

Id HAIR  
**COLOUR  
BOMB**



**NO**  
- PPD  
- RESORCINOL  
- MEA

**CREATIVE FREEDOM**

# DIRECT DYE

22 SHADES OF DIRECT DYE THAT CAN BE USED AS A COLOUR REFRESHER OR A SEMI-COLOUR.

FOR LONG LASTING AND CREATIVE FREEDOM.

**DARK  
CHESTNUT**

**571**

COLD BROWN, EXTREME GRIP AND LONG LASTING RESULT. THAT GOES FOR NATURAL TONES TOO.

**HOT  
CHOCOLATE**

**673**

WARM BROWN

**SWEET  
TOFFEE**

**834**

WARM, LIGHT BROWN WITH A COPPER HUE. PERFECT FOR PRE-PIGMENTATION

**CAFFÉ  
LATTE**

**807**

LIGHT, BEIGE BROWN

**LIGHT  
HONEY**

**933**

NATURAL WARM BLONDE

**SHINY  
COPPER**

**747**

NATURAL COPPER BROWN

**VIVID  
SAFFRON**

**746**

INTENSE COPPER RED

**SPICY  
CURRY**

**744**

COPPER WITH YELLOW UNDERTONES

**FIRE  
RED**

**766**

INTENSE LONG LASTING RED

**CRAZY  
VIOLET**

**788**

RED BASED VIOLET

**FANCY  
VIOLET**

**681**

BLUE BASED VIOLET. NOT TO BE USED ON BLEACHED HAIR

**STRONG  
PAPRIKA**

**664**

DEEP RED TONE WITH A COPPER TONE

**SOFT  
VANILLA**

**913**

BEIGE BLONDE TONE/  
NATURAL BLONDE

**COLD  
SILVER**

**1001**

NEUTRALIZE WARM/  
YELLOW TONES

**SILVER  
GREY**

**911**

BLUE BASED FOR A GREY  
RESULT. LIFT TO  
LEVEL 9-10.  
DO A STRAND TEST  
BEFORE USE.

**BLACK  
PEPPER**

**100**

BLUE BASED. ADD TO  
OTHER COLOURS TO MAKE  
THEM DARKER

**SPRING  
GREEN**

**722**

INTENSE LONG  
LASTING GREEN

**OCEAN  
BLUE**

**811**

INTENSE LONG  
LASTING BLUE

**WILD  
LAVENDER**

**908**

FOR A LAVENDER RESULT  
LIFT TO LEVEL 9-10

**AQUA  
TURQUOISE**

**821**

INTENSE LONG LASTING.  
GREEN BLUE BASE.

**POWER  
PINK**

**906**

STRONG INTENSE PINK.  
MIX WITH PASTELIZER TO  
GET A BABY PINK TONE

**PRETTY  
PASTELIZER**

**1008**

MIX WITH ALL COLOURS  
TO MAKE THEM LIGHTER  
OR TO NEUTRALIZE  
YELLOW TONES

id...  
**COLOUR  
BOMB**

# MAKE IT HAPPEN

LET'S BEGIN WITH SOME RULES TO GET THE MAX RESULT OF YOUR WORK.

## SEMI COLOUR

TO CREATE HIGH FASHION SHADES OR A DRAMATIC COLOR CHANGE WE SUGGEST THAT YOU BLEACH THE HAIR IN ADVANCE. REMEMBER TO RINSE WITH SHAMPOO AFTER BLEACHING, TO MAKE THE HAIR READY TO BE "BOMBED".

- APPLY YOUR FAVORITE COLOUR BOMB OR MIX ON WET OR CLEAN DRY HAIR AND PROCESS FOR 20-40 MIN.
- RINSE WITH COLD WATER, DO NOT USE SHAMPOO
- DO NOT SHAMPOO YOUR HAIR FOR THE NEXT 24 HOURS

## INTENSE NIOPHLEX SEMI COLOUR

TO MAKE SURE THAT YOUR SEMI COLOUR BECOMES INTENSE AND LASTS LONGER, USE NIOPHLEX AND COLOUR BOMB TOGETHER.

- JUST ADD 1 GR OF NIOPHLEX NO. 1 PR 10 GR OF COLOUR BOMB, MIX, APPLY ON CLEAN DRY HAIR AND PROCESS FOR 20-40 MIN.
- RINSE WITH COLD WATER, DO NOT USE SHAMPOO
- FINISH WITH NIOPHLEX NO. 2 FOR 3-5 MIN.
- DO NOT SHAMPOO YOUR HAIR FOR THE NEXT 24 HOURS

## HOW TO APPLY YOUR SEMI COLOUR

- MAKE SURE YOU ARE FULLY SATURATING THE HAIR
- DIVIDE THE HAIR INTO SMALL SECTIONS, APPLY COLOUR BOMB WITH A BRUSH AND MAKE SURE TO USE PLENTY OF PRODUCT
- USE GLOVES AND A BARRIER CREAM AT THE HAIR LINE

## COLOUR REFRESHER

IF YOUR HAIR IS ALREADY COLOURED AND YOU WOULD LIKE TO REFRESH THE COLOUR.

- WASH YOUR HAIR WITH SHAMPOO, DO NOT USE CONDITIONER
- USE ENOUGH COLOUR BOMB TO COVER YOUR HAIR FROM ROOT TO ENDS
- ALLOW IT TO WORK FOR 2-10 MIN.
- AND RINSE WITH WATER



## **EXTRA INFO**

A COLOUR TREATMENT WITH COLOUR BOMB CAN LAST SEVERAL HAIR WASHES. HOWEVER, LIKE ANY OTHER COLOUR SYSTEMS, THIS NUMBER MAY VARY. THE DURABILITY OF THE COLOUR DEPENDS ON VARIOUS FACTORS:

- QUALITY OF HAIR • USAGE OF PRODUCT • EXPOSURE TO THE SUN • FREQUENCY OF HAIR WASH • COLOUR BOMB SHADE • BASE COLOUR OF THE HAIR.

FOR THE BEST RESULT AND A LONG-LASTING COLOUR WE RECOMMEND THAT YOU BLEACH THE HAIR IN ADVANCE. USE A DRY SHAMPOO TO REDUCE THE NUMBER OF HAIRWASHES.

EVERY COLOUR BOMB IS POWERFUL BUT THE DEEPER AND STRONGER THE SHADE, THE STRONGER AND DURABLE IT WILL BE IN YOUR HAIR.

CHECK THE COLOUR OR MIX OF YOUR CHOICE ON A PIECE OF WHITE PAPER - IT CORRESPONDS TO THE RESULT ON BLOND HAIR. THE COLOUR BOMB DOES NOT COVER GREY HAIR.

# LET'S COLOUR MIX

CREATE YOUR OWN COLOUR

PRETTY  
PASTELIZER



SPRING  
GREEN



FRESH



PRETTY  
PASTELIZER



OCEAN  
BLUE



WILD  
LAVENDER



SKY BLUE



PRETTY  
PASTELIZER



POWER  
PINK



SPICY  
CURRY



ROSE GOLD



COLD  
SILVER



SWEET  
TOFFEE



NUDE BEIGE



COLD  
SILVER



SOFT  
VANILLA



WILD  
LAVENDER



PEARL BLOOM



SILVER  
GREY



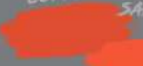
BLACK  
PEPPER



GREY BALD



SHINY  
COPPER



VIVID  
SAFFRON



DARK  
CHESTNUT



CRISPY CAREM



AQUA  
TURQUOISE



FIRE  
RED



DEEP DAMS





id...  
**COLOUR**  
BOMB

id<sub>HAIR</sub>  
**COLOUR**  
BOMB

