

TECHNICAL FOLDER

**EVE**  
EXPERIENCE



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## THE BETTER CHOICE

The first new generation permanent hair colouring cream with **INFINITE COLOR+** and **KV TECHNOLOGY**, created harmonizing science and nature.

## WHAT'S NEW?

**+75%** longer lasting colour (after 5 washes)\*

**+23%** deeper colour intensity\*

**100%** white coverage

## FREE FROM PPD and RESORCINOL

Less sensitizing formula\*\*

**Low ammonia percentage** (1% maximum with mix 1:1,5)

**+25%** more lipids and conditioning agents

Full respect of skin and hair

Enriched with Vegetal Keratin

Vegan friendly formula

High quality pigments

\* Instrumental lab tests (colorimetric data). Tested by independent laboratories.  
\*\* Although the formula is less sensitizing, there remains a risk of allergic reaction that can be severe. Always perform an allergy alert test 48h before each coloration. Strictly follow safety instructions on box.



EVE Hair colouring cream 100 ml

100 ml/3.38 fl.oz.

## HOW DOES IT WORK?

### NEW GENERATION FORMULA

#### LESS SENSITIZING, ADVANCED, AIMED TO THE FUTURE

EVE has a balanced *clean and green* formula, created harmonizing nature and science, ensuring a perfect colour result without compromises, by fully respecting skin and hair. Specially developed **FREE FROM PPD and RESORCINOL**, and with a **MINIMUM QUANTITY OF AMMONIA**, EVE delivers a more gentle and safe formula both for hair stylists and customers.

### INFINITE COLOR+ TECHNOLOGY

#### INTENSE, DEEP AND LONG-LASTING COLOR

Hair is composed by amino acids that are mostly negatively charged. The oxidation pigment (coloration) is a polar molecule - partially positive and partially negative charged. Here the **INFINITE COLOR+** technology comes into action: as this molecule has a highly positive charge - very similar to hair - it acts as a *molecular carrier* (transporter molecular) binding itself to the negative part of the oxidation pigment and transporting it to the hair, behaving like a *bridge* between pigment and hair.

As a result the **INFINITE COLOR+** technology significantly increases the deposit of color on the keratin fiber, resulting in **+75% LONGER LASTING COLOUR (after 5 washes)\***, **+23% DEEPER COLOUR INTENSITY\*** and ensuring the **100% OF WHITE COVERAGE**.

\* Instrumental lab tests (colorimetric data). Tested by independent laboratories.

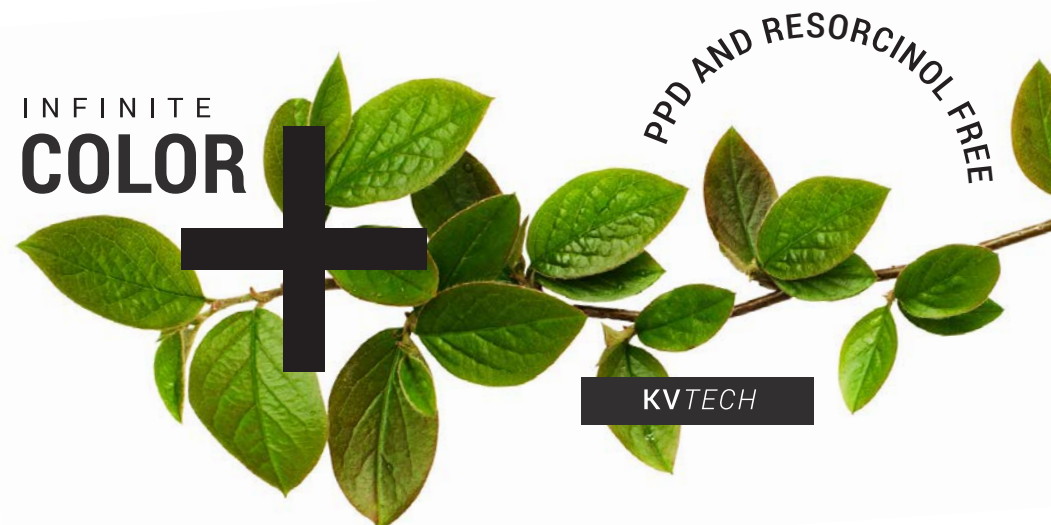
### KV TECHNOLOGY

#### BRIGHTER, STRONGER AND SILKIER HAIR, COLOR AFTER COLOR

Color service becomes a pure wellness treatment thanks to the **KV TECHNOLOGY**. This technology is developed on Vegetal Keratin, a rich complex of amino acids with a great affinity to hair's keratin structures. With a remarkable nourishing and remineralizing action these low molecular weighted amino acids directly penetrate the hair, filling and smoothing damaged surfaces, helping to improve the health and appearance through hydration. The **KV TECHNOLOGY** action implies a considerable improvement in brightness, softness and silkiness of hair fiber: hair is visibly smoothed and homogeneous giving enhanced manageability with luminous shine and vibrancy.

#### THE RESULT?

Full respect of skin and hair. The risk of hair fiber damages, color after color, is drastically reduced and the hair results more natural and bright, without color deviation after washings. Hair looks healthy, silky and strong.





## WHY AMMONIA?

**Is ammonia dangerous for hair fiber?**

**Are ammonia-free colours more delicate for hair fiber?**

Ammonia is being used with maximum safety for decades. However, we observe more and more brands talking about permanent “ammonia-free” colours and this leads to the idea that ammonia should be avoided. Actually these products contain an alternative to ammonia, such as MEA (mono-ethanolamine). MEA is a chemical substance not too different from ammonia, and it is not recognised as a less-aggressive element, especially if used in high concentrations as required in permanent colouration. The truth is that ammonia-free is not the same as damage-free: this is the reason why EVE permanent colouring cream does contain ammonia.

**I cannot stand the smell of ammonia.**

**Why, then, give up on ammonia-free dyes?**

All permanent hair colours need an alkaliizer to open up the cuticles, so oxidative colorants can enter the hair. Ammonia is a small gas molecule: after acting in the hair, it easily evaporates. The strong smell is evidence that ammonia has evaporated and does not remain in the hair, leaving it shiny without compromising fiber vitality.

MEA, has much bigger liquid molecules - too big to evaporate. That's why MEA is difficult to remove and may remain in the fibers even after washing: this feature may cause long-term damage to hair structures.

EVE permanent colour thanks to the **INFINITE COLOR+** technology action contains a low percentage of ammonia (1% maximum with mix 1:1,5) to assure colour coverage and brilliance.

**Low Ammonia % | Rich in Organic Extracts**



# THE SHADE PALETTE

46 RICH VIBRANT INTERMIXABLE SHADES

	.0	.07	.1/.11	.12	.13	.8	.81/.82	.02	.3	.4/.43/.44	.66	.5	.20/.21/.22	0.0
LEVEL	Naturals	Matt Cool Naturals	Ash		Brown Beige			Golden	Copper	Red	Mahogany	Violet/Irisè	Clear	
10	10.0		10.11					10.02	10.3	10.43			10.21	0.0
9	9.0	9.07	9.1	9.12	9.13		9.82		9.3				9.22	
8	8.0	8.07	8.1		8.13	8.8			8.3		8.66			
7	7.0	7.07	7.1			7.8	7.81		7.3	7.44				
6	6.0	6.07	6.1			6.8			6.3		6.66			
5	5.0	5.07					5.81			5.4		5.5	5.20	
4	4.0					4.8								
3	3.0													
1	1.0		1.10											

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## Corporate Office (India)

Farmavita India . 12/B, Sitafalwadi, Dr. Mascarnehas RD

Next to Jayant Oil Mill, Mustafa Bazar, Mazgaon,

Mumbai 400 010. India

Tel +91-9322951054

Email: [customercare@farmavita.in](mailto:customercare@farmavita.in)

## Academy Address

Farmavita Italy Academy & Salon

2/19, kamal mansion 1st floor, Azmi Road, Near Radio club  
opp modern juice center, Colaba Mumbai- 400005

Contact No +91 915226430

*FarmaVita*<sup>®</sup>

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