

NEW

DIVINA.one.pastels

eva professional hair color

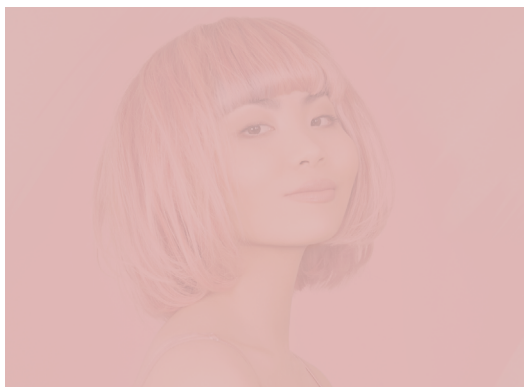
UCS.2
ULTRA COLOR SYSTEM

ALIVE hair collection made with **Divina.One.Pastels**



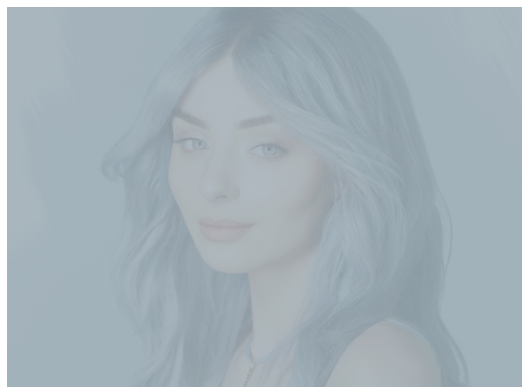
PASTELS

ARE THE NEW NUDE COLOR TRENDS 2019



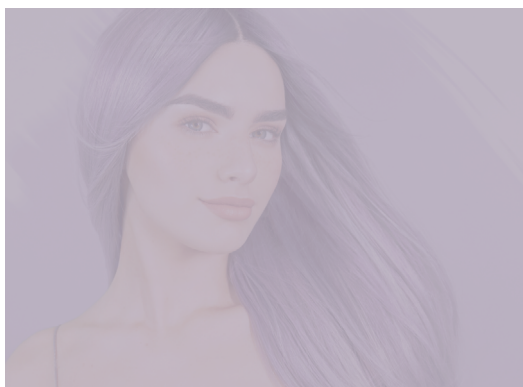
PANTONE

699 C



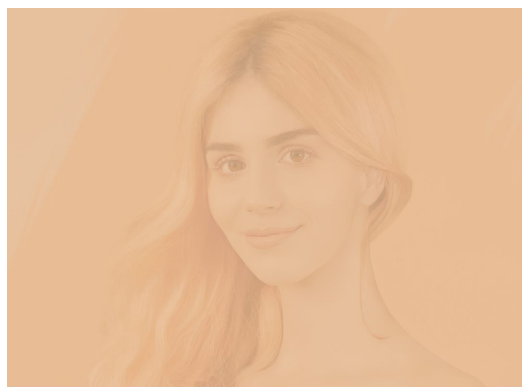
PANTONE

291 C



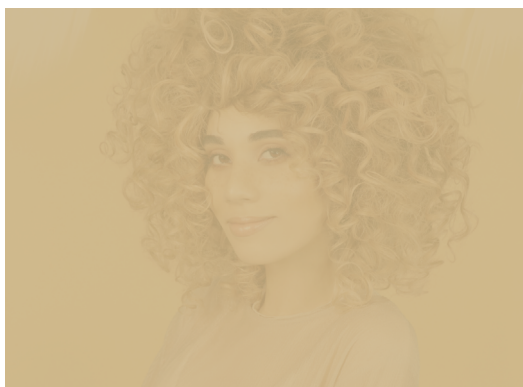
PANTONE

7444 C



PANTONE

149 C



PANTONE

7501 C

LOW AMMONIA



It's quick and easy to try-on **Divina.One.Pastels**; it gives you the latest fashion must-have and you'll rock a diffused color finish that fades beautifully.

4 PASTEL SHADES + 1 NEUTRAL SHADE FOR MIXING.

The combination of colors with CREATIVE CLEAR allows you to express your creativity in infinite shades of color.

DIVINA.OXI 10 VOL.

Delicate developer used in combination with Divina.One.Pastels for a safe and respectful application.

- Low Ammonia hair coloring that illuminates and provides a stylish shade.
- Range of pastel toners that correct and purify blond or bleached hair of undesired tones.
- Includes the combined tone CREATIVE CLEAR to customize the desired pastel intensity.

HOW DOES IT WORK?

- The result is an avant-garde and urban color ideal for all customers who want to experiment with delicate, temporary colors.
- CREATIVE CLEAR adds a clear matte gloss finish.

RANGE



P-CC

Creative Clear

Neutral Creative Base for mixing. Create personalized filtered finishes on any hair. Creative Clear is used to dilute shades or to create a colorless matte gloss finish.

P-PC

PINK CANDY



With
Creative Clear



5-15 min



25 min

P-BC

BLUE CURACAO



With
Creative Clear



5-15 min



25 min

P-LO

LILAC ORCHID



With
Creative Clear



5-15 min



25 min

P-SC

SILVER CLOUD



With
Creative Clear



5-15 min



25 min

WHY DIVINA.ONE.PASTELS?

KEY POINTS

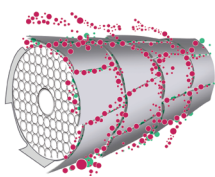
1. Divina.One color warantee.
2. Low Ammonia Hair Coloring + Divina.One Cream = Safe and respectful application.
3. Allows you to express your creativity in infinite shades of color = Matte Gloss service
4. Adds a fashionable diffused color finish to the hair.
5. Promote your blondes color services getting sublime color corrections.
6. Divina.One.Pastels can be blended together and with the rest of Divina.One colors.
7. Divina.One.Pastels fades beautifully and with naturality



ULTRA COLOR SYSTEM TECHNOLOGY

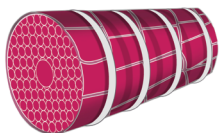
THE SECRET OF SUCCESS

A boost of deep-down color for maximum color retention. **How does it work?**



1. MAXIMUM COLOR PENETRATION WITH CHROMA-TECH

Its powerful action activates the introduction of color pigments to the cortex, to reach the maximum color injection and its total retention.



2. MAXIMUM COLOR ADHESION

Collagen to ensure an optimal seal of the cuticle and hair protection.



3. VIBRANT AND LONGLASTING COLORS

Brazil nut oil makes the hair silky and shiny.

TECHNICAL AREA

1. APPLICATION BASES:

It is especially dedicated to post-highlighting and bleaching services. All pastel shades have the maximum expression on base levels 9 and 10, depending on the tone chosen. Apply it on dry hair.

2. EMULSION:

Divina.Oxi 10V. Mixing ratio: 1+1



3. DEVELOPMENT TIME:

5-25 minutes.

4. PERSONALISED RESULT:

For an even softer diffused color finish, use CREATIVE CLEAR mixed with the color desired of Divina.One.Pastels to reduce the intensity of the color.



5. DURATION:

The intensity and duration of the result will vary depending on the condition of the hair: The Greater the degree of porosity, the better the penetration of the pigment and the more intense the reflection will be. It lasts from 6 a 10* washes. (* Depending on the color used and the situation of the hair).

6. TIPS FOR COLOR CORRECTION

BLUE CURACAO

- When the hair is too orange.
- If applied to a warm and too yellow base shade may give a green/blue result

LILAC ORCHID

- When the hair is too yellow.

PINK CANDY

- For sublime corrections of underlying yellow and orange exposed pigments.

MORE TECHNICAL INFO:



ALIVE BY EVA PROFESSIONAL

With the special collaboration of Divina.One.Pastels

COLOR APPLICATION TECHNIQUE ON HAIR COLLECTION

- Bleach hair to a 10 base.
- Divide head on 3 sections creating semicircles.

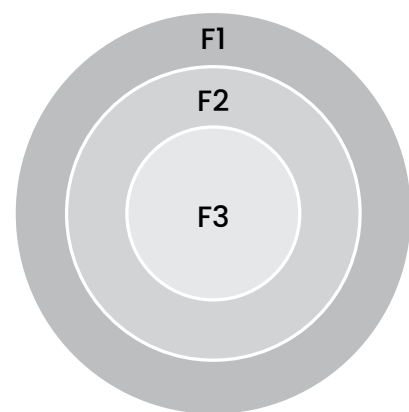
Application process:

Use 3 different formulas, one for each zone:

Formula 1: 10ml. Pink Candy + 10ml. Divina.Oxi 10V

Formula 2: 10ml. Pink Candy + 10ml. Creative Clear + 20ml. Divina.Oxi 10V

Formula 3: 10ml. Pink Candy + 20ml. Creative Clear + 30ml. Divina.Oxi 10V



Development time:
25 minutes

ALIVE BY EVA PROFESSIONAL

With the special collaboration of Divina.One.Pastels

COLOR APPLICATION TECHNIQUE ON HAIR COLLECTION

- Bleach hair to a 3cm from roots and to reach a 10 level base.
- Divide head on triangular partitions.
- Apply interspersed formula 1 and formula 2.

Roots: 50ml. Divina.One 4 + 10ml. Blue Curacao + 60ml Divina.Oxi 20V

Formula 1: 30ml. Blue Curacao + 30ml. Divina.Oxi 10V

Formula 2: 30ml. Blue Curacao + 30ml. Creative Clear + 60ml. Divina.Oxi 10V

Roots



Formula 1



Formula 2



Development time: 25 minutes

PROMOTIONAL MATERIAL



BUY THE "ALIVE COLLECTION PACK" FOR \$45 – VALUE \$147



P-LO

Lilac Orchid



P-PC

Pink Candy



P-BC

Blue Curacao



P-SC

Silver Cloud



P-CC

Creative Clear

AND GET THE FOLLOWING FOR FREE



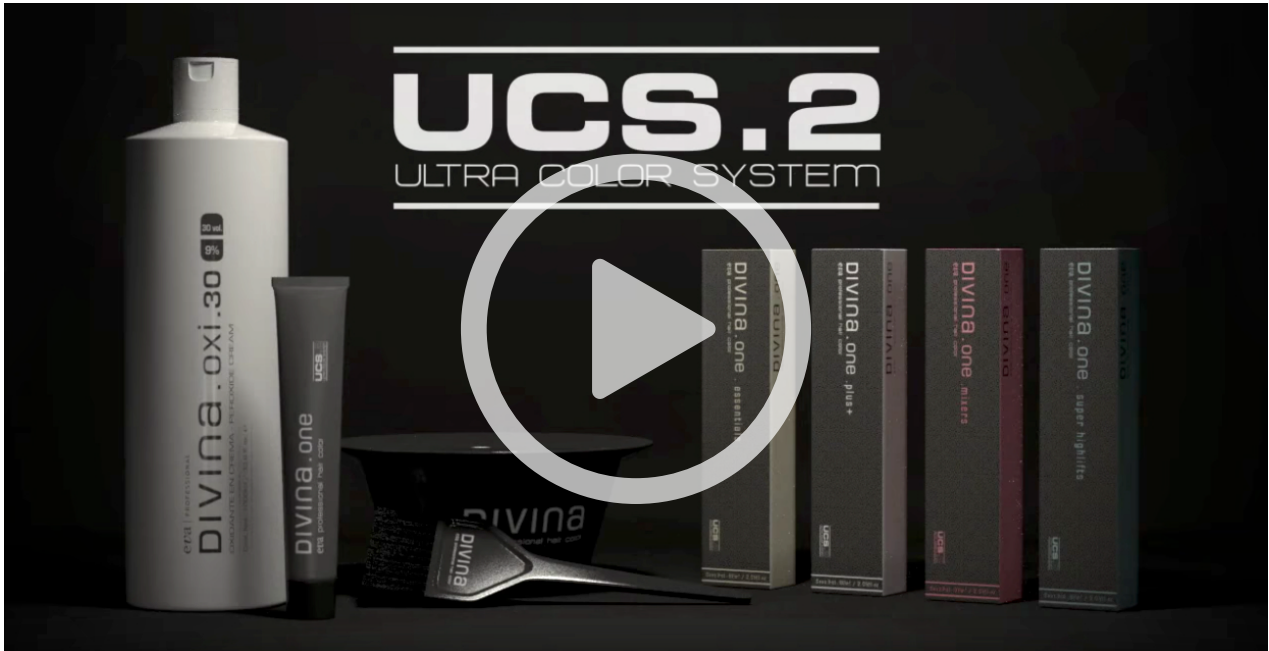
The NEW Divina.One Chart – Made in Barcelona since 1922, Range of permanent hair colours from Eva Professional Hair Care. Divina.One is a high-intensity colour range with superior levels of moisturizing power.

1 Divina.Oxi 10 vol – Perfect stability. Recommended for everything from tinting and correcting highlights to maximum levels of oxidation. Makes hair very soft.

Super Blanc Bleach 500g – Progressive high lightening. Bleaching agent in powder. Thicker less volatile texture. Ideal for highlights.

Your New Best Friend "Vitamin Recharge Oh la la 250ml – An unparalleled experience that pampers the hair fiber. The combination of vitamins and seaweed complement a treatment inspired by thalasootherapy. Suitable for all hair types.

DIVINA.ONE – UCS.2



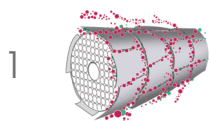
THE FIRST HAIR COLOR WITH MAXIMUM MOISTURIZING POWER.

Benefits:

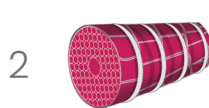
- **Advanced formula** with chroma-tech, collagen and Brazil nut
- A boost of deep-down hydration and color **in a single step**
- **Uniform** color lightening and **controlled** oxidation
- **Maximum** color penetration and retention
- Maximum grey hair **coverage**
- Colors **10%** more intense and longer-lasting
- Radiant color **results**, full of shine
- **Optimized** color service in a single appointment

THE SECRET OF SUCCESS

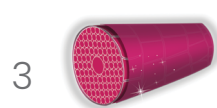
A boost of deep-down color for maximum color retention. **How does it work?**



**Maximum color
penetration with
Chroma-tech**



**Maximum color
adhesion**



**Vibrant and
longlasting colors**

DIVINA.ONE



ESSENTIALS:

Super natural basics

Lightening: 2-3 shades | **DIVERSITY & NATURALNESS** | Coverage: 70% - 100% | **1+1,5** | **35'**



MIXERS:

Super and technical shades

No lightening | **FANTASY, FASHION AND TECHNICAL** | **1+2** | **5'-15'**



PLUS+:

Intense, influential shades

Lightening: 2 shades | **INTENSITY & COVERAGE** | Coverage: 100% | **1+1,5** | **35'**



DIVA:

Anti-age range with total coverage

Lightening: 2 shades | **EXTRA SHINE & COVERAGE** | Coverage: 100% | **1+1,5** | **35'**



SUPER HL:

Super lightening shades full of light

Lightening: 4 shades | **RADIANCE & DISTINCTION** | **1+2** | **50'**

Ideal bases Application: natural bases with a power greater than 6.



NEW! PASTELS:

Selection of multi-tonal pastels

No lightening | **TECHNICAL VERSATILITY, CUTTING-EDGE & RADIANCE** | **1+1** | **5'-25'**

WE CREATE FASHION AND TRENDS



COMPARISON:

DIVINA VS ALFAPARF

Divina.one

LEFT SIDE

Divina.One 6.6
+20 vol
+35'

ALFAPARF

RIGHT SIDE

Alfaparf 6.6
+20 vol
+35'

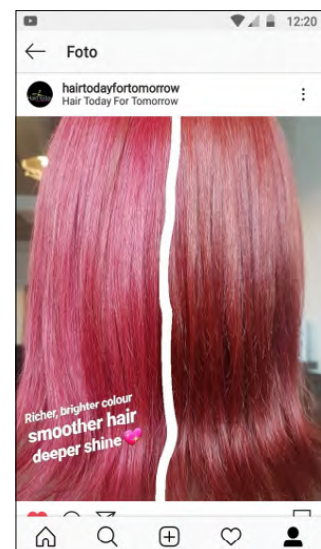
POSTED ON INSTAGRAM

@SaavyandShine

The left-hand side is Divina.One 6.6 with 20 vol, developed for > 35 minutes.

The right-hand side is Alfaparf 6.6 with 20 vol, developed for 35 minutes. Exactly the same treatment for both sides...no tricks or added 0.66, nothing!

Look at the difference. I'm proud to be an Eva partner!



NEW

DIVINA.ONE ADDITIONS



NEW CHIC SHADES

- 10.00 > California Extra blonde
- 12.02 > Iridescent Ultra blonde
- 5.56 > Daiquiri Coppery
- **New family: Divina.One.Pastels**

[DISCOVER IT HERE!](#)



NEW COLOR CHART

[DISCOVER IT HERE!](#)

*Does not include Divina.One.Diva shades.
These still have their own color chart.



NEW 100ML FORMAT

Available in the **Essentials**,
Plus+ and **Super HL**



MORE POWER, MORE SHINE, MORE CUTTING-EDGE

All the **Essentials and Plus+**
shades guaranteed at 1+1,5*

*Studies demonstrate that 95% of color
experts use the color at 1+1.5.

[+ TECHNICAL INFO.](#)

DIVINA.PURE



AMMONIA-FREE
FRAGRANCE-FREE
PARABEN-FREE
SILICONE-FREE
MAXIMUM COVERAGE IN
39 DIVINE SHADES

ENVIRONMENTALLY-FRIENDLY COLOR

- **Improves** the color experience in the salon
- **Minimizes** the risk of allergies
- **Healthier** salon environment
- **Environmentally-friendly** packaging and manufacturing methods
- **Certified** packaging



OLEO-K-RICH THE SECRET OF ITS FORMULA

DIVINA PURE has been enriched with Oleo-K-Rich, a new active complex that acts deep-down, thanks to the great treatment power of its ingredients.

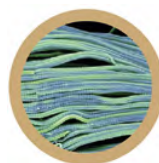


BEFORE

WITH
OLEO-K-RICH

AFTER

ACTIVE INGREDIENTS:



KERATIN
Strengthens and
protects the hair



SILK
Hydration and
Softness



BRAZIL NUT OIL
Extreme shine and
Nutrition



WHAT IS IT?

- Hair color with great **treatment properties**, that **respects** the hair and the environment.
- Both the packaging and all the materials used in presenting this product are **environmentally responsible and recyclable**.
- A specific color line for a specific target audience and a **currently popular demand**

ESPECIALLY RECOMMENDED FOR:

- Its formula makes it ideal for **all hair types**.
- People with **sensitive scalps***, who have stopped coloring their hair due to the characteristic itching and redness.
- People who are committed to respecting the **environment**.
- People who **are** sensitive to ammonia and/or artificial fragrances.
- People who **have never** colored their hair before.
- To improve the color treatment of excessively **porous** hair.

* An allergy test is always requested 48h before any color treatment.

MIXING

WITH GREY HAIR



NO GREY HAIR



NATURAL COLORS IN VOGUE

DISCOVER THE 10 NEW & INCREDIBLE SHADES OF DIVINA.PURE

10



PLATINUM BLONDE

7.40



VERY LIGHT
COPPERY BROWN

7.23



LIGHT
MEDITERRANEAN
SAND

6.13



LIGHT CHESTNUT
BROWN

9.1+



ASH BLONDE +

8.1+



LIGHTEST ASH +

6.66



DEEP GARNET RED

6.20



VIOLET

8.13



LIGHT SANDY
BLONDE

9.13



LIGHTEST SANDY
BLONDE

DIVINA.ACTIVATORS



DIVINA OXI

3 volumes available, for the best professional results.



DIVINA.PURE

4 levels of action, for different technical intensities

5	1,5	•	8	2,4	•	10	3
VOLUM	%		VOLUM	%		VOLUM	%

DESIRED EFFECT:

No lightening.
Tone on tone.

ESPECIALLY RECOMMENDED FOR:

Thin, sensitive scalps.

NOT RECOMMENDED FOR:

Very grey hair.

18	5,4	•	20	6
VOLUM	%		VOLUM	%

DESIRED EFFECT:

2 levels of lightening.
The most commonly used and adaptable to any color technique

ESPECIALLY RECOMMENDED FOR:

Very grey hair.

28	8,4	•	30	9
VOLUM	%		VOLUM	%

DESIRED EFFECT:

3 levels of lightening.

ESPECIALLY RECOMMENDED FOR:

Application of light shades.

NOT RECOMMENDED FOR:

Thin, sensitive scalps

eva
PROFESSIONAL
HAIR CARE

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