

Where beauty meets innovation

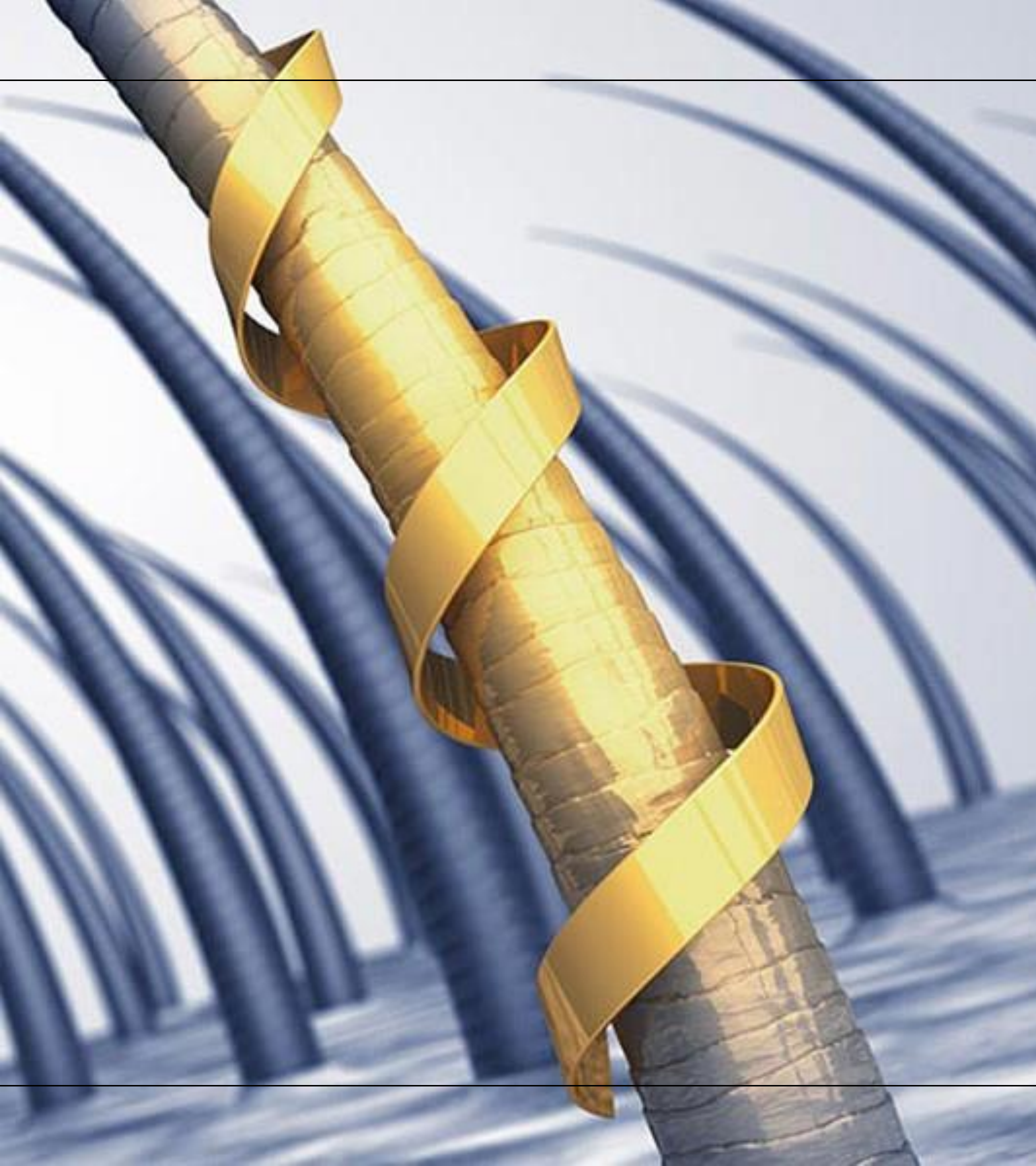
COLORED HEROES

Changing hair color, giving unusual and brilliant tones is no longer a creative quirk of artists, but has become a well recognized attitude!

A product category is booming and everyone should have it:

SEMI-PERMANENT HAIR COLOR THE TEMPORARY SOLUTION TO CHANGE HAIR COLOR WITHOUT COMMITMENT!





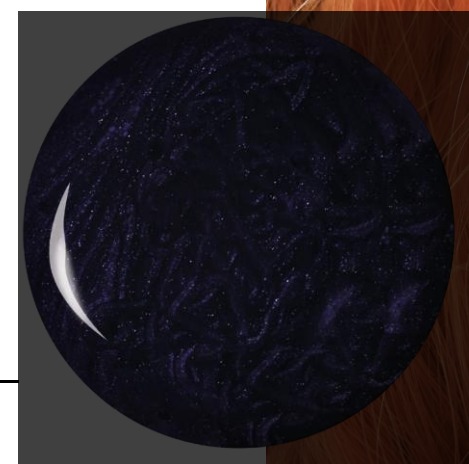
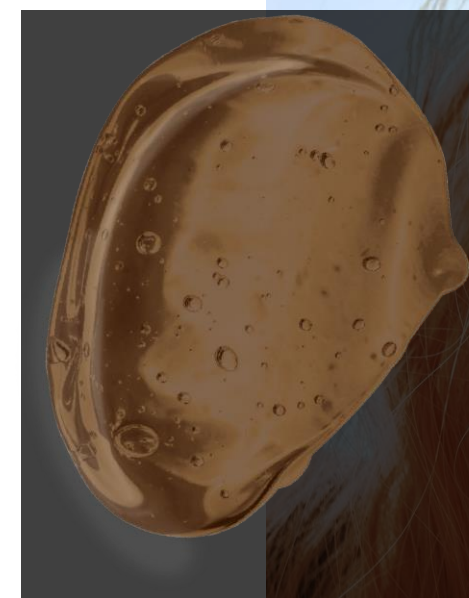
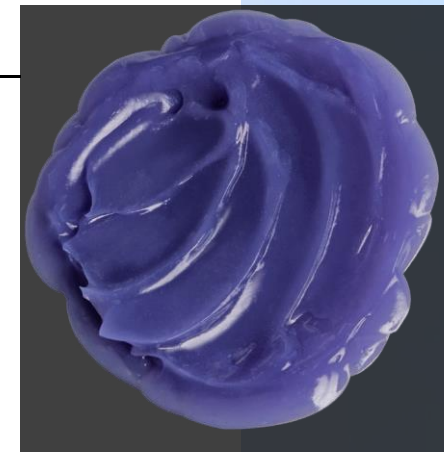
WHAT IS IT?

- ▶ IT IS A DEPOSIT-ONLY FORMULA AND DOESN'T REQUIRE A DEVELOPER
- ▶ THE COLOR COATS THE OUTSIDE OF THE HAIR AND LASTS UP TO 15 SHAMPOOS OR SO

➤ THEY ARE
COLOR CREAMS,
CREAM GELS,
CONDITIONERS
AND MASKS

➤ NO PEROXIDE
NO AMMONIA
NO NEED TO MIX!

YES TO GREAT
NOURISHMENT
AND SHINE



► DEVELOP YOUR
LINE WITH
THE NUMBER
1 COMPANY IN
HAIR COLOR
MANUFACTURING!



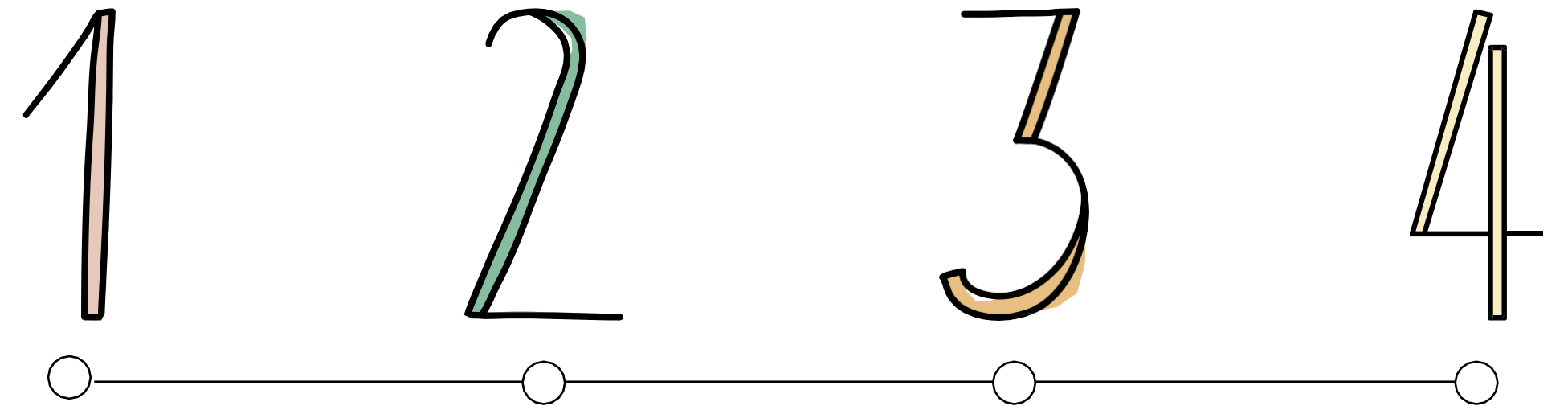


DISCOVER
3 STEPS
FOR AN EASY
CUSTOMIZATION OF
SEMI-PERMANENT
COLORS



**DEFINE THE
PURPOSE
OF THE
PRODUCT
AND CHOOSE
YOUR DREAM
FORMULA**

FOUR **AMAZING** OPTIONS



COLOR
REFRESH

TONING
FOR
BLOND/
PRE-LIGHTENED
HAIR

TONING AND
COLOR
FOR DARK
HAIR

CRAZY
COLORS

1 COLOR REFRESH

To temporary give brilliant reflections to natural hair. To keep the colored hair always shine and and with a long-lasting color



MARKET REFERENCES:

- Biolage
- DpHUE
- Marianila
- Morrocanoil
- Joico

2 TONING FOR BLOND / PRE-LIGHTENED HAIR

To temporary color, tone hair and get rid of yellow brassy tones with a cosmetic and conditioning formula. To give extreme shine to the hair



MARKET REFERENCES:

- Bleach London
- Marianila
- Four Reason
- Grazzette
- Eslabondexx

3 TONING AND COLOR FOR DARK HAIR

To give color to brown hair and keep it always fresh thanks to specific shades made with high content of pigments



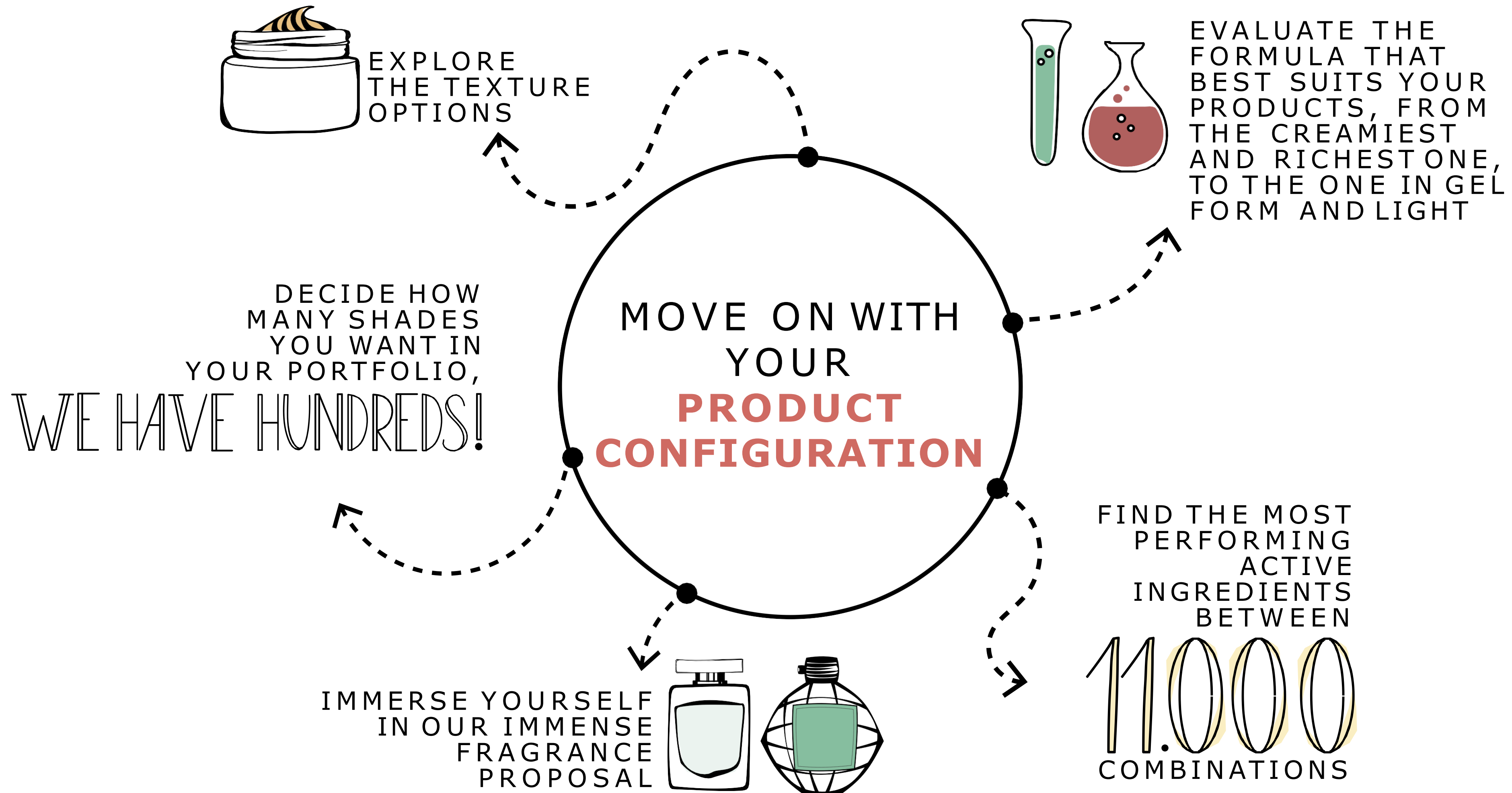
MARKET REFERENCES:
Overtone
Kristin Ess

4 CRAZY COLORS

To create fantasy color effects for natural, colored and bleached hair. To obtain vibrant color effects or crazy tone colors



MARKET REFERENCES:
Manic Panic
Bleach London
Lime Crime
Crazy Color
Keracolor
Joico



CONFIRM

THE FEATURES
WE ARE ABLE TO OFFER

NATURALITY MEDIUM ☐ OR ☐ HIGH
WE ARE ABLE TO REACH 94% OF NATURAL
ACTIVE INGREDIENTS

VEGAN YES ☐ OR ☐ NO

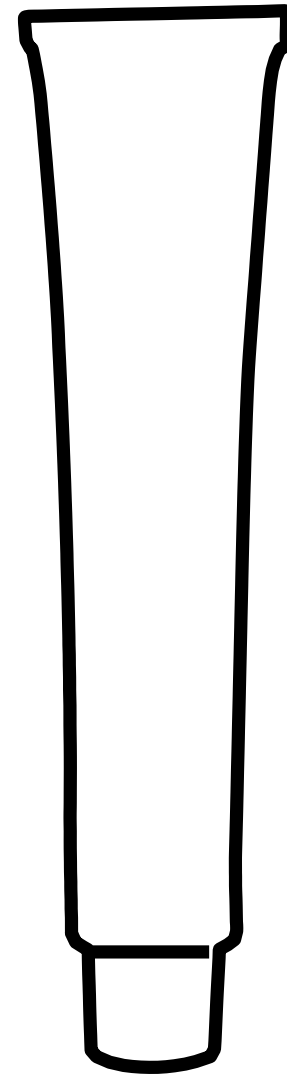
SILICONES YES ☐ OR ☐ NO

SLS/SLES YES ☐ OR ☐ NO

SULPHATE YES ☐ OR ☐ NO

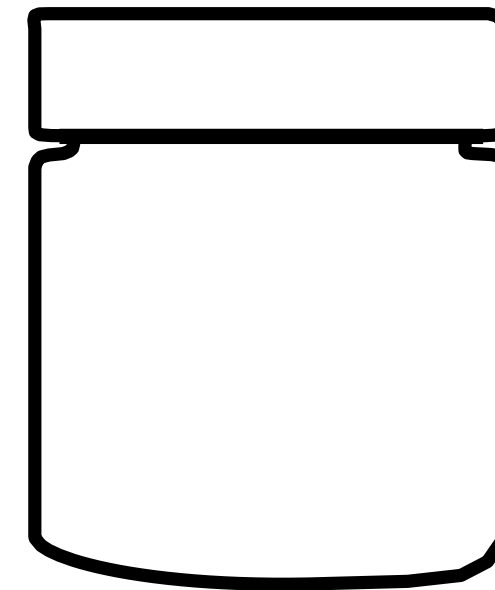


**STILL
UNDECIDED
ABOUT
PACKAGING?
CHOOSE THE
ONE YOU
PREFER**



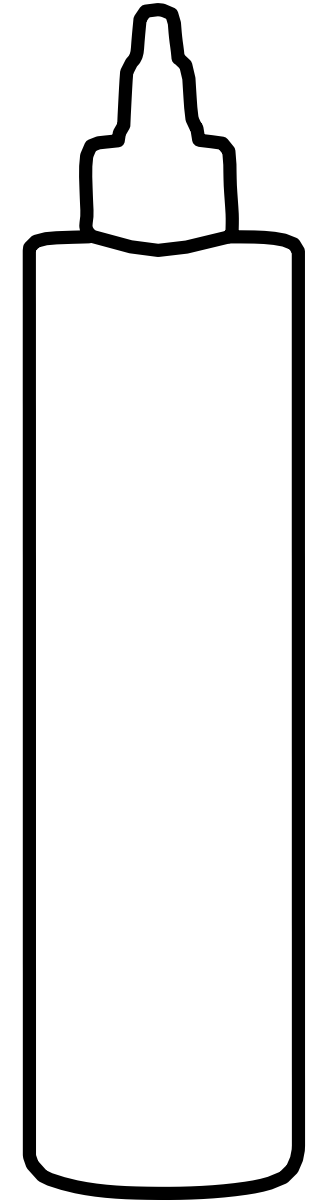
TUBE

75/100/150/
200/250 ml



JAR

250/200/
150/100 ml



BOTTLE

100/150/
200/250 ml



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we give you all
the guidelines and
specs to finalize
your product





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