



# CALURA



## 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 EVENING PRIMEROSE OIL

Protects against free radicals.  
Hydration and porosity equalizer.



#### ORGANIC POMEGRANATE SEED OIL

Antioxidant. Even distribution,  
longevity and ultimate shine.



#### ORGANIC AVOCADO OIL

Maintains moisture in cortex  
Protects the hair and scalp.



#### ORGANIC SHEA BUTTER

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

## 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