



1. Ammonia free permanent and demi permanent hair colour.

- Ammonia is the harshest chemical used in traditional hair colour. Completely ammonia free, KOKO is an alternative that preserves the integrity of the hair.
- Superior shine and conditioning.
- Greatly reduces itchiness and irritations. KOKO is a healthier option for the scalp.
- Pleasant fragrance and better air quality resulting in a healthier salon environment for colourists and clients.

2. First exothermic hair colour system.

- Better pigment penetration into the hair shaft resulting in uniform and beautiful colour.
- Lifting up to 5 levels.
- Ultimate gray coverage, even on very resistant gray hair, without the use of a dryer.
- Rich and vibrant reds and coppers that last longer.
- Better conditioning of the hair.
- Pleasant feeling on scalp.

THE EXOTHERMIC EFFECT Upon mixing all three parts of the KOKO colour system, a gentle heat is released.

A little about KOKO & Oligo Professionnel

In May 2007, Oligo Professionnel revolutionised the professional hair colour world with the unveiling of its very own KOKO colour solution, the first local hair colour line created, developed and manufactured entirely in Quebec. KOKO colour solution offers a unique ammonia free formula providing a much gentler, healthier and safer alternative for the hair and scalp.

In 2010, Oligo Professionnel will celebrate 24 years of innovation. The success and reputation of Oligo Professionnel relies in large part on the technological innovation of its products. Our objective has not changed since Oligo Professionnel was first founded in 1986; offer stylists healthier, safer products that perform well. The line is distributed in North America as well as in Europe and in Asia.

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PROFESSIONNEL

3. Reinvented hair colour in three parts*

KOKO offers a permanent and demi permanent service in one single line thereby reducing inventory while increasing artistic freedom for the colourists.

1st part: the shade. Pure pigments in a tube for reliable and consistent results. A choice of 93 fashion shades, 6 intensifiers and 1 clear.

2nd part: the acticolour. Activates the pigments in the shade. Available in 4 different formulas to better meet the colourists' needs and offer a personalised service.

- **DEPOSIT:** To be used when depositing hair colour.
- **LIFT:** To be used when lifting natural hair colour 1 to 5 levels.
- **DEMI PERMANENT:** To be used when glossing & toning natural or color-treated hair. Refreshes faded mid-lengths and ends, neutralizes undesirable tones and blends gray hair. Can be used with all KOKO shades.
- **FORTIFYING TONER:** To be used to tones pre-lightened hair. This acticolour should only be used with the toner shades.

3rd part: the developer. Creamy and rich final texture for an even and easy application. Available in 5, 10, 20, 30 and 40 volume.

*Patent pending