

# PRODUCT SHEET

## MUVO ULTRA BLONDE

500 ml pump bottle

1 litre pump bottle

100ml Petite Pairs

VEGAN

GLUTEN FREE



Blonde toning muscle! Maximum strength formula removes yellow tones from blonde, bleached, grey and highlighted hair.

### Ultra Blonde Shampoo

MUVO Ultra Blonde Shampoo removes unwanted yellow and brassy tones in minutes.

Remove brassiness in minutes, or leave for longer to allow overtone to take place for lilac and purple hues to appear.

This hydrating formula is enriched with maximum strength dye to ensure optimum toning.

### Instructions/Usage Tips

Apply to wet hair. Lather and massage into the hair. Leave for 1-5 minutes. Rinse thoroughly and repeat if necessary. For best results follow with MUVO Ultra Blonde Conditioner. Use once or twice weekly or as required to control brassiness. We recommend you use MUVO Ultra Blonde in between uses MUVO Totally Naked Shampoo and Conditioner. MUVO Ultra Blonde takes more quickly to light blonde hair than darker blonde hair. If this is the case, you can dilute Ultra Blonde Shampoo with Totally Naked Shampoo.

Product may stain absorbent material.

If in eyes wash out immediately with water.

### Ingredients

Water, Ammonium Laureth Sulfate, Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Guar Hydroxypropyltrimonium Chloride, Glycol Distearate, Parfum, Amodimethicone, Laureth-4, Disodium EDTA, Cocamidopropyl Dimethylamine, Polyquaternium 7, Citric Acid, Trideceth-12, Cetrimonium Chloride, Sodium Hydroxymethylglycinate, Sodium Benzoate, Methylchloroisothiazoline, Phenoxyethanol, Ethylhexylglycerin, Methylisothiazolinone, Acid Violet 43, Butylphenyl Methylpropional.

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### Ultra Blonde Conditioner

The perfect companion to MUVO Ultra Blonde Shampoo, assists in eliminating yellow tones from blonde, bleached, grey and highlighted hair.

Moisturising formula leaves hair more manageable and vibrant whilst adding shine. Prevents fading and maintains blonde hair. Enriched with Australian Davidson Plum extract to repair and protect.

### Instructions/Usage Tips

After shampooing with MUVO Ultra Blonde Shampoo, squeeze out excess water and apply. Massage deeply and leave for 1-3 minutes. Rinse thoroughly.

Use every time you shampoo with MUVO Ultra Blonde.

### Ingredients

Water, Cetearyl Alcohol, Amodimethicone, Behentrimonium Methosulfate, Polysorbate 20, Cetrimonium Chloride, Ethylhexyl Methocinnamate, Parfum, Disodium EDTA, Trideceth-12, Ceteareth-20, Citric Acid, Davidsonia jerseyana (Davidson Plum) Fruit Extract, Glycerin, Potassium Sorbate, Sodium Benzoate, Magnesium Chloride, Methylchloroisothiazolinone, Methylisothiazolinone, Acid Violet 43.



## WILD and NATURAL

Australian natives are the toughest botanicals on the planet. They are powerhouses of natural actives needed to combat extreme, unpredictable conditions. With an evolution of millions of years, Australian species are naturally designed to give your hair a fighting chance against dehydration, high temperatures, UVA and UVB exposure and more.

Need your hair to survive a hard day - we have selected native Australian extracts that can stand up to the challenge - protecting your hair from the environment the way nature has designed.

### **Australian Davidson Plum Fruit Extract *Davidsonia Jerseryana*** **What it is?**

A sub-tropical rainforest fruit, restricted to the native rainforests of northern New South Wales on the east coast of Australia, the dark blue/black plums have a vibrant dark red flesh and are set to be a significant player in the haircare industry.

### **Why we love it – powerfully acidic!**

This fruit is a powerhouse of natural molecules to nourish your hair and scalp. Packed with organic acids like Tartaric that can act as a natural AHA to help gently remove dead skin cells ...and Quercetin which is one of the super compounds for hair care and considered to activate hair cells. The synergism of these powerful compounds delivers exciting new possibilities for natural solutions to reducing UV damage, anti-inflammatory and antioxidant applications.

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## FAQs

### **How often should I use MUVO Ultra Blonde?**

It really depends on the level of blonde you are, and the look you're after. MUVO Ultra Blonde is to be used to tone your hair when it starts to look brassy. We recommend MUVO Totally Naked as your regular shampoo and conditioner, and alternating washes with Ultra Blonde (or even adding these two together to dilute the strength of toning). Using MUVO Totally Naked as your regular shampoo and conditioner, then combining Ultra Blonde when needed, will help to avoid any build up and increase cleaner toning results.

### **Is MUVO Ultra Blonde just for blondes?**

No - why should they have all the fun? MUVO Ultra Blonde Shampoo and Conditioner can be used on all levels of grey hair as well as brunettes to tone down unwanted brassiness. Get a more balanced, cleaner grey and clean up brassy brunette to achieve a rich colour like you just stepped out of the salon!

### **Will MUVO Ultra Blonde turn my hair purple?**

When left on the hair for a short period of time, MUVO Ultra Blonde Shampoo will simply tone your hair. It will only begin to overtone (start to turn shades of purple) if left on for longer periods of time, or if your

hair is already very bleached. If you are concerned, start gradually by just shampooing your hair and rinsing out, assessing the results and then leaving longer the next time.

**What if my hair goes too ashy/purple when using MUVO Ultra Blonde?**

Don't panic! Just shampoo your hair with MUVO Totally Naked Shampoo (or your normal shampoo) and it will fade. You may need to shampoo more than once.

**Is MUVO Ultra Blonde gluten free?**

Yes! Both Ultra Blonde Shampoo & Conditioner are gluten free.

**Will MUVO Ultra Blonde dry out my hair?**

We know that toning shampoos have a reputation for being drying on the hair and we have specifically formulated MUVO Ultra Blonde with essential ingredients to combat this. Different hair types and the condition of your hair play a big part in determining the length of application time required. We recommend that you use MUVO Ultra Blonde according to the directions. We also recommend that you add MUVO Ultra Blonde Conditioner to your toning routine to seal in condition and lock in clean blonde results.

**How do I know if MUVO Ultra Blonde is right for my hair type?**

MUVO Ultra Blonde is right for your hair if you are looking to maintain salon created blonde, natural blonde, grey and brunette colour without brassy tones. We invite you to experiment!

**Will MUVO Ultra Blonde Shampoo lighten my hair?**

The simple answer is no! MUVO Ultra Blonde will not lighten your hair and is not a bleach. MUVO Ultra Blonde is a toning shampoo that deposits a unique formula to tone-down unwanted warm, yellow and brassy undertones.

**Can I use MUVO Ultra Blonde if my roots (or ends) are a different colour?**

MUVO Ultra Blonde can be used in this scenario but be sure to apply mainly to the section of your hair where toning is required. If your ends are a fashion shade (eg. balayage) MUVO Ultra Blonde is perfect for maintaining toned, clean-blond ends. Here's a trick! If you want to avoid toning a section of hair, before applying shampoo, coat the areas that you don't wish to tone with MUVO Totally Naked Conditioner, to avoid MUVO Ultra Blonde Shampoo coming into contact with this section. If you are in the process of going blonde, and lifting your root colour to match the mids and ends, it would be best to talk to your official MUVO salon specialist (where you purchase your MUVO from!).

**Do I need to use MUVO Ultra Blonde Shampoo on clean hair? Or use a regular shampoo afterwards?**

No. MUVO Ultra Blonde is a shampoo. It has all of the wonderful ingredients to leave your hair clean and vibrant as well as performing its incredible toning duties.

**Will MUVO Ultra Blonde Shampoo stain my hands and/or towels?**

Like any beauty product with colour there is some risk of staining. This will depend on the condition of your skin (dryness etc.) If staining does occur, MUVO Ultra Blonde can be removed quite easily. Make sure you thoroughly rinse hands immediately after use or whilst you're waiting for development. If concerned, we recommend using dark towels on toning days!