

BLUSH  
SPRAY HYDRATANT

DAVID MALLETT

14 rue Notre Dame des Victoires  
75002 Paris





BLUSH SPRAY HYDRATANT



*"BLUSH is absolutely DIVINE"*

DAVID MALLETT



BLUSH  
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Au Vinaigre de Framboise  
With Raspberry Vinegar

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# DAVID MALLETT – BLUSH SPRAY HYDRATANT

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## To Protect, Prolong and Condition Coloured Hair

The David Mallett Gamme No. 3 LA COULEUR is a specialised range that protects, cleanses, and nourishes coloured hair.

Coloured hair, unlike virgin hair, has different needs and requires to be protected, cleansed, and moisturised in a different way. For instance, cleansing needs to be less aggressive in order to respect the pH-levels in hair, to not strip the hair of colour and to allow the colour to last as long as possible. Special conditioning is needed to reduce heavy product build-up to allow the colour to shine through and resist against colour fading.

That is why we developed our Colour range.

David Mallett's BLUSH SPRAY HYDRATANT makes a useful tool to hydrate and protect coloured hair against atmospheric pollution, UV rays and exposure to chemicals. BLUSH prolongs shine and allows the colour to express itself while softly neutralising and camouflaging the undesirable green hue caused by chlorine and colour-fading. Our Red Raspberry Hydration Spray delivers antioxidant properties to hair, increases shine and wraps your hair in warm, transparent glow. BLUSH Spray Hydratant is lightly perfumed with rhubarb.

The first active ingredient is a biotechnologically obtained **anionic polysaccharide**. It protects the scalp and hair cuticles by creating a protective barrier. High-molecular-weight polysaccharide acts like a protective matrix – by forming a film-like shield against atmospheric pollution (carbon particles, fine particles, and poisonous heavy metals), UV rays and exposure to domestic chemicals, and thus, prevents fading and damage.

Hair cuticles are hard, downward-pointing scales that form the outer layer of hair strands. Chemicals in hair dye, but also in hot water, excess moisture, pollution and harsh weather conditions are some of the things why hair becomes unbalanced, contributing to rougher cuticles. Furthermore, to prevent hair follicle damage, we added procyanidin found in **grape seed extract**. A very potent supplement, **hydrosoluble procyanidin** delivers antiallergenic, antihistamine, anti-inflammatory, and antioxidant benefits.

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The plant-based ingredients include **raspberry vinegar** and **organic tomato extract**. Rich in vitamins and amino acids, raspberry vinegar contributes to solidify keratin to provide resilience, shine, and structure to the hair fibre. It also acts efficiently to balance the pH-levels of hair by sealing the cuticles, to resist colour fading. Organic tomato extract delivers antioxidant properties to the hair, reduces the green hue caused by exposure to chlorine, and protects hair from heat damage from the sun.

When developing BLUSH Spray Hydratant, one of our main goals was to remove harsh and harmful chemicals. In consequence, these formulas come free of sulfates and parabens. Furthermore, in order to respect hair's overall integrity, the foaming ingredients used in the shampoo are all of vegetal origin, thus making the product greener and kinder for the environment.

### Directions of use:

Shake the spray to activate its ingredients. Apply BLUSH to cleansed hair to give moisture, increase shine and reduce the green hue caused by chlorine. Apply lightly on extremely pale blondes. In case of contact with eyes rinse immediately. Not for children under 3 years.

### Key Benefits:

- Shield against daily stress factor;
- Locks in colour, resists fading;
- Prevents heat damages due to frequent hairstyling;

### Price and size:

BLUSH SPRAY HYDRATANT 150 ml - 5.07 oz | SRP: 35 € - 45 \$ US - 28 £

## DAVID'S RECOMMENDATIONS - BLUSH SPRAY HYDRATANT

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### Professionals:

Use our BLUSH Spray Hydratant to pre-pigment the hair before darkening it, to avoid a camouflage green khaki effect. Use it lightly on dry hair and apply taint over the top thereafter.

Concerning red hair that has lost its lustre: you can apply a more substantial dose of BLUSH to bring back that beautiful red colour with all its warmth and roundness.

### Particulars:

1. BLUSH can also be used to bring back to life brunette tones: after brown hair gets a bit dull and needs instant warmth to softly neutralise that matte hue.
2. Use it on light/medium/dark hair to reduce the green hue caused by exposure to chlorine in a swimming-pool: use a very light spray to bring the hair back to its normal tone. Indeed, the red counterbalances the green.
3. For a fun effect on very blond hair, use BLUSH to give it a soft pinkish marshmallow or a peony-type effect. It is temporary and stays only as long until you wash your hair.
4. However, the extremely pale blondes who don't want a pink hue: avoid using the product, as it might stain your hair - it is as if you were eating raspberries and getting pink stains all over your hands.

*Same goes for your clothes - thus avoid spraying and staining them!*

NOTES:





# DAVID MALLETT

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