

DIKSON®



DIKSON
COLOR

A NEW PROFESSIONAL HAIR COLOUR EXPERIENCE



color
PROFESSIONAL HAIR COLOURING CREAM

MISSION

PROFESSIONAL HAIR COLOURING CREAM

DIKSON
COLOR

CONTINUITY and RENEWAL

are the principles behind the new generation of **DIKSON COLOR**, oxidation hair colour in a scented cream, the flagship range of **DIKSON** hair colour for over fifty years.

CONTINUITY

The **BASIC FORMULA** remains unchanged – the very same combination of ingredients that has always marked the brand's **SUCCESS**, for extraordinary **COVERAGE** of grey and **LONG-LASTING COLOUR**, guaranteed.





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RENEWAL

DIKSON COLOR has focused on three **NEW** elements, each one key in its own area:

1

The formula, enriched with beneficial **ACTIVE INGREDIENTS** for enhanced **HAIR WELLBEING**, fulfilling client's desire for a technical treatment that doesn't compromise on cosmetic aspects. **PLANT STEM CELLS, HYALURONIC ACID** and **HEMP OIL** provide the perfect solution to these needs.

2

We've introduced **COLD SHADES** to the traditional range of **DIKSON COLOR** tones, ensuring **100%** satisfaction for all tastes, giving clients the chance **TO EXPERIMENT WITH ALTERNATIVE HAIR COLOUR OPTIONS**.

For starters, you'll find our **NATURAL COLD** and **COLD ASH** ranges, with other **"COLD"** shades coming soon.

3

A **BRAND NEW**, super-stylish **PACK DESIGN**.

With a nod to the style of the other products in the **DIKSON** technical range, and a **TOUCH OF TRADITION** maintained by the original "quotation" we've always displayed on our packaging, confirming the **CONTINUITY OF OUR FORMULA** and the extension of our range.



FORMULA

PROFESSIONAL HAIR COLOURING CREAM

NEW DIKSON COLOR is :

0% SLES (SODIUM LAURETH SULFATE)

0% PARABENS

You won't find either of these substances in the **DIKSON COLOR** formula, meaning there's no need to worry about **ANY OF THE ASSOCIATED RISKS**.

The introduction of **NEW COLD COLOUR TONES** plays a part in redefining the standards of the **DIKSON COLOR** professional hair colours, enriching our palette and providing new opportunities for you to match your **HAIR COLOUR** to the **TONES** of **YOUR SKIN** and **EYES**, in a game of consonance or contrasts, to suit your tastes.

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CON ESTRATTO DI
CELLULE STAMINALI VEGETALI
ACIDO IALURONICO
E OLIO DI CANAPA

WITH EXTRACT OF
VEGETABLE STEM CELLS
HYALURONIC ACID
AND HEMP OIL

120 ml e - 4.05 Fl.oz. U.S./E.U.

CO!OR
PROFESSIONAL HAIR COLOURING CREAM

OUR FORMULA CONTAINS EQUAL AMOUNTS OF **TRADITION** AND **INNOVATION**:

NEW ACTIVE INGREDIENTS

- * **PLANT STEM CELLS**
- * **HYALURONIC ACID**
- * **HEMP OIL**

TRADITIONAL ACTIVE INGREDIENTS

- * **MALLOW**
- * **SILK PROTEINS**
- * **CHAMOMILE**



ACTIVE
INGREDIENTS
PROFESSIONAL HAIR COLOURING CREAM



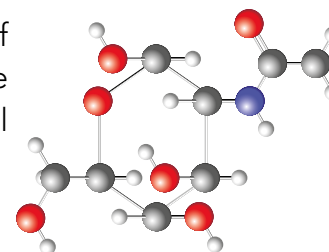
PLANT STEM CELLS: unspecialised, immature cells, not yet differentiated according to the task that they will be required to perform in a multicellular organism.

Plants represent an extremely important stem cell resource. Stem cells are found in the parts of the plant where growth activity occurs (such as the buds or tips of the roots).

They are the "beating heart" of the plant and a precious source of natural active ingredients. Even when they are "extracted", their capacity for self-protection remains unchanged (against heat, cold, the sun's rays...), along with their ability to self-regenerate and repair damage caused by atmospheric agents or other factors.

This means they are able to ensure effective regeneration, bringing efficient stimulating action to the cells of our body in which, with the passage of time, the capacity for renewal slows down due to damage caused by aging and as a result of internal stresses or external environmental causes. This makes them a true elixir of youth for our hair.

HYALURONIC ACID: brings targeted hydrating power, capable of binding a high number of water molecules, preventing damage to the hair tissue cells caused by physical stress, 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, Omega3 and Omega6, as well as Vitamin E.

The high vitamin B1 and B2 content actively smoothes the hair, with an extraordinary emollient and softening effect.

MALLOW: rich in mucilage, which binds water, mallow extract brings hydrating action, as well as boasting emollient, nourishing and shining properties, restructuring and smoothing the hair.



SILK PROTEINS: fix to the hair's keratin, creating a protective barrier. They also hydrate and soothe the hair, helping to prevent aging. During colouring, the silk proteins act as protective agents, taking care of the wellbeing and the health of the hair, leaving it easy to comb, silky and full of shine thanks to their outstanding conditioning power.

CHAMOMILE: boasting protective, emollient and soothing properties, chamomile extract is extremely beneficial for fragile hair.



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DIKSON®

- * **100% COVERAGE** OF GREY HAIR
- * **SLES** AND **PARABEN FREE**
- * CONTAINS CAREFULLY **SELECTED ACTIVE INGREDIENTS** FOR BEAUTIFUL LOOKING HAIR
- * **STABLE** COLOUR
- * **CONDITIONING CREAMY BASE**
- * **NATURAL HIGHLIGHTS** AND **EXTRAORDINARY SHINE**
- * **A WIDE RANGE OF COLOUR OPTIONS**
- * **COLD TONES**
- * 120 ML TUBE FOR **TWO COLOUR TREATMENTS**



PLUS
PROFESSIONAL HAIR COLOURING CREAM

DIKSON COLOR

THE ALREADY EXTENSIVE **DIKSON COLOR**
RANGE HAS NOW BEEN ENHANCED WITH

14 COLD COLOURS,
SPLIT INTO **2 SERIES**:



7 NATURAL COLD

4.01 (4NF) *	NATURAL BROWN COLD
5.01 (5NF) *	NATURAL LIGHT BROWN COLD
6.01 (6NF) *	NATURAL DARK BLONDE COLD
7.01 (7NF) *	NATURAL BLONDE COLD
8.01 (8NF) *	NATURAL LIGHT BLONDE COLD
9.01 (9NF) *	NATURAL VERY LIGHT BLONDE COLD
10.01 (10NF) *	NATURAL EXTRA LIGHT BLONDE COLD

7 ASH COLD

4.111 (4CC) *	ASH BROWN COLD
5.111 (5CC) *	LIGHT ASH BROWN COLD
6.111 (6CC) *	DARK ASH BLONDE COLD
7.111 (7CC) *	ASH BLONDE COLD
8.111 (8CC) *	LIGHT ASH BLONDE COLD
9.111 (9CC) *	VERY LIGHT ASH BLONDE COLD
10.111 (10CC) *	EXTRA LIGHT ASH BLONDE COLD

MIXING RATIO

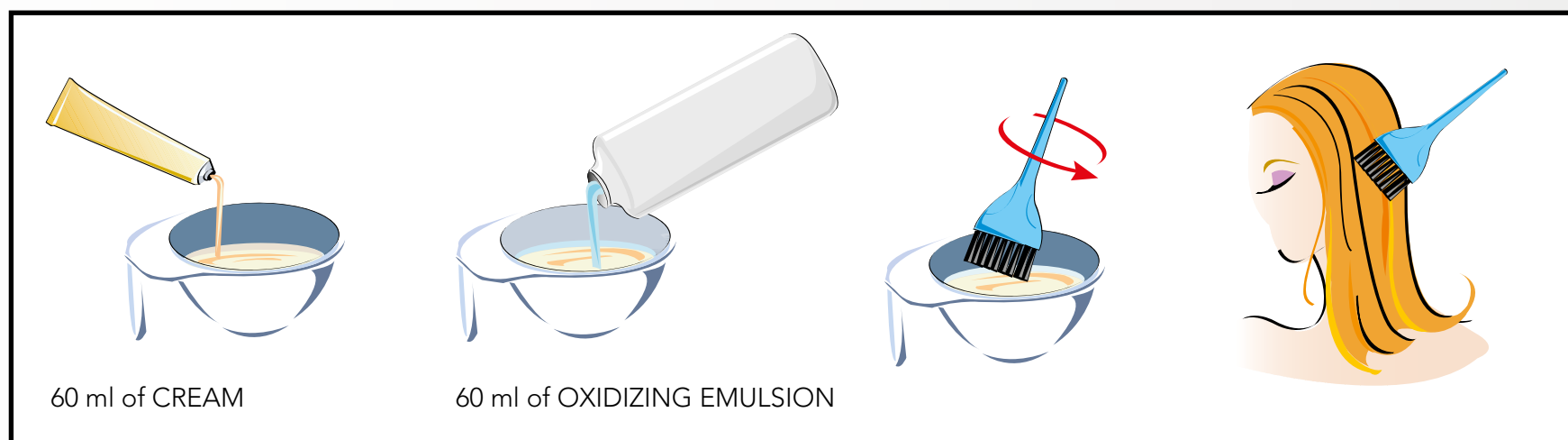
PROFESSIONAL HAIR COLOURING CREAM

1:1 MIXING RATIO

Mix together in a bowl 60 ml of cream (half a 120 ml tube) and 60 ml of 20/30 volume oxidizing emulsion.

Apply to the hair as usual and leave to rest for approximately 30 minutes.
Rinse.

The two new ranges, **COLD NATURAL** and **COLD ASH**, must be used with this mixing ratio.



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NATURAL COLOUR

			FROM BLACK TO DARK BROWN	MEDIUM BROWN	LIGHT BROWN	DARK BLONDE	MEDIUM BLONDE	LIGHT BLONDE
COLD NATURAL SERIES	4.01	4NF	30v	20v	20v	20v	20v	20v
	5.01	5NF	●	20v	20v	20v	20v	20v
	6.01	6NF	●	30v	20v	20v	20v	20v
	7.01	7NF	●	●	30v	20v	20v	20v
	8.01	8NF	●	●	●	30v	20v	20v
	9.01	9NF	●	●	●	●	30v	20v
	10.01	10NF	●	●	●	●	●	20v
COLD ASH SERIES	4.111	4cc	30v	20v	20v	20v	20v	20v
	5.111	5cc	●	20v	20v	20v	20v	20v
	6.111	6cc	●	30v	20v	20v	20v	20v
	7.111	7cc	●	●	30v	20v	20v	20v
	8.111	8cc	●	●	●	30v	20v	20v
	9.111	9cc	●	●	●	●	30v	20v
	10.111	10cc	●	●	●	●	●	20v



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MÜSTER & DIKSON S.p.A.

Via Privata da via Kennedy snc
20023 Cerro Maggiore (MI) - Italy
Tel. 0331-525111 (r.a.) - Fax 0331-525360
e-mail: sales@muster-dikson.com

Export Department:
Tel. +39 0331-525111 (r.a.) - Fax +39 0331-519627
e-mail: export@muster-dikson.com

www.muster-dikson.com

MÜSTER & DIKSON ESPAÑA

Calle Vilardell, 34 - 1º piso - 08014 Barcelona
Tel. +34 93 421 0589
e-mail: carmen.gonzalez@muster-dikson.com

MÜSTER & DIKSON DO BRASIL

Avenida Paulista 1776 - 19º andar cj B
CEP 01310 - Sao Paulo - SP
Tel. + 55 11 992112177

MÜSTER & DIKSON SUISSE

TECNOARREDA SA - Via Danas 5 - CH - 6929 Gravesano
Tel. +41 919416381 - Fax +41 919422557
www.tecnoarreda.com
e-mail: admin@tecnoarreda.com

MÜSTER & DIKSON NORTH AMERICA INC.

350 Harry Walker Parkway North - Suite 14
Newmarket Ontario - L3Y-8L3
Phone +1 905.235.5580 - Fax +1 905.235.5524
e-mail: info@dikson.ca