



**BioMagic**

treats your hair well



Formulation with Organic Certified Raw Materials, BioMagic Hair Color Cream preserves the naturalness of the hair, provides it vitality and brightness.

Following respected and careful standards, from beginning to end, our products are not tested on animals.



The formula enhanced with the newly-developed substitute materials prescribed by the European Commission Scientific Committee on Consumer Safety (SCCS) instead of ammonia, PPD and resorcinol

Beauty is inside out, for our hair to be beautiful, it shouldn't be harming anything in the process including animals. Our products are created without animal products or derivatives.



Sustainable packaging made from recyclable material. Many consumers care about the impact they have on the environment. This impact directly relates to the products they choose to buy and be loyal to.

Start of the oxidation period of the prepared color (dye+oxidant) is delayed, and thus, it is ensured that the pigments become active in the structure of hair. The Anti-age Microemulsion System carries more pigments into the hair cortex.



## BIOMAGIC HAIR COLOR CREAM

### Certified Organic Ingredients;

Thanks to its new formula containing Organic Certified Raw Materials, BioMagic Hair Color Cream preserves the naturalness of the hair, and provides the hair with vitality and brightness

The formula enhanced with the newly-developed substitute materials prescribed by the European Commission Scientific Committee on Consumer Safety (SCCS) instead of ammonia, PPD and resorcinol.

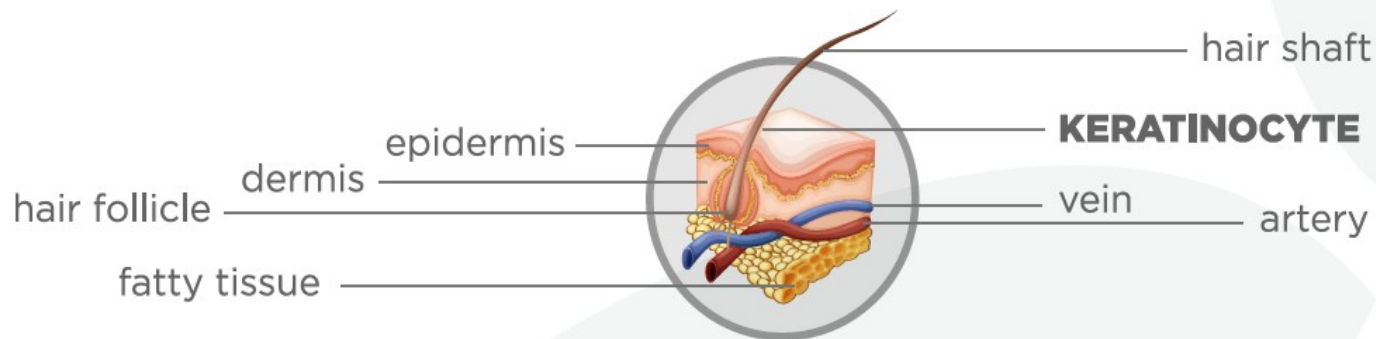
Perfect results with reliable ammonia-free formula; White covering superior to an ammonia product.



42 different permanent shades

## KERATIN-ADDED FORMULA

**K**eratin is a protein made of 18 aminoacids. It is naturally present in the skin, nails, hair. Keratin is in the surface of hair structure and makes it strong and healthy, it gives elasticity and structure. As the time goes by, keratin gets weaker in the hair structure and the hair becomes frizzy and fragile. When the keratin-added BioMagic Hair Color Cream is applied to hair, the keratin repairs the general structure and gives volume to the hair. In addition to making the hair silky, bright and smooth, the keratin-added BioMagic Hair Color Cream strengthens the hair against sunlight, wind or extreme heat changes and the external chemicals such as UVA.



## ARGAN OIL-ADDED FORMULA

**A**rgan oil is naturally rich in vitamin A, E and vitamin F, fat acids, linoleic acid, Omega 3 and Omega 6. Fat acids help the hair shaft and help to repair the damaged hair, vitamin E and antioxidants enhance natural hair growth and general health of the hair structure. The argan oil-added BioMagic Hair Color Cream softens the dry and fragile hair quickly by confining the moisture in the hair and scalp. It is an ideal solution especially for the hair that have become worn, dry and fragile because of the other hair colors.



## *ANTI-AGE MICROEMULSION SYSTEM*

**A**nti-age is a type of care that slows down the aging process and also helps to fight its signs. As our skin, our hair also suffers aging signs with the effect of the environmental conditions such as maturation, sun and stress. With the Anti-age Microemulsion System, start of the oxidation period of the prepared color (dye+oxidant) is delayed, and it is ensured that the pigments become active in the structure of hair. The Anti-age Microemulsion System carries more pigments into the hair cortex. Thus, the pigments grow not in the color mixing pot but directly in the hair strand. Therefore, the pigments are absorbed better, exactly the desired tones are attained, and a longer permanence is achieved at the end of the application.



## *HGL SYSTEM*

**H**ELIOGENOL is an active ingredient obtained from plants which reduces the color fading and protects the hair shaft from external agents. This system of active ingredients and plant extracts with HELIOGENOL reduces color loss, protect the hair structure and shields from external agents. HELIOGENOL regenerates the hair structure, protecting the hair and leaving it instantly shiny.



# Personalize

Your Hair Color



7 different permanent shades



6 different permanent shades



## BIOMAGIC ARGAN & OIL COMPLEX

Argan & Oil Complex products provide fresh feeling and cleaning. They help restore hair's moisture balance and structure, soften and smoothen hair and give natural shine to hair.



## BIOMAGIC KERATIN & HERBAL COMPLEX

By the enriched formula with Keratin, keratin herbal complex products help to repair hair structure and damaged hair strands.



## BIOMAGIC MACADAMIA OIL

Macadamia Oil series provide more volume and softness effect on hair. These products clean hair without weighing hair down and fading hair color. The special formula enriched with Macadamia Oil gives smooth touch while protecting the hair from hair dying process, gives a lively effect on hair color.

