY and PARABENS.



Also available on [YouTube](#)

1000 ml bottle
for salon use

300 ml bottle
for resale



BLONDE.

DIKSO BLONDE. ACTIVE INGREDIENTS

KERATIN

a **PROTEIN** that is one of the hair's structural components, leaving it elastic and at the same time resistant to chemical and physical aggressions. Keratin production can be inhibited by **AGEING** or **CHEMICAL TREATMENTS**.

Once reduced, keratin is not renewed.

As well as hair quality, keratin also improves the appearance of the hair: after treatment, frizz is reduced, and the hair is full of volume and shine. Enriched and reconstructed from the inside, the hair acquires body and elasticity.

ORGANIC WHEATGERM OIL

a plant oil obtained from the cold pressing, without solvents, of the embryo of the noble part of the wheat grain.

This **THICK, OCHRE-YELLOW COLORED LIQUID** has a **PLEASANT TASTE**. One kilogram of oil can be obtained from one tonne of wheat using **COLD PRESSURE EXTRACTION**.

This method allows the preservation of the wheat's active ingredients which could be destroyed by chemical solvents and high temperatures.

The benefits of wheatgerm oil derive from the presence of precious B vitamins (B1, B3, B5 and B6), lecithin and vitamins A and D, but what is most important is the high percentage of vitamin E, which brings significant antioxidant action to the tissue cells, counteracting free radicals.

Wheatgerm Oil nourishes deep down, contrasting cell ageing, and restoring wellness and shine to the hair.

Wheatgerm Oil hydrates and revitalises too.

ORGANIC WHEAT is cultivated according to the rules of **ORGANIC FARMING**, a type of agriculture that exploits the natural fertility of the soil, enhancing it with limited interventions, in order to promote the biodiversity of the cultivated (and bred) species, without the use of synthetic products and genetically modified organisms (GMOs).

