



Products formulated with an **Isoepidermal pH**, ideal even for the most sensitive and delicate skin types.



Recyclable packaging and reduction of the environmental impact. The entire line consists of bottles made of r-PET. A choice that translates into a small but fundamental contribution to reduce plastic waste and CO2 emissions, and to show nature our deep gratitude for all the well-being it gives us every day.



High percentage of naturalness. On average, 90% of the formulas are made up of naturally derived raw materials.



Products dermatologically tested and subjected to microbiological controls.



Heart 100%
Made in Italy.



Products **not tested on animals.**

f i y in
bbcosinternational

www.bbcos.it

LAB37 srl
Cherasco (CN) • Italy
T. +39 0172 495277
info@lab37group.com
www.lab37group.com

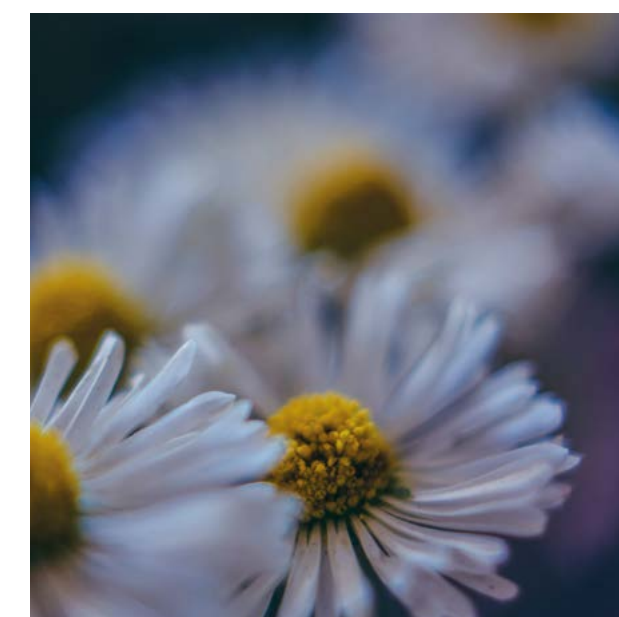


Rev. 1 - Settembre 2022

EMPHASIS

bbCOS[®]
HAIR PRO

BLOND-TECH EFFECT



THE NATURE OF THE BLONDE

BEAUTIFUL ON THE INSIDE BLOND ON THE OUTSIDE

Emphasis blond-tech effect is the professional hair routine formulated specifically **for blond, bleached, gray or highlighted hair**. It hides within it the combination of **blue-violet pigments**, capable to neutralize unwanted yellow/orange shades; the combination of the active ingredients of **hyaluronic acid, blueberry*** and **chamomile*** to balance the hydration and nourishment of the sensitized hair fiber; to keep a healthy, strong and shiny hair.

* fermented active ingredient.

Fermentation is a process that combines innovation, technology and nature to transform natural ingredients by enhancing their benefits.

Hyaluronic acid, ally of beauty

Hyaluronic acid is a natural substance capable of binding to the hair cells that make up the hair. The water-soluble and flexible molecular structure boasts highly **moisturizing** and **protective features**. It ensures extraordinary **elasticity** and **volume** to the hair, that is visibly more resistant and regenerated.

Fermented blueberry, a gift of nature

The wild blueberry is a plant that arises spontaneously on the mountain slopes and in the undergrowth, known to be a precious source of **vitamin B**. The numerous antioxidants **slow down skin aging, preventing dryness and stimulating hair growth**. Moreover it has an immense **protective, soothing** and **nourishing virtues**, essential to reinforce the sensitized fiber and to restore the brightness and vitality of the hair.

Fermented chamomile, little ray of sunshine

Chamomile has always been used as a sweet **natural remedy to lighten and shiny hair**, a power that comes from the apigenin contained in the petals of its flower. It also has precious **soothing, rebalancing** and **anti-inflammatory properties** ideal for restoring the health of scalp and hair. In cosmetics it is considered a **gift of nature** to enhance light-colored hair.



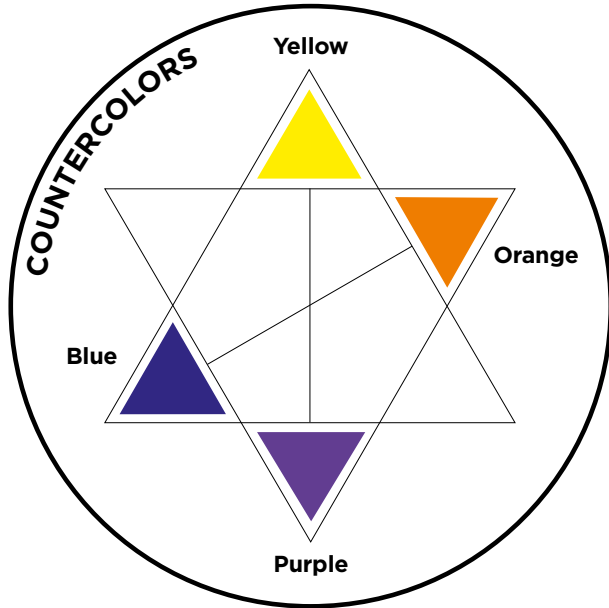
THE PERFECT BLOND HAS A NAME: # BLOND-TECH

Blond-Tech allows you to keep the color shine and ensures that it does not turn yellow. according to the principle of the **COUNTERCOLORS theory**, the blue-violet pigments are distributed on the hair in order to obtain a color correction effect by neutralizing the yellowish tones.

Within the primary and secondary colors there are 3 pairs of colors called **COMPLEMENTARY OR COUNTERCOLORS**.

YELLOW - PURPLE
ORANGE - BLUE
RED - GREEN

If mixed together the counter-colors cancel out getting gray (neutralization). For the purpose of coloring the hair, this characteristic is essential as **it allows us to cancel or correct unwanted color reflections**.



BEFORE

AFTER

bbcos[®]
HAIR · PRO

THE BLOND THAT REPRESENTS YOU

Blond is a concept that is anything but obvious. It is a study of reflections, lights and shades. It can be hot like honey or cold like ice. being blond is attractive, seductive and charming.

Blond-Tech offers a specific hair routine to keep the hair fiber healthy and neutralize unwanted reflections. Using the three toning masks (Amber, Diamond, Quartz), blonde hair is enriched with trendy shades; a chromatic choice to dress your own color in a few minutes.

“I never sunbathe, i want to feel blonde everywhere.”

Marilyn Monroe

CLEAN AND NEUTRALIZE

Purple Blu Feeding Shampoo Gently cleanses, while nourishing and moisturizes the weakened hair fiber. The purple/blue formulation for blonde and/or bleached hair neutralizes unwanted yellow/orange highlights, keeps cold blonde shades and brightens even grey hair. Professional product.



How to use: Apply the product on wet hair. Massage and leave on for up to 5 minutes, depending on the neutralization level desired. Rinse thoroughly. In case of contact with the eyes, rinse them immediately and thoroughly. The use of gloves is recommended.

Sizes: 1000 ml/33,81 fl.oz. - 500 ml/16,90 fl.oz. - 250 ml/8,45 fl.oz.



NOURISH AND NEUTRALIZE

Purple Blue Feeding Mask it nourishes and moisturizes the sensitized hair fiber. The purple/blue formulation for blonde and/or bleached hair neutralizes unwanted yellow/orange highlights, keeps cold blonde shades and brightens even grey hair. Easy to comb, more energetic and shiny hair. Professional product.



How to use: Apply to washed and towel-dried hair. Distribute on the lengths and ends and leave to act from 2 to 5 minutes or depending on the neutralization level desired. Rinse thoroughly. In case of contact with the eyes, rinse them immediately and thoroughly. The use of gloves is recommended.

Sizes: 1000 ml/33,81 fl.oz. - 500 ml/16,90 fl.oz. - 250 ml/8,45 fl.oz.



DEFINE

Glow Serum it enhances the blond and bleached hair brightness. The rich blend of active ingredients envelops the hair protecting from weathering, seals split ends and gives evenness to the hair fiber. It fixes the hairstyle lightly, without weighing down. Professional product.



How to use: Distribute the product with your hands on damp hair to the lengths and ends then proceed with drying. Apply to dry hair and shape the hairstyle. No rinse product.

Sizes: 100 ml/3,38 fl.oz.



TONE



Toning masks revives blond hair with light effects and cold reflections. They nourishes and moisturizes the sensitized hair fiber. Easy to comb, more energetic and shiny Hair. Professional product.



How to use: Apply to washed and towel-dried hair. Distribute on the lengths and ends and leave to act for 2 to 5 minutes or depending on the reflection intensity desired. Rinse thoroughly. In case of contact with the eyes, rinse them immediately and thoroughly. The use of gloves is recommended.

Sizes: 250 ml/8,45 fl.oz.

AMBER FOR HONEY REFLECTIONS



QUARTZ FOR ROSE REFLECTIONS



DIAMOND FOR ASH REFLECTIONS