



институт здоровых волос

**ACME<sup>®</sup>**  
**COLOR**

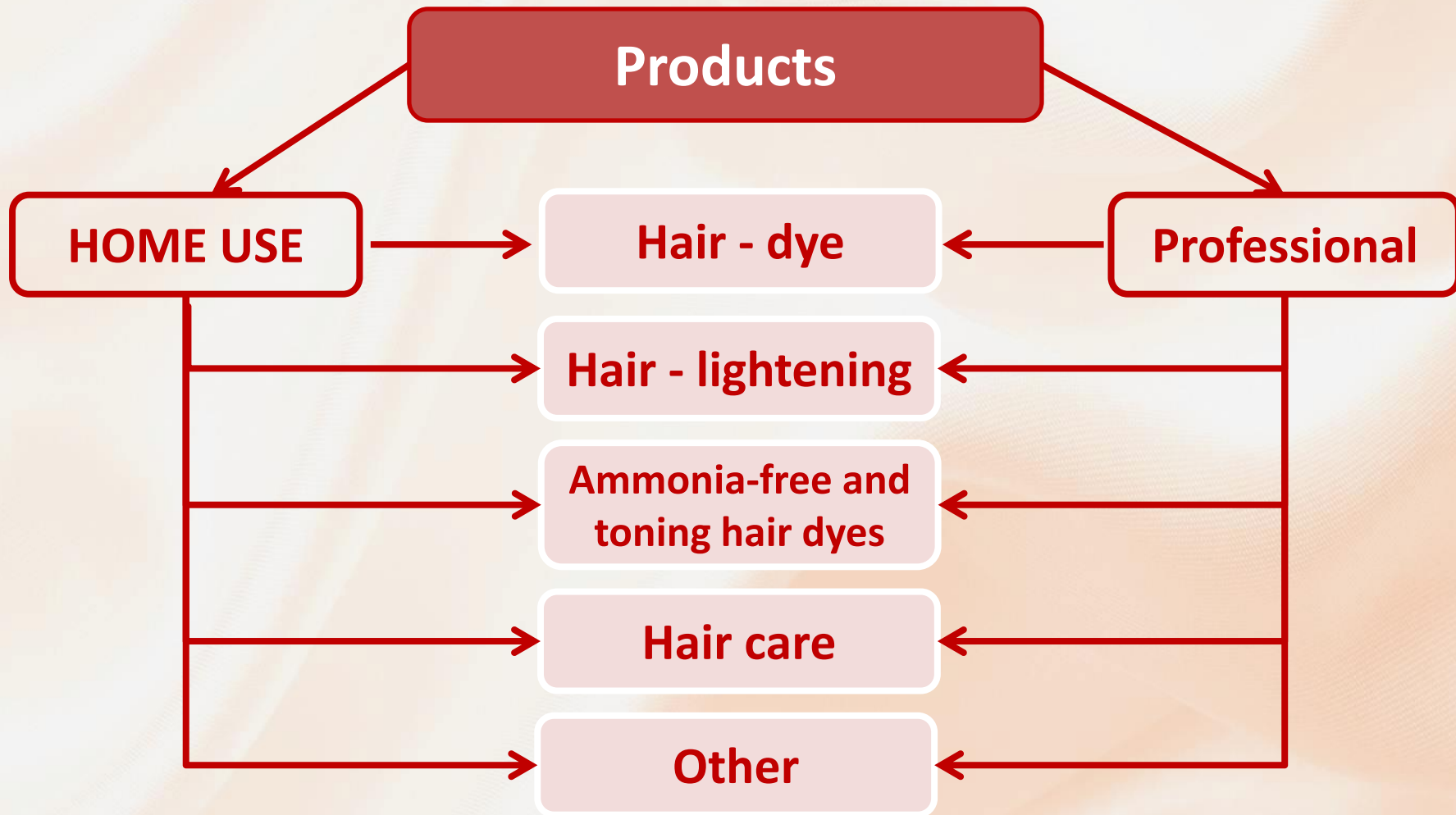
**20 years of work for the beauty your hair!**

# About the company ACME Ltd.

- **Activity:** hair-dye and care hair products production (from 1993)
- **Raw materials:** we use high-quality and safe raw materials from the world's leading chemical industry - Henkel (Germany), Huwell (Italy), Lowenstein (USA) and others
- **2005** – ACME Ltd. certified with European system quality management ISO 9001: 2008
- **2012** - the beginning of the implementation of European standards GMP in production
- **Economic indicators:**
  - average annual turnover – over USD 20 000 000
  - average growth rate - approx. 15%
  - staff - above 300 persons
- **Sales structure:**
  - 40 % - domestic market (Ukraine)
  - 60 % - export (CIS, EU and Eastern Europe)

**20 years of work for the beauty your hair!**

# Direction of the company ACME Ltd.



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HOME USE

## “Ashberry NEW”

permanent cream hair-dye\*

(30 bright shades)



\*maybe the ENG version of the package

## Hair-dye:

НОВИНКА  
Рябина

### Quality:

- 100 % grey coverage
- Permanent & rich color
- Shining & silky hair after application
- Hair & scalp moisturizing in coloring process
- Hair recovery after coloring with professional hair mask

### Active ingredient:

- Fitocomplex with ashberry extract

### Advantage:

- Opportunity of 2 applications (In case of short hair or root coloring)
- 2 sachets of mask Fortesse «Color firmness», 20 ml
- Skin color removing lotion (removes color from skin after hair dye application). No skin irritation



**Package contents:** cream-color (2 packages on 25 ml); cream-oxidizer (2 packages on 25 ml); mask for hair (2 packages on 20 ml); lotion for removing color from the skin of head (1 pack 5 ml); 1 pair of gloves; the application instruction.

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# HOME USE

## “ECO Color”

permanent cream hair-dye  
for coloring hair at home  
**(30 bright shades)**



## Hair-dye:

eco  
COLOR

### Quality:

- 100 % grey hair coverage
- Gives bright, rich color
- Long-lasting coloring
- Hair & scalp moisturizing in coloring process
- Suitable for all hair types

### Active ingredient:

- Chamomile extract
- Wheat oil
- Fitocomplex with ashberry extract

### Advantage:

Opportunity of 2 applications (In case of short hair or root coloring)

Complete care after coloring: shampoo + mask



shampoo, 20 ml



mask, 20 ml

### Package contents:

cream-color (2 packages on 25 ml); cream-oxidizer (2 packages on 25 ml); shampoo for hair (1 pack 20 ml); mask for hair (1 pack 20 ml); 1 pair of gloves; the application instruction.

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# HOME USE

## Hair lightening:

### “Energy Blond Arctic”



Innovative formula of bleaching powder with **conditioner & milk proteins**

**Quality:**

Arctic gloss & hair whiteness after bleaching;  
Additional hair care during bleaching;  
Suitable for all existing bleaching technologies.

**Advantage: Ampoule with fluid** – unique product – Oil complex penetrates hair structure. Recovers, nourishes and strengthens hair. Adds gloss & smoothness;  
Special correcting balm - removes “yellow hair effect”;  
Milk proteins.

### “Energy Blond Classic”



**Quality:**

4-6 levels professional hair lightening;  
Efficient gray hair lightening;  
Suitable for all existing bleaching technologies.

**Advantage: Ampoule with fluid** – unique product – Oil complex penetrates hair structure. Recovers, nourishes and strengthens hair. Adds gloss & smoothness.;  
Special correcting balm - removes “yellow hair effect”.

### “Super Blond”



Suitable for hair bleaching & highlighting

**Quality:**

5-6 levels hair lightening;  
Contains professional hair care mask.

**Advantage:**

“price - quality” ratio

HOME USE

## Ammonia-free hair-dye:

Рябина  
SOFT SILK

### “Ashberry Soft Silk”

care cream hair-dye without ammonia  
with the fluid for gentle hair coloring  
(15 bright shades)



#### Quality:

- Permanent level 3
- Shining & silky hair after application
- Maximal grey coverage
- Gentle hair coloring

#### Active ingredient:

- Fluide with lappa & lawsonite oils

#### Advantage:

- Oil complex penetrates hair structure, firmly fixes coloring pigments



#### Package contents:

Cream-color (tube) - 50 ml  
Cream-oxidant (bottle) - 50 ml  
Fluid with oils and thistles lawsonite - 2.5 ml ampoule  
Shampoo - 20 ml  
Mask - 20 ml  
Gloves - 1 Pair  
Instructions for use

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# HOME USE

## Toning hair :

### “Ashberry TON oil mask”

toning hair mask with the lamination effect

(14 shades)



Toning + intensive care + laminating

### “BEAUTTY”

toning hair dye with herbal extracts

(14 shades)



Doesn't damage hair structure  
Shining & silky hair after application  
Ammonia free  
Peroxide free

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HOME USE

Care hair :

ЭКО  
ЛИНИЯ

“Ecoline” the line of hair care products with  
natural oils and flower extracts

For all hair types



Shampoo, 400 ml  
Balsam, 400 ml  
Mask, 200 ml

Oil control



Shampoo, 400 ml  
Balsam, 400 ml  
Mask, 200 ml

For dry and damaged hair



Shampoo, 400 ml  
Balsam, 400 ml  
Mask, 200 ml

For colored hair



Shampoo, 400 ml  
Balsam, 400 ml  
Mask, 200 ml

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АСМЕ®  
COLOR

## HOME USE

### “Energy Look”

Hair Perm



**Energy Lock** – suitable for curling all hair types.  
Handy kit for home use;  
Repairing mask makes hair soft & silky after perm;  
Suitable for all existing curling technologies.

### Other:

### “Style GEL”



- Strong fixation
- Super strong fixation
- Wet hair effect

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Professional

Hair-dye:

ACME

PROFESSIONAL

Sienna - permanent cream hair dye for professional use

77 shades:

**64 shades** - for permanent hair coloring 2-12 tone levels

**7 SB (Special Blond) shades** - for intensive lightening of the natural hair (up to 5 tone levels )

**6 Mix Tones shades** - for enhancement of a shades saturation, coloring of bright locks and neutralization of an undesirable pigment



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**Professional**

**Hair lightening:**

**ACME**

**PROFESSIONAL**

**Blond**



**Bleaching power: 4 - 6 levels**

**Blue powder  
Anti-yellow effect**

**Arctic Blond**



**Bleaching power: 4 - 6 levels**

**Milk proteins  
Conditioner**

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# Professional

# Toning hair :

ACME

PROFESSIONAL

КРАСКА ДЛЯ ВОЛОС  
**BEAUTY**  
Б Ъ Ю Т И **plus**

## REVOLUTION IN HAIR COLORING

- 21 bright shades
- Ammonia free
- Peroxide free
- Unique color firmness (comp. peroxide free products)
- No affect on hair structure
- Astonishing gloss
- Fruity aroma
- Laminating complex



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Professional

Other:



OXY

ANTI-YELLOW  
BALSAM  
Violet Plus «V+»

STYLE

Color removing  
lotion Skin Color  
Minus «C-»



Styling spray



Styling foam

Styling gel



Stretch gum

Gel wax

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**Professional**

**Care hair :**

**forte***se*  
PRO

professional line of hair care products contains a concentrated complex components efficiently and gently cleanses and cares your hair.

*The line has a traditional care hair - shampoos, face masks, hair balsams and modern tools for hair care - the two-phase conditioner spray, lotion to give volume, series to protect the hair from harmful effects of sunlight, thermal protection spray, fluid with lapper oil and Lawsonite flowers oil.*



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# THANK YOU FOR ATTENTION!



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