

READY TO MAKE MORE MONEY IN LESS TIME?

UPGRADE YOUR SERVICES WITH KOLESTON XPRESS^{ME}



NON-PROGRESSIVE PERMANENT
COLOR THAT HELPS **PREVENT**
OVER-PROCESSING

UP TO **100% GREY COVERAGE**
IN JUST **10 MINUTES**

PATENTED TECHNOLOGY FROM THE NO.1 COLOR BRAND IN THE WORLD*



INSIDE THE HAIR

Ammonium Carbonate pulls the dyes together quickly, like a magnet.

COLOR IS FORMED

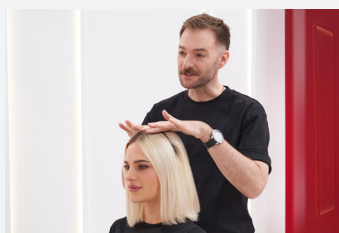
Due to this quick connection, majority color molecules are formed in **10 minutes**.

PROCESS COMPLETE

At **10 minutes**, the color is fully formed and ready to be cleansed and post-treated.

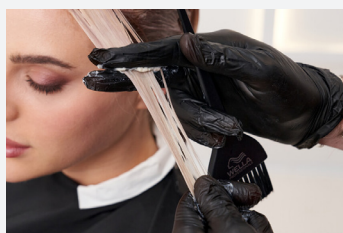
KOLESTON XPRESS CAN BOOST YOUR BUSINESS

EXPAND YOUR OFFERINGS



ATTRACT MORE CLIENTS

Offer quick, convenient color services for busy clients.



ACCOMMODATE MORE CLIENTS

Handle unplanned appointments and express root touch-ups.

UPCHARGE FOR CONVENIENCE



MAXIMIZE PROFITABILITY

Complete services in half the time.



INCREASE REVENUE

Price **Koleston Xpress** similarly to grey coverage services or higher.

NON-PROGRESSIVE PERMANENT COLOR THAT HELPS PREVENT OVER-PROCESSING

A SMART PALETTE OF 18 SHADES, EASY TO MIX AND USE

		PURE NATURALS				RICH NATURALS		
TONE		/ - /N	/02 - /NM	/06 - /NV	/07 - /NW	/1 - /A	/31 - /GA	/37 - /GW
DEPTH	10/	10/ - 10/N						
	9/	9/ - 9/N	NEW 9/06 - 9/NV	NEW 9/07 - 9/NW				
	8/	8/ - 8/N				NEW 8/31 - 8/GA		
	7/	7/ - 7/N				7/1 - 7/A		7/37 - 7/GW
	6/	6/ - 6/N	NEW 6/02 - 6/NM	NEW 6/07 - 6/NW				
	5/	5/ - 5/N				5/1 - 5/A		5/37 - 5/GW
	4/	4/ - 4/N						
	3/	3/ - 3/N						
	2/	2/ - 2/N						

KOLESTON XPRESS IS COMPATIBLE WITH PREVIOUS PERMANENT COLORS WITH SIMILAR TONALITY. TO AVOID BANDING, CONSULTATION AND SHADE SELECTION ARE KEY.

5
NEW
SHADES



20 VOL for coverage and up to 1 level of lift

30 VOL up to 2 levels of lift, grey will appear more blended

WHEN TO USE KOLESTON XPRESS



NEED TO SQUEEZE IN A TOUCH UP?

Apply Koleston Xpress to the hairline and parting only for a quick solution in between full grey coverage appointments.



YOUR CLIENT WANTS COVERAGE AND DIMENSION?

After washing out Koleston Xpress, apply balayage to the top and front of wet hair at the shampoo bowl.



WANT TO BUMP THE BASE WHILE COVERING GREY?

Use 30 Vol. developer for lifting up to 2 levels. Shift the root and blend away grey in one easy step.



NEED HIGH SHINE AND COVERAGE?

After applying Koleston Xpress, mist the ends of hair and apply Shinefinity. Process together for 10-15 minutes before cleansing.