BC BONACURE® pH 4.5 COLOR FREEZE

Our first color-locking hairtherapy

There is nothing better than walking out of a salon with vibrant true color. A good colorist will create the ideal balance of shades to suit their client's style and skin color. Getting it right is a skilled science, so it's no surprise that everyone wants their color to remain true for as long as possible.

That’s where BC BONACURE® pH 4.5 Color Freeze comes in. pH 4.5 Balancer Technology not only seals the surface of colored hair like conventional color care does, but most importantly, it freezes the color pigments deep inside the hair matrix for optimal color.

After a coloration, current care technologies mainly seal the cuticle, leaving the matrix structure unattended which can lead to a lack of resilience, hair breakage and dramatic color fade.

When hair is adjusted to the optimal pH value of 4.5, the matrix around the cortex is tightened and stabilized, keeping the color pigments frozen deep inside the hair structure. In combination with Cell Perfector Technology, the hair surface is perfectly sealed, providing a long-lasting protection against external aggressions like water or blow-drying.

**BC BONACURE® pH 4.5 Color Freeze Rich Micellar Shampoo**

**Diagnosis:**

Hair is porous and color-treated, highlighted or over-processed.

**What it does:**

* Gently, yet effectively cleanses over-processed colored hair
* Strengthens the hair structure
* Helps to optimize the pH level to 4.5
* Delivers extra care and shine

**How it works:**  
The formula with additional keratins fills structural gaps. Apricot Oil protects and smooths the hair surface and provides extra shine. Color appears vibrant until the next salon visit.

**BC BONACURE® pH 4.5 Color Freeze Silver Micellar Shampoo**

**Diagnosis:**Hair shows unwanted yellow tone direction or is white and needs subtle silver tone direction.

**What it does:**

* Gently yet effectively cleanses hair
* Strengthens the hair structure
* Helps to optimize the pH level to 4.5
* Neutralizes unwanted warm undertones
* Preserves and revives cool tone directions
* Adds a cendré shimmer to white hair and very light bases

**How it works:**   
During cleansing, a blue-violet dye is subtly deposited on the hair to refresh or add a cool tone direction, while caring ingredients help to improve hair condition.

**BC BONACURE® pH 4.5 Color Freeze Gold Shimmer Micellar Shampoo**

**Diagnosis:**Hair is dull and porous, highlighted, lifted or bleached.

**What it does:**

* Gently, yet effectively cleanses
* Visually enhances dull, blonde bases
* Strengthens the hair structure
* Helps to optimize the pH level to 4.5

**How it works:**   
Formulated with a warm pigment mix, this caring shampoo subtly enhances dull blondes and revives golden undertones, while caring ingredients help to improve the hair condition.

**BC BONACURE® pH 4.5 Color Freeze Vibrant Red Micellar Shampoo**

**Diagnosis:**Hair is natural or color-treated and the client wants to preserve and enhance color vibrancy.

**What it does:**

* Gently, yet effectively cleanses
* Visually enhances red colored bases
* Strengthens the hair structure
* Helps to optimize the pH level to 4.5

**How it works:**   
Enhanced with red pigments, this caring shampoo maintains and intensifies red, colored bases, while boosting radiance.

**BC BONACURE® pH 4.5 Color Freeze Micellar Cleansing Conditioner**

**Diagnosis:**Hair is slightly porous and color-treated with the client wanting optimal color retention.

**What it does:**

* Gently cleanses and conditions colored hair in one step
* Helps to maintain color vibrancy
* Delivers extra care and shine
* Strengthens the hair structure
* Helps to optimize the pH level to 4.5

**How it works:**   
pH 4.5 Color Freeze Micellar Cleansing Conditioner has been developed for optimal care. Its mild, low lather formula gently cleanses and conditions the hair, while keeping the natural lipids and moisture intact. With pH 4.5 Perfect Technology, hair is brought to its optimal pH level to lock in color pigments for long-lasting intense color.

[**For application tips and more detail, explore the full range of BC Micellar Cleansing Conditioners...**](http://www.schwarzkopf-professionalusa.com/skp/us/en/home/products/care/bc-bonacure/bc-cleansing-conditioner-promo.html)

**BC BONACURE® pH 4.5 Color Freeze Spray Conditioner**

**Diagnosis:**Hair is color-treated, highlighted and slightly porous.

**What it does:**

* Strengthens the hair structure
* Helps to optimize the pH level to 4.5
* Instantly detangles and improves combability
* Helps to maintain color vibrancy
* Adds brilliant shine

**How it works:**   
Nourishing ingredients fill structural gaps in the outer layer of the hair, improving the elasticity and strength of color-treated hair. Hair is brought to the optimal pH level of 4.5, helping to prevent color fade. A high proportion of silicone oils immediately improves manageability and adds brilliant shine.

**BC BONACURE® pH 4.5 Color Freeze Conditioner**

**Diagnosis:**Hair is porous and color-treated, highlighted or over-processed.

**What it does:**

* Strengthens the hair structure
* Helps to optimize the pH level to 4.5
* Provides effective care
* Detangles and improves combability
* Helps to maintain color vibrancy and adds shine to color-treated hair
* Reduces frizz and smooths the surface of the hair

**How it works:**   
A high-performance formula with pH 4.5 balancer technology instantly tightens the inner hair structure, freezing color pigments deep inside the matrix. Reduces color fade and maintains color vibrancy.

**BC BONACURE® pH 4.5 Color Freeze Treatment**

**Diagnosis:**Hair is color-treated, highlighted or over-processed.

**What it does:**

* Strengthens the hair structure
* Helps to optimize the pH level to 4.5
* Provides in-depth care
* Reduces frizz and smooths the hair surface
* Adds brilliant shine

**How it works:**   
The rich and highly nourishing emulsion contains hydrolyzed keratins which fill structural gaps in the hair, from the outer layer to the cortex. pH 4.5 Balancer Technology tightens the hair structure and locks color pigments into the deepest layers of the hair, while improving the strength and elasticity of colored hair. Hair is brought to optimal pH 4.5 color, appearing vibrant until the next salon visit.