

SWATCH CHART & USAGE GUIDE

# INSTABOOST<sup>®</sup>

CONDITIONING COLOUR MASQUE

AIOXXI<sup>®</sup>



# INSTABOOST®

Aloxxi.

## CONDITIONING COLOUR MASQUE

**LASTS UP TO 10-15 WASHES!** Instantly refresh fashion colour, tone or enhance natural or previously coloured hair. Extra pigmented formula adds intense colour to pre-lightened platinum to medium blonde hair, gives a hint of colour to dark blonde to light brown hair or imparts intense shine while nourishing strands.

*\*Depending on the porosity of the hair and the shade selected.*

## CUMULATIVE RESULTS GRID On pre-lightened hair



**SILVER** (SILVER FOX)



**ROSE GOLD** (GOOD AS ROSE GOLD)



**COPPER** (COPPER CABANA)



**RED** (FIREBALL RED)



**PINK** (PINK, PLEASE)



**TEAL** (AQUAMARINE DREAM)



**BLUE** (TRUE BLUE)



**PURPLE** (PURPLE REIGN)



**HAZELNUT** (HAZEL-NUTS FOR YOU)



**GOLD SHAMPOO** (GOLDEN HEIRESS)



**GOLD** (GOLDEN HEIRESS)



**CLEAR** (GLOSS BOSS)



**PLATINUM** (STRICTLY PLATINUM)



**ULTRA PLATINUM** (ULTIMATE PLATINUM)

Delivers  
high-shine

Conditions  
without altering  
colour

Intermixable with  
other shades to  
soften intensity

# COLOUR WHILE CONDITIONING

InstaBoost replaces your conditioner after cleansing to add beautiful colour while providing intense nourishment and shine. Formulated with CDP Complex to Condition, Deposit and Protect Colour treated strands.

CDP COMPLEX®	KEY INGREDIENTS	BENEFITS
CONDITION	<ul style="list-style-type: none"> <li>• Coconut Oil and Shea Butter</li> <li>• Sugar Beet Extract</li> </ul>	<ul style="list-style-type: none"> <li>• Restores softness and smoothness while delivering high-gloss shine</li> <li>• Nourishes hair while delivering reparative, hydrating, and shine enhancing benefits</li> </ul>
DEPOSIT	<ul style="list-style-type: none"> <li>• Semi-Permanent direct dyes</li> </ul>	<ul style="list-style-type: none"> <li>• Infuses hair with colour</li> </ul>
PROTECT	<ul style="list-style-type: none"> <li>• Calendula Officinalis Extract</li> <li>• Sunflower Seed Oil</li> <li>• Hydrolyzed Vegetable Protein</li> </ul>	<ul style="list-style-type: none"> <li>• Contains Lutein, known to provide protection from damaging blue light (cell phones, tablets, computers, televisions)</li> <li>• Protects from harmful UVA/UVB rays and helps to keep hair looking young and vibrant</li> <li>• Strengthens hair while protecting from breakage</li> </ul>

## INSTRUCTIONS FOR USE:

1. Use gloves to avoid staining hands.
2. Apply a generous amount to damp hair.
3. If applying to specific strands, work through the area with fingers.
4. If applying to a full head of hair, comb through from base to ends for even distribution.
5. Leave on for 3-5 minutes then rinse thoroughly.
6. Use more frequently for more intense results.
7. When used on brown hair, multiple applications may be needed to achieve desired result.

## TIP

Shades can be intermixed with Gloss Boss to soften intensity.



# *Boost Colour in an Instant*

## **Want to give hair a boost of colour in minutes?**

Aloxxi INSTABOOST®, a collection of Conditioning Colour Masques + Conditioning Colour Shampoo, instantly refreshes fashion colour, or tones natural or previously coloured hair in just 5 minutes! Each shade features CDP Complex® to ensure your formulations deliver complete coverage, moisturizing conditioners and brilliant shine into every strand!

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### **BENEFITS:**

- Conditions, strengthens, adds colour and shine instantly (3-5 minutes)
  - Cumulative results make colour more intense with each use
- Masks can be used as a replacement to conditioner after shampooing
  - Results last 10-15 washes
- Generate more revenue in salon as an express colour service and as a retail product for clients
  - ColourCare Complex, a proprietary blend of 10 antioxidant extracts, protects hair colour from fading by helping to block damaging UV rays
  - No sulfates, parabens, gluten, sodium chloride, ethanolamines, phthalates, talc, microbeads, aluminum compounds or formaldehyde
    - PPD Free

**Aloxxi**

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