

TECHNOLOGY IN OUR LIVES

A Heads Up On Hair Color

(NASPA)—New technology may make it easier for people to part company with their current hair color. Stylists can now use products that color hair without harsh chemicals and that can be immediately reversed.



Hair Today—New technology lets hair stylists color hair without harsh chemicals.

For example, a new hair color uses negatively charged color to penetrate hair follicles without using peroxide or ammonia. The color is attracted to positively charged ions in the hair.

If the owner of the new colorful coif decides it simply won't do, the stylist can reverse the charge of the color, forcing it to leave the hair. The coloring process can be reversed immediately and causes no damage to the hair follicle.

In addition to coloring, the product, called Elumen, helps repair hair. Stressed hair structures have internal porous areas, similar to small holes. The areas reduce the hair's gloss and vibrancy. When the color enters the hair, it smoothes porous and damaged sections on the surface and deep inside the hair shaft. That provides a healthy, smooth surface that reflects light and gives hair a lustrous shine.

The coloring has become popular at salons across the country. To find an area salon that uses the product, call 1-888-881-0330 or visit the Web site www.elumen-haircolor.com.