



Our products are manufactured in compliance with the highest standards, including GMP (Good Manufacturing Practices), ISO 9001 certification, and hold a Free Sale Certificate.

We ensure that all our products meet or exceed European manufacturing regulations, providing exceptional quality and safety for our customers.

HIGHLY FORMULATED AND STABILIZED

Pro Active is not just any demi-permanent hair color; it's a scientifically advanced formulation designed to deliver exceptional results without the use of ammonia. Instead, we use MEA (Monoethanolamine), which acts as a gentle substitute for ammonia, providing the same effectiveness while being more hair and scalp-friendly. This ensures longer-lasting color and better overall hair health.

UNMATCHED PERFORMANCE AND YIELD

Each tube of Pro Active is 60 ml and can be mixed in a ratio of 1+1.5 or 1+1.2 depending on the desired outcome. This flexibility allows stylists to customize the application to meet their clients' specific needs, ensuring consistent, high-quality results every time.

PROTEIN GENERATOR 5V

With its unique activator, Pro Active Liquid Toner not only enhances performance but elevates coloration to a superior level. When mixed with its peroxide, this activator transforms vegetable squalene and wheat protein into vibrant color proteins. This ensures that the color adheres evenly, providing a long-lasting finish that nourishes each strand while coloring with professional precision. It's more than just an activator: it's the science behind perfect color.

ADVANCED INGREDIENTS AND PROTEIN ACTIVATOR

Pro Active is enriched with premium active ingredients, such as Jojoba Oil and Avocado Oil, along with our unique Protein Generator. These components ensure vibrant, long-lasting color while also nourishing and enhancing the overall health and shine of the hair. When mixed with the Protein Generator, it transforms into a Protein Liquid Toner, providing additional benefits.

INGREDIENTS AND THEIR BENEFITS

JOJOBA OIL

Known for its moisturizing and healing properties, Jojoba Oil helps to balance the scalp's natural oils, keeping the hair hydrated and healthy.

AVOCADO OIL

Rich in vitamins and fatty acids, Avocado Oil nourishes the hair, enhances shine, and promotes hair strength.

VEGETABLE SQUALENE

Acts as a natural moisturizer, locking in hydration and promoting hair softness and elasticity.

HYDROLYZED WHEAT PROTEIN

Strengthens hair, reduces breakage, and enhances the hair's natural shine.

MONOETHANOLAMINE (MEA)

Allows a demi-permanent color that lasts longer and is more vibrant than other ammonia-free products on the market. It enhances hair health and shine while ensuring superior color longevity, making the formulation highly effective and gentle on hair structure.

KEY BENEFITS OF PRO ACTIVE



AMMONIA-FREE FORMULA

Pro Active uses MEA instead of ammonia, making it gentler on the hair and scalp while providing long-lasting color.



PREMIUM INGREDIENTS

Enriched with Jojoba Oil and Avocado Oil, our formula not only colors but also nourishes and strengthens hair.



FLEXIBLE MIXING RATIOS

Depending on the desired outcome, Pro Active can be mixed in a ratio of 1+1.5 or 1+1.2, providing flexibility for stylists to achieve the perfect result.



PROTEIN LIQUID TONER

Our innovative Protein Generator turns the toner into a Protein Liquid Toner with active ingredients such as Vegetable Squalene and Hydrolyzed Wheat Protein, providing additional nourishment and protection, leaving hair smoother, shinier, and healthier.



PROFESSIONAL QUALITY

Designed for professional use, ensuring that stylists can achieve exceptional results with ease.



GENTLE AND EFFECTIVE

Pro Active's formulation is designed to be gentle yet effective, making it suitable for all hair types, including sensitive scalps



TONES AND TREATS

Pro Active not only tones the hair but also treats it, providing a final result that is both impressive and healthy-looking.

WHY CHOOSE PRO ACTIVE?

COMPARED TO MARKET LEADERS



SUPERIOR RESULTS

Carefully selected ingredients and advanced formulation techniques ensure the best possible results for both stylists and clients.



GENTLE FORMULA

The use of MEA instead of ammonia makes Pro Active a gentler option, reducing the risk of irritation while providing long-lasting color.



ENHANCED BENEFITS

The inclusion of Jojoba Oil, Avocado Oil, Vegetable Squalene, and Hydrolyzed Wheat Protein ensures that hair is not only beautifully colored but also nourished and protected.



FLEXIBLE APPLICATION

The ability to mix Pro Active in different ratios provides stylists with the flexibility to customize the color treatment to their clients' needs.



CLIENT SATISFACTION

PRO Active, vibrant color ensures client satisfaction and loyalty.

CONCLUSION

Pro Active is the ultimate choice for salons looking to provide high-quality, ammonia-free demi-permanent hair color. Its superior formulation, flexible application, gentle formula, and the nourishing benefits of its innovative ingredients make it stand out in the market. Choose Pro Active for vibrant, long-lasting color that tones and treats hair, leaving it smooth, shiny, and healthy. This ensures excellent value for money, increasing salon revenue, and guaranteeing client loyalty.