

Colour: KITOKO® 8.44 with KITOKO® INTENSIVES 0.4 and KITOKO® biRED SERIES 'Copper' lights



ASP® Worldwide HQ
Romsey, United Kingdom



ASP® AUSTRALIA
Sydney, NSW



ASP® ITALIA
Milan, Italy



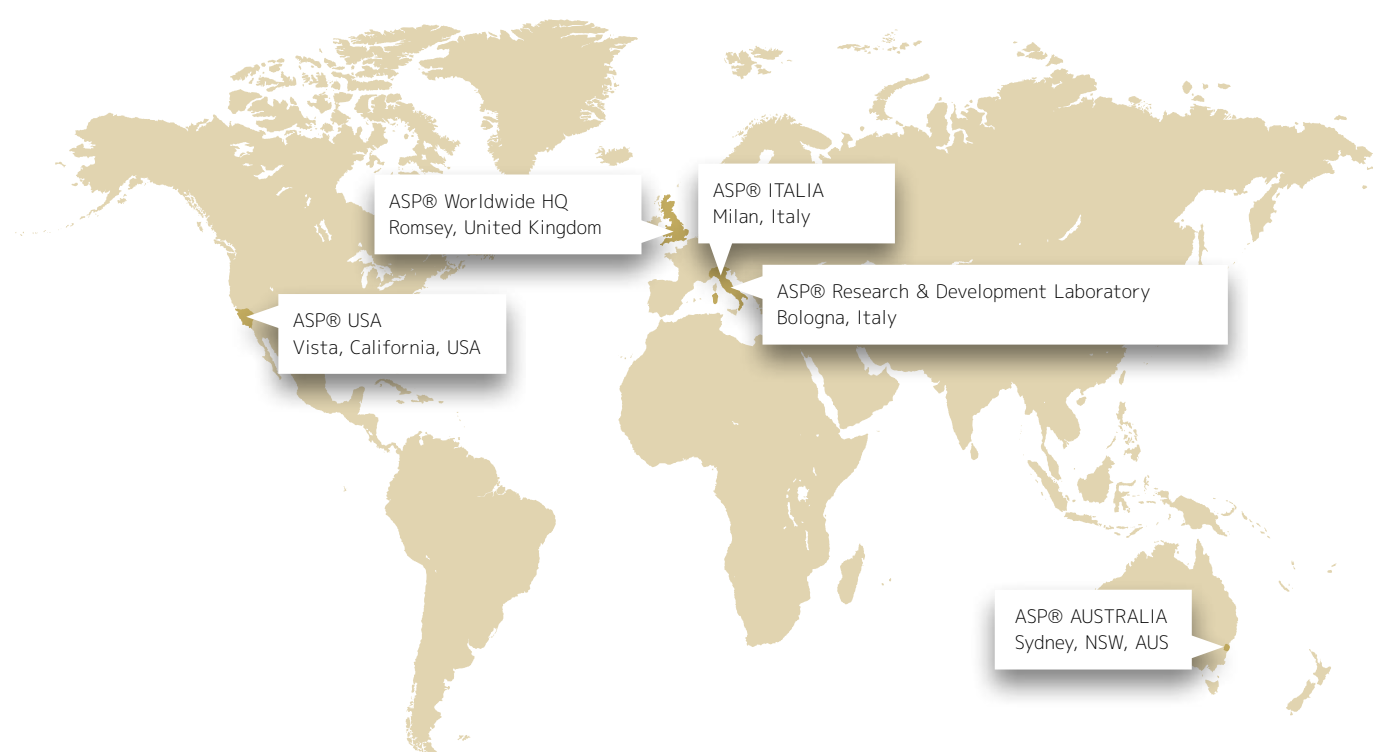
Dott. Nicola Summer
ASP® R&D Laboratory,
Bologna, Italy

Our mission: to use knowledge, research, innovation & technology to create superior, safe, leading edge products that inspire passion & creativity in the salon professional.

WORLD BEATING PRODUCTS, BORN IN BRITAIN

In 1996 International Hair Cosmetics Ltd. UK conceived, created and launched the premium hair care brand ASP® Salon Professional. Originated as a line of permanent hair colour, the ASP® brand quickly expanded to include tone-on-tone and fashion colours, permanent waves, specialist highlighting systems, bleaching powders, shampoos, conditioners and styling products, formulated in-house at the ASP® Research and Development Laboratory in Italy. The team headed by Dott. Nicola Summer continue to break new ground in the development of exciting, industry leading hair products.

These unique, technology-driven products have been enthusiastically embraced by consumers and the hairdressing industry across the globe, making ASP® one of the fastest growing haircare brands in the world. This rapid growth is spearheaded by the twin aims of unrivalled product innovation and quality, supported by comprehensive training and education systems. Today, ASP® is sold in over 50 countries, with headquarters and training facilities in the UK, Italy and the USA.



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KITOKO® INTELLIGENT COLOUR SYSTEM

Captivating, expressive colour. Beautiful, healthier-looking hair.

KITOKO® Intelligent Colour System incorporates permanent hair colours, colour additives and colour highlighting for unlimited possibilities and radiant, multi-dimensional results. Advanced breakthrough formula with DATEM PLUS® Technology safely transports long-lasting colour pigments deep into every strand, to give amazing colour and flawless 100% grey coverage. The conditioning emulsion cream base with Shea Butter and Argan Oil adds protection, suppleness and incredible shine for beautiful, healthier looking hair.

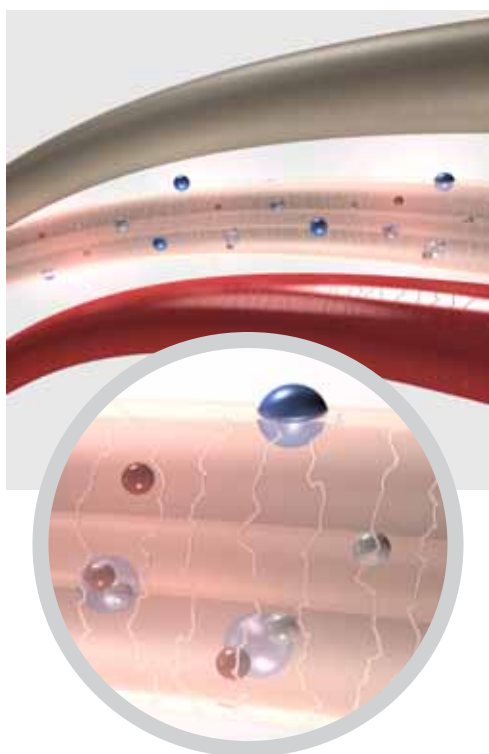


REGULAR SHADES	HIGH LIFT SERIES	INTENSIVES SERIES	GOTHIC SERIES	b:RED SERIES
ULTRA LOW AMMONIA REGULAR COLOURING	EXTRA LIGHTENING	CONCENTRATED COLOUR ADDITIVES	NO-LIFT COLOURING DEPOSIT ONLY	COLOUR HIGHLIGHTING OFF-SCALP
89 SHADES	5 SHADES	7 SHADES	5 SHADES	5 SHADES

DATEM PLUS® Technology ENHANCED COLOUR PERFORMANCE

Original DATEM® made colouring kinder by encapsulating oxygen before releasing it inside the cortex. DATEM PLUS® revolutionises colour technology by capturing both oxygen and the colour molecule before safely transporting them deep into the hair shaft by gently separating the bonds between the keratin fibres. Once there, they are released, allowing the advanced colouring action to begin. This unique delivery system drastically reduces cuticle and scalp damage by controlling the action of free radicals*.






DATEM PLUS® Technology begins to work before the colour is even applied. The colour actives are protected from oxidising too rapidly during the mix process, leaving significantly more of them available for penetration into the cortex. DATEM PLUS® Technology also suspends these colour actives in much smaller oil droplets in the advanced emulsion cream base and disperses them more evenly, before safely transporting them into the cortex in greater quantity. Once they've penetrated every fibre, the colour actives react, locking the colour deep inside the hair, rather than depositing on the surface as other permanent colours often do. This safer, deeper and more efficient colour deposit, combined with an anti-fade action, results in colour that is richer, more intense and incredibly long lasting.



DATEM PLUS® Technology makes KITOKO® the colour that cares.

*Free radicals are atomic or molecular species with unpaired electrons, which can be created in many different ways, such as UV rays, pollution, intense sunlight, oxygen processes. They are very reactive and cause damage to the chemical compounds in our body (i.e. proteins, DNA). When working with oxidation-based products they cause damage to the cuticle and scalp.

DATEM PLUS® Technology drastically reduces the creation of these free radicals, maintaining the strength and condition of the hair structure.

-  DATEM PLUS® in contact with the hair
-  Oxygen & colour molecules encapsulated by DATEM PLUS®
-  DATEM PLUS® releasing oxygen & colour molecules
-  Released colour molecule
-  Free oxygen

DATEM®
TECHNOLOGY