

DIVINA . diva
eva PROFESSIONAL
HAIR CARE

UCS . 2
ANTI-AGE TECHNOLOGY

DIVINA . diva

NEW SUPERBASES WITH INFINITE COVERAGE


INTRODUCING

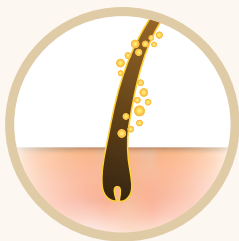
5 NEW INTENSE EXTRA COVERAGE BASE SHADES

FEEL LIKE A DIVA

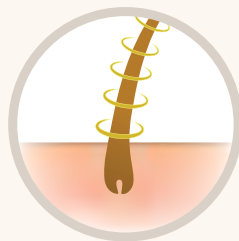
ANTI-AGE PERMANENT HAIR COLOUR

Anti-aging hair colour that provides 100% coverage, for even the most resistant white hair.

- Covers up to 100% of all grey hair with double-highlight shades for more flattering, natural results.
- **UCS**  ANTI-AGE Technology.
- Additional care for mature hair: Chroma-tech, Collagen, Abyssinian oil.
- Standard lightening power: 2-3 shades (on natural hair)



CROMATECH



COLLAGEN



ABYSSINIAN OIL

MAXIMUM COLOUR	MAXIMUM COLOUR	x2 THE HAIR
<ul style="list-style-type: none">• Injection• Penetration• Retention	<ul style="list-style-type: none">• Adhesion• Sealing• Protection	<ul style="list-style-type: none">• Strengthens• Elasticity• Density

MORE ABOUT

DIVINA . diva



Anti-aging hair colour that provides 100% coverage, for even the **most resistant white hair**.

Especially recommended for mature hair that is **more than 70% grey**. Formulated with UCS.2 Anti-age technology, it combines **Chromo-tech, Collagen and Abyssinian Oil**. Fights against the main signs of aging in hair, **strengthening the fibre, boosting elasticity and hair density**. Long-lasting colour protection, thanks to the combination of Chroma-tech and Collagen.

NEW SUPERBASES WITH INFINITE COVERAGE



6



7



8



9



10

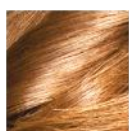
FUNCTIONALITY

Special shades for hair with a high percentage of white hair that is difficult to cover.

VERSATILITY

They can be mixed with any shade of Divina.Diva and Divina.One.

TOGETHER WITH 15 SOFT SHADES THAT DELIVER EXTRA BOOST OF SHINE!



10.30
BRIGITTE BARDOT



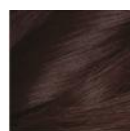
9.30
MARLENE DIETRICH



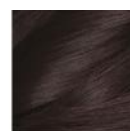
8.30
GRACE KELLY



7.30
CLAUDIA CARDINALE



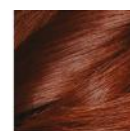
5.41
JUDY GARLAND



4.41
AVA GARDNER



6.44
RITA HAYWORTH



5.54
LINDA CHRISTIAN



6.30
AUDREY HEPBURN



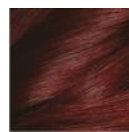
9.32
VERONICA LAKE



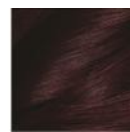
7.31
LAUREN BACALL



6.43
GRETA GARBO



6.60
KATHERIN HEPBURN



5.25
VIVIEN LEIGH



4.25
SOPHIA LOREN

HIGHLIGHTS

10.30-8.30-9.30-7.30-6.30: Blondes with golden highlights
9.32: Blonde with golden highlights and a soft iridescent tone
7.31: Blonde with golden highlights and a soft ash tone

6.43-5.41-4.41: Warm browns tones
5.54-6.60-6.44: Reddish and coppery tones
4.25-5.25: Violet brown tones

DIVINA

COLOUR WORLD

INFINITE TECHNICAL POSSIBILITIES AT YOUR FINGERTIPS

100% compatible ranges. Create unique one-of-a-kind mixtures. Achieve highlights with a whole new identity



DIVINA.one

High-performance permanent colour.

Maximum moisturizing power.

100% grey hair coverage.

Format:
60 ml / professional
+ retail.



DIVINA.diva

Anti-age permanent hair colour.

Provides 100% coverage, for even the most resistant white hair.

Format:
60 ml / professional
+ retail.



DIVINA.PURE

Environmentally-friendly colour.

Ammonia-free, Silicone-free. Paraben-free, Fragrance-free.

100% grey hair coverage

Format:
60 ml / professional
+ retail.



DIVINA.oxi

Specific activators.

Different volumes for different technical families.

Format:
100 ml / sample.
1000 ml / professional

WHICH BASE IS BEST FOR MY CLIENT ?

DIVINA.ONE **STANDARD NATURAL SERIES**

White hair coverage with neutral to cool tone.

Coverage up to 100%

Can be mixed with any colour

Mixing 1:1.5

Development time: 30-35 mins

DIVINA.ONE PLUS+ **STANDARD NATURAL SERIES**

Intense extra coverage with cool tone.

Perfect for very resistant hair with cooler colours.

Mixing 1:1 Together with a Divina.One Base

Development time: 35-45 mins

DIVINA.DIVA SUPERBASES **WARM NATURAL SERIES**

Intense extra coverage with warm tone. Perfect for resistant coverage with warmer colours.

Can be mixed with any shade of Divina.Diva and Divina.One

Mixing 1:1.5

Development time: 30-35 mins

TECHNICAL FEATURES



WHY CHOOSE SUPERBASES

SUPERBASES ARE DESIGNED FOR:

Mature hair that is 70% to 100% grey hair that is difficult to cover. Coarser grey hair that is difficult to cover. Softer grey hair that is easy to cover. Very fine or very coarse hair.

NOTE:

The choice of oxidizer will depend on the type of grey hair and the type of the rest of the hair. In cases with a lot of grey hair that is very crystalline, it is best to use a 20-vol oxidizer.

IDEAL APPLICATION BASES

	5	6	7	8	9	10
SUPERBASE 6	•	•	•			
SUPERBASE 7		•	•	•		
SUPERBASE 8			•	•	•	•
SUPERBASE 9				•	•	•
SUPERBASE 10					•	•

EXAMPLES OF DIVINA.ONE & DIVINA.DIVA BASES

TIP:

Divina.Diva Superbases can be mixed with any shade of Divina.Diva and Divina.One

RESISTANT MIX:

When achieving white hair coverage is challenging, consider using a 1:1 mixing ratio.

Divina.One

STANDARD NATURAL SERIES White hair coverage with neutral to cool tone.

When using 7.34 on 100% white hair (not resistant), mix: 15g 7.34 + 15g 7 and 45g 20vol

Divina.One Plus+

STANDARD NATURAL SERIES Intense extra coverage with cool tone.

When working with resistant hair using 4.02, mix: 20g 4.02 + 10g 4Plus+ + 10g 4 + 40g 20vol

Divina.Diva Superbases

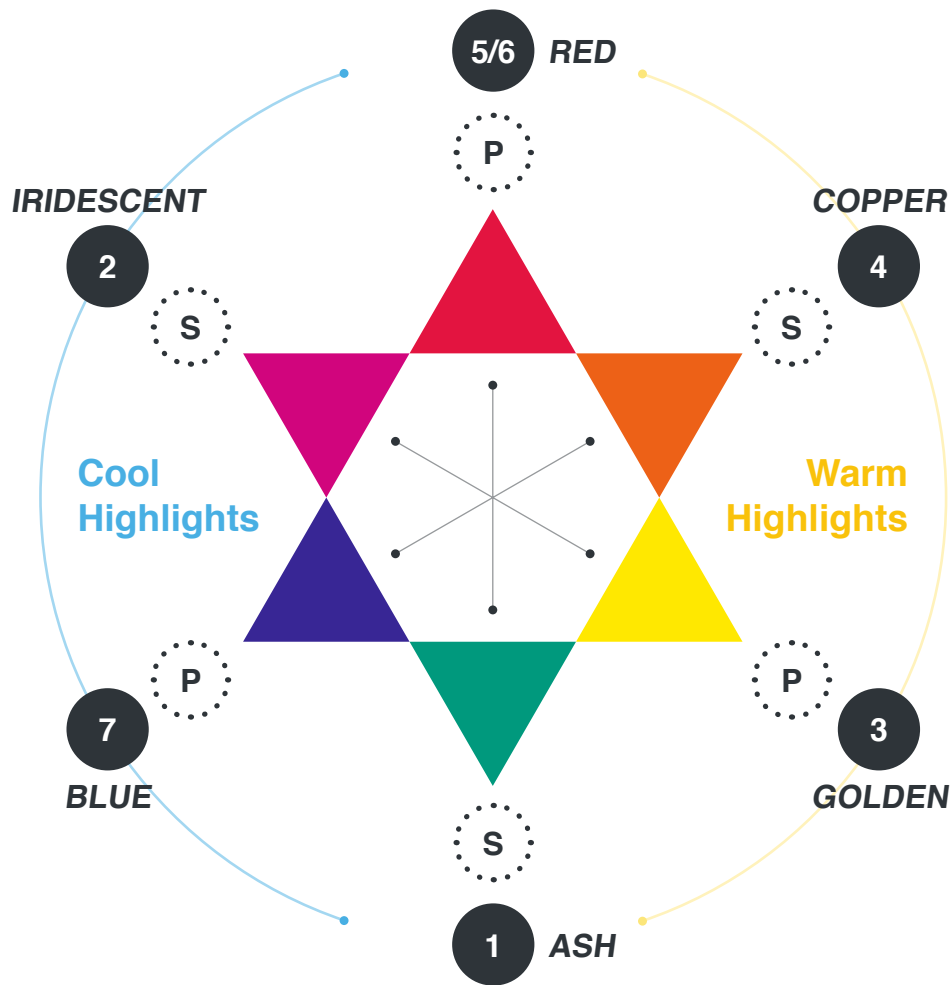
WARM NATURAL SERIES Intense extra coverage with warm tone.

When using 7.34 on resistant white hair, mix: 15g 7.34 + 15g 7 Superbase + 45g 20vol

COLOUR THEORY

OSWALD COLOUR STAR

The **Oswald colour star** contains all the colours (both *primary and secondary*) and divides them into cool and warm tones. This allows highlights to be classified according to whether they are cool, warm, or luminous.



P
Primary Colours
 Red, Yellow, Blue

Complementaries
 Opposite Colours

S
Secondary Colours
 Orange, Green, Violet

#
Highlight tone

Cool highlights

Correspond to a dark application base, which develops black as pure colour and blue as the main highlight.

Warm highlights

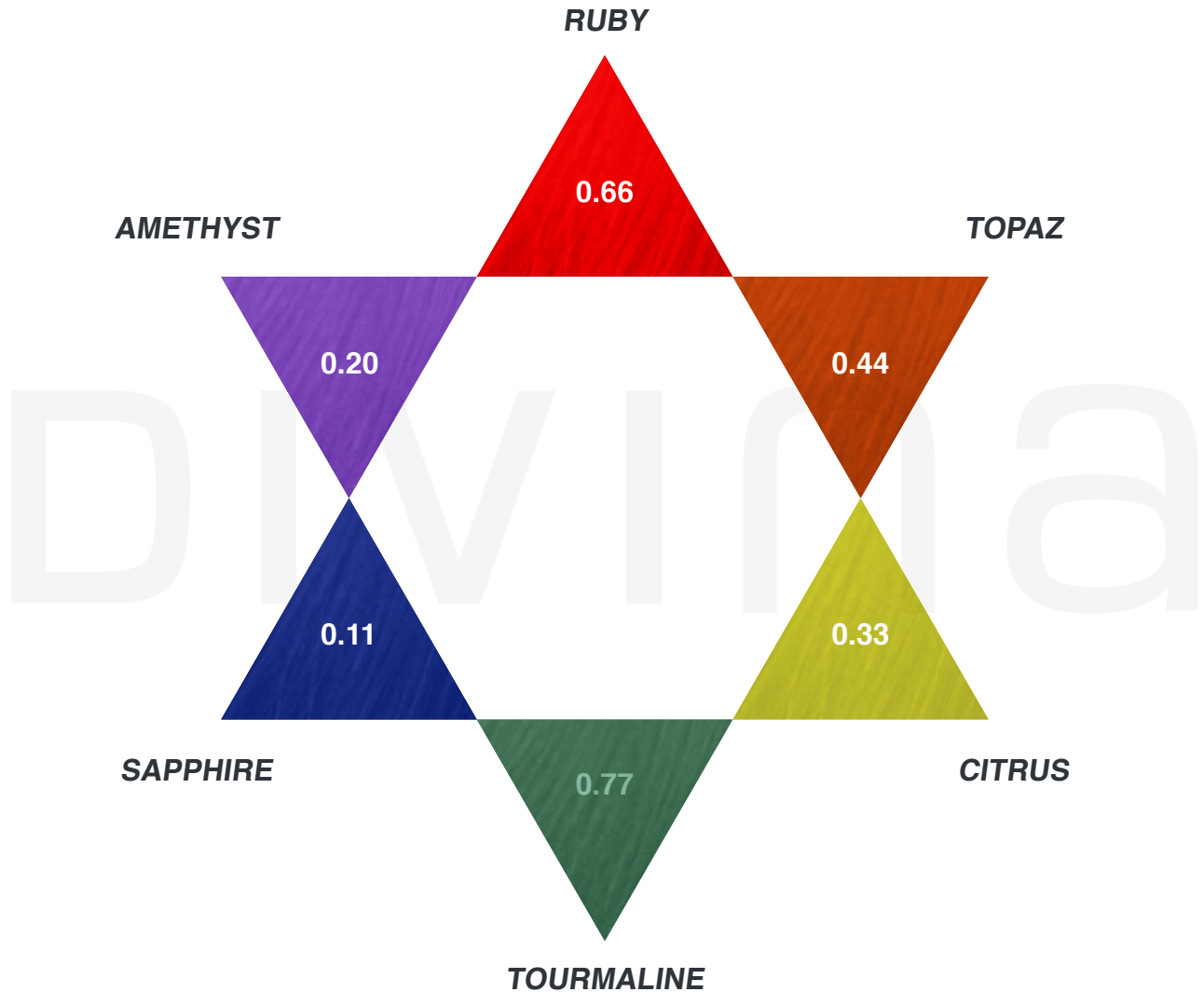
Seen on light-coloured application bases, as they permit transparent light intensity.

Dark background: Cooler result

Light background: Warmer result

TECHNICAL FEATURES

DIVINA COLOUR STAR



UNDERLYING PIGMENTS IN NATURAL HAIR & COUNTERACTING COLOURS

Natural levels of hair	Underlying pigments	Counteracting colours
10	Palest Yellow	Violet
9	Pale Yellow	Violet
8	Yellow Orange	Violet Blue
7	Orange Yellow	Blue Violet
6	Orange	Blue
5	Red Orange	Green Blue
1-4	Red	Green

eva PROFESSIONAL
HAIR CARE

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