

DIKSON®

# DIKSO BLONDE.

Advanced super lightening  
treatment

LIFTS UP  
TO 9  
SHADES

The latest addition  
to the  
LIGHTENING  
range by DIKSON...







# DIKSO 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  
**BLEACH TREATMENT**  
FOR OPTIMUM PERFORMANCE WITH TOTAL RESPECT FOR  
HAIR AND SCALP.

# DIKSO BLONDE.

BRINGS TOGETHER THE SYNERGY OF:

1.

## ADVANCED FAST SUPER BLEACH

Non-volatile scented heavy  
powder  
with ORGANIC  
WHEATGERM OIL

Lifts **UP TO 9**  
**SHADES**



500 pouch in a jar

2.

## SHAMPOO

for treated, bleached hair  
or with highlights  
with KERATIN and ORGANIC  
WHEATGERM OIL



1000 ml bottle

3.

## MASK

for treated, bleached hair  
or with highlights  
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.



500 ml jar



DIKSON®

DIKSO  
BLONDE.  
SHAMPOO.

PER CAPELLI TRATTATI,  
DECOLORATI O CON MÈCHES  
FOR TREATED, BLEACHED HAIR  
OR WITH HIGHLIGHTS

CON CHERATINA E  
OLIO DI GERME DI GRANO BIOLOGICO  
WITH KERATIN AND  
ORGANIC WHEATGERM OIL

1000 ml e  
33.80 Fl.oz. U.S./E.U.  
ADVANCED TECHNOLOGY

SHAMPOO PER CAPELLI - SHAMPOO FOR HAIR



# DIKSO 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 COLOURED 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).



# DIKSO PRODUCTS

## DIKSO **BLONDE.** ADVANCED FAST SUPER BLEACH

Non-volatile scented heavy powder  
with **Organic Wheatgerm Oil**

Optimum performance in all lightening techniques: highlights, sun-kissed, balayage, stripping and bleaching.  
Incremented bleaching power, **UP TO 9 SHADES.**

Fast, practical and safe to use.

Does not cause swelling or burning, non-drip application.

Anti-yellow action.

Contains ORGANIC WHEATGERM OIL, to hydrate, revitalise and bring shine.

Before use, please read the usage instructions carefully and pay attention to the warnings on the leaflet provided.

The jar also contains a measuring cup and a closing lace for the bleach pouch.

For professional use only.

*500 g*

## DIKSO **BLONDE.** SHAMPOO for treated, bleached hair or with highlights with **KERATIN** and **ORGANIC WHEATGERM OIL**

DIKSO **BLONDE.** SHAMPOO, the ideal solution to complete and prolong the results of bleaching treatments.  
Contains KERATIN to densify and give the hair back its elasticity, as well as ORGANIC WHEATGERM OIL to hydrate, revitalise and bring shine. Gently cleanses the hair without weighing it down, maintaining gloss, shine and softness.

**How to use:** after bleaching, distribute evenly over wet hair and scalp, massaging carefully. Rinse well and repeat as needed.

Professional use.

*1000 ml bottle*

## DIKSO **BLONDE.** MASK for treated, bleached hair or with highlights with **KERATIN** and **ORGANIC WHEATGERM OIL**

DIKSO **BLONDE.** MASK regenerates, hydrates and makes the hair easier to comb thanks to its formula enriched with KERATIN, to densify and give the hair back its elasticity, and ORGANIC WHEATGERM OIL to hydrate, revitalise and bring shine.

The mask uses the DIKSO **PLEX.**<sup>™</sup> DEFENSIVE technology.

**How to use:** after shampooing, distribute over towel-dried hair with a soft massage. Leave to rest for 5 to 10 minutes, then rinse carefully.

Professional use.

*500 ml jar*

# DIKSO BLONDE.

## ADVANCED SUPER LIGHTENING TREATMENT

To obtain the **OPTIMUM LIGHTENING RESULT** and the **BEST WELLNESS CONDITIONS OF THE HAIR** the three products

**MUST**

be used one after the other:

- 1) BLEACH
- 2) SHAMPOO
- 3) MASK





# DIKSO BLONDE.



ADVANCED TECHNOLOGY

MADE IN ITALY

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ISO 22716:2007



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QUALITÀ CERTIFICATO

APPLICAZIONE DELLE GMP  
NEL SETTORE COSMETICO

ATTRIBUITE ALLA DIVISIONE COSMETICA DIKSON



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