



ERASER

Some Days We All Wish Our Hair Had a Reset Button

Eraser is a revolutionary, non-bleaching colour removal system for unwanted or incorrect permanent and tone-on-tone hair colour.

Simple, safe and reliable, Eraser actively reduces the size of artificial hair colour molecules within the hair shaft, allowing them to be completely rinsed away, leaving the hair's natural pigment untouched.

Because no bleaching takes place, Eraser is a much safer and more controllable product than other 'bleach' based colour removal systems. Eraser will not lift natural hair (hair with no artificial pigment), thus making colour removal easier when a regrowth is present.

Eraser will not damage hair that has been previously bleached, chemically relaxed or permed. The low pH, conditioning formula leaves the hair in better condition than when you started and ready for a fresh application of colour immediately.

The Action of Permanent Hair Colour

An artificial dye is generated from small colourless molecules called 'intermediates'. When these intermediates come into contact with peroxide, they combine to make bigger colour molecules in a process called 'oxidation'. This action occurs inside the hair and, when the colour processing time is finished, the molecules have become large enough not to exit the hair.

To remove these 'large' molecules, we have to reduce them in size to allow them to 'exit' the hair shaft. Eraser has the ability to do this by using a unique sulphur compound which does not damage the hair and is only effective on the artificial colour molecules. Cationic conditioners in Part 1 and Part 2 ensure that the hair condition is actually improved during the process.

The Action of Eraser Part 1 & Part 2

A unique feature of Eraser is the carrier with the reducing agent, which is one of the most efficient available. Eraser is designed with a creamy base and DATEM Technology which enable the ingredients to penetrate deeper in to the hair. This makes eraser very effective in reducing the colour molecules.

The Action of Post Eraser

Post Eraser contains a unique chelating cleansing system. This will remove 100% of the free intermediates and prevent the re-oxidisation that causes darkening. Post Eraser also moisturises the hair & restores the natural pH, leaving it in excellent condition.