

Iridia by Salerm Cosmetics: Reinventing hair color

Salerm cosmetics revolutionizes the world of oxidation color once more, this time with Iridia, the natural evolution of Salermvision color, free from ammonia and PPD.

Iridia represents a decisive step forward in the evolution of hair color because it's the first in the world that lightens yet contains neither PPD nor ammonia. There is no color range currently on the market that is free from these components, except Iridia by Salerm Cosmetics.

The secret of Iridia was born from developing and understanding color as a formula made up of three different parts in perfect harmony: that's why this color comes in three parts (color tube, developer and oleo protect), to give you:

Firstly, in a tube format, the latest generation of highly pure colorants made up of micro molecules capable of joining together inside the hair cortex to increase resistance to oxidation, resulting in color staying power superior to any formula currently available. These pigments are PPD free, which means Iridia has a lower risk of causing allergies than any other hair color on the market.

Secondly, Oleo protect, in a cream-gel format which acts as a vehicle to ensure the pigments are free to reach the hair, optimizing hair shaft contact and distributing color evenly from root to tip without color saturation and with perfectly natural shine. This system represents a fundamental advance, transforming the traditional cream base into a nourishing cream-gel protector that conditions and doesn't require the presence of ammonia.

Thanks to its composition it allows oxygen freed in the color setting process out, ensuring contact between the hair shaft and the pigments throughout the entire exposure time. This means perfect color level lifting and gray cover, even without the presence of PPD or ammonia. An easy to mix developer with ITC technology lightens and covers gray evenly from root to tip without the need for ammonia.

Iridia is the hair color today's professionals demand to cover any eventuality and offer a huge range of unimaginable possibilities. Iridia will only be present in the most demanding hair salons, those that care about their clients' needs and search for solutions that can only be offered by true professionals. Iridia color lasts longer and adds natural shine.