

DATEM™ TECHNOLOGY

OXYGEN ENCAPSULATED = LESS FREE RADICALS
LESS FREE RADICALS = REDUCED CUTICLE DAMAGE

DATEM™ is a revolution in hair colour technology and is unique to Affinage. This groundbreaking technology makes Affinage colour products kinder, faster (by allowing the use of heat without damaging the hair or scalp) and more effective.

DATEM™ Technology at Work

DATEM™ encapsulates the oxygen, reducing the action of the free radicals. The encapsulated oxygen is transported into the cortex of the hair by gently separating the bonds between the keratin chains. Once there the oxygen is released and the lifting process and deposit of the permanent pigment begins.

When DATEM™ is used in Dynamics and HotShotz, where no oxidisation occurs, it allows much deeper penetration of the pigment and the conditioning base. This results in a longer lasting colour and a superior finish to the hair.





DATEM™ can be found in the following products:

Infiniti • Infiniti Satin • Intensives • bRED • Refresher • HotShotz
Colour Dynamics • Spectrum • Blonde • Eraser



Free Radicals

In chemistry, radicals (often referred to as free radicals) are atomic or molecular species with unpaired electrons which can be created in many different ways (UV rays, pollution, intense sunlight, oxygen processes). They are very reactive and cause damage to the chemical compounds in our body (i.e. proteins, DNA). And when we are working with oxidation-based products it causes damage to the cuticle and scalp. DATEM™ in our products encapsulates the oxygen and releases it inside the hair thus drastically reducing the creation of free radicals.

-  Oxygen encapsulated / controlled by DATEM™
-  DATEM™ in contact with Melanin
-  DATEM™ releasing oxygen to allow lightening
-  Free oxygen



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