

no.1 ASIAN PROFESSIONAL
BRAND IN SINGAPORE

SHISEIDO
PROFESSIONAL

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THE HAIR CARE
IN-SALON
COLOUR TREATMENT
for COLOURED HAIR



SHISEIDOPROFESSIONAL



@SHISEIDOPROFESSIONALSG

for COLOUR RETENTION

THE HAIR CARE LUMINOGENIC

Prevents Loss of Dye & Melanin Pigments: HYDROPHOBIC TECHNOLOGY



COLOUR HOLD AGENT (Patent pending)

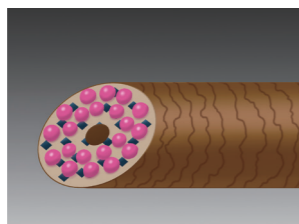
Colour Hold Agent, an original ingredient that Shiseido developed by combining urethane and cation, forms an elastic network on hair surface to make it hydrophobic.

M-HOLD AGENT (Added to all lines)

M-Hold Agent, with experimentally proven effects, prevents the loss of melanin pigments.

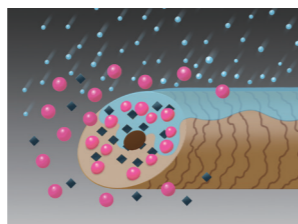
HYDROPHOBIC MECHANISM 疏水效应

Healthy Coloured Hair



● Dye ◆ Melanin pigments

Hydrophilic Hair 亲水发质

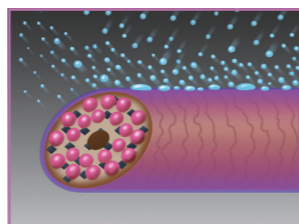


● Water

When hair is treated with hair colour, hair turns to hydrophilic. As a result, the amount of water that enters and leaves hair during shampooing increases, leading to the loss of dye and melanin pigments.

发质吸收水分，发色素溶解在水中，导致染发褪色。

Hydrophobic Hair 疏水发质



● Water

Hydrophobic technology reduces the amount of water being absorbed and released by hair, preventing the loss of dye and melanin pigments.

发质抵制水分，将发色素与水分分离，保存发色。

FRAGRANCE



SANTA ROSE

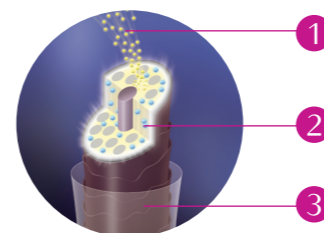
Fresh floral green note

A glamorous fragrance that features rare rose oil of Turkish Rose and Rose de Mai, which are praised as liquid jewels, and accentuated with a refreshing scent.

for COLOUR REPAIR

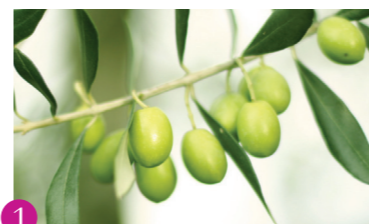
THE HAIR CARE LUMINOFORCE

Hair Texture Refining Technology for Coloured Hair 染后发质修复科技



Luminoforce restores suppleness from the core to surface of the hair for portions of the hair that has become coarse from repeated colouring.

Lipid Repair Agent



1

Restores suppleness from the core to surface of hair: 深层修复染后发质，让秀发强韧：

Lipid Repair Agent

Derived from olives, the ingredient closely resembles the properties of naturally occurring hair lipids. It also has superior hair affinity and penetration.

S-Hyaluronic Acid



2

Increases moisture in hair: 增加发质水分，让秀发柔顺：

S-Hyaluronic Acid

Contains S-Hyaluronic Acid, which has superior moisture retention that promotes well-hydrated hair.

Evening Primrose



3

Adds shine: 增加染后秀发光泽：

Evening Primrose Oil and Arginine

- Evening Primrose Oil: Imparts gloss on hair while protecting hair surface
- Arginine: Repairs melanin holes inside the hair to control scattering of light and increases hair luster from within.



FRAGRANCE

ORCHARD BREEZE

Floral fruity note

Refreshing, soothing fragrance inspired by an orchard breeze. Fresh and juicy fruit fragrances imbued with the gorgeous and natural aroma of the noble rose.

COLOURENHANCE 极度维护发色服务

A special treatment that makes salon colour last visibly longer, while repairing damaged hair to make it shiny like never before.

COLOURRESTORE 极度染发复兴服务

A special treatment that makes salon colour last visibly longer, while repairing damaged hair to make it shiny like never before.



清除抑制上色物体



让染发上色更容易

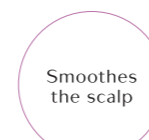


深层修复受损发质

COLOURING 染发服务



洗净秀发，保存发色



舒缓头皮



深层保存发色



保存发色



Purifying Lotion

OPTIONAL 任选



LUMINOGENIC Pre Lotion



AQUA INTENSIVE Multi-Care Milk

OPTIONAL 任选



LUMINOGENIC Shampoo



Scalp Conditioner

OPTIONAL 任选



LUMINOGENIC Mask



LUMINOGENIC Protector



清除抑制上色物体



让染发上色更容易



深层修复受损发质

COLOURING 染发服务



洗净秀发，保存发色



舒缓头皮



深层修复染后发质



增加染后秀发光泽



Purifying Lotion

OPTIONAL 任选



LUMINOGENIC Pre Lotion



AQUA INTENSIVE Multi-Care Milk

OPTIONAL 任选



LUMINOFORCE Shampoo



Scalp Conditioner

OPTIONAL 任选



LUMINOFORCE Mask



LUMINOFORCE Gloss Spray