



M I L A N O

# 3 ABSOLUTE



*easy*  
Escalation

FREE  
AMMONIA  
AND  
RESORCINOL



THE NAME

# Escalation Easy

- ➔ Safety: the first no ammonia color system
- ➔ Result guaranteed
- ➔ Reliable performances



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Escalation  
hair color cream  
L'Oréal Paris

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••• antiAGE

keratin &  
argan oil

THE NAME

## WHY THE NAME ABSOLUTE ?



UNLIMITED PERFORMANCES



FREE FROM LIMITS



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*Escalation*

hair color cream



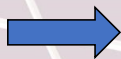
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THE PERFECT NUMBER  
action, energy, initiative



Past - present - future



armony, perfection, balance



Lisap value: Tradition, Style, Innovation



Absolute3 is free from 3 ingredients:  
Ammonia, PPD, Resorcinol



Lisap third generation



Easy Absolute3 -

**The product that marks the start of the 3 Lisap**



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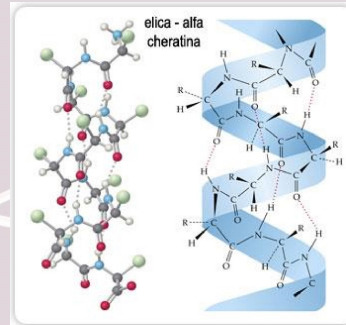
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## Keratin



- ➔ Keratin is a **protein** made of 18 aminoacids. It is naturally present in the skin , nails , hair.
- ➔ Keratin is in the surface **of the hair structure** and makes it strong and healthy , it gives **elasticity and structure**
- ➔ As the time goes by, keratin gets weaker in the hair structure and the hair became **frizzy and fragile**.
- ➔ You can have back your hair healt using keratin based products in order also to make your hair **bright** and well **hydrated**
- ➔ Keratin guarantees **protection** against UVA and aggressive chemical products.

*li'zah*  
MILANO

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*li'zah*

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## Argan Oil



- ➔ Argan oil is obtained by the cold press of *Argania Spinosa*, a plant from the south area of Moroc.
- ➔ It has always been used in order to prevent heart diseases and skin infections.
- ➔ Argan oil is naturally rich in vitamin A, vitamin E, vitamin F, fat acids , linoleic acid, Omega 3 and Omega 6.
- ➔ Fat acids help the **hair shaft** and help to repair the **damaged hair**, vitamin E and antioxidants enhance natural hair growth and general health of the hair strucure .



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## HGL System



HELIOGENOL is an a **active ingredient obtained from plants** which reduces the color fading and **protects** the hair shaft from external agents



ORGANIC SILICON gives to the hair antistatic effect, conditioning and softness.



ESSENTIAL OILS gives **shining, protection, nourishment, hydration.**



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## Anti-age Microemulsion complex



Anti-age Microemulsion Complex **delays** the start up of the oxidation process of the color mix in order to activate the pigments just inside the hair structure.



The colour (cream + developer) **does not oxidize as fast as a traditional color cream mix**



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## Anti-age Microemulsion complex

The colour (cream + developer) **does not oxidize as fast as a traditional color cream mix**



The pigments are well shielded inside the color mix and they activate just in the internal part of the hair.



Absolute pigments have the capacity to penetrate in the hair cuticle and once inside they grow big in order to stay in.



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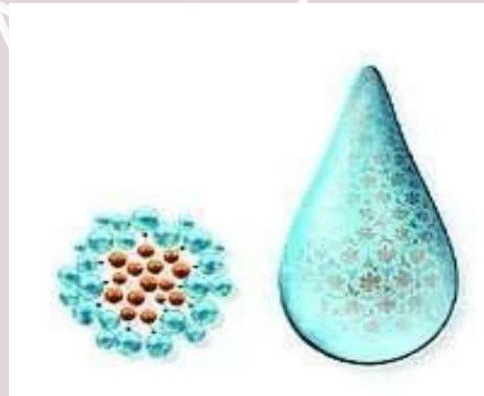
## Anti-age Microemulsion complex

Anti-age Microemulsion Complex brings more pigments in the inner part of the hair cortex.

The development of the pigments happens just inside the hair and not in the tint bowl

More grip of the colour on the hair

Less pigments on the external part of the hair



### Final result:

The color is fuller (pigments are absorbed better)

Long lasting effect (less fading)



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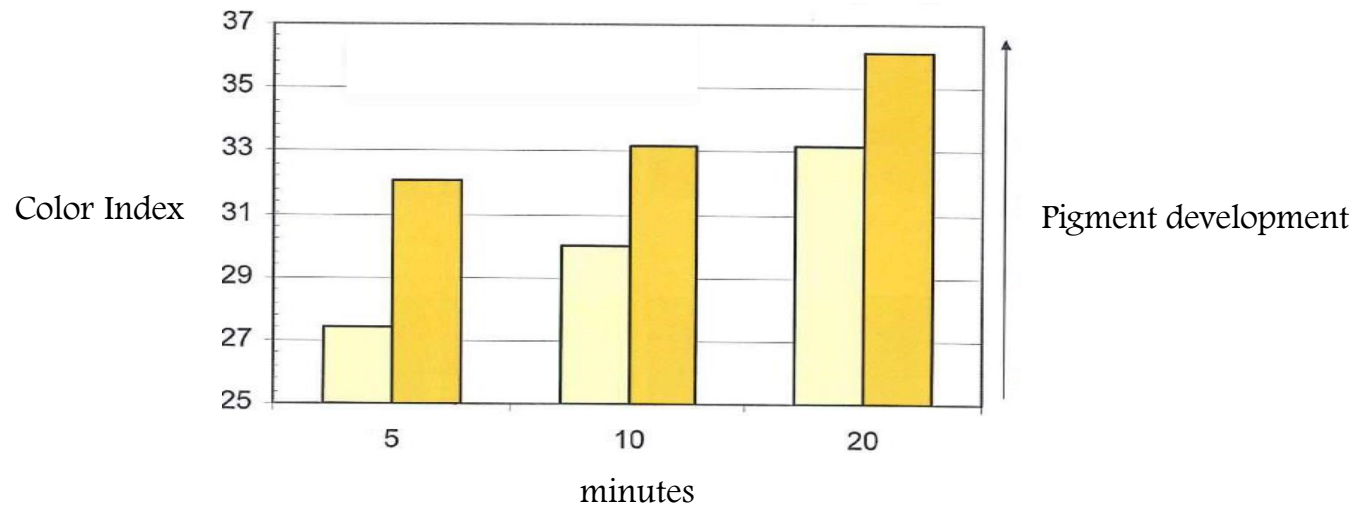
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## NEW ANTI-AGE MICROEMULSION COMPLEX

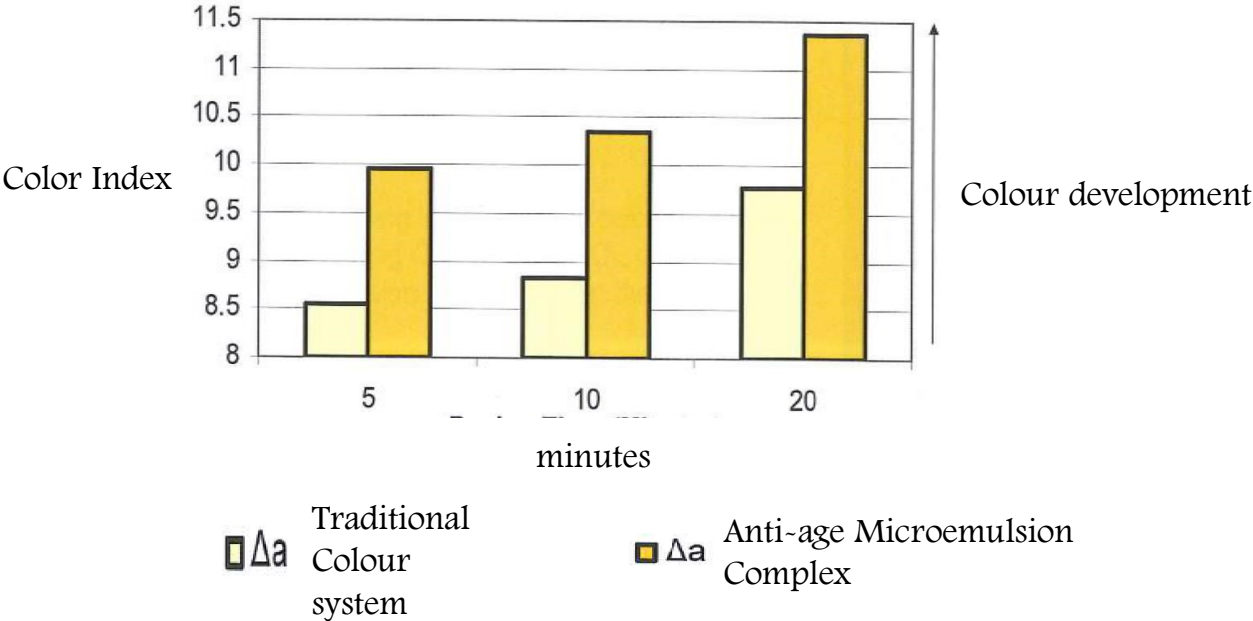
Pigments development in a colour system that contains Anti-age Microemulsion Complex:



After 5 and 10 minutes, the colour that contains Anti-age Microemulsion Complex deposited nearly the same quantity of pigments of traditional colour system deposits after 20 minutes

# NEW ANTI-AGE MICROEMULSION COMPLEX

Pigment's development speed of a red colour that contains Anti-age Microemulsion Complex:



## NEW ANTI-AGE MICROEMULSION COMPLEX

Thanks to Anti-age Microemulsion Complex contained in Escalation Easy Absolute 3, you can achieve a longer lasting, fuller and deeper colour result



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**FREE**  
AMMONIA  
PPD  
RESORCINOL



Lisap r&d laboratories created a brand new formula.



After many years of researches Lisap found the best color alternative to match the needs of the most demanding and sophisticated consumer that looks for an extra gentle colour system



Ammonia, resorcinol and PPD are substituted by new generation's ingredients according to the laws of the **Scientific Committee on Consumer Safety (SCCS)** .



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A step ahead in the future...

	AMMONIA FREE	PPD FREE	RESORCINA FREE	ANTIAGE	COPERTURA 100% COVERAGE 100% COUVERTURE 100% COBERTURA 100%
LISAP EASY ABSOLUTE 3	✓	✓	✓	✓	✓
LISAP ESCALATION EASY	✓	⊘	⊘	⊘	✓
L'OREAL INOA	✓	⊘	⊘	⊘	⊘
KEMON NAYO	✓	✓	⊘	⊘	⊘
VITALITY'S ZERO	✓	⊘	⊘	⊘	⊘
DAVINES NEW COLOR	✓	✓	⊘	⊘	⊘
ARTEGO ONE60NINE	✓	✓	✓	⊘	⊘
INDOLA NO AM	✓	⊘	⊘	⊘	⊘
SCHWARZKOPF ESSENSITY	✓	⊘	⊘	⊘	⊘
EUGENE PERMA YZAE	✓	⊘	⊘	⊘	⊘
TECNA olio	✓	⊘	⊘	⊘	⊘



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## THE WORLD OF HAIR .... TODAY

- Increasingly **Demanding Consumers** are on a continuous search for **Quality** and a unique, new, refined **Style**.
- **Salons** are hungry for **Marketing Materials & Images** that provide new **Incentives** for targeted **Technical Services**.
- **Innovative Products** are formulated with **revolutionary ingredients** and dedicated to clients who understand the importance of **Wellness**.

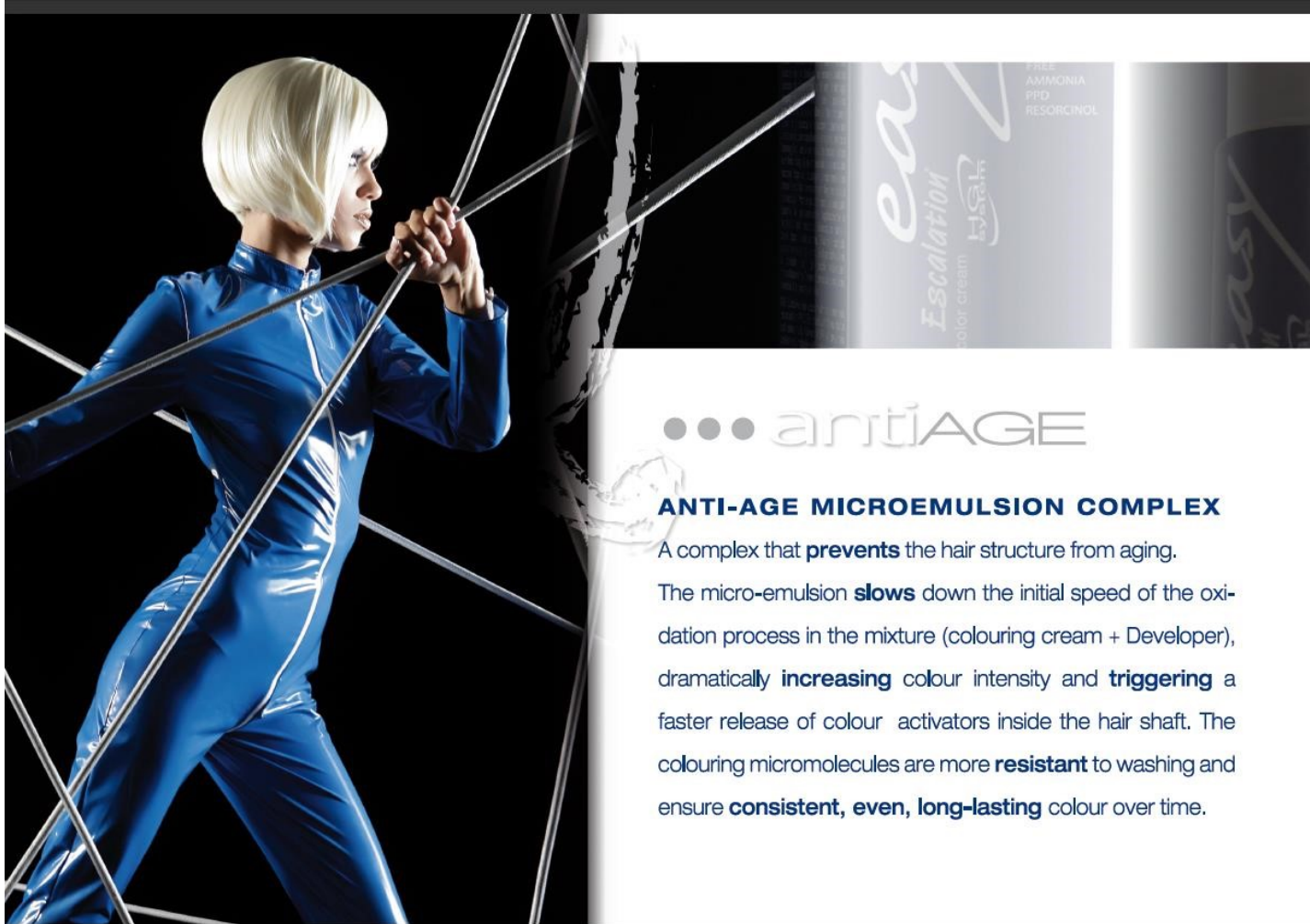
FABRI CRISTINA  
all'anno 2008  
data l'impossibilità di contattarvi telefonicamente.



## keratin & argan oil

**Keratin** provides **cosmetic support** with a less aggressive product that fully respects the hair structure.

**Argan Oil** lends softness to the colouring cream and provides increased **hydration** during the colouring process.



●●● antiAGE

**ANTI-AGE MICROEMULSION COMPLEX**

A complex that **prevents** the hair structure from aging.

The micro-emulsion **slows** down the initial speed of the oxidation process in the mixture (colouring cream + Developer), dramatically **increasing** colour intensity and **triggering** a faster release of colour activators inside the hair shaft. The colouring micromolecules are more **resistant** to washing and ensure **consistent, even, long-lasting** colour over time.



**h2o system** This system of active ingredients and plant extracts with **HELIOGENOL** reduces colour loss, protects the hair structure and **shields** from external agents! **HELIOGENOL regenerates** the hair structure, **protecting** the hair and leaving it instantly shinier. **ORGANOSILICON** gives hair **anantistatic** effect and a **silky** appearance. **ESSENTIAL OILS** nourish and hydrate, add **luminosity and shine**, and provide intense protection.



**FREE**  
AMMONIA  
PPD  
RESORCINOL

A natural evolutionary process in which **AMMONIA**, **RESORCINOL** and **PPD** are **replaced** by a **new generation** of components and a colouring cream is created that is able to **satisfy** the needs of every type of client.

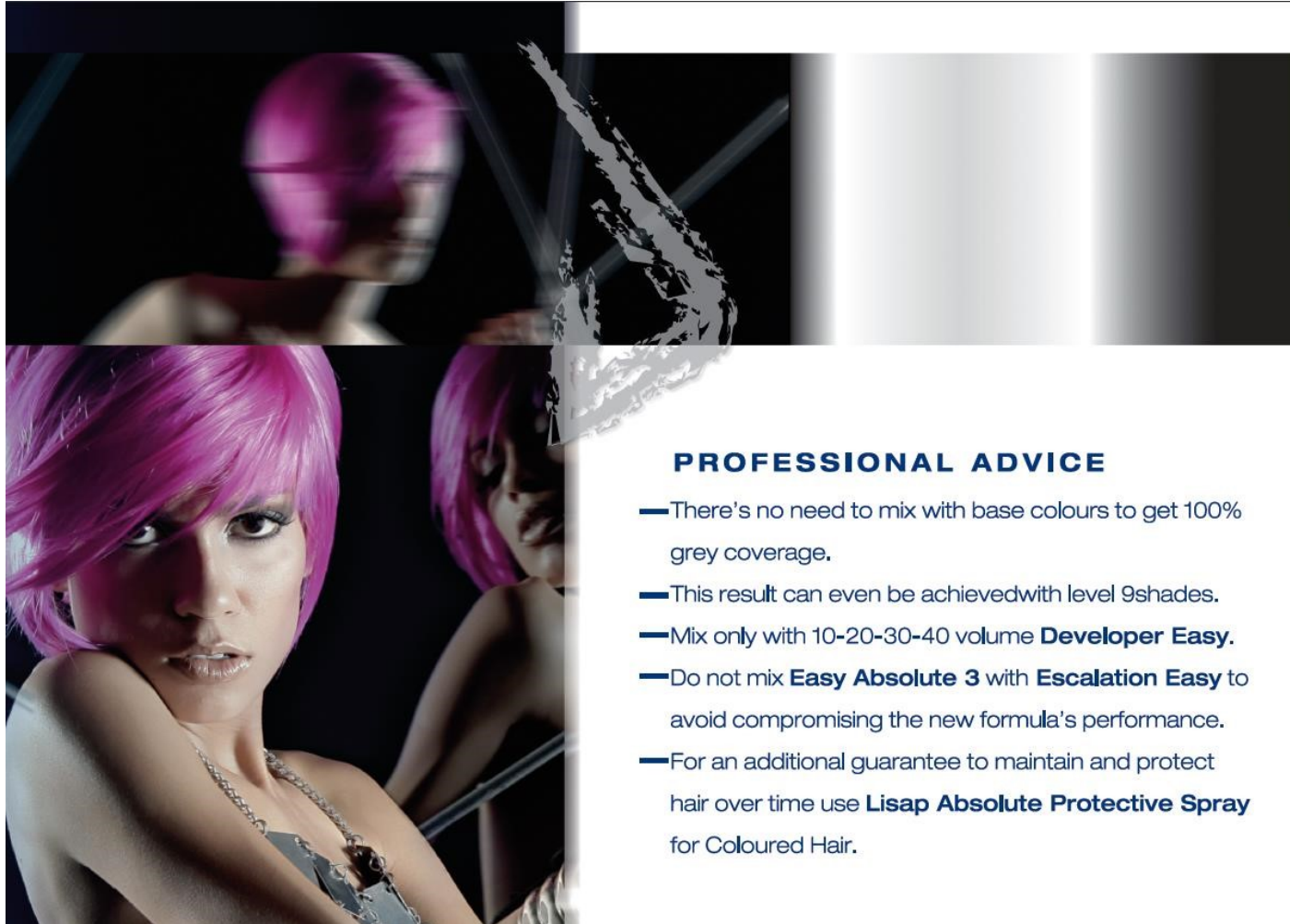
A **new**, extremely **delicate** colour service, created for those who suffer from a **sensitive scalp**.



### **A STEP FORWARD...INTO THE FUTURE!**

- Free Ammonia, PPD, Resorcinol
- Anti-Age Microemulsion Complex
- HGL System 
- keratin & argan oil
- Pleasant fragrance
- Soft texture for easy application
- 60 ml. tube
- Mixing ratio 1:1.5
- Processing time: 30 minutes
- 19 shades





### PROFESSIONAL ADVICE

- There's no need to mix with base colours to get 100% grey coverage.
- This result can even be achieved with level 9 shades.
- Mix only with 10-20-30-40 volume **Developer Easy**.
- Do not mix **Easy Absolute 3** with **Escalation Easy** to avoid compromising the new formula's performance.
- For an additional guarantee to maintain and protect hair over time use **Lisap Absolute Protective Spray** for Coloured Hair.



A step  
forward...  
into the  
future!

