

# iAM<sup>4u</sup> iBLEACHplex

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bleaching paste



the original black bleaching paste  
created in the iAM4u laboratories  
to ensure exceptional results,  
color change proof!

with \* PLEX \* already integrated in it:  
a sophisticated protein molecule, able to act  
deep within the hair shaft to reconstruct and  
protect the hair structure. The result is that the  
hair looks and feels regenerated and shiny.

# iBLEACHplex BLACK PASTA

The **BLACK** typical color is due to the combination of **blue**, **purple** and **green** contained in the formula in order to contrast the undesired color change to **yellow**, **red** and **orange**, to ensure the best result.



New!

It lifts  
the hair  
up to  
levels **9**



High protection of the hair, thanks to:



PROTECTIVE  
WAXES



PLEX

Not aggressive on hair.

It does **not dry** and blow up.

Suitable with any **bleaching technics**.

It keeps the hair **bright** and **hydrated**.