

COLORHOLD

SEALS THE COLORANTS WITHIN THE FIBER

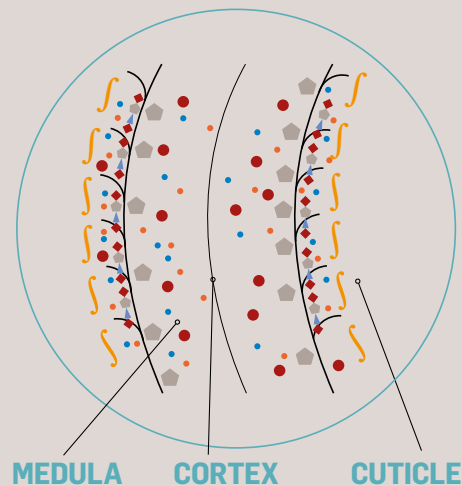
ASSESSA

INNOVATION FOR A GREENER WORLD



CONCEPT

HAIR FIBER



• PRECURSORS

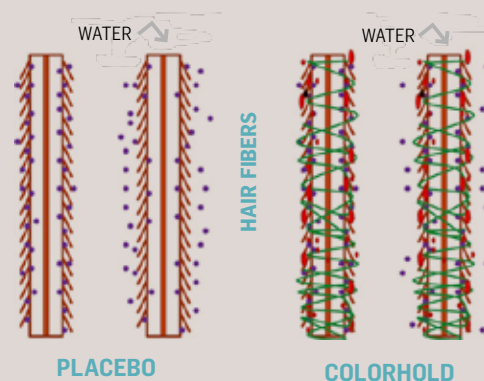
• COLORANTS

◆ PEPTIDES

• COUPLERS

◆ AMINO ACIDS

〰 BIOPOLYMERS



HAIR DYES MAINTENANCE OF THE COLOR WITH COLORHOLD

The main challenge in permanent dyes is the maintenance of color over time. Due to frequent washing, the colorants formed during the dyeing process are continuously removed from inside of the hair fiber. ASSESSA has developed a unique **Double Blocking System** that operates at two different levels of the hair fiber to maintain the color into the hair matrix.

The first level is the hair cortex, where special amino acids and peptides in COLORHOLD penetrate the hair fiber during and after dyeing, trapping the colorants inside the cortex.

The second level is the cuticle layer, where the bio-molecules in COLORHOLD form a nano-network around the strands, repositioning the cuticles and sealing the colorants within the fiber.

This **Double Blocking System** ensures long lasting color in the hair.

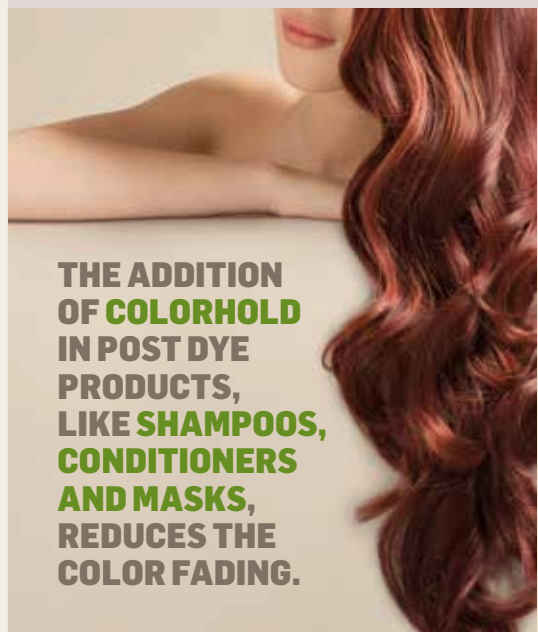


NATURAL
ORIGIN
99.33%

COLORHOLD VERSUS OTHER INGREDIENTS

COLORHOLD was tested against 3 ingredients that carry similar claims. The results can be seen in graphs at the back side.

THE ADDITION
OF **COLORHOLD**
IN POST DYE
PRODUCTS,
LIKE **SHAMPOOS,**
CONDITIONERS
AND MASKS,
REDUCES THE
COLOR FADING.



COLORHOLD

SEALS THE COLORANTS WITHIN THE FIBER

PERMANENT DYE



PLACEBO COLORHOLD

COLORHOLD IN SHAMPOOS



PLACEBO COLORHOLD

INCI NAME

Aqua, Hydrolyzed Rice Protein, Sodium Carrageenan, Sodium Benzoate and Potassium Sorbate.

COLOR FADING

DIRECT MEASURING IN HAIR STRANDS

COLOR MEASUREMENTS

- Permanent hair dyes (test formulas and placebo) were prepared using the same concentrations of precursors and couplers.
- Test formulas with 2 % COLORHOLD.
- Color measurements were taken with a Konica Minolta Colorimeter.
- Measurements made in 3 points of each strand: root, middle and tip.

FADING

1 COLORHOLD prevents the fading of the color. The difference in color increases with the number of washings.

FADING PREVENTION

	W1	W3	W5	W7	W9	Difference
Control	17.59	19.76	20.28	20.98	21.47	3.88
Colorhold	16.65	18.64	19.28	19.35	19.77	3.12

COLORHOLD X COMPETITORS

2 COLORHOLD was tested against 3 ingredients that carry similar claims. The results can be seen in the graphic at the right side.

REDUCTION OF COLOR FADING

- ΔL refers to the difference in measures of the lightness parameter along the L axis between the initial (zero) point (corresponding to step 4 in protocol) and the color measured after 1, 3, 5 and 7 washing cycles.
- Lightness is related to the color intensity. Higher scores are related to less color, or fading.
- Smaller ΔL = smaller difference from the initial point = less color fading
- Smaller ΔL = darker tresses = less fading.

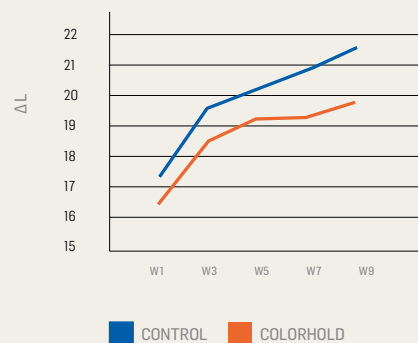
MAINTENANCE OF COLOR

3 The addition of COLORHOLD in post dye products – shampoos, conditioners and masks – reduces the color fading.

FADING

1

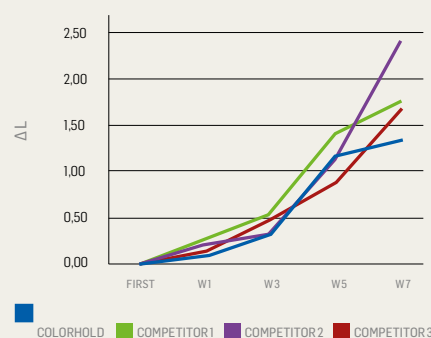
AFTER 9 WASHING CYCLES PERMANENT HAIR DYE (2% COLORHOLD)



COLORHOLD X COMPETITORS

2

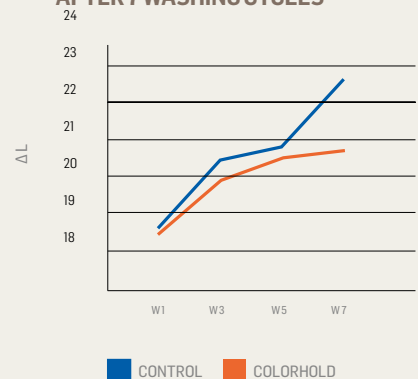
REDUCTION OF COLOR FADING



MAINTENANCE OF COLOR

3

AFTER 7 WASHING CYCLES



USAGE LEVEL

PRODUCT 1.0 TO 3.0 %

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