



Faipa

Faipa is more than 50 years old. The Rome-based company is certainly one of the most brilliant and reliable manufacturers in the cosmetics sector, always to the fore in its commitment to research and development of products at the top technical and stylistic levels.

Its beginnings date back to the 1950s when, as Sapta, it began business with a wide range of haircare products, from perms to shampoos and bleaches, with the sole exception of dyes. In 1956 the Mastrelli family took over the company, changing its name to Faipa: particularly sensitive to the needs of hairdressers, the company founded a legally recognized hairdressing school in 1957 and the following year began the production of hair colourings with a cream dye, perfected three years later with a new formula.

In 1972 the Petri family joined the company, which then became Faipa Cosmetics.

1977 is an important year in the Faipa's history: Sicura hair colour was created in two versions: in coconut oil cream and wheat germ oil cream. Today this product is still a milestone for Faipa Cosmetics. The 3rd generation of owners, Paolo Petri and Flavio Mastrelli, joined the company in 1989, contributing with their energy and dynamism to the continuous innovation that has stimulated the company to further improvement. The following years saw technical growth and innovation with increasingly safer and perfected products, like Perfecta crème color, the first permanent colouring in the world in an ammonia-free cream formulation with keratine, a product developed specifically to fully respect the client and the professional. Very recent creations include Sicura professional, a colouring cream for permanent colour with a low ammonia content, conceived innovatively to respect the environment, with recyclable materials as well as being easy to use and handle. Confirming the special attention that Faipa has always had for teaching, in 1999 the professional hairdressers' centre became "Hair System Academy" which is reaping increasing success and is considered as the fastest and simplest technical-artistic refresher course provider.

A further confirmation of the validity and safety of Faipa products arrived in 2000, with the UNI EN ISO 9001 certification of quality, awarded for the company's research, development, production and marketing.

The Rome-based company also has an intense activity abroad, where in recent years it has held a series of spectacular shows and presentations which have attracted record numbers of visitors.

FAI 40 07 SICURA PROFESSIONAL CREME COLOUR

This is a permanent hair dye enriched with wheat germ and coconut oil for a protective and nutritive process. It has got low ammonia content and a pleasant fragrance. It lightens up four levels without bleaching and achieves uniform colours from the scalp area to the ends of the hair. There are 76 shades to provide a complete range of colours. It is guaranteed to be long lasting and does not fade while covering 100% of grey hair and giving a natural tone. Respects the hair thanks to its high quality ingredients, even the most damaged hair becomes soft and shining. Sicura Professional Creme Color is easy to mix with any peroxides (10, 20, 30 and 40 volumes). The 120 ml giant size is money and space saving for the hair salon.

Packed in a 120 ml / 4.06 fl oz tube

Mixing ratio: 1:1 (60ml cream color + 60ml Developer)

PH: 10.5

