



Elumen Play

The new Elumen Play is a semi-permanent colour that creates shine while leaving the hair healthy-looking. With Elumen Play's HDmax Technology, the colour sits on the outer and inner levels of the hair cuticle, allowing them to fade on tone. Frequent changing of colours isn't a problem either as with Elumen Play Eraser, customers get to go with drastic colour changes without excessive hair damage. The Shine and Care Technology makes the hair shine and ensures that it is healthy-looking.

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