

de colorvit
SYSTEM

glare suggestion

Limelight

SELECTIVE[®]
PROFESSIONAL



BLEACHES MAKE UP TO 30% OF A SALON'S PROCEEDS

MANY DIFFERENT **TECHNIQUES** FOR CUSTOMIZED **SERVICES**

- TOTAL BLEACHINGS
 - STREAKS AND CONTRASTS USING VARIOUS TECHNIQUES
 - BALAYAGE
 - SHATUSH
 - CREATING BASES FOR NEW COLOURINGS
 - MARBLING

Limelight

The world of fashion is one of constant evolution and bleached bases are a staple in every fashion magazine. Every client is a STAR in the making, so treat her as such.

With the bleaching services you can create an infinite number of looks from the most "conservative" looks to the most daring ones. Even the most timid client has an argument for a highlight to light up her face, created with techniques that transform her hair.

THERE IS NO EXCUSE FOR NOT TRYING - TRY IT!



Electric Effects



Total Blonde



Highlights



Watercolours

dominating every catwalk, red carpet and glossy
n and make her feel important!

colour variations and effects, ranging from more
d client will yield when presented with a good
ues and products specifically designed to protect

THE ONLY RULE IS TO DARE

SELECTIVE PROFESSIONAL'S BLEACHING SERVICES ALLOW YOU TO EARN UP TO 10 TIMES THE COST*

de.colorvit
SYSTEM



Comprehensive system for bleachings from half shades up to 7 shades.

For every technique, every result, every hair structure.

CLASSIC BLEACHINGS

de.colorvit
PLUS

Maximum flexibility of use thanks to its option of customizing the mixture thickness so as to adapt it to the application technique at hand.

SCALP APPLICATIONS AND DELICATE HAIR

de.colorvit
SCALP

Maximum gentleness thanks to its progressive action that allows working on even the finest hair in complete safety.

LIGHT BLEACHINGS EVEN ON TREATED HAIR

de.colorvit
LIGHT

New bleaching services that fully respect the hair fibre. Perfect for clients who are having their first bleaching service.

**Products 100% MADE IN ITALY - maximum RELIABILITY of use - MULTIPLE SERVICES
- new BUSINESS OPPORTUNITIES**

*Calculated based on an average price of 60€ for streaks using tinfoil and a cost in products of approximately 6.00€.

universal bleaching powder

decolorvit
PLUS



1000gr – 500gr

bleaching powder for the scalp

decolorvit
SCALP



500gr

auto-control bleaching cream

decolorvit
LIGHT



60ml

specific activator

decolorvit
ACTIVE USE



750ml

Decolorvit System's offer is supported by specific training courses that focus on every aspect of bleaching and for every level of experience.

education

download the folder
EDUCATIONAL PROGRAM at
www.selectiveprofessional.com



PROFESSIONAL TOOLS FOR A WIDE RANGE OF SERVICES AT THE SALON

decolorvit PLUS

universal bleaching powder

Bleaches up to 7 shades.
Ideal for a quick and powerful super-bleaching action
with every bleaching technique.



1000gr - 500gr

Superior protection of the hair fibre

The Guar gum, which is extracted from an Asian legume, restores the surface hydrolipidic film. It makes the hair bright and flexible while providing long-lasting protection to the treated hair fibre.

More neutral blondes

The blue pigments neutralize any undesired background, for perfect and captivating blondes.

Anti-dehydration Texture

The Hydrated Silica is an absorbing agent that promotes moisture retention and prevents the mixture from drying on the hair during the developing time.

Dust-prevention

Special oils and surfactant anhydrides coat the dust particles and reduce their capacity of becoming airborne, for improved technician safety and a more healthy work environment.

MAXIMUM FLEXIBILITY OF USE:

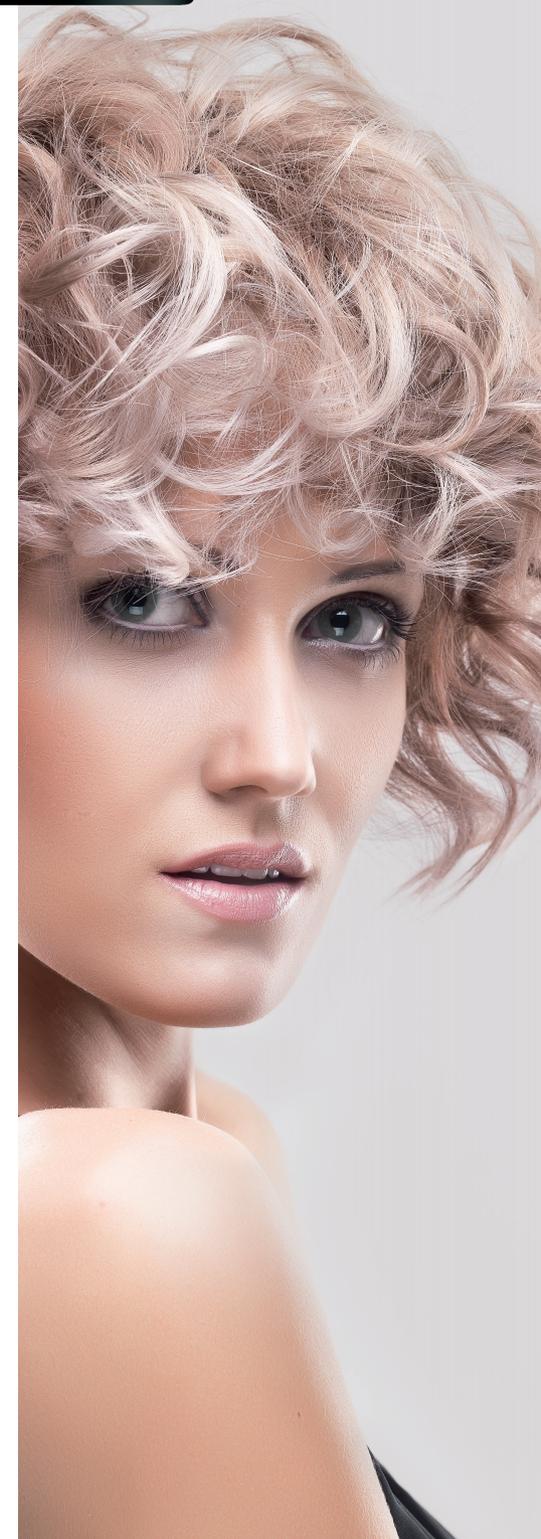
by altering the mixture levels with Active Use, the stylist can customize the thickness of the texture, so as to adapt it to the specific application selected.

PREPARATION:

standard texture: 1+2
customized texture: 1+1
or 1+1.5
with ACTIVE USE
10-20-30-40 Volumes

DEVELOPING TIME:

55 minutes max



de colorvit SCALP

bleaching powder for the scalp

Bleaches up to 6 shades.
Ideal for applications on the scalp and for streaks using tinfoil even on delicate hair.



500gr



Progressive and gentle action

The Magnesium Carbonate modulates the oxidizing reaction for maximum gentleness of the bleaching action.



Superior protection of the hair fibre

The 9.5 pH, which is lower than that of standard bleaches, allows for a more gentle bleaching action, which reduces the aggressiveness of the product on the hair fibre.



Conditioning Action

Special cationic polymers bond with the hair structure creating a protective film.



Emollient Action

The Xanthan Gum, derived from carbohydrates, exerts a protective action, for utmost comfort during applications on the scalp.



Brighter blondes

The violet pigments neutralize any undesired backgrounds, for extra bright blondes.



Dust-prevention

Special oils and surfactant anhydrides coat the dust particles and reduce their capacity of becoming airborne, for improved technician safety and a more healthy work environment.

MAXIMUM GENTLENESS:

Its formula allows it to act in complete safety even in circumstances when a standard bleach would require exceptional precautions.

PREPARATION:

1+1 with ACTIVE USE
30 Volumes max

DEVELOPING TIME:

35 minutes max
or applications on the scalp



60 minutes max
for applications on the stem



de.c.o.l.o.r.vit LIGHT

auto-control bleaching cream

Bleaches up to 2 shades.
Ideal for highlights and ultra-natural partial effects
even on treated hair.

**AMMONIA
FREE**



60ml

**Enhanced hair beauty,
compact and moisturized fibre.**



3D COMPLEX MULTIFUNCTIONAL 3 DIMENSIONS

Protective Fatty Acids: taken from fruits, protect the hair structure and give it volume, brightness and make it easy to comb.

Active substances of silk: create a biofilm over the hair and scalp. The moisturizing and protective properties improve hair resistance and restore the hair giving it brightness and flexibility.

Cereal proteins: penetrate deep into the structure and restore and restructure the hair.

JOJOBA OIL

Thanks to its moisturizing and soothing properties it guarantees the utmost comfort during application, it moisturizes the scalp and nurtures the hair. By creating a film over the hair, it makes it bright and easy to comb.

KERATIN AMINO ACIDS

Their low molecular weight allows them to penetrate deeply into the cortex to balance the physiological moisture level of the hair.

AUTO-CONTROL FORMULA

The ammonia free formula with auto-control technology guarantees maximum safety by blocking the bleaching action at the end of the expected developing time.

NEW SERVICES:

for tone on tone bleaches and highlights while respecting even the most delicate hair structures. For clients who are having their first bleaching service.

PREPARATION:

1+2 with ACTIVE USE 10
Volumes

DEVELOPING TIME:
20 minutes max



decolorvit
ACTIVE USE
specific activator

In synergy with the Decolorvit System products,
it bleaches up to 20% more
than a normal oxidizer.



PREPARATION:

Follow the blend ratios recommended by the product used in combination.

Bleaches 20% more

The "anti-yellow pigment" system uses special pigments that give ultra stable shading and improves the formula of these oxidizers. Thanks to its optical bleaching system, it allows for results that are up to 20% lighter than a standard oxidizer, for extra bright and luminous blondes.

Improved protection of the hair fibre

Its emulsifying waxes of vegetable origin guarantee uniform and bright results from roots to tips and help protect the integrity of the hair structure throughout the bleaching treatment..

Soothing action

The Phytosterols, active agents of vegetable origin found in rapeseed, provide a soothing and anti-irritant action, guaranteeing utmost comfort for the client.

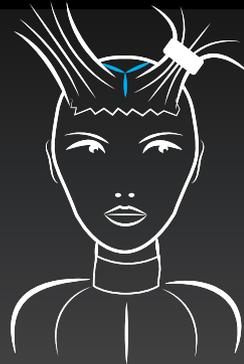


LimeLight

GIGLIO (LILY)

bleaching using bands

This technique, suitable for medium-short hair, allows obtaining a bleaching effect that involves only the tips.



1

Create star-shaped sections on all areas of the hair involved in the treatment and tie them with bands.



2

"Open" the hair that protrudes from the bands.

TORCIGLIONI (TWIRLS)

three-dimensional bleaching

This technique, suitable for medium-long hair, allows obtaining a "three-dimensional" bleaching effect.



1

Create square-shaped sections on all areas of the hair involved in the treatment and fix the locks in place with a slight backcombing.



EFFETTO MARE (SEA EFFECT)

bleaching with back-combing

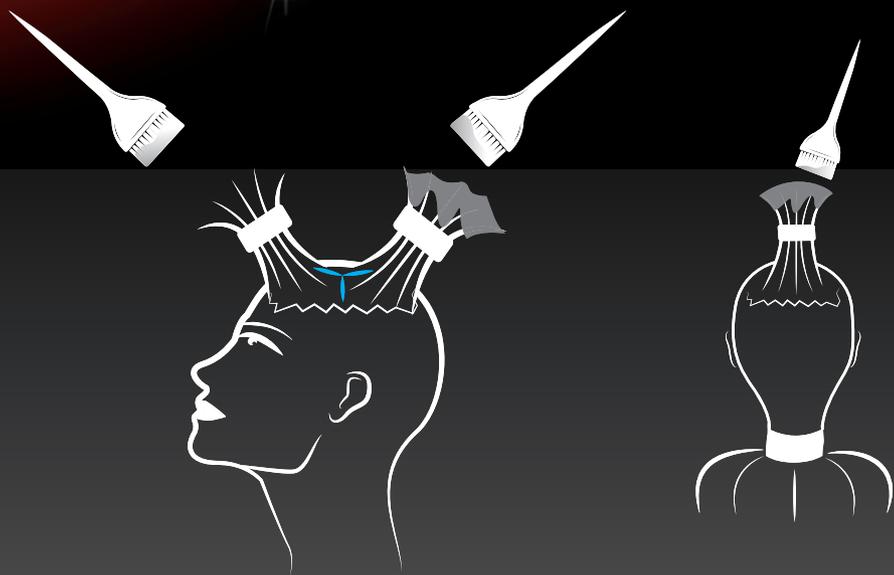
This technique, suitable for medium-long hair, allows obtaining an extremely natural looking bleaching effect, similar to that obtained after exposure to the sun.



1

Create square-shaped sections on all areas of the hair involved in the treatment and backcomb from the roots to the tips.





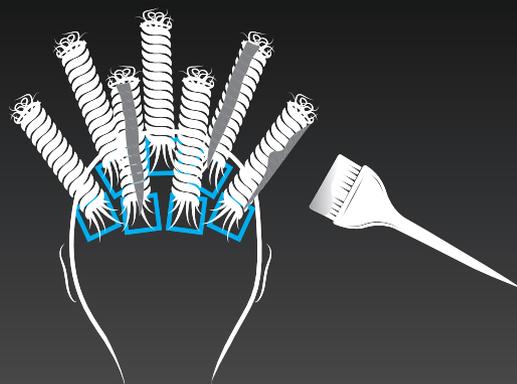
3

Using a brush, apply the bleach only on the tips of the hair.



4

After the developing time, rinse off.



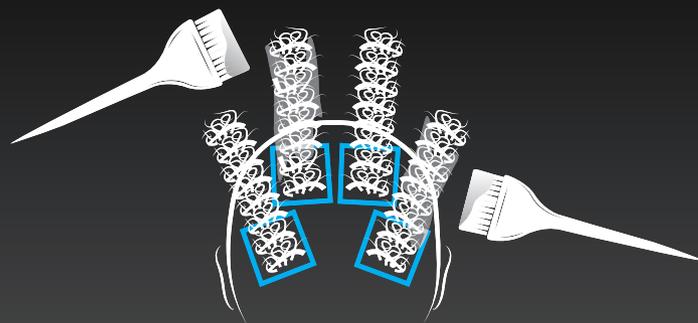
2

Apply the bleach using a brush by paying special attention to letting it slide gently over the external part of the lock without allowing it to penetrate into its core.



3

After the developing time, rinse off.



2

Using a brush, apply the bleach only on the external parts of the sectioned locks, starting from the tips and moving up to 3-4 cm from the roots, then going back up, so as to apply more product onto the final length and tips of the hair.

3

After the developing time, rinse off.



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