

RANGE No.3:
LA COULEUR

DAVID MALLETT

14 rue Notre Dame des Victoires
75002 Paris



SHAMPOO No.3
LA COULEUR

MASK No.3
LA COULEUR

BLUSH
SPRAY HYDRATANT

DAVID MALLETT

Spray Hydratant
au Vinaigre de Framboise
Red Raspberry Hydration Spray

DAVID MALLETT

"Not only do these products protect your hair colour and extend the life of it, but they also leave your hair looking healthy, shiny and touchably soft."

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DAVID MALLETT – RANGE No.3: LA COULEUR

To Protect, Prolong and Condition Coloured Hair

Hair, and even more so, coloured hair, is regularly exposed to stress, frequent exposure to chemicals and external pollutants, including smoke and sun damage. Without particular maintenance, dyed hair can be easily damaged, prone to breakage and vulnerable to colour fading.

What colour-treated hair essentially needs is a specialised treatment to boost shine and tonify hair cuticles allowing vibrant colour with long lasting stability.

Our colour range consists of three professional quality products carefully developed to conserve hair colour and shine while protecting hair from air pollution, sun damage, and exposure to chemicals. Not only do these products make the most of your colour and extend the life of it, but they also leave your hair looking healthy, shiny and touchably soft. All our LA COULEUR range products are lightly perfumed with **rhubarb**.

The first active ingredient to protect the scalp and hair cuticles by creating a protective barrier is a biotechnologically obtained **anionic polysaccharide**. 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 anti-allergenic, antihistamine, anti-inflammatory, and antioxidant benefits. Grape seed extract also promotes skin health and thus contributes to hair growth.

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 David Mallett's Colour range, 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.

DAVID MALLETT – RANGE No.3: LA COULEUR

David Mallett's method:

A full colour care process in 2 or 3 steps to achieve luminous, healthy-looking hair with a radiant shine and vibrant, longer-lasting colour.

- Shampoo No.3: LA COULEUR

- Mask No.3: LA COULEUR

- BLUSH Spray HYDRATANT

Shampoo No.3: LA COULEUR to cleanse and condition colour-treated hair, and to fix the colour process.

Mask No.3: LA COULEUR: to nourish and revitalise hair at a deep molecular level, and to seal the hair cuticles to restore the pH balance of hair and resist fading.

BLUSH Spray HYDRATANT: to protect hair from pollution and chemicals while reducing the green hue caused by chlorine.

Claims:

Shield against daily stress factor;

Locks in colour, resists fading;

Prevent heat damages due to frequent hairstyling;

A de-greasing effect to limit frequent hair wash.



SHAMPOO No.3
LA COULEUR

DAVID MALLETT

DAVID MALLET – Shampoo No. 3: LA COULEUR

Colour Protection Shampoo

David Mallett's SHAMPOO No.3 LA COULEUR is a performant salon-formula product specially designed to cleanse and condition colour-treated hair, and to fix the chemical processes for long-lasting colour.

Unlike many colour shampoos, it does not weigh down the hair, but delivers firmness and structure to the hair fibre, while nourishing hair after it has been treated with hair dye, leaving it shiny and beautifully soft.

The active ingredients include raspberry vinegar, organic tomato extract and hydrosoluble procyanidin found in grape seed extract.

The shampoo comes delicately pink in colour due to the natural tomato extract, and is lightly perfumed with rhubarb.

Directions of use:

Apply shampoo to wet hair. Massage hair, rinse and repeat if necessary. In case of eye contact, rinse thoroughly with water. Not for children under three years.

Price and size:

Shampoo No. 3: LA COULEUR: 250 ml - 8.45 oz | 35 € - 45 \$ US - 28 £ - 59 \$ AUS



MASK No.3
LA COULEUR

DAVID MALLETT – Mask No.3: LA COULEUR

Colour Protection Mask

With MASK No. 3 LA COULEUR, David Mallett has developed a dedicated hair product for colour-treated hair. It is an ideal solution to prolong hair colour and prevent fading, as it nourishes hair at a deep molecular level and seals the hair cuticles to restore the pH balance of hair.

Hair cuticles are hard, downward-pointing scales that form the outer layer of hair strands. Chemicals in hair dye, hot water, excess moisture, pollution and harsh weather conditions are some of the things why hair becomes unbalanced, contributing to rougher cuticles.

Vinegar is one way to balance the pH of hair. Raspberry vinegar in our formula acts efficiently to balance the pH-levels of hair by sealing the cuticles, to resist colour fading.

Directions of use:

Apply Mask No.3 LA COULEUR to washed, towel-dry hair, distributing evenly from roots to the ends. Leave in for 5 to 10 minutes; rinse thoroughly and proceed to hairstyling.

Price and size:

Mask No. 3: LA COULEUR: 180 ml - 6.09 oz | 55 € - 75 \$ US - 45 £ - 99 \$ AUS



BLUSH
SPRAY HYDRATANT

Spray Hydratant
au Vinaigre de Framboise
Red Raspberry Hydration Spray

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DAVID MALLET – BLUSH Spray HYDRATANT

Blush spray hydratant

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.

High-molecular-weight anionic polysaccharide forms a film-like shield against atmospheric pollution, UV rays and exposure to domestic chemicals. Raspberry vinegar, which is rich in vitamins and amino acids, provides resilience, shine, and structure to the hair fibre. Finally, the organic tomato extract delivers antioxidant properties to the hair and protects it from the Sun.

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.

Price and size:

Spray No.3: LA COULEUR: 150 ml - 5.07 oz | 35 € - 45 \$ US - 28 £ - 59 \$ AUS

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