

ETOILAGE

WHAT

WOMEN

WANT



MEDAVITA

ETOILAGE

TOOLS



ETOILAGE

GOLDEN
SILK



PRO PLATINUM SPONGE

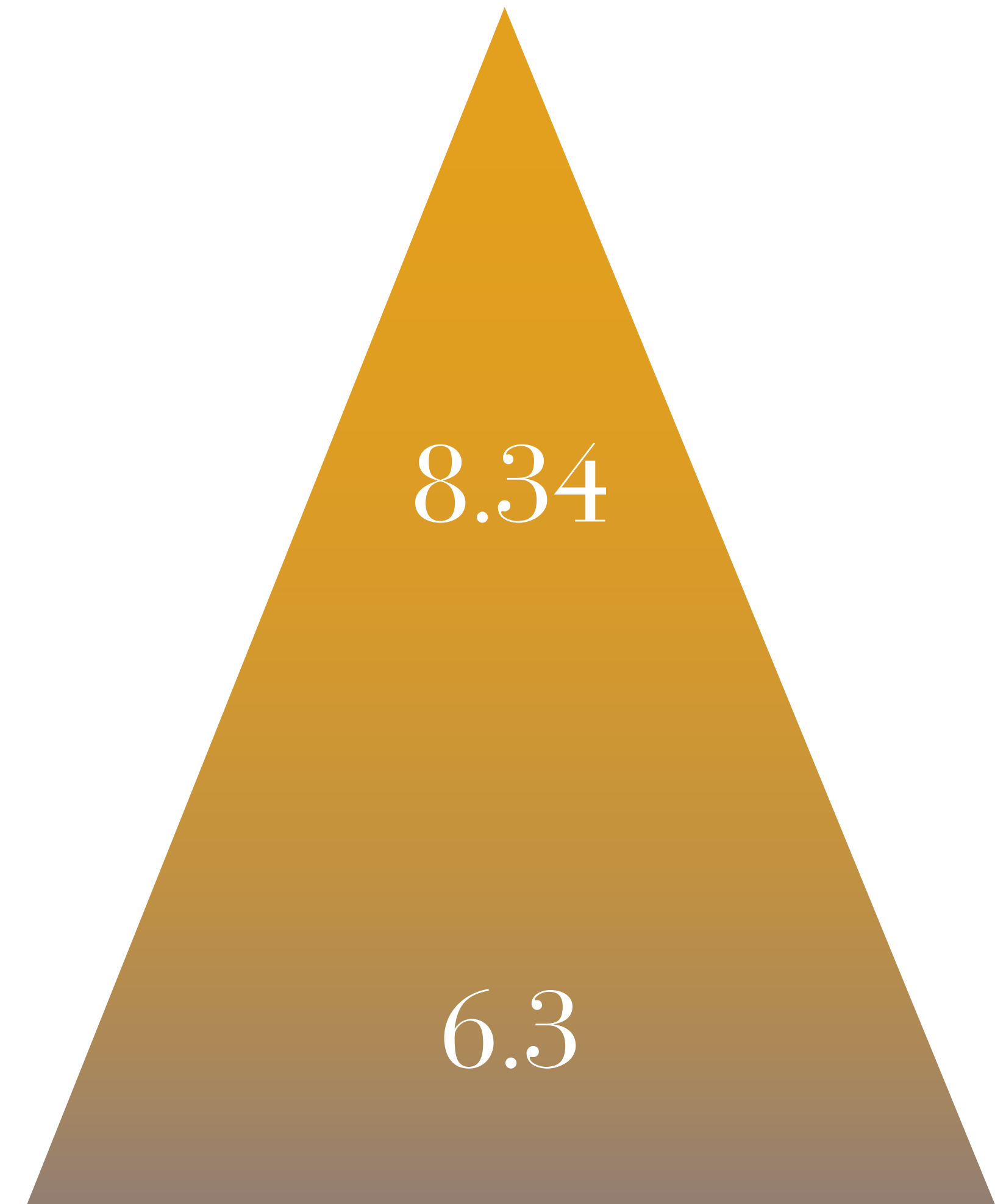


PRO PLATINUM FOILS



DIAGNOSIS TECHNIQUE

GOLDEN
SILK



GOLDEN SILK

BASE COLOUR

CHOICE

Choice Color Non Color Natural
Copper Root 6 + Fixing developer
15 vol.

Processing Time

35 minuti

Mixing Ratio

1:1



PRO PLATINUM SPONGE

The totally smooth surface, its ability to **gradually release the bleaching product** and its ergonomic shape make application precise and easy for totally new colour effects!



GOLDEN SILK

CREATION OF HIGHLIGHTS

Never ending blonde
advanced powder
+ Blonde developer 10 vol.

Dilution Ratio

1:2



GOLDEN SILK

CREATION OF HIGHLIGHTS

Never ending blonde
creative powder plus
+ Blonde developer 30 vol

Dilution Ratio

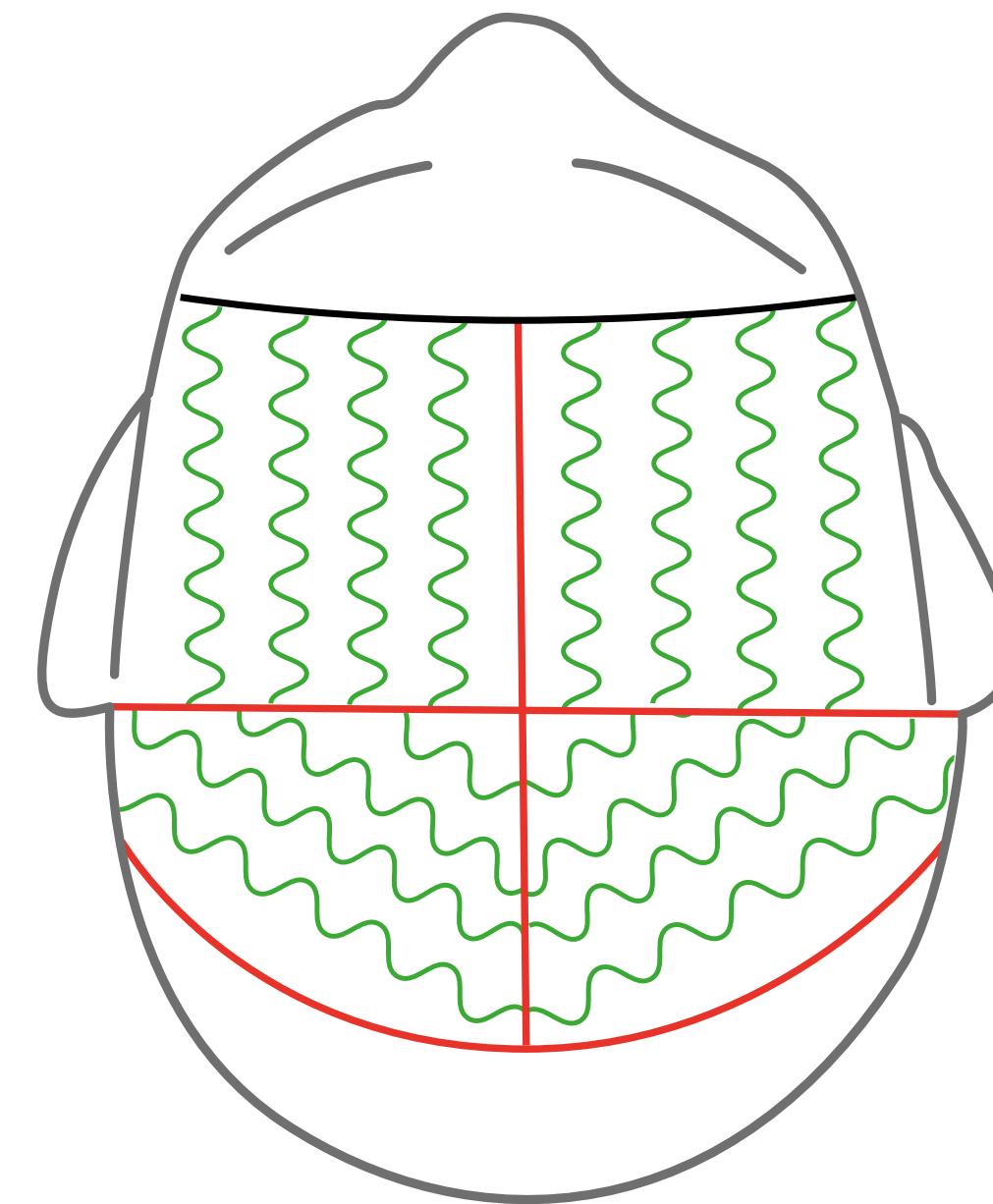
1:1.5



GOLDEN SILK

STEP BY STEP

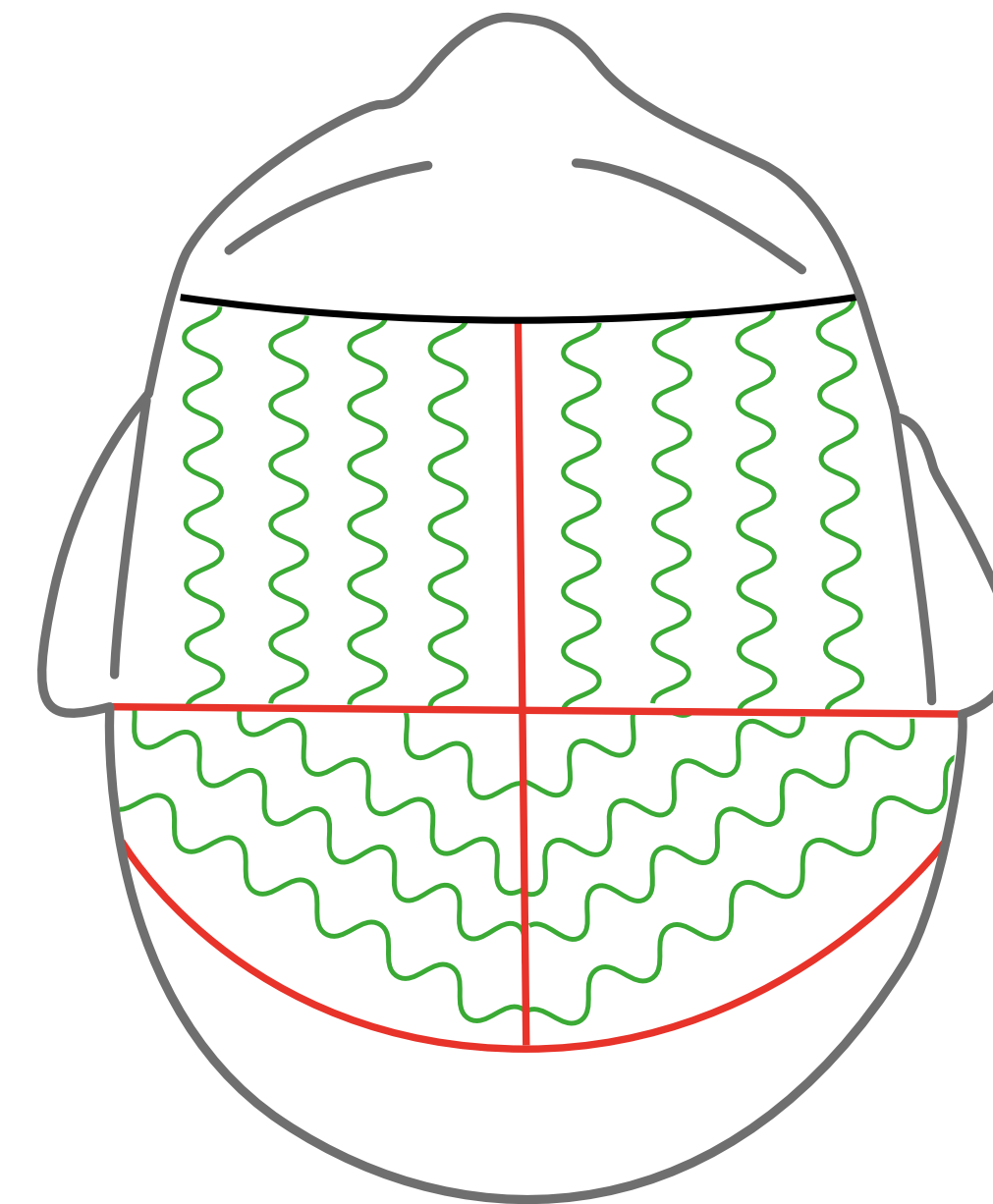
Isolate the hairlines at the back
with a section no wider than 1 cm



GOLDEN SILK

STEP BY STEP

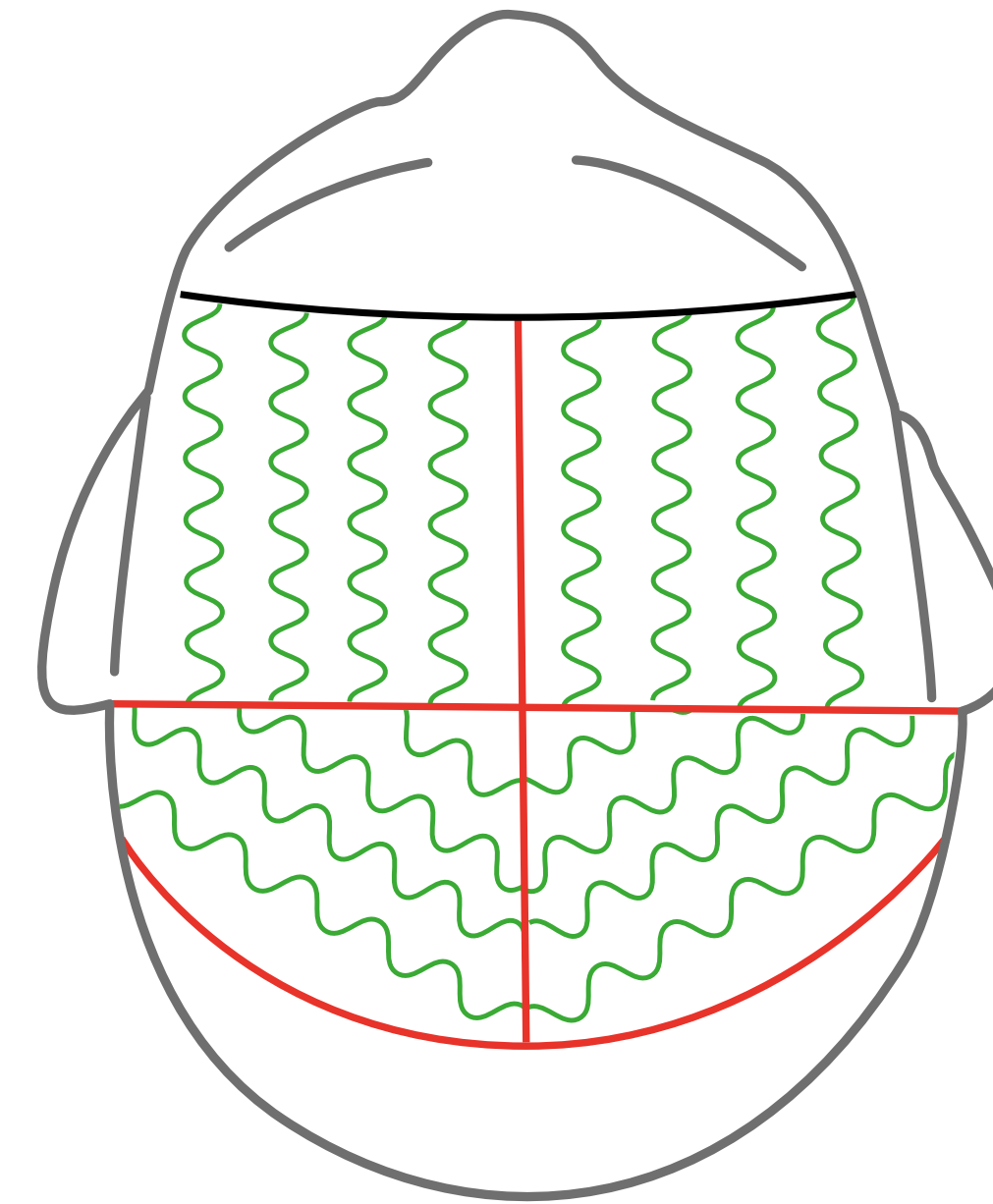
Create a section from ear to ear that goes through the occipital protuberance then isolate it: this portion of hair will not be dyed.



GOLDEN SILK

STEP BY STEP

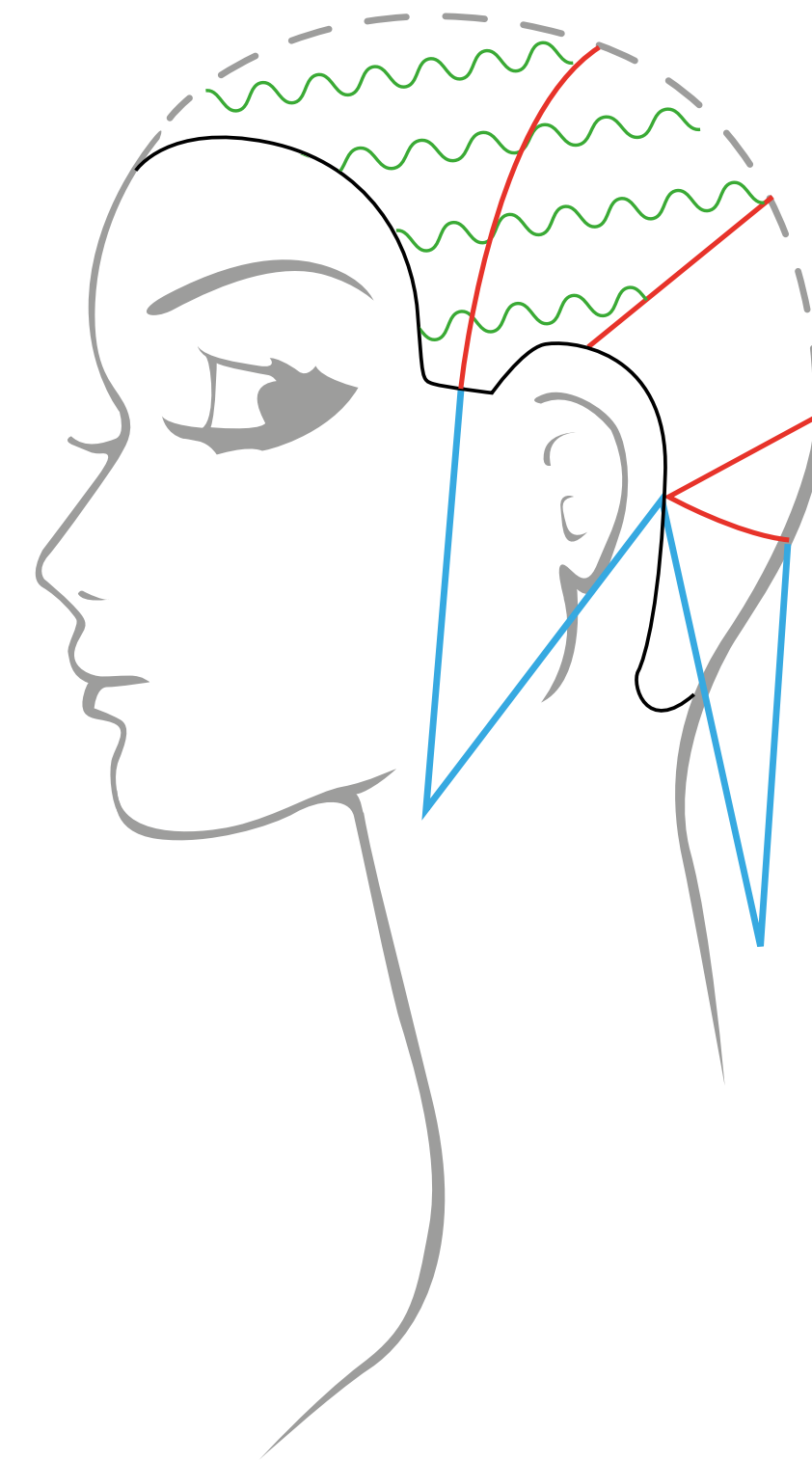
Create another section from ear to ear that goes through the apex and divide it into two with a central parting.



GOLDEN SILK

STEP BY STEP

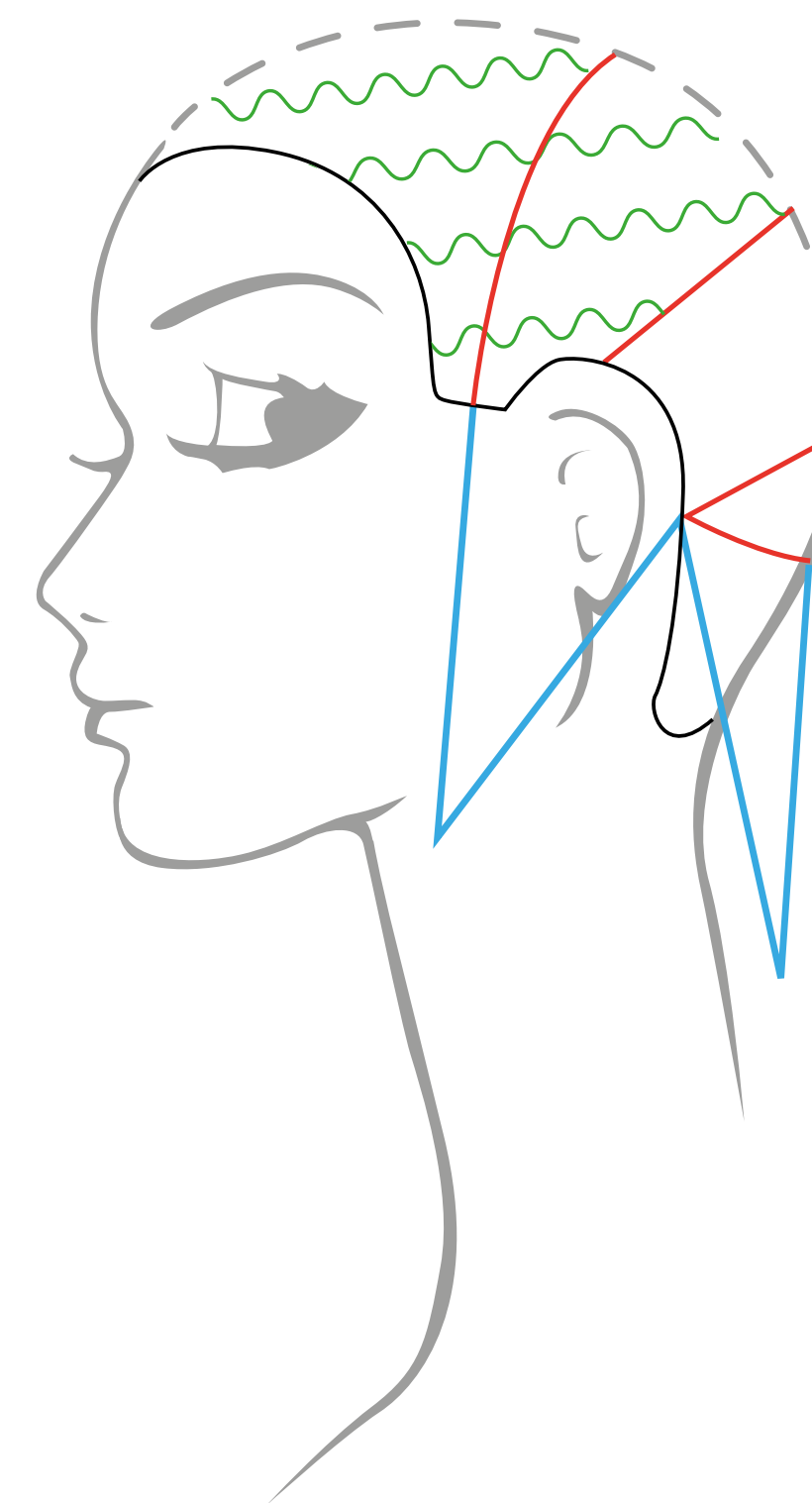
Divide the rest of the hair into
two with a line that goes from the
centre of the forehead through the
top of the head.



GOLDEN SILK

STEP BY STEP

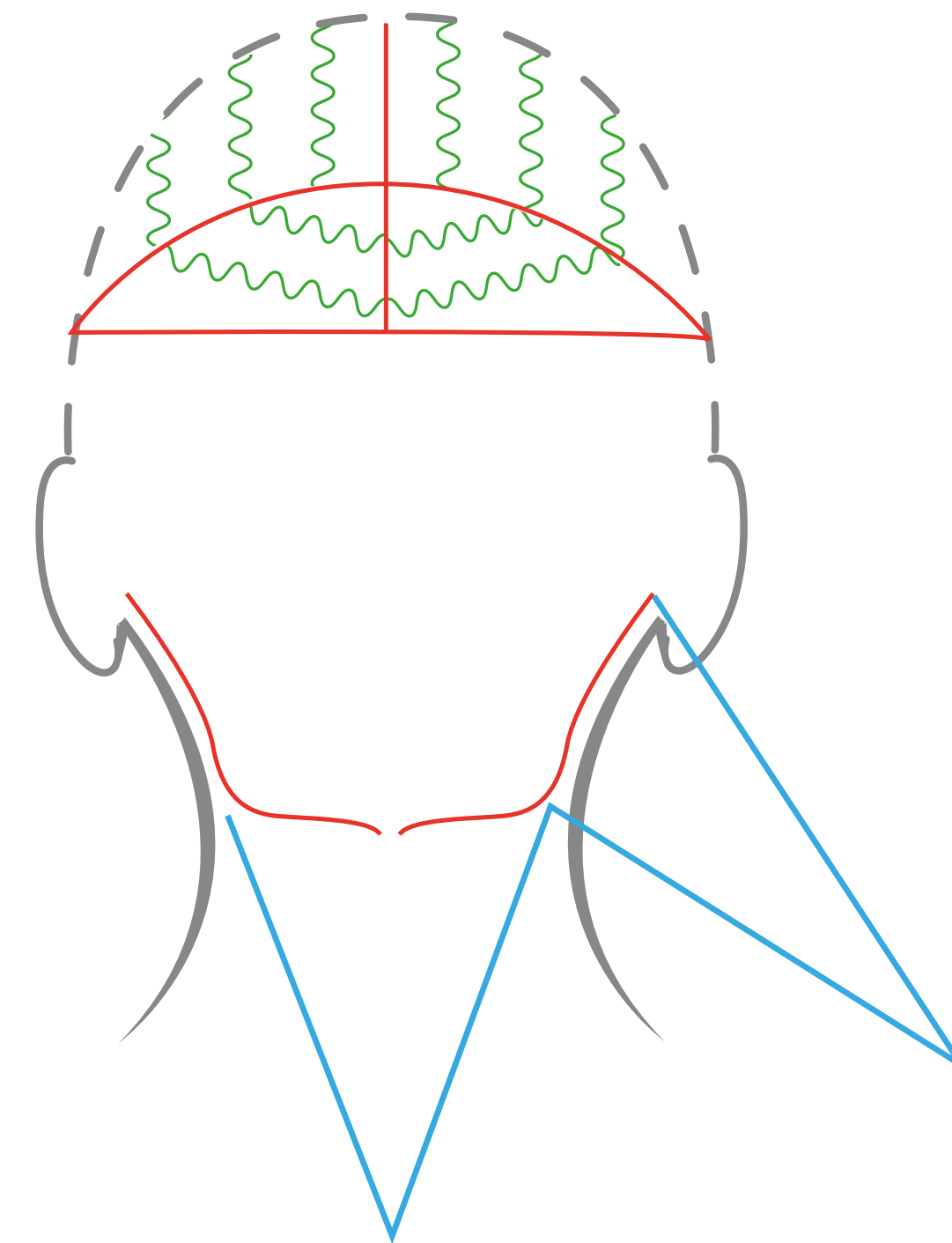
Start framing the back hairlines using the **PRO PLATINUM SPONGE**, with fine sections no thicker than half a centimetre. Isolate with the **PRO PLATINUM FOILS**.



GOLDEN SILK

STEP BY STEP

Taking horizontal, parallel sections, repeat the technique used in the previous points over the whole head, apart from the nape area.



GOLDEN SILK

HIGH IMPACT SHADES

CHOICE

Choice Color non Color 9.03
+ Lightest 6 vol developer

Processing Time

20 minuti

Mixing Ratio

1:1

BLONDIE

Show Blonde Gel Color Golden Silk

Processing Time

5 minuti



SUNSET BLONDE

ENHANCING CONDITIONING HAIR MOUSSE

Double-action colour-enhancing and conditioning mousse: leave in for medium/thick hair which deposits the pigments in the formula, enhancing the warm tones, and makes hair easier to brush; rinse off for medium/fine hair which tones and conditions without weighing it down.



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