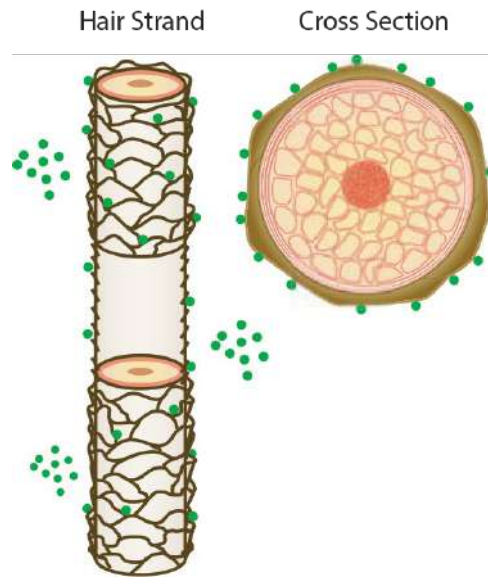


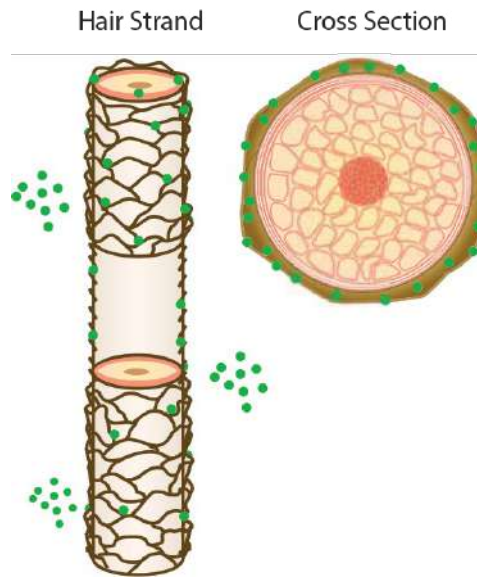
HAIR COLOR CLASSIFICATION

TEMPORARY HAIR COLOR



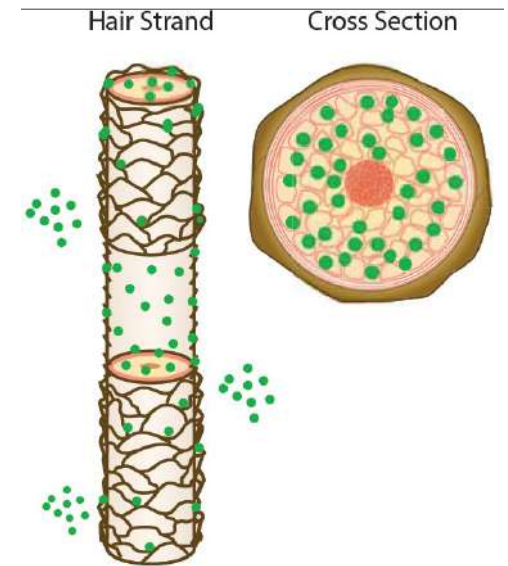
Temporary colors are made up of large color molecules that adhere to the outermost layer of the hair. They do not penetrate into the cuticle or cortex layers of the hair, unless the hair is porous. Most temporary colors are easily shampooed out.

SEMI/DEMI-PERMANENT HAIR COLOR



A non-ammoniated, deposit only hair color that penetrates into the cuticle layers but not into the cortex layer of the hair. As a result, this color gradually fades away over a period of time.

PERMANENT HAIR COLOR



Capable of changing the natural color of the hair permanently. When mixed according to manufacturer's directions, and applied to the hair, it penetrates the cuticle and becomes permanently established in the cortex of the hair.