

**SELECTIVE**<sup>®</sup>  
PROFESSIONAL



**FREE  
FOIL**



You're free to express all your potential as a colourist!



## FREE *Your Limits*

**Increasingly frequently, when customers come into the salon, they ask for color effects that are evident, but with an extremely “natural” result.**

How often when you were working free-hand in the salon to enhance the color, did you end up having to deal with annoying and ugly smears?

**TO FREE YOUR CREATIVITY AND TALENT AS A COLOURIST,  
THE SELECTIVE PROFESSIONAL RESEARCH LABORATORIES HAVE  
DEVELOPED**

## FREE FOIL



**A product especially designed for multi-tonal colouring and bleaching services without the use of foil!**

- It facilitates the technical service;
- It makes it possible to superimpose locks that are up to 4 tones different;
- It prevents pigment migration and the subsequent contamination of individual nuances;
- Allows the use of bleaching with freehand techniques.

**Thanks to FREE FOIL you can finally overlay color on color, without foils and without smudges.**

## FREE *Your Hands*





## **FREE** *Your Time*

### **And the results?**

Facilitates and speeds up the application so that the color can express itself at its best: unaltered, bright and vibrant. Innovation at the service of your creativity for multi-faceted colors.

FREE FOIL helps free your creativity and offers guaranteed results!

### **How do you use it?**


Use with COLOREVO and REVERSO nuances and their respective oxidising agents for color services and with the Decolorvit and Powerplex lines for bleaching services.

Add FREE FOIL to the coloring or bleaching mix and blend in well in order to reach the right consistency, before applying normally to the lock of hair.

FREE FOIL creates a barrier that isolates locks.

### **FAQ**



- FREE FOIL lowers the lightening level? No it is not.
  - Can it be applied to all hair types, even the lightest ones? Yes, it can be used on all hair types, even the lightest, simply by following the instructions for use.
  - Can I also use it with direct colors? Yes, FREE FOIL can also be used in combination with other direct colors. Create a gelatinous cream that allows you to perform freehand services.  
We recommend FREE FOIL 2ml: DIRECT COLOR 10ml.
  - Does it affect the durability of the color? No, it does not increase or decrease the duration; it is simply an additive that allows you to perform coloring or bleaching services without using foil.
  - Does it decrease the rest time? No it is not; it is necessary to respect the rest times of the current coloring or bleaching service.
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