



PERMANENT SHINE HAIR COLOUR

EXOTHERMIC TECHNOLOGY

Calura's exothermic technology is an innovative system that was designed to maximize dye penetration and minimize hair damage. Each shade was formulated to generate a specific increase in temperature opening the cuticle gently to achieve desired results.

AMMONIA, PPD & GLUTEN FREE

◆
PURE CERTIFIED ORGANIC ESSENCES

◆
DERMATOLOGIST TESTED AND APPROVED 



ORGANIC AVOCADO OIL

Protects against free radicals.
Hydration and porosity equalizer.



ORGANIC POMEGRANATE SEED OIL

Antioxidant. Even distribution,
longevity and ultimate shine.



ORGANIC EVENING PRIMEROSE OIL

Maintains moisture in cortex
Protects the hair and scalp.



ORGANIC SHEA BUTTER

Protects from heat and
chemicals. Improves shine
and overall appearance.

KERATIN

- ◆ The keratin included in Calura's formula is solely derived from a protein contained in wool from New Zealand.
- ◆ Protects hair's natural keratin levels while providing antioxidants that defend against environmental elements.

KEY FEATURES

- ◆ Complete range for creativity
- ◆ 6 series 100% white coverage
- ◆ 5 levels of lift with our Pure Blondes
- ◆ Pastel series
- ◆ Luxuriant Reds, Coppers & Violets
- ◆ Low inventory



LEARN MORE