



NO.1
SALON HAIR
BRAND
IN THE UK*

NEW SIGNATURE SERVICE XPRESS GREY BLENDING

*According to Kline's Salon Hair Care Global Series (data for the full calendar year 2024, published in May 2025), with rankings based on product value sales in local GBP currency.

MEN COLOURING THEIR GREY HAIR IS BECOMING INCREASINGLY COMMON, BUT IS STILL SOMETHING NEW



Men are starting to adopt **slow aging trend**, through fitness, nutrition, sleep, stress-management & non-invasive anti-aging treatments, such as hair color, fillers or Botox.



Today, **11 percent of men*** colour their hair, up from 7 percent in 2010, which was a rise from just 2 percent in 1999.



It's still **something to be developed**: not many men know how hair colour works and the simplicity of getting it. What they need is a **fast, clean & low maintenance service** – not to be too complicated.

*Ages 50 to 64 - source: <https://www.washingtonian.com/2019/09/25/why-more-dc-men-are-dyeing-their-gray-hair/>

OPPORTUNITY

IDEA

ESSENTIALS

BENEFITS

NEXT STEPS

GAIN NEW MALE COLOUR CLIENTS
& INCREASE YOUR COLOUR
REVENUES THANKS TO

XPRESS GREY BLENDING

**BLENDS AWAY GREYS
IN ONLY 10 MINUTES**

- ControlX Technology prevents colour going darker
- 15 shades for xpress root touch-up
- Easy application, mixed 1:1 with Welloxon 1.9%



OPPORTUNITY

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COLOR XPRESS ESSENTIALS



**NEW SERVICE:
XPRESS GREY BLENDING**



**STATE-OF-THE-ART
FORMULA**



**SMART PALETTE
OF 15 SHADES**

OPPORTUNITY

IDEA

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NEXT STEPS

XPRESS GREY BLENDING

MIXING GUIDELINES

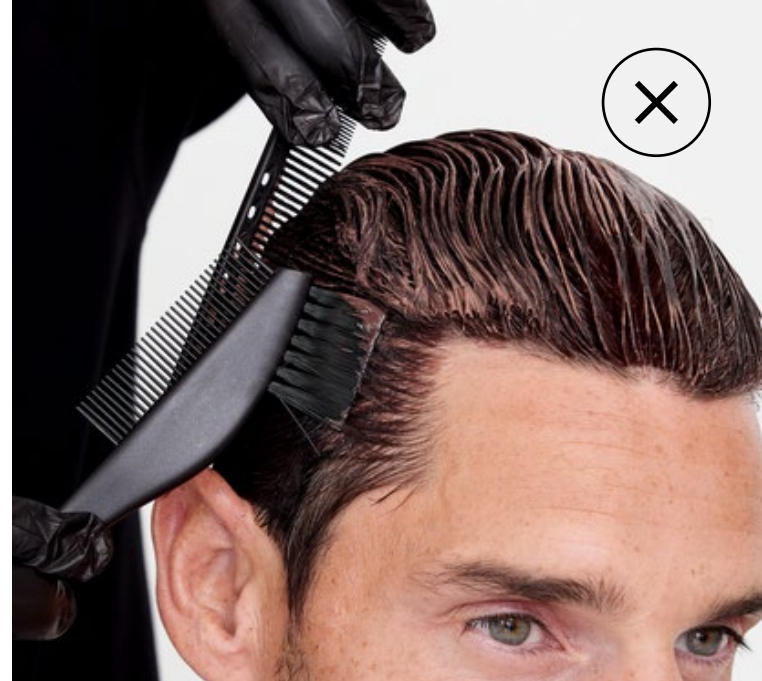
1:1. with 1.9% Welloxon for Xpress Grey Blending

APPLICATION GUIDE

- Apply Barrier cream.
- Can be applied to damp or dry hair.
- Start at the highest concentration of grey, apply with bowl and brush.
- Develop for 10 min.
- Emulsify and rinse, shampoo and post color treatment.
- Top tip use comb to section short hair for a clean application.

TOP TIP FOR COLOUR SELECTION

- For most natural looking result, use the same depth as the clients hair, if salt and pepper starting point.
- If a tonal shade is used, mix 1:1 with a natural target shade.



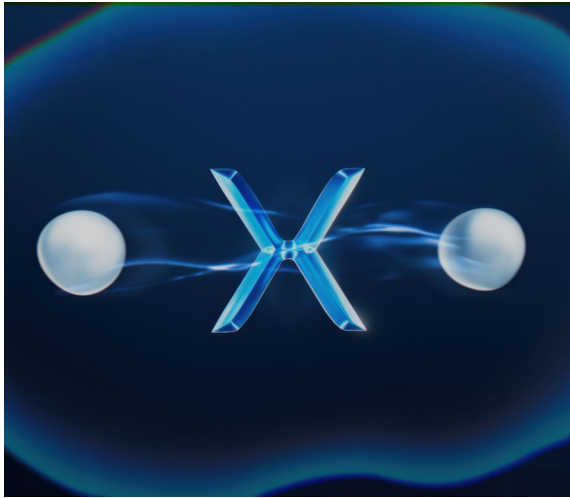
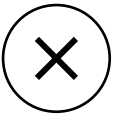
DID YOU KNOW

You can also use Color Xpress on beard to blend away grey.

Protect the skin with a barrier cream and apply the colour lightly to avoid skin staining.

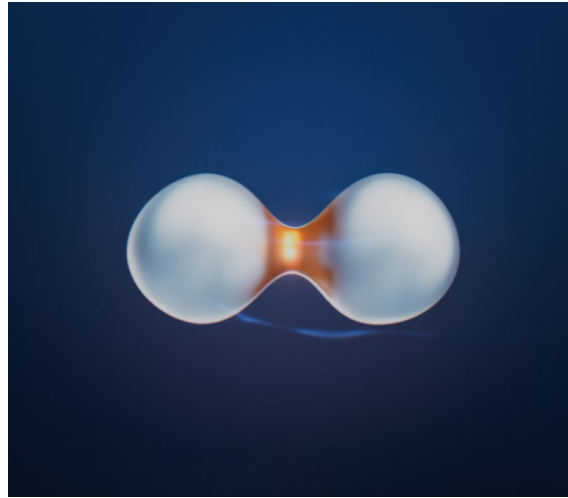


CONTROLX TECHNOLOGY CUTTING-EDGE COLOUR TECHNOLOGY



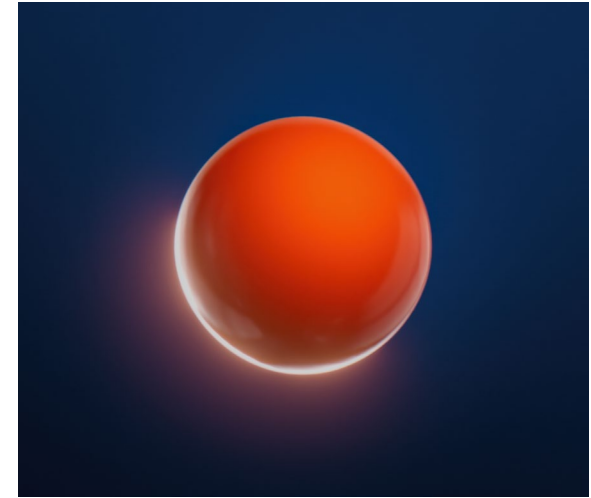
INSIDE THE HAIR

Ammonium Carbonate acts like a supercharged magnet.



COLOUR IS FORMED

Pulling dyes together quickly so colour molecules are formed in only 10 min.



PROCESS COMPLETE

Preventing colour from going too dark.

Designed with exclusive built-in Metal Purifier to help preventing hair from extra damage happening in presence of metals wherever colour is placed.



OPPORTUNITY

IDEA

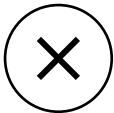
ESSENTIALS

BENEFITS

NEXT STEPS

GREY COVERAGE PORTFOLIO

COMPLEMENT YOUR SERVICE MENU



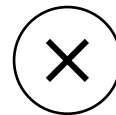
NATURALS					
					
COOL					
WARM					

DISCOVER THE
NEW SHADES

+



5 NEW SHADES TO EXPAND XPRESS ROOT TOUCH UP SERVICES



COOL



One of the most used cool shades of our portfolio.

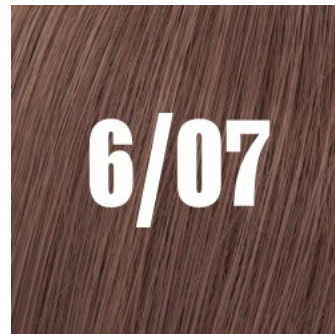


Cool tonality in a higher level to combat warmth.



Classic cool tonality for familiar neutral finish.

WARM



Highly used shade direction for rich root touch up.



Warm beige tonality that usually flatters the consumer.

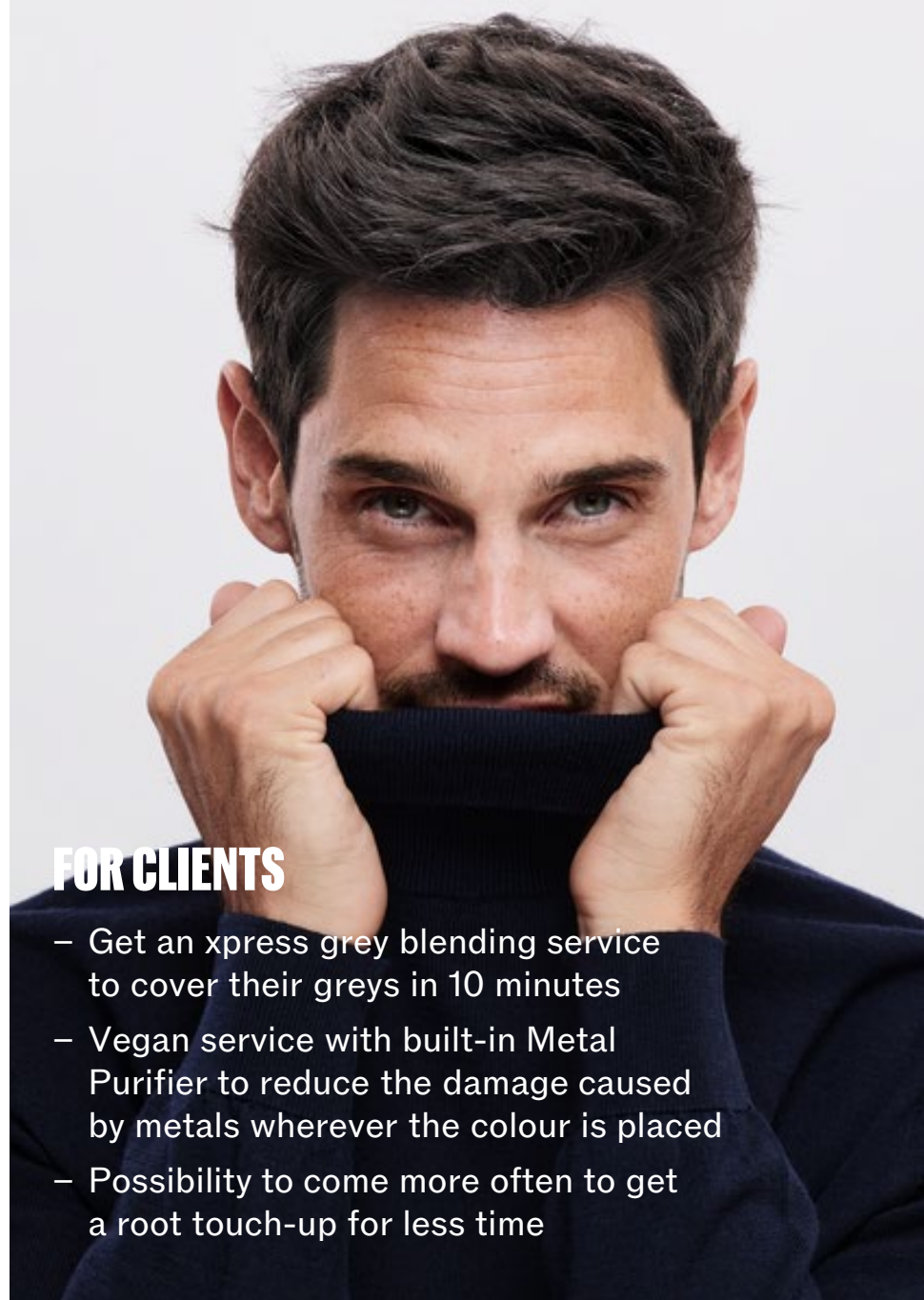
BENEFITS

FOR STYLISTS

- Generate more colour revenues by introducing male to colour
- Increase frequency of your male clients by offering them an express grey blending service
- Gain new male clients by offering them a grey blending service tailored to their needs

FOR CLIENTS

- Get an xpress grey blending service to cover their greys in 10 minutes
- Vegan service with built-in Metal Purifier to reduce the damage caused by metals wherever the colour is placed
- Possibility to come more often to get a root touch-up for less time



GET READY FOR SUCCESS

- 1** Order today and benefit from our intro deals to set the best experience for your client
- 2** Get familiar with Color Xpress shades through the education available
- 3** Update your service menu with the new Signature Service Xpress Grey Blending and implement the in and out salon communication to help you drive demand
- 4** Activate power booking to drive frequency in between appointments

