

ALTEREGO
ITALY

BOOSTER

COLOUR INTENSIFIER CREAM

AMMONIA AND PPD FREE

SALON EXCLUSIVE
WWW.ALTEREGOITALY.COM

MAXIMUM VERSATILITY

Booster can be used in combination with all Alter Ego Italy colouring, super-bleaching and toning creams, with and without ammonia, **up to a maximum of 25% of the total amount of the colour used.**

The colour formula thereby obtained must be mixed with the Coactivator Cream or Coactivator Emulsion according to the selected volumes, depending on the colour service to be carried out.



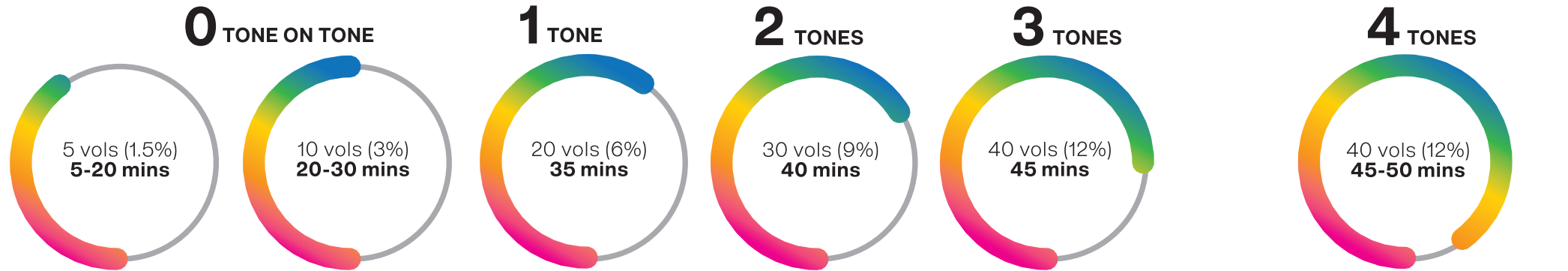
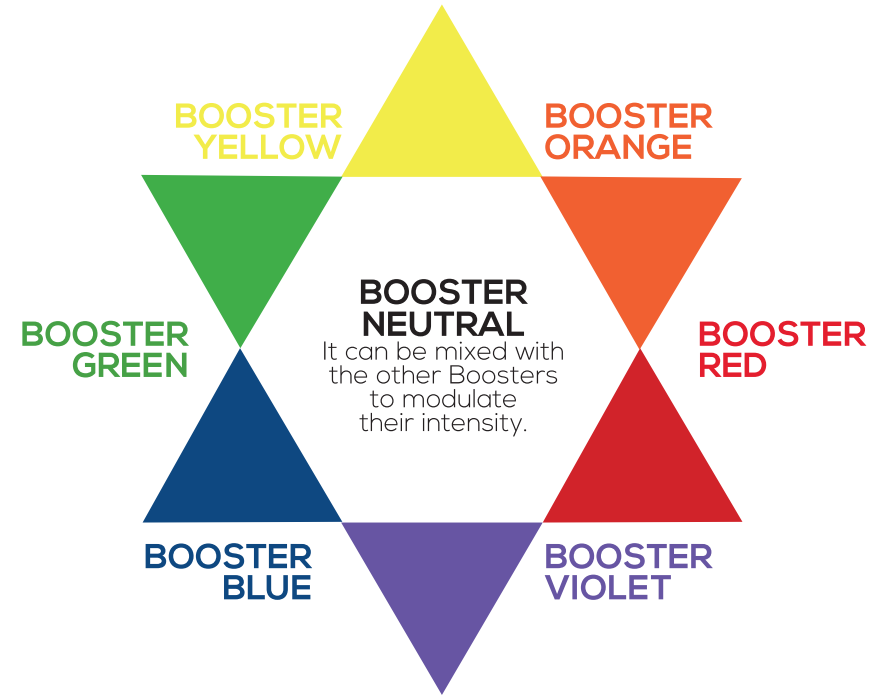
DIRECTIONS FOR USE

- If the percentage of white hair exceeds 20%, it is advisable to insert a part of a natural base mixed with Booster.
- We recommend using Booster Green, Blue and Violet up to a maximum of 5-6 grams in addition to 50 grams of colour.

1 BOOSTER COLOR

The Booster nuances can be used in combination with the colouring and super-bleaching creams (My Color, Technofruit Color, Be Blonde Pure Diamond Lift) to:

- * **Intensify reflections** for a particularly expressive and intense **colour service**
- * **Balance or neutralise unwanted reflections** to obtain delicate and harmonious colour effects



MIXING RATIO 1:1,5



SUPERLIGHTENER

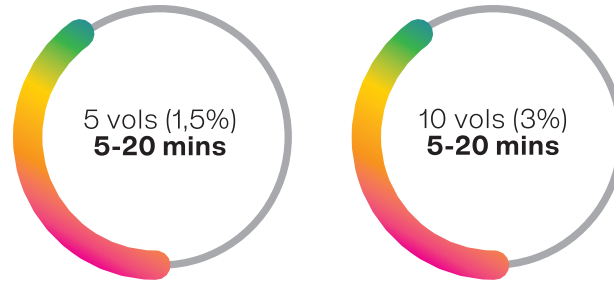
MIXING RATIO SS 1:2



2 BOOSTER TONE

Booster can be mixed with the Be Blonde toning creams (Toner and Pastel Toner) to enhance the chromatic result.

0 TONE ON TONE



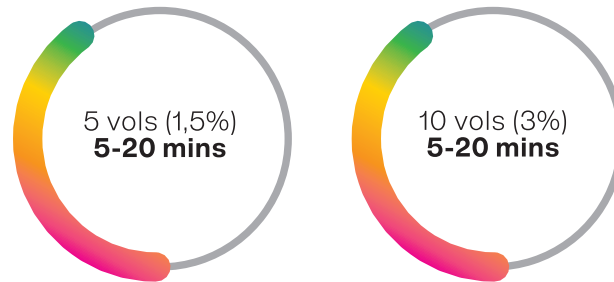
MIXING RATIO 1:2

* We recommend using the Coactivator Emulsion 5 Vol (1.5%) for a full and intense colour effect and Coactivator Cream 10 Vol. (3%) for a colour with a soft and bright look.

3 BOOSTER FUN

To create daring colour effects in services involving mixes of colours, use the Booster nuances on lightened or bleached bases (level 8 to 10).

0 TONE ON TONE



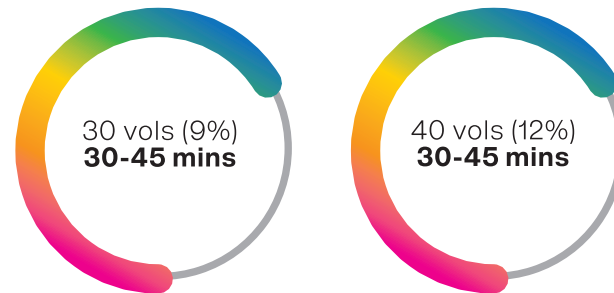
MIXING RATIO 1:2

* We recommend using the Coactivator Emulsion 5 Vol (1.5%) for a full and intense colour effect and Coactivator Cream 10 Vol. (3%) for a colour with a soft and bright look.

4 BOOSTER LITE

Booster nuances can be used in combination with Be Blonde Pure Hi-Lite to create matte or bright effects on the lengths and ends. In this service the amount of Booster can be increased up to a maximum of 50% of the amount of Be Blonde used Pure Hi-Lite.

UP TO 2 TONES *



MIXING RATIO 1:2

* Gently lightens coloured hair up to two tones. The result may vary depending on the Booster nuance and the Coactivator Cream used.

DISCOVER
**THE NEW
GROOVY BLOCK
TECHNIQUES**

and take part in our courses.

*For more info, please contact your
local distributor or the
Alter Ego Italy Educational Area
educationalarea@alteregoitaly.com*

GROOVY BLOCK

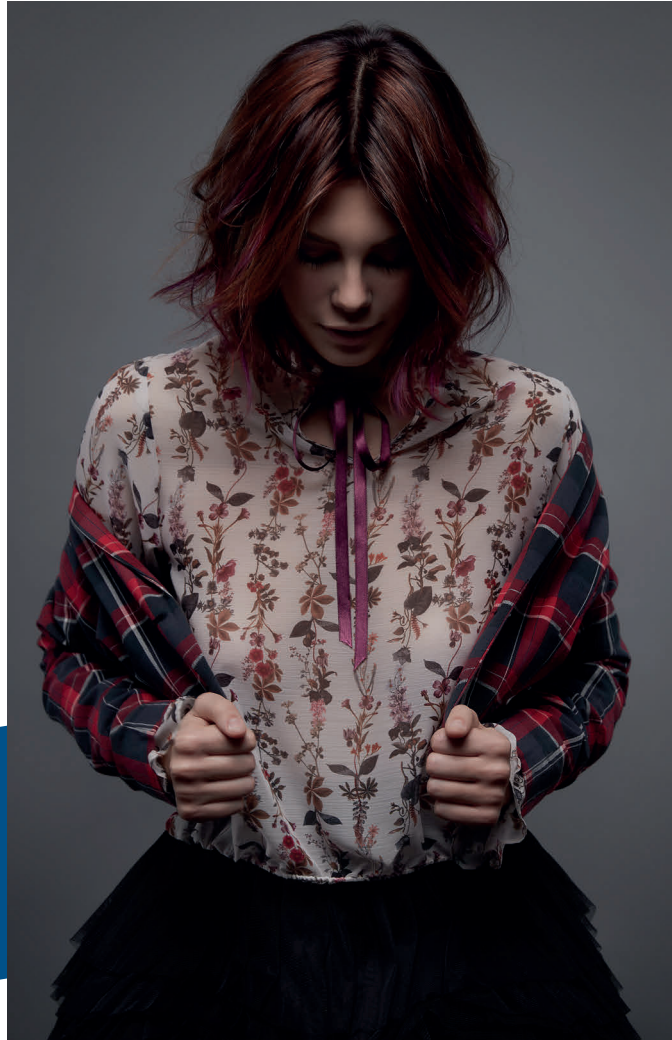
THE NEW ALTER EGO ITALY FASHION FORMAT INSPIRED BY THE **CONTEMPORARY WORLD**.

THREE FEMININE MOODS MADE WITH THE NEW BOOSTER COLLECTION AND
ALTER EGO ITALY COLOURS, WHICH COMBINE **INTENSE SHADES** AND
ESSENTIAL GEOMETRIES.



ESSENTIAL STYLE

PROUD AND SOFT, RELAXED
AND MODERN. THIS IS THE STYLE
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WITH THE LATEST TRENDS



REBEL STYLE

FOR INDEPENDENT, IDEALISTIC
AND ORIGINAL WOMEN, WHO ENJOY
A LIFE FREE OF COMPROMISES



7 VIBRANT SHADES

FOR TOTAL COLOUR CREATIVITY

ALTER EGO ITALY
VIA DEI FIORI - 35018
S. MARTINO DI LUPARI (PD) - ITALY

TEL +39 049 99 888 00 | FAX +39 049 99 88 859
INTERNATIONAL INFO LINE +39 049 99 88 960
E-MAIL: info@alteregoitaly.com



8 008277 088358
f y t i
AEI 8835 GB