



# FREQUENTLY ASKED QUESTIONS

## *Why I Formulate with Oligo Hair Color*

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### **What makes Oligo Professionnel color different from other brands?**

*Oligo is a French-Canadian line developed in Montréal, crafted with a clean beauty philosophy and the latest in advanced hair chemistry. It's rich in certified organic essences, free of harsh chemicals, and infused with protective ingredients that deliver stunning, long-lasting color with incredible shine.*

### **Is Oligo color safe for sensitive scalps?**

*Yes! Oligo's formulas are developed to be free of PPDs and ammonia — two of the most common irritants found in 95% of professional color lines. Their gentle, conditioning ingredients soothe the scalp and minimize sensitivity.*

### **Does Oligo color damage the hair?**

*Quite the opposite. Oligo's Calura and Gloss lines are designed to fortify the hair structure, not break it down. The result is color that leaves hair feeling stronger, silkier, and healthier than before.*

### **How does Oligo protect my hair during coloring?**

*Their unique blend of keratin, amino acids, and certified organic essences helps reinforce the hair's internal bonds while sealing in moisture, shine, and color brilliance.*

### **Is Oligo color vegan and cruelty-free?**

*Many Oligo products, especially their styling and care lines, are vegan, and all products are proudly cruelty-free. Their commitment to clean, ethical beauty runs through everything they do.*

### **Will Oligo color fade quickly?**

*No — Oligo is known for its exceptional color longevity. Their science-backed formulations resist fading, keeping tones vibrant, rich, and true between salon visits.*

### **What is Calura Gloss and why is it special?**

*Calura Gloss is Oligo's demi-permanent, ammonia-free gloss treatment. It delivers luminous shine, refreshes color, tones blondes beautifully, and adds depth — all while conditioning and strengthening the hair.*

### **Is Oligo color a good choice for blondes or fashion shades?**

*Absolutely! Their Blacklight system is specifically designed for blondes and creative colorwork, offering powerful violet-based toning and lightening without compromising hair health.*

### **Is the Oligo color experience different at Beauty Love Alchemy?**

*Yes — at Beauty Love Alchemy, your Oligo color service is paired with customized formulations, advanced bond protection techniques, and expert aftercare advice to keep your hair radiant and healthy.*

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**Beauty LOVE Alchemy ~ Your Private Hair Studio**

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