



ICE BLONDE

S I L V E R S C R E E N





ICE BLONDE
SILVER SCREEN

ICEPLEX
BOND BUILDER

SMOOTH ENDS
ANTI-YELLOW
TONING & ANTI-FRIZZ

Violet & Blue Pigments
Hydrolysed Quinoa Protein

natural look

150ml e 5.1 fl. oz.

ICE BLONDE
SILVER SCREEN

ICEPLEX
BOND BUILDER

CONDITIONER
ANTI-YELLOW
TONING & NOURISHING

Concentrated Violet & Blue Pigments
Aloe Vera & Omega 3

natural look

300ml e 10.1 fl. oz.

ICE BLONDE
SILVER SCREEN

ICEPLEX
BOND BUILDER

REPAIR SERUM
ANTI-YELLOW
ANTIOXIDANT / ANTI-HAIR LOSS

Violet Pigments
Argan Oil & Lily-Fly Extract

natural look

ICE BLONDE
SILVER SCREEN

ICEPLEX
BOND BUILDER

DETANGLER
ANTI-YELLOW
POROSITY EQUALISER

Violet & Blue Pigments
Glycerin & Panthenol

natural look

250ml e 8.8 fl. oz.

ICE BLONDE
SILVER SCREEN

ICEPLEX
BOND BUILDER

SHAMPOO
ANTI-YELLOW
EXPRESS TONING

Violet & Blue Pigments
Hydrolysed Quinoa Protein

natural look

375ml e 12.6 fl. oz.

ICE BLONDE
SILVER SCREEN

ICEPLEX
BOND BUILDER

TONING MOUSSE
ANTI-YELLOW
CONDITIONING

Violet Pigments
Active Botanical Extracts

natural look

250g e 8.8 fl. oz.

ICE BLONDE

SILVER SCREEN

Anti-Yellow + Strengthening Haircare

Ice Blonde Silver Screen is the ultimate Anti-Yellow haircare range designed to refresh and maintain that perfect blonde look, eliminating brassiness in both natural and color-treated blonde hair.

Ice Blonde is enhanced with concentrated Violet/Blue pigments that help to neutralise and counteract yellow undertones, brightening blonde hair and adding tone to grey/white hair.

The complete Ice Blonde range is powered by **Iceplex Bond Builder Technology**®, Natural Look's blend of five multi-functional, scientifically-proven ingredients that allow for a deeper penetration into the hair; working in conjunction to intensely hydrate, smooth and promote stronger, healthier hair.

- ✓ **Brightens blonde hair and tones grey/white hair.**
- ✓ **Iceplex Bond Builder Technology**®: Ecocert and COSMOS compliant Hydrolysed Quinoa Protein, Olive Oil, Creatine, 100% Organic Argan Oil and Olive Leaf Extract.
- ✓ **Concentrated Violet / Blue pigments.**
- ✓ **Visible results from the first application.**
- ✓ **Sustainable packaging, made from up to 50% PCR content (Post Consumer Recycled Materials).**
- ✓ **Free from Parabens, Petroleum Based Products.**
- ✓ **Manufactured using up to 80% solar energy.**
- ✓ **Cruelty Free & Vegan Friendly.**





ICEPLEX®
BOND BUILDER

A supercharged complex of Amino Acids formulated to build keratin, penetrating into the hair cortex and restoring it from within.

Iceplex Bond Builder Technology® consist of Hydrolysed Quinoa Protein, Olive Oil, Creatine, 100% Organic Argan Oil and Olive Leaf Extract; a blend of multi-functional, scientifically-proven ingredients with high levels of essential Amino Acids.

A superior antioxidant blend that promotes moisture retention benefits, barrier function and has the ability to repair and reverse hair damage caused by over-styling, heat and chemical treatments.

ICE BLONDE - ICEPLEX BOND BUILDER TECHNOLOGY©

OLIVE OIL



OLIVE OIL: Rich in nutrients and antioxidants that boost your scalp and hair health. Olive oil has the ability to repair and reverse damage caused by over-styling, and chemicals. Penetrates the hair shaft making it thicker, nourished and shiny, keeping it more manageable and less prone to breakage.

CREATINE



CREATINE: Rebuilds and strengthens the hair structure from within. It also offers thermal protection and improves the mechanical properties of bleached and straightened hair.

ARGAN OIL



100% ORGANIC ARGAN OIL: Rich in unsaturated fatty acids and Vitamin E, an antioxidant that can help protect your locks from oxidative stress caused by free radicals. Argan Oil has anti-breakage and Anti-Frizz properties, making your hair shiny and reducing split ends. 100% organic, Ecocert and Cosmos Compliant.

OLIVE LEAF EXTRACT



OLIVE LEAF EXTRACT: Provides moisture and shine while working to smooth out the strands. This extract repairs damaged hair, promotes luster, preserves hair color, conditions, cleanses, strengthens and enhances the growth of healthier hair. Protects against UV radiation.

QUINOA PROTEIN



HYDROLIZED QUINOA PROTEIN: A multi-functional ingredient, containing all eight essential amino acids offering a comprehensive range of benefits, such as colour retention, moisturisation, strength and repair. Gluten Free, Ecocert certified and COSMOS compliant, this hydrolyzed protein confers film forming and moisture retention properties, protecting the hair from environmental stress while increasing barrier function for overall hair health.



✓ Brightens blonde hair and tones grey/white hair

✓ Iceplex Bond Builder Technology[©]

✓ Concentrated Violet / Blue pigments

✓ Visible results from the first application

✓ Free from Parabens and Petroleum based products

✓ Cruelty Free & Vegan Friendly

✓ Sustainable packaging, made from up to 50% PCR content

✓ Manufactured using up to 80% solar energy



SHAMPOO ANTI-YELLOW EXPRESS TONING

Violet & Blue Pigments,
Hydrolysed Quinoa Protein

CLEANSSES AND NEUTRALISES UNWANTED YELLOW TONES IN BLONDE, BLEACHED OR GREY HAIR TYPES

Ice Blonde Anti-Yellow Shampoo revives cool blonde tones in colour-treated, lightened or grey hair types. The gentle cleansing formula contains concentrated Violet & Blue Pigments to help counteract unwanted gold/brassy tones.

Enriched with strengthening Hydrolysed Quinoa Protein and Iceplex Bond Builder Technology®, a supercharged complex of Amino Acids designed to build keratin, penetrating into the hair cortex and restoring it from within.

● ● HOW TO USE

Apply a small amount to wet hair. Gently massage into the hair and scalp to create a rich lather, then rinse thoroughly. Repeat if desired. Follow with Ice Blonde Anti-Yellow Conditioner to restore health and vitality to the hair.

375mL, 1L



CONDITIONER ANTI-YELLOW TONING & NOURISHING

Concentrated Violet & Blue Pigments,
Aloe Vera & Omega 9

MOISTURISES AND NEUTRALISES UNWANTED YELLOW TONES

Ice Blonde Anti-Yellow Conditioner revives cool blonde tones in colour-treated, lightened or grey hair types. The nourishing formula contains concentrated Violet & Blue Pigments to help counteract unwanted gold/brassy tones.

Enriched with Aloe Vera, Omega 9 and strengthening Iceplex Bond Builder Technology®, a supercharged complex of Amino Acids designed to build keratin, penetrating into the hair cortex and restoring it from within.

● ●

Following the use of Ice Blonde Anti-Yellow Shampoo, apply a small amount of Ice Blonde Anti-Yellow Conditioner. Distribute evenly throughout the hair using a wide tooth comb for best results. Leave in the hair for 2 - 3 minutes for maximum toning and rinse thoroughly. Maintain results with Ice Blonde Anti-Yellow Detangler daily.

300mL, 1L



**DETANGLER
ANTI-YELLOW
POROSITY EQUALISER**

Violet & Blue Pigments, Creatine & Panthenol

LEAVE-IN, UV FILTER, THERMAL PROTECTION & INSTANT DETANGLING

Ice Blonde Anti-Yellow Detangler is a leave-in, instant porosity equaliser with neutralising Violet & Blue Pigments to revive cool blonde tones in colour-treated, lightened or grey hair types. Restores moisture and the correct natural pH balance. Provides UV Filter and heat protection.

Enriched with strengthening Creatine and Iceplex Bond Builder Technology®, a supercharged complex of Amino Acids designed to build keratin, penetrating into the hair cortex and restoring it from within.

● ● **HOW TO USE**

After cleansing and conditioning, spray Ice Blonde Anti-Yellow Detangler onto towel-dried hair comb through and leave-in. Re-apply throughout the day if required.

250mL



**TONING MOUSSE
ANTI-YELLOW
CONDITIONING**

Active Botanical Extracts, Violet/Blue Pigments

CONDITIONS AND REDUCES UNWANTED BRASSY, YELLOW TONES

Ice Blonde Anti-Yellow Toning Mousse counteracts and neutralises unwanted yellow gold and brassy tones often evident in blonde, bleached or grey hair types. The conditioning formula contains Quinoa Protein Amino Acid and Organic Plant Extracts to provide the hair with increased body and a lustrous shine.

Enriched with Iceplex Bond Builder Technology®, a supercharged complex of Amino Acids designed to build keratin, penetrating into the hair cortex and restoring it from within.

● ●

Apply to porous ends and front hairline last on clean, towel dried hair. For colour refreshing and toning leave 3-5 mins. For intense colour and deep conditioning leave 10-15 mins. Rinse and condition hair as required.

250g



SMOOTH ENDS ANTI-YELLOW TONING & ANTI-FRIZZ

Argan Oil & Quinoa Protein, Violet & Blue Pigments

SMOOTHS AND PROVIDES THERMAL PROTECTION, UV FILTER, REDUCES UNWANTED BRASSY YELLOW TONES

Ice Blonde Smooth Ends is an anti-yellow leave-in cream, enriched with Violet & Blue pigments to neutralise unwanted yellow, gold / brassy tones in blonde, bleached or grey hair. A toning and anti-frizz sealer designed to strengthen the cuticle and repair split ends while providing thermal & UV protection.

Infused with Argan Oil and strengthening Quinoa protein. Formulated with Iceplex Bond Builder Technology®, a supercharged complex of Amino Acids designed to build keratin, penetrating into the hair cortex and restoring it from within.



Apply evenly to the hair and leave-in. Can be applied to damp or dry hair.

150mL



REPAIR SERUM ANTI-YELLOW ANTIOXIDANT / ANTI-FRIZZ

Violet Pigments, Argan Oil & Lilly Pilly Extract



REDUCES UNWANTED BRASSY YELLOW TONES, REPAIRS DRY, FRIZZY & BRITTLE HAIR

Ice Blonde Repair Serum is infused with Iceplex Bond Builder Technology®, a supercharged complex of Amino Acids designed to repair and manage frizz, while strengthening the hair and eliminating split ends.

Violet pigments reduce brassy yellow tones in blonde, grey or bleached hair. With organic Argan Oil and antioxidant Lilly Pilly Extract, protects hair from UV rays.



Apply a few drops into your hands and distribute evenly from roots to ends on towel dried hair, for best results use after Ice Blonde Shampoo & Conditioner.

120mL



NATURAL LOOK AUSTRALIA

Hair & Beauty Care

Natural Look Australia is Artav Australia's most influential brand and represents the best of our mission: to deliver the purest, high quality standard products, to be environmentally safe and cruelty free, at competitive prices, globally.

Natural Look Australia's passion and dedication is to create ranges with naturally derived bases that deliver quality beauty and hair care solutions along with the best service and support for salons, clients and businesses. This process includes a global network of distributors based over 20 countries worldwide.

Artav Australia's story started in Adelaide, Australia, in the 1950s.

Started in the 1950s by qualified hairdresser and beautician Arturo Taverna with a salon in the city of Adelaide - developing into a group of 30 salons throughout South Australia - Artav Australia is now firmly established as a respected manufacturer and supplier of professional hair care and beauty products developed to a consistently high standard, following a natural approach and a strong sustainability commitment.

From its inception as market-leading salons in the city of Adelaide to the successful business it is today, Artav Australia has continued to remain a proudly Australian, family owned and run company, continuing to expand its Adelaide-based business with a emphasis on protecting the environment.

NATURAL LOOK HAIR

- Cleanse, Condition & Care
- Treatments
- Interval Colour Refreshments
- Professional Colour
- Styling
- Hair Extensions Care
- Anti-Lice
- Earth Friendly Hair Tools
- Professional

NATURAL LOOK BEAUTY

- Body Treatments
- Professional & Self-Tanning
- Waxing
- Pre & Post Hair Removal
- Pedicure
- Manicure
- Skin Care
- Paraffin Treatments
- Ear Piercing

NATURAL LOOK ETHOS



Natural Look has a proud history of being a South Australian owned and operated company, bringing with them over 60 years of industry knowledge and experience in hair care and beauty treatments.

Started in the early 1950s by qualified hairdresser and beautician Arturo Taverna with market-leading salons in the city of Adelaide, Australia, the business has grown to what it is today and is still family owned and run.



Natural Look products are made with natural, organic plant-based ingredients and formulated using only the finest ingredients including Pro-Vitamins, Quality Herbal Extracts and Essential Oils, making them not only a sheer pleasure to use but also sure to give results that will delight.



Natural Look believes that all life is precious. That's why we are against any form of animal testing and all Natural Look products are totally cruelty free, because innocent animals should never pay the price for our beauty and feeling good.

Natural Look do not use any animal derived ingredients in the manufacture of its products. The complete range is proudly cruelty free and vegan friendly.



Natural Look Australia is committed to reducing our impact on the environment. In 2020 we initiated a Clean Energy Project, installing a 200kW Solar System, powering through 4 Invertors. Natural Look premises now proudly houses 600 Solar Panels to capitalize on the greatest, most sustainable energy resource on the planet, sunlight, providing the company with between 50-80% of its daily consumption of energy from renewable clean sources, greatly reducing our carbon footprint and in turn our overall impact on the environment.



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VEGAN / MADE IN AUSTRALIA

THIS BROCHURE IS MADE FROM RECYCLED MATERIALS
AND PAPER SOURCED FROM RENEWABLE PLANTATIONS