EXPERT SERIES

ERASER

ERASER IS A REVOLUTIONARY, NON-BLEACHING COLOUR REMOVAL WITH VITAPLEX TECHNOLOGY SYSTEM FOR UNWANTED OR INCORRECT PERMANENT AND TONE-TONE HAIR COLOUR.

Simple, safe and reliable, Eraser actively reduces the size of artificial hair colour molecules within the hair shaft, allowing them to be completely rinsed away, leaving the hair's natural pigment untouched.

Because no bleaching takes place, Eraser is a much safer and more controllable product than other 'bleach' based colour removal systems. Eraser will not lift natural hair (hair with no artificial pigment), thus making colour removal easier when regrowth is present.

Eraser will not damage hair that has been previously bleached, chemically relaxed or permed. The low pH, conditioning formula leaves the hair in better condition than when you started and ready for a fresh application of colour immediately.

THE ACTION OF PERMANENT HAIR COLOUR

An artificial dye is generated from small colourless molecules called 'intermediates'. When these intermediates come into contact with peroxide, they combine to make bigger colour molecules in a process called 'oxidation'. This action occurs inside the hair and, when the colour processing time is finished, the molecules have become large enough not to exit the hair.

To remove these 'large' molecules, we have to reduce them in size to allow them to 'exit' the hair shaft. Eraser has the ability to do this by using a unique sulphur compound which does not damage the hair and is only effective on the artificial colour molecules. Cationic conditioners in Part 1 and Part 2 ensure that the hair condition is actually improved during the process.

Now contains Vitaplex technology RAV19 to repair and strengthen the inner structure of the hair. Colour removal efficiency is improved and the cuticle protected for increased shine.

THE ACTION OF ERASER

A unique feature of Eraser is the carrier with the reducing agent, which is one of the most efficient available.

Eraser is designed with a creamy base which enables the ingredients to penetrate deeper in to the hair, making the formula very effective at reducing the colour molecules.

THE ACTION OF POST ERASER

Post Eraser contains a unique chelating cleansing system. This will remove 100% of the free intermediates and prevent the re-oxidisation that causes darkening. Post Eraser also moisturises the hair & restores the natural pH, leaving it in excellent condition.

CONDITION

Due to its very low pH (3) the cationic conditioners and Vitaplex technology, Eraser leaves the hair soft, smooth and shiny.

INSTRUCTIONS

Use in a well ventilated area.

STEP 1

Mix equal parts of Eraser Part 1 and Part 2, i.e. 50ml : 50ml, in a non-metallic bowl or applicator bottle. This is enough working product for 1 application on short hair. Blend the mixture together for at least 1 minute (this will activate the product) and use immediately. Always apply to dry hair, avoiding the scalp, to the area requiring colour removal and cover with a plastic cap.

PROCESS AS FOLLOWS:

- Removing pale shades or unwanted tones: 5 - 15 minutes without heat.
- For removal of dark, old or intense colour: 15 minutes with gentle heat (40-42°C / 104-108°F).
- Check the hair frequently until desired result is obtained.

STEP 2

When desired result is achieved, rinse well for 5 minutes for short hair. (Increase time for long hair) and shampoo 4 times with a deep cleansing/clarifying shampoo).

STEP 3

Post Eraser contains chelating agents to help remove the reduced artificial molecules more efficiently and prevent re-oxidisation. It will also indicate if all artificial molecules have been removed.
Post Eraser moisturises and returns hair to correct pH.

For short hair mix 50ml of Post Eraser with 40ml of water and 10ml of 6%(20vol) ASP® Crème Developer. Mix in a non-metallic bowl or applicator bottle. Blend and apply to hair as a shampoo. Massage gently for 2-3 minutes and then rinse well.

N.B. If the hair appears to have darkened after applying Post Eraser, this is an indication that there may be colour molecules still remaining within the hair. If this occurs please repeat Eraser process. Remember to apply Part 1 and Part 2 to dry hair.

To achieve your chosen shade select a colour 1 shade lighter than the target shade, e.g. if target colour is 7.0, use 8.0. + 6%(20vol) ASP® Crème Developer. When re-colouring after an Eraser process, staying on the same level or to darken, 6%(20vol) ASP® Crème Developer should ALWAYS be used.
When using a lifting product following an Eraser process, follow the manufacturer's instructions.

CAUTION

DO NOT ALLOW THE PRODUCT TO COME INTO CONTACT WITH THE EYES.

USE SUITABLE GLOVES.

DO NOT APPLY TO SCALP.

DO NOT APPLY TO EYEBROWS OR LASHES.

APPLY THE PRODUCT IN A WELL VENTILATED PLACE. DO NOT USE ON HAIR TREATED WITH HENNA, METALLIC SALTS OR TRUE SEMI PERMANENT COLOURS.

ON NO ACCOUNT MIX ERASER WITH PEROXIDE, EXCEPT POST ERASER.

QUESTION AND ANSWER

Q. Do I have to re-colour the hair after using Eraser?
A. NO

Q. How many times can I use Eraser?
A. As many times as required to achieve desired result.

Q. Do I have to apply Post Eraser after every application of Eraser Part 1 and Part 2?
A. YES, it will help to remove the reduced artificial colour molecules more efficiently, condition and restore hair's natural pH.

Q. Can I use a tone on tone to re-colour?
A. NO. It will give you a darker than desired result.

Q. Can I use permanent colour with Converter to re-colour?
A. NO, it will give you a darker than desired result as Converter is a low strength developer.

Q. Can I create highlights after using Eraser?
A. YES

Q. Can I apply an on scalp bleach application after the Eraser process?
A. NO. This is due to increased scalp sensitivity.

Q. Why has the hair gone dark again after colour application?
A. There will still be colour molecules present within the hair which have re oxidised taking the hair darker again, in these cases Eraser has NOT been applied enough times to efficiently remove the old colour.