



IMPERIUM BEAUTY GROUP

ACTIVATOR



WHAT'S ACTIVATOR?

ACTIVATOR from Imperium Beauty Group is a product that increases the results of colours up to 1-2 tonos, helps to obtain greater pigmentation and durability of the henna.

This product is indicated for persons who like more intense eyebrows and especialy for people that henna does not last long enough.



ACTIVATOR ACTIVE INGREDIENTS

- **PURIFIED WATER:** The purified water is water that has been filtered or mechanically processed to remove impurities and make it suitable for use in cosmetics.
- **GLYCERINE:** The most important benefit of glycerin is moisturizing the skin. By retaining water, it helps your skin stay hydrated for longer and so this prevents the skin from drying out. In addition, as it is a moisturizer, it allows the skin to transpire.
- **ALOE VERA LEAF EXTRACT:** Aloe vera extract is taken from the gelatin of the plant pods, is filtered and obtains pure aloe pulp for skin care. It has a powerful moisturizing action.



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- **PANTHENOL:** It is a B group vitamin that acts as a nutritional factor for the hair follicle, besides protecting, moisturizing, softening, and lightening the hair. Among its properties, the following stand out:
 - It nourishes the hair follicle.
 - It repairs damaged eyebrows.
 - It provides shine and resistance.
 - It improves elasticity and prevents breakage of the hair fiber.
- **DMDM HYDANTOIN:** Is used as a preservative in cosmetics that reduce and prevent spoilage in products and act as an antimicrobial, it can help prevent the growth of fungi and harmful bacteria.
- **SACCHARIDE ISOMERATE:** It is a natural derivative of plants that acts as a moisturizer, maintaining the water content of a cosmetics both in its packaging and on the skin.



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- **POLYSORBATE 20:** It is a nonionic surfactant and a sorbitol-derived emulsifier that have a moisturize effect and acts as a protective barrier in the skin and prevents the evaporation of water from the tissues.
- **GREEN TEA EXTRACT:** Green tea extract has a very high antioxidant content. It prevents cells from oxidizing, has the power to pick up missing electrons.
- **PHENOXYETHANOL:** It is a preservative of wide spectrum antimicrobial activity and acts against bacteria. It also provides a very high fixation.
- **SODIUM GLUCONATE:** It has a chelating effect that protect and stabilize product from decoloration, regulates pH and has mousturizing power.

ACTIVATOR PROTOCOL

1. Remove eyebrow makeup with a non-oily cleaner. Then clean with a cotton pad impregnated with Cleansing lotion.
2. Depilate the eyebrows with tweezers or thread if necessary. The effect will be better if the eyebrows have been previously depilated.
3. Exfoliate the eyebrow with scrub to remove the remains of oil and dead skin cells.
4. Remove the exfoliating residue with a cotton pad impregnated with cleansing lotion.
5. Make up the eyebrow design with help of pre-inked eyebrow mapping thread.
6. Choose the most suitable henna shade for your client. Remember that the tones can be mixed until you get the perfect one for your client.
7. In a glass container put one scoop of henna and mix it with the same amount of warm water and activator, approximately 5 drops of water and 5 drops of activator. If you want to get a higher intensity, increase the activator drops and decrease the water drops.

Water

Activator

Water and Activator

ACTIVATOR PROTOCOL

8. Apply a thin layer of the mixture to each eyebrow and, if necessary, use the Henna remover to clean if you have run over the contours of the design that you defined in the beginning.
9. Wait until the first coat is completely dry and apply a second coat of the mixture. Apply the mixture with gentle pressure and be careful. Clean up with Henna Remover if you have run over the contours of eyebrow design.
10. After 4-6 minutes, remove the product from the area of the beginning of the eyebrow with a cotton swab dipped in water to make the shade effect.
11. After 10-15 minutes, completely remove the henna with a cotton pad soaked in water. Make sure that no residue of the henna mixture remains on the eyebrows.



Water

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