



biokera  
— natura —

**COLOR**



# WHAT IS BOKERA NATURA COLOR?

**Biokera Natura Color** is an oxidation hair color formulated with organic vegetable oils which help to protect the hair fibers as well as offering full gray coverage.

Intense, perfect, shiny and long lasting colors.

This new hair color forms part of the brand's most natural range and is **free from parabens, silicones, PPD and resorcinol and contains certified organic vegetable oils.**



FULL GRAY  
COVERAGE



PARABEN FREE  
SILICONE FREE



PPD FREE



RESORCINOL  
FREE



CONTAINS CERTIFIED  
ORGANIC VEGETABLE OILS

**Biokera Natura Color uses Volatile Ammonia as its alkalizer.**

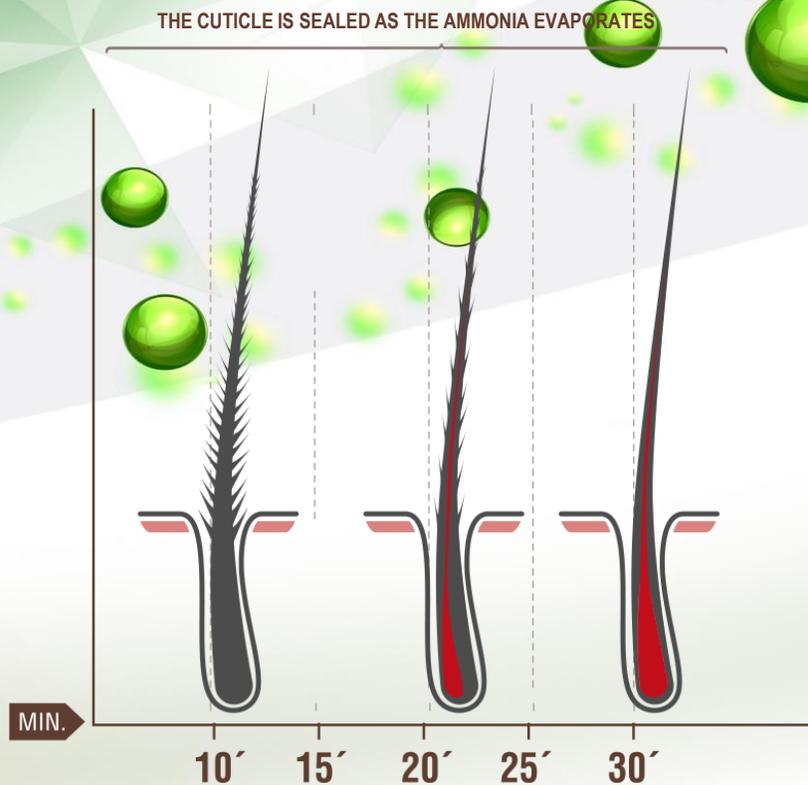
## **Why use volatile ammonia?**

Oxidation hair colors require an alkalizer to open the cuticle and penetrate the hair, the 2 main options being Ammonia and MEA (ethanolamine or monoethanolamine). In spite of the belief that ammonia-free hair colors are less aggressive on the hair, the latest studies<sup>1\*</sup> carried out demonstrate quite the opposite and this is why Salerm Cosmetics offers Biokera Natura Color, a hair color system with organic oils based on volatile ammonia.

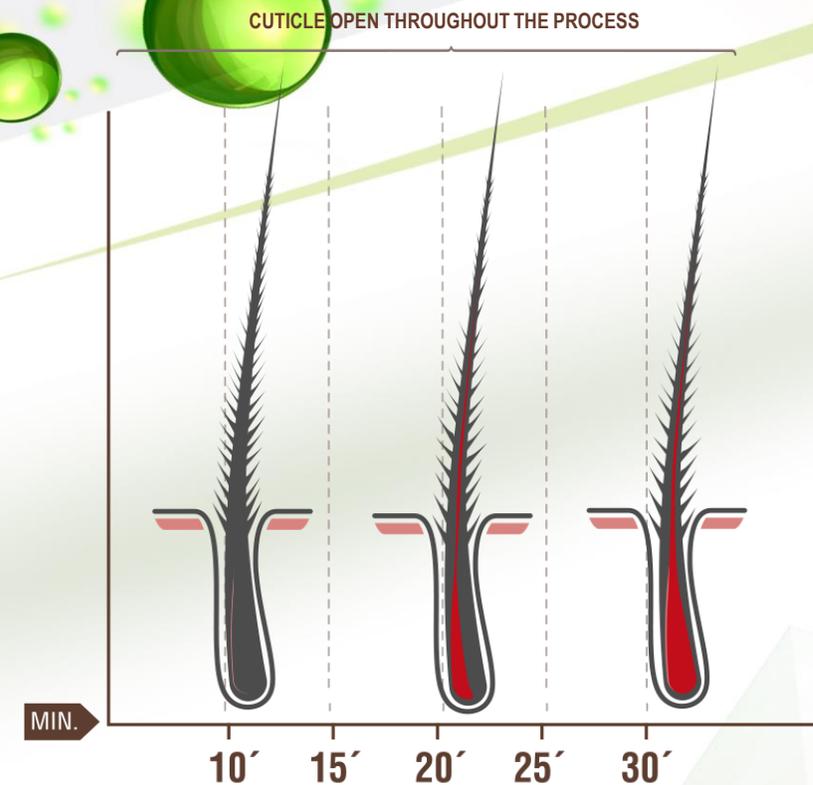
**BENEFITS OF VOLATILE AMMONIA COMPARED WITH MEA (ethanolamine or monoethanolamine).**

- Keeps the cuticle open less time than hair color that uses MEA, causing less damage (Graph page 4)
- Requires a lower percentage to achieve the same lift (Graph page 5)
- It evaporates during color development in contrast to MEA which increases proportionally as water evaporates from the mixture. (Graph page 5).
- It doesn't require as thorough washing and rinsing as products containing MEA.

# COMPARATIVE OF VOLATILE AMMONIA Vs MEA\*



The volatile ammonia contained in Biokera Natura Color opens the cuticle allowing maximum penetration of the hair color particles and evaporates quickly, achieving the desired result with the least possible damage to the hair fibers.



MEA\* is the alkalizer used in ammonia-free hair colors. MEA\* doesn't evaporate therefore causing unnecessary damage to the hair fiber during hair coloring, as an extremely high pH medium is required to keep the cuticle open throughout the process.

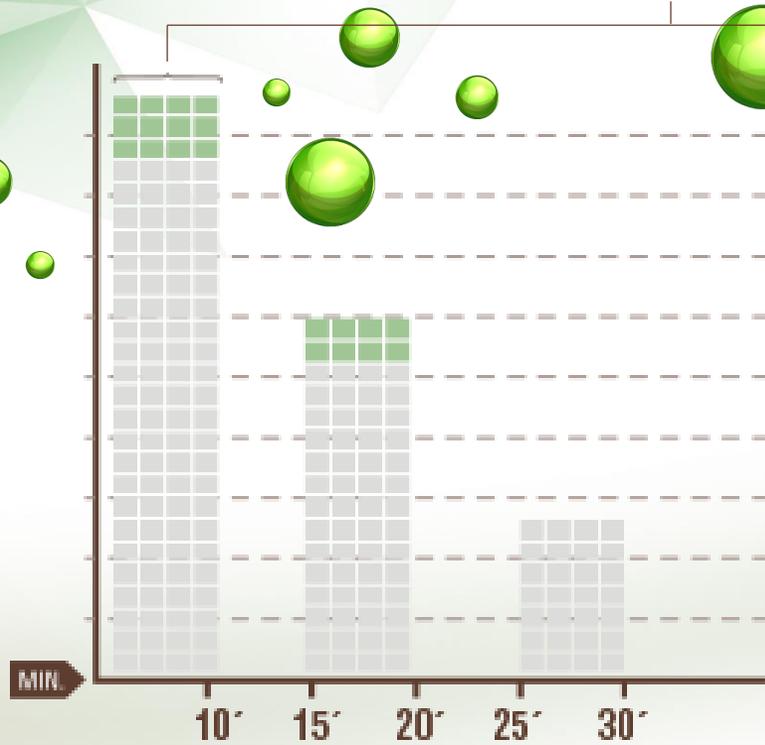
\*MEA (ethanolamine or monoethanolamine)



Dye in hair

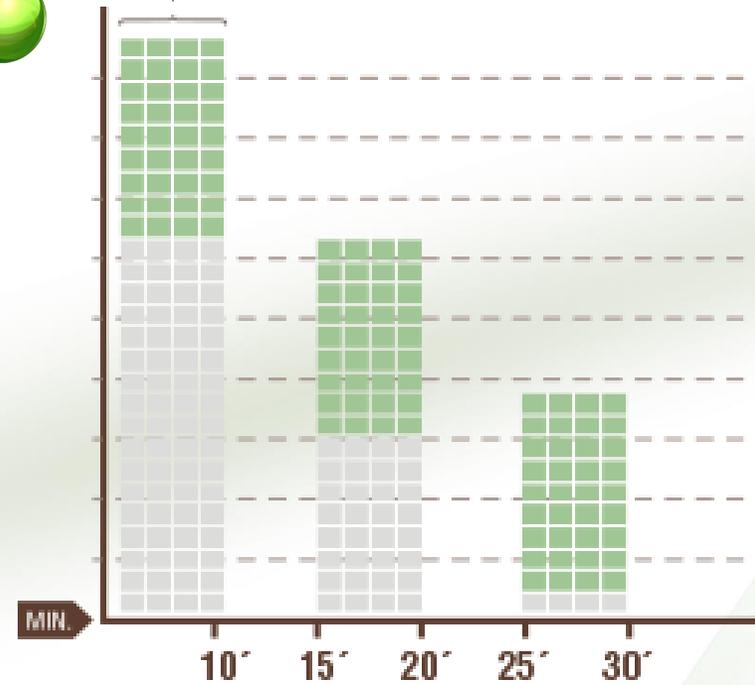
# COMPARATIVE OF VOLATILE AMMONIA Vs MEA\*

BRANDS PROMISING COLOR LIFT EQUAL TO THAT OF AMMONIA, REQUIRE BETWEEN 4 AND 5 TIMES MORE MEA\*



The ammonia present in the Biokera Natura Color mixture evaporates rapidly.

■ AMMONIA    ■ REST OF THE MIXTURE



MEA\* doesn't evaporate from the hair color so, as the hair coloration progresses and water begins to evaporate from the mixture, the percentage of MEA\* increases provoking greater hair damage.

■ MEA\*    ■ REST OF THE MIXTURE

\*MEA (ethanolamine or monoethanolamine)

# ORGANIC VEGETABLE OILS

**Biokera Natura Color** is formulated with **certified** organic vegetable oils which guarantees that the ingredients used originate from renewable resources and are transformed through processes that are kind to the environment.

## PROPERTIES OF THE BOKERA VEGETABLE OILS



### SWEET ALMOND OIL

Rich in polyunsaturated fatty acids (PUFA) which participate in the **regeneration of the skin and scalp's** barrier and moisturizing functions. **Highly rich in substances which nourish** the hair and skin (squalane, tocopherol and phytosterols).



### WHEAT GERM OIL

Its high linoleic acid content corrects a deficiency of this essential fatty acid to **prevent dehydration, itching and flaking skin**. Ideal for sensitive scalps thanks to its Vitamin E content with its **antioxidant and regulating effect on the skin**.



### ARGAN OIL

**High in essential fatty acids** (omega-3, 6 and 9), as well as anti-oxidant substance which have an **anti-aging effect** on the skin and hair. It also **nourishes and boosts the hair shaft's vitality and shine**.



### RASPBERRY OIL

One of the natural sources with the highest concentration of gamma-tocopherol which **protects hair from the effects of UV rays and free radicals**. It has a **photo-protective function** which **prolongs color** and has an anti-aging effect.



### MACADAMIA OIL

Possesses a high concentration of mono-unsaturated fatty acids (80%) which provide excellent properties that **nourish, soften** and act as the **ideal vehicle for the penetration of the colorants** and other active ingredients.



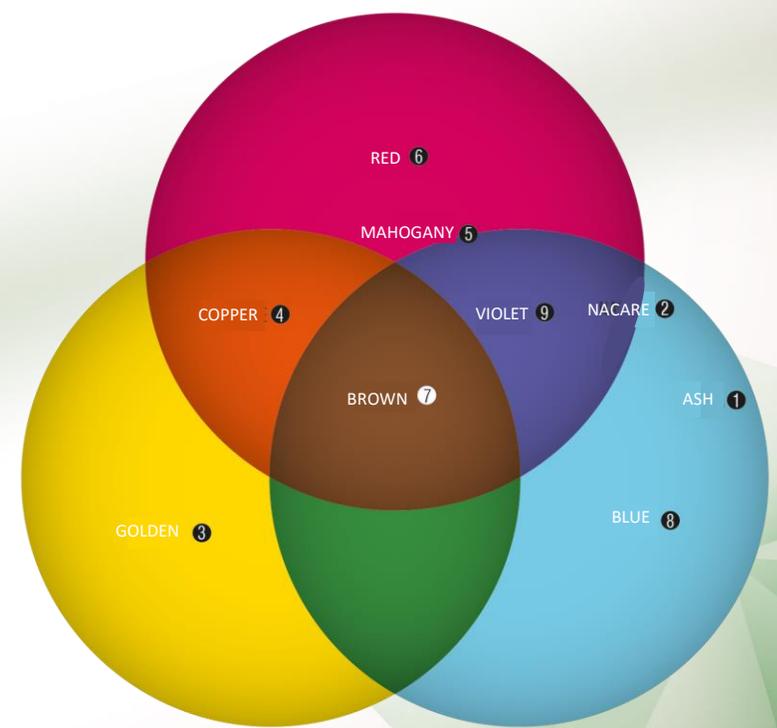
### CASTOR OIL

**Moisturizes and tones** the hair. Its impermeability makes it an excellent **protector against environmental and other external factors**. Leaves **hair softer** and **frizz-free**.

# CHROMATIC RANGE

Biokera Natura Color covers the entire chromatic range with 34 initial tones divided into 16 families.

<b>NATURALS</b>	1 BLACK 3 DARK BROWN 4 BROWN 5 LIGHT BROWN 6 DARK BLOND 7 BLOND 8 LIGHT BLOND 9 EXTRA LIGHT BLOND 10 PLATINUM BLOND	<b>FASHION</b>	1,88 BLUE BLACK 9,112 NORDIC BLOND
<b>NATURAL BROWN</b>	5,7 LIGHT BROWN NATURAL CHESTNUT	<b>ASH</b>	6,1 DARK ASH BLOND 7,1 ASH BLOND 8,1 LIGHT ASH BLOND 9,1 EXTRA LIGHT ASH BLOND
<b>BROWN COOPER</b>	7,74 BROWN BLOND COOPER	<b>INTENSE ASH</b>	5,11 LIGHT BROWN INTENSE ASH 7,11 INTENSE ASH BLOND
<b>INTENSE BROWN</b>	4,77 CHESTNUT INTENSE BROWN 6,77 DARK BLOND INTENSE BROWN 8,77 LIGHT BLOND INTENSE BROWN	<b>BRAZIL</b>	5,79 CACAO BRAZIL 7,735 BLOND BRAZILIAN CHOCOLATE
<b>COLD BROWN</b>	5,22 BROWNIE 6,721 DARK BROWN PEARLY ASH BROWN 7,72 ICE BROWN	<b>DORE</b>	7,3 GOLDEN BLOND
<b>MARRON DORE</b>	7,73 GOLDEN BROWN	<b>BEIGE</b>	7,31 BLOND BEIGE
		<b>REDS</b>	8,6 REDDISH LIGHT BLOND
		<b>MAHOGANY</b>	5,5 MAHOGANY LIGHT BROWN
		<b>COPPER</b>	8,44 LIGHT BLOND INTENSE COPPER
		<b>PEARL</b>	10,12 PEARLY PLATINIUM BLOND



# PROMOTIONAL PRODUCTS

## CATALOGUE

- English Art. 4332
- French Art. 4333
- Portuguese Art. 4334
- Italian Art. 4335



## COLOR CHART

Art. 3100



## BIOKERA SALON CART

Art. XXX



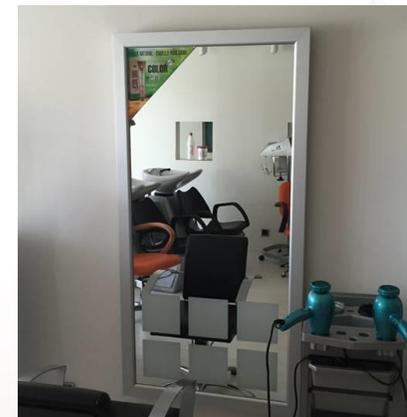
## BIOKERA WINDOW VINYL

Available in diferent languages



## BIOKERA MIRROR VINYL

Available in diferent languages



# PRESENTATION AND USE



HAIR COLOR  
CREAM 70ml.

DEVELOPERS 1000ml  
20 vol. - 30vol. - 40vol.



\* THE MIXTURE MAY BE  
PREPARED IN A BOWL OR  
APPLICATOR BOTTLE

APPLY TO ROOTS AND  
LEAVE TO DEVELOP



APPLY TO LENGTHS AND ENDS  
RECOMMENDED PROCESSING TIME IN  
ACCORDANCE WITH CURRENT HAIR COLOR  
CONDITION



NORMAL



AVERAGE  
COLOR LOSS

# FAQS

- **Why have you produced a hair color for a natural range containing ammonia?**

Biokera Natura Color was designed with a **natural focus**, under **two main premises: hair care and perfect results** (maximum coverage, long-lasting colors, shine and intensity). The studies cited previously show the benefits of volatile ammonia over alkalizers used in ammonia-free hair colors (MEA). Less damage to the hair, less alkalizer required to produce the same result, less presence on the hair during the process and a simpler process.

- **Aside from the image, what is natural about Biokera Natura Color?**

It's formulated without PPD, silicones, parabens or resorcinol and contains certified organic vegetable oils such as sweet almond, argan, macadamia, wheat germ, raspberry and castor. The developers are formulated with aloe vera.

- **Free from parabens, resorcinol, PPD; so why have these been removed from the formulas?**

All of these substances are present in the majority of hair colors on the market and are totally legal, safe and are highly tested. However, in people with sensitive skin they can produce itching or allergies. And although the percentage of these people is low, there is also a growing trend among consumers, to look for more "natural" items, which is why we have opted to produce a product that's free from all of these things as an alternative hair color.

# FAQS

- **Many hair colors marketed as 'natural' don't offer good coverage or don't have high-lift tones in their range. Does Biokera Natura Color have these problems?**

NO. Biokera Natura Color offers 100% gray coverage and has a wide range of tones of all levels with excellent results.

- **Does Biokera Natura Color have the characteristic smell associated with ammonia-based hair color?**

The volatile ammonia in its formula evaporates quickly and this, combined with its fragrance with oriental, floral and woody notes, means the smell is not so intense or long-lasting as other ammonia-based hair colors. The smell is also a sign that the ammonia is evaporating, unlike hair colors based on MEA\* which remain on the hair throughout the process, with the resulting damage that this entails. MEA\* also requires more thorough washing and rinsing to ensure it does not remain on the hair.

- **What does certified organic vegetable oils really mean?**

The use of certified vegetable oils was born of a desire to become more respectful to the environment (through environmentally-friendly agriculture) during the entire oil production process, and greater respect for the end-consumer. The natural origin of the substances is guaranteed and a connection established between the cosmetic product and respect for the environment.

