



M I L A N O

lisapitalia.com

lisapitalia.com | lisaplex.com
keraplantnature.com | lab59.it

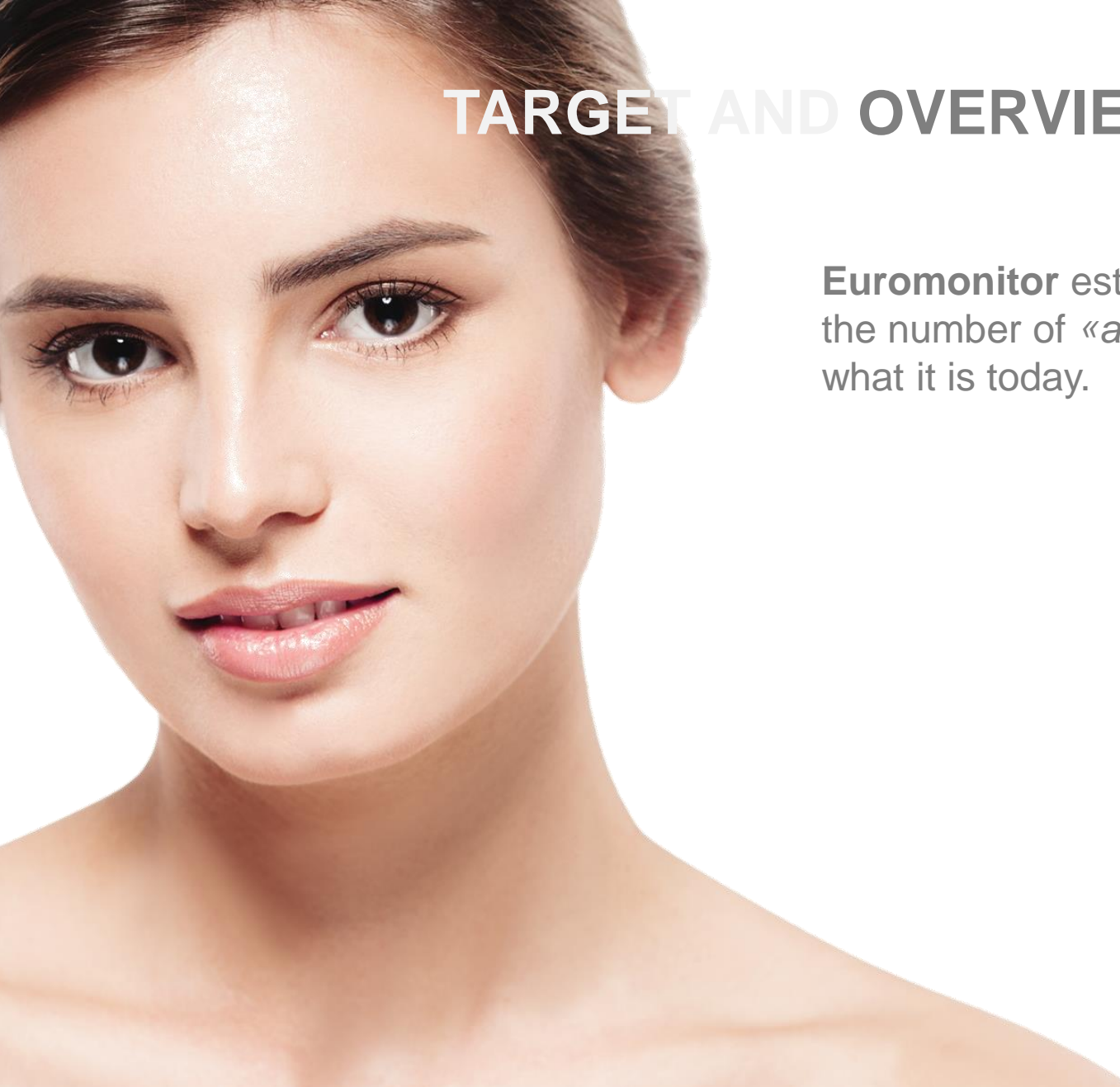
L I S A P P A S S I O N F O R C O L O R

LK[®]

CREAMCOLOR

OILPROTECTIONCOMPLEX

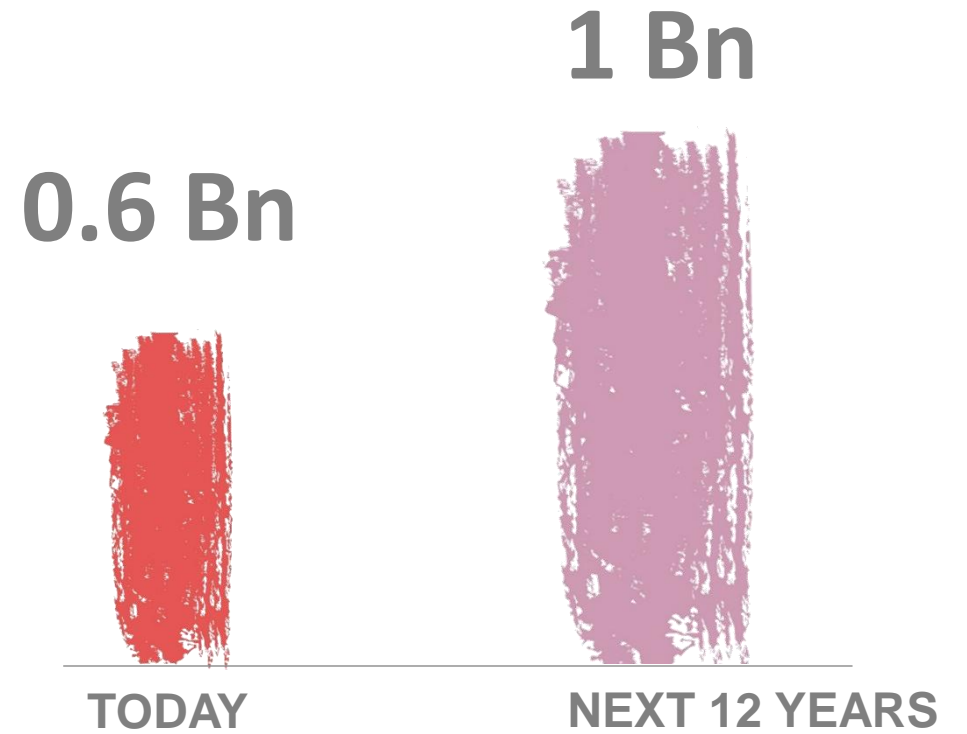
OVERVIEW & TARGET



TARGET AND OVERVIEW OF MARKET



Euromonitor estimates in the next 12 years the number of «ageing» people will be double what it is today.



Source: Euromonitor

TARGET AND OVERVIEW OF MARKET



WHAT IS THE TARGET?

LK ® Cream Color OPC is the **permanent HAIR COLOUR CREAM with OXIDATION**, dedicated to all those **CUSTOMERS** who are looking for:

PERFECT COVER FROM THE BASE TO THE LENGTHS ON ALL TYPES OF HAIR

BRIGHT COLOR WITH 0% ARTIFICIAL EFFECT

LONG-LASTING

LISAP PASSION FOR COLOR

TARGET AND OVERVIEW OF MARKET



WHAT IS THE TARGET?

LK ® Cream Color OPC is the **permanent HAIR COLOUR CREAM with OXIDATION**, dedicated to all those **HAIR STYLISTS** who are looking for

EASY TO USE

QUICK TO USE

LONG-LASTING AND PERFECT APPLICATION EVEN ON COLOR-RESISTANT HAIR

L I S A P P A S S I O N F O R C O L O R

THE **THE PRODUCT** PRODUCT

WHAT IS IT?

THE PRODUCT

LK Cream Color OPC (Oil Protection Complex) is a **permanent hair colour cream with oxidation**, with a **low ammonia content (NH₃)** in a **100 ml tube**.

Long-lasting, impeccable results and white hair cover (even colour-resistant hair) are guaranteed and tested through a series of **Lisap Developers** and **Easy Developers** at **10, 20, 30, 40 volumes** for use in mixes with the hair colour cream.

LK Cream Color OPC (Oil Protection Complex) comes in **106 colour shades**, divided into **19 families** including:

- 2 series of **natural shades** (/0 and /00)
- 1 series of **Hi Lift shades**
- 1 series of **mix-toning shades**



THE COLOR RANGE



NATURAL



MOCHA



DEEP NATURAL



FANTASY



ASH



MAHOGANY



NEW

ASH **PEARL**



NEW

ASH **MAHOGANY**



NEW

COLD **BROWNS**

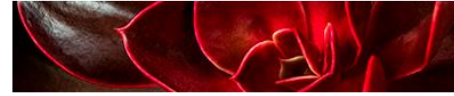


COPPER



NEW

COLD **COPPER**



REDS



GOLDEN



VIOLETS



BEIGE



NEW

HI LIFTS



COLD **BEIGE**



MIX



WARM **BROWNS**

COPPER

The copper range has been completely reformulated, for an **intense, vibrant, stable and long-lasting** result with classic LK coverage.

COLD BROWN

The new range of **Cold Brown** eliminates yellow and orange undertones, creating *redder* highlights during application.

COLD COPPER

The new range of **Cold Copper** has been formulated to create fantasy colours with contrasting highlights. Ash contrasts copper for a natural *ageing fluid* effect and a warm, but not too bright colour.

ASH PEARL

The new Ash Pearl shade contrasts warm tones creating a result that is

- **Mother-of-pearl:** on light shades
- **Natural:** on darker shades

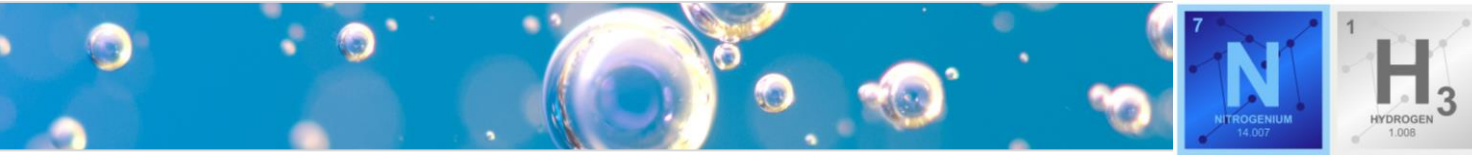


HI LIFTS

The Hi Lifts range has been revamped for totally cold range, by adding an 11/22 shade to the range

THE TECHNOLOGY

THE TECHNOLOGY



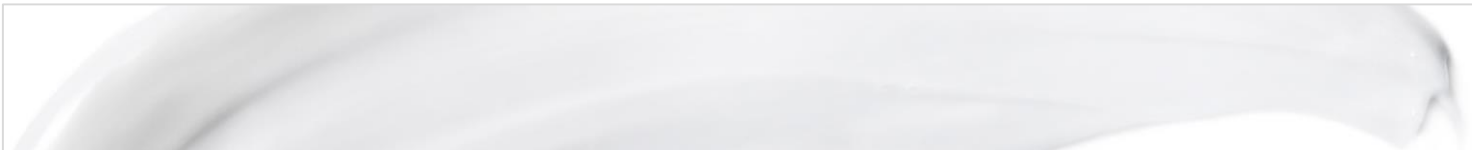
LOW AMMONIA CONTENT (NH₃)



NEW INTERMEDIATE PIGMENTS



NATURALLY-SOURCED SURFACTANTS



NEW CREAM TEXTURES



NEW ECO-CERT INGREDIENTS

KEY
KEY INGREDIENTS
INGREDIENTS

KEY INGREDIENTS



ARGAN OIL



PASSIFLORA OIL

KEY INGREDIENTS



- **ECOCERT** is an internationally acknowledge certification body that was established in France in 1991
- To be certified **ECOCERT**, an active ingredient must have at least **95%** natural ingredients in it
- The remaining **5%** is, however, controlled and must respect specific standards of purity. Elements such as synthetic perfumes and colours etc. are forbidden.
- **The ARGAN OIL and PASSIFLORA OIL contained in LK® OPC HAVE BEEN GRANTED ECOCERT CERTIFICATION**

POS MATERIALS

POS MATERIALS

PRESENT



LK OPC Presentation Box – **NOT FOR SALE** | Box di Presentazione LK OPC

PRESENT

POS MATERIALS



NEW



LK OPC FOLDER

LISAP PASSION FOR COLOR

POS MATERIALS

PRESENT



LK OPC – PROFESSIONAL GUIDE

LISAP PASSION FOR COLOR

PRESENT

POS MATERIALS



LK OPC COLOR CHART **PRO** | LK OPC CARTELLA COLORE PRO

LISAP PASSION FOR COLOR

PRESENT

POS MATERIALS



MAIN FEATURES | Caratteristiche Principali

- ☑ LISAP SINGLE FOLDER FORMAT
- ☑ FITS THE SALES REPS' TROLLEY
(Goes into the trolley provided)
- ☑ COLOUR FAMILIES REPOSITIONED
- ☑ INSTRUCTIONS FOR USING THE RANGE
- ☑ SPLASHER EMBEDDED
(Lisap Splasher already embedded)
- ☑ STRANDS CAN BE PULLED OUT FOR SHADE SELECTION

LK OPC COLOR CHART **PRO** | LK OPC CARTELLA COLORE PRO

LISAP PASSION FOR COLOR

PRESENT

POS MATERIALS



LK OPC COLOR CHART **ECO** | LK OPC CARTELLA COLORE ECO

LISAP PASSION FOR COLOR

ANIMATE

OUTSIDE

POS MATERIALS



LK OPC DISPLAY BILLBOARD | LK OPC VETROFANIA

LISAP PASSION FOR COLOR

ANIMATE

INSIDE



POS MATERIALS



LK OPC BANNER ECO | Banner Size 40x100

LISAP PASSION FOR COLOR

POS MATERIALS

ANIMATE

INSIDE



LK OPC BANNER NORMAL SIZE | Banner Size 100 x 200

LISAP PASSION FOR COLOR

POS MATERIALS

USE
COLOUR



LK OPC SALON COLOR KIT

LISAP PASSION FOR COLOR

POS MATERIALS

USE
COLOUR



1 COLOURED APRON



2 COLOURED DISHES
2 COLOURED BRUSHES



1 DROP TIMER

LK OPC SALON COLOR KIT

LISAP PASSION FOR COLOR

POS MATERIALS

USE
COLOUR



LK OPC COLOR TROLLEY | LK OPC CARRELLO COLORE

LISAP PASSION FOR COLOR

COMPARATIVE TABLE

LK[®]
CREAMCOLOR
OILPROTECTIONCOMPLEX


WELLA
KOLESTON

REFLECTIONS CAN BE DIFFERENT DEPENDING ON THE BRAND

NATURAL

LK OPC	KOLESTON
1/0	
2/0	2
3/0	3 - 3/00
4/0	4 - 4/00
5/0	5 - 55/0 - 5/00
6/0	6 - 66/0 - 6/00
7/0	7 - 77/0 - 7/00
8/0	8 - 88/00 - 8/00
9/0	9 - 99/0 - 9/00
10/0	10 - 10/00

ASH	
LK OPC	KOLESTON
1/01	
4/2	
5/2	
6/2	6/1
7/2	7/1 - 7/01
8/2	8/1 - 8/01
9/2	9/01
10/2	10/1

GOLDEN	
LK OPC	KOLESTON
5/3	5/3
6/3	6/3
7/3	7/3
8/3	8/3
9/3	9/3
10/3	10/3 - 10/38
	6/34
7/36	
8/36	8/34
9/36	

GOLDEN NATURAL

LK OPC	KOLESTON
5/003	
6/003	
7/003	7/03
8/003	80/3
9/003	9/03
10/003	10/03

BEIGE	
LK OPC	KOLESTON
	4/07
	5/07
	6/07
7/7	7/07
	8/07
9/7	
9/72	
9/73	

ICE	
LK OPC	KOLESTON
2/17	
4/17	

BROWN

LK OPC	KOLESTON
4/07	4/75 - 4/77
5/07	5/77
6/07	5/75 - 5/71 - 6/77
6/76	6/75 - 6/74
7/07	6/73 - 6/7 - 7/77
7/71	7/75 - 7/71
7/7	7/7
8/7	8/73 - 8/7
9/7	9/7

COPPER	
LK OPC	KOLESTON
6/6	5/4 - 6/4
7/67	6/41 - 8/41 - 6/45 - 8/45 - 7/47
7/65	
7/66	
7/63	
7/60	
7/6	
8/63	

COPPER	
LK OPC	KOLESTON
7/66	77/43 - 88/43 - 55/44 - 77/44
	55/46
	66/46
	77/46

RED/VIOLET	
LK OPC	KOLESTON
4/80	33/66 - 44/66
	44/65
5/18	55/66
5/54	55/65
5/50	
5/5	
6/55	
6/56	

VIOLET	
LK OPC	KOLESTON
9/8	9/8
10/8	10/8

MAHOGANY

LK OPC	KOLESTON
4/40	33/55 - 44/55
6/44	55/55 - 66/55
	66/56

LIGHTENERS	
LK OPC	KOLESTON
11/0	12/0
11/03	12/03
11/02	12/01
11/08	12/11 - 12/16 - 12/81 - 12/89 - 12/61
11/07	12/07



lisapitalia.com
lisaplex.com
keraplantnature.com
lab59.it



@lisapitalia