



FROM THE  
**No.1**  
SALON  
COLOR  
BRAND IN THE  
WORLD

# COLOUR FOR EVERY OPPORTUNITY

UPGRADING YOUR CUT AND BLOWDRY CLIENTS TO COLOUR JUST GOT EASY

Why not upgrade your cut and blow-dry services today with a Color Fresh Mask service. Cool down brassy blondes, liven up faded reds and test the trend with no commitment.

# COLOR FRESH *mask*

INTRODUCTION TO COLOUR

Why not introduce colour shy clients into the world of colour with a Color Fresh Mask service all with NO commitment.

**DOES NOT REQUIRE A SKIN TEST**

**10 MINUTE COLOUR UPDATE**

**QUICK AND EASY TO APPLY**

## EXPERIENCE THE BENEFITS

- ✓ Easy Application, visible colour results that fade beautifully.
- ✓ With a conditioning formula leaving the hair felling smoother and more moisturised
- ✓ No animal derived ingredients
- ✓ Free from silicones



Revive and refresh blondes to reds for natural looking enhancements, with a pleasant fragrance.

With **AVOCADO OIL & APRICOT KERNEL OIL**

## natural

Bold and vibrant results, let your colour do the talking with these playful masks.

With **ARGAN OIL**

## bold



**DISCOVER MORE ABOUT COLOUR FRESH MASKS**



## HOW TO USE?

- 1** Shampoo and towel dry hair.
- 2** Use protective gloves to avoid staining your hands and nails.
- 3** Apply generously, section by section-leave for up to 10 minutes.
- 4** Rinse well, style and go- no need for conditioner!

# DISCOVER SOME QUICK AND EASY NO SKIN TEST COLOUR APPLICATIONS

## EXPRESS SERVICE



TRADE UP A CUT OR BLOWDRY SERVICE WITH A NO SKIN TEST COLOUR

### SERVICE: CUT OR BLOW DRY UPGRADE

Trade up a blow dry client with a Color Fresh Mask to enhance or trial a new colour.

Allow the client to take the rest of the product home to maintain their new look.

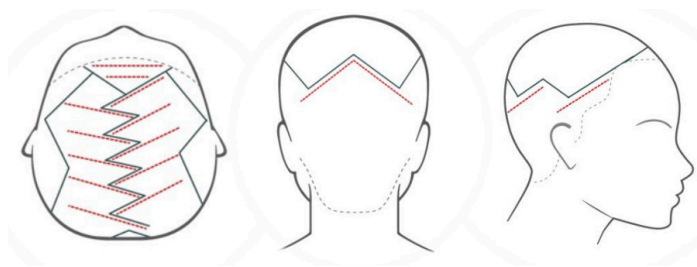
### APPLICATION TIME

5 minutes at the backwash

### PRODUCTS USED

1. Color Fresh Mask

## TRADE UP SERVICE



NATURAL, SUNKISSED LIGHTENING  
NO SKIN TEST COLOUR

### SERVICE: SUNKISSED HIGHLIGHTS

Highlights using Magma placed strategically to give a feeling of lightening with a maximum of 18 foils.

### APPLICATION TIME

15 minutes

### PRODUCTS USED

1. Magma by BLONDOR
2. Color Fresh Mask to add personalised colour tone if needed.

## TRADE UP SERVICE



TRADE UP A CUT OR BLOWDRY SERVICE WITH A SHINEFINITY CLEAR GLAZE NO SKIN TEST COLOUR

### SERVICE: CLEAR GLAZE

A simple clear glaze applied over pre-shampooed hair to enhance the natural shine of the hair. Perfect for the festive period.

### APPLICATION TIME

5 minutes

### PRODUCTS USED

1. SHINEFINITY 00/00 CRYSTAL GLAZE