



“TECHNICALLY SPEAKING”

TCA – The Color Accelerator

In Brief

When you mix color and peroxide, you get what is called "FREE RADICALS". A free radical is an unpaired electron. The antioxidants in TCA harness the energy of the free radicals which allow the pigments in the color to grow faster and penetrate the hair deeper. The vitamins, nutrients and proprietary conditioning system in TCA protect the hair and the color, so the hair comes out softer and shinier while color fade-out is reduced by approximately 95%.

Note

If you read or have read any health magazines recently, the biggest rage is antioxidant pills that harness the free radicals in the body which can make you physically and mentally feel better.

TCA - The Color Accelerator Information

The original--clear--easy squeeze formula was developed in 1981 by New Jersey licensed hairstylist Eugene Campanaro. TCA was extensively tested for 5 years and has been on the market since 1986.

TCA harnesses the energy from the extra oxygen molecule, which is a free radical, in the peroxide or developer. The structure of a free radical in chemical compounds consists of an atom or group of atoms that has at least one unpaired electron and is therefore unstable and highly reactive. Their arrangement determines the stability of the compounds. A stable compound has electrons that are in pairs, somewhat like the "buddy system". If one electron does not have a partner, it can become very reactive and unstable, thus seeking out another electron with which to pair up, in an effort to return to a stable state. TCA encapsulates the electron putting its energy to positive use. Even moderate sun exposure can trigger the formation of negative free radicals which, in turn, can cause damage to the hair. When TCA drops are added to hair color, the negative effects are reversed.

TCA is not an oxygen booster or an enzyme. TCA is a non-irritating hair color additive in the form of drops, which, when mixed with any brand of color, will allow the hair color to develop in approximately 4-10 minutes (super resistant hair may take 15-18 minutes), giving the hair vibrant shine, strength and manageability. TCA will also reduce fading by approximately 95%.

There is no absorption of TCA through the sebaceous or sweat glands; yet it helps to moisturize the hair from within. TCA is unaffected by air, sunlight and ultra violet rays. Colorists will enjoy a safe experience with every use. It is also non-irritating to the eyes.

The role TCA plays in increasing salon service revenue cannot be underestimated. The salon is able to book more color, produce a value added service that differentiates themselves from other salons not using TCA and is able to compete at a higher level against the onslaught of 10 minute at home hair color.

TCA is a tool for the progressive color professional that demands the best color service results possible.

TCA must not be used with oil-based color/developers.

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