

Where beauty meets innovation

# COLORED HEROES

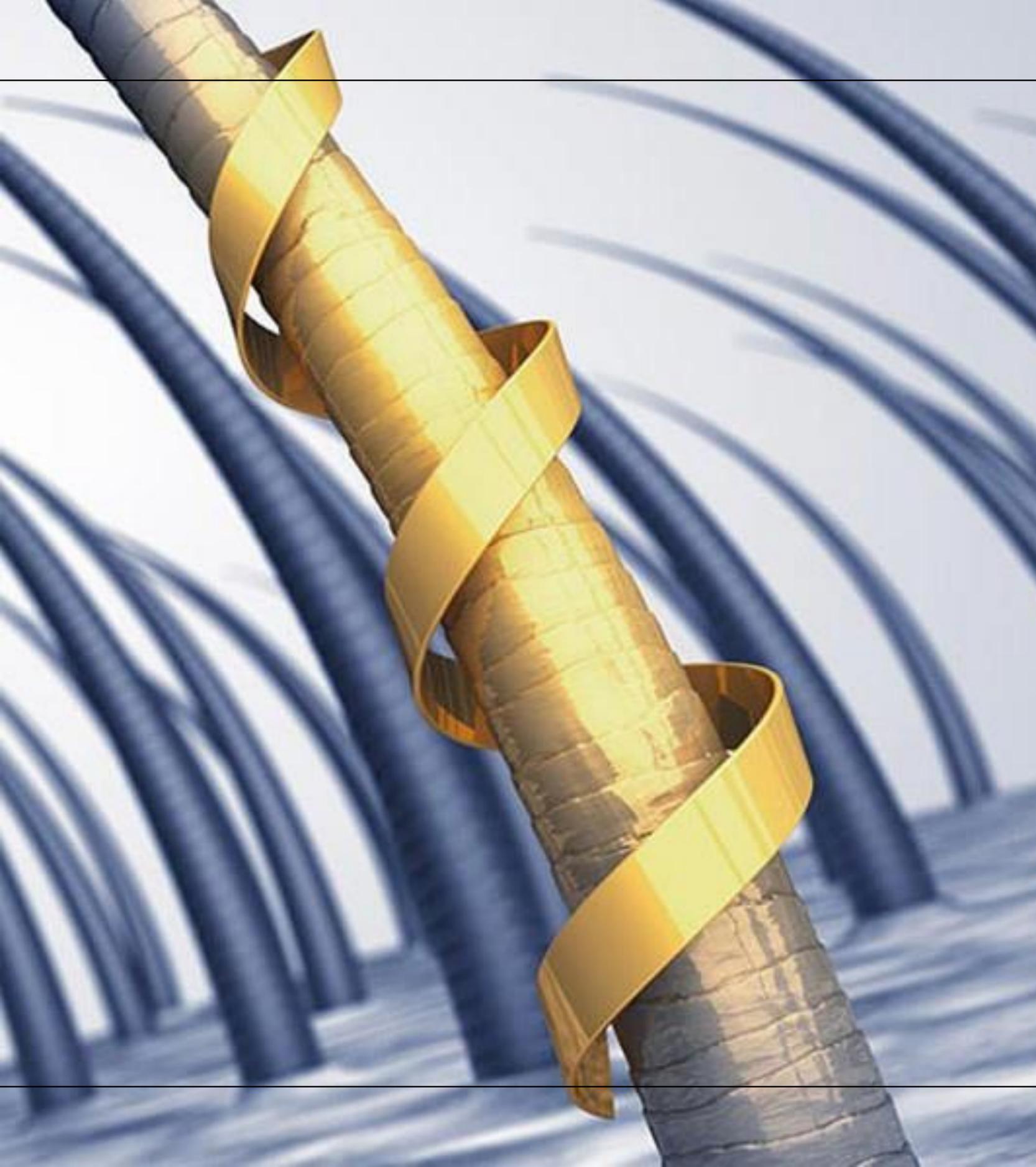
Changing hair color, giving unusual and brilliant tones is no longer a creative quirk of artists, but has become a well recognized attitude!

A product category is booming and everyone should have it:

# SEMI-PERMANENT HAIR COLOR

## THE TEMPORARY SOLUTION TO CHANGE HAIR COLOR WITHOUT COMMITMENT!





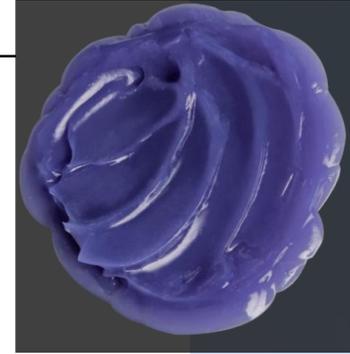
# WHAT IS IT?

- ▶ 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

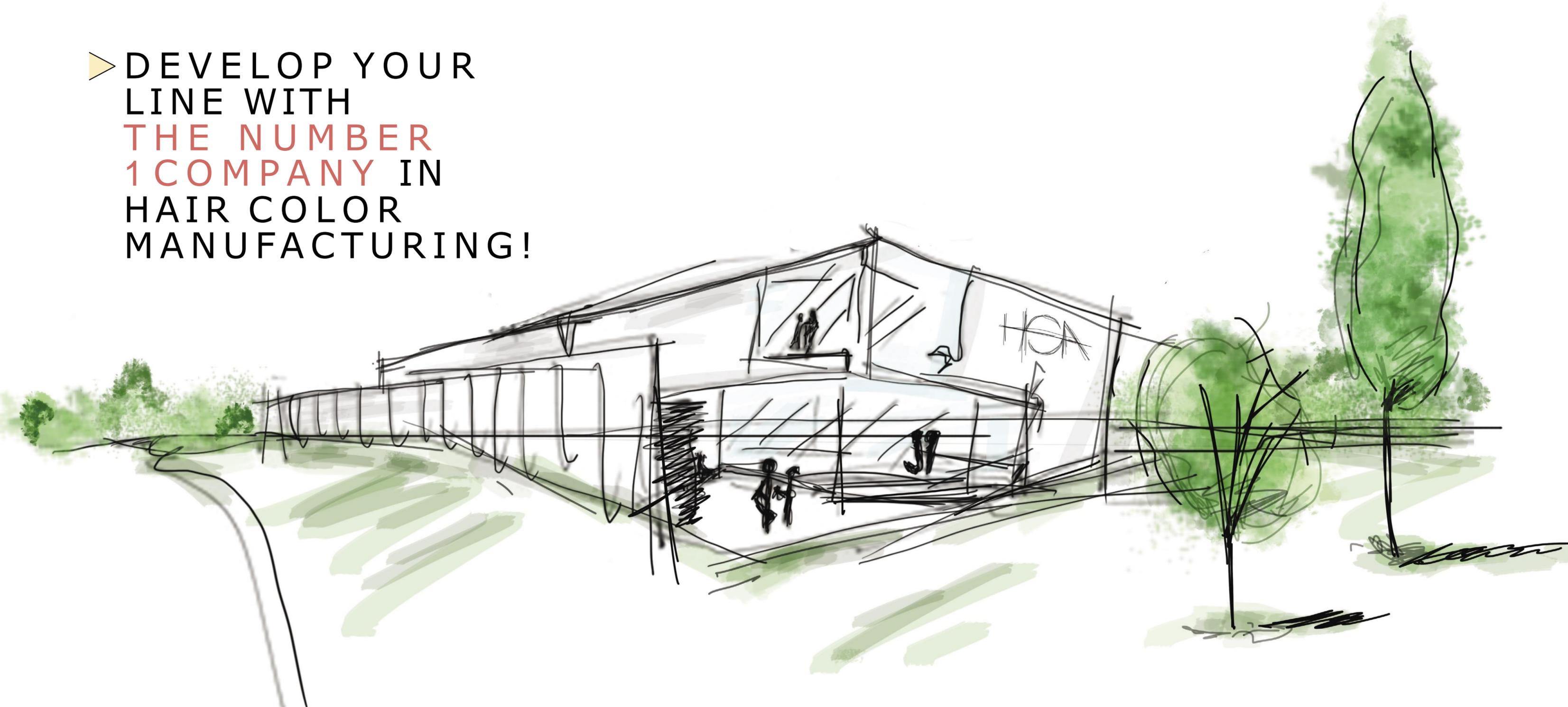
➤ THEY ARE  
COLOR CREAMS,  
CREAM GELS,  
CONDITIONERS  
AND MASKS

➤ 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

1

COLOR  
REFRESH

2

TONING  
FOR  
BLOND/  
PRE-LIGHTENED  
HAIR

3

TONING AND  
COLOR  
FOR DARK  
HAIR

4

CRAZY  
COLORS

# 1 COLOR REFRESH

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



MARKET REFERENCES:

*Biolage*

*DpHUE*

*Marianila*

*Morrocanoil*

*Joico*

# 2 TONING FOR BLOND / PRE-LIGHTENED HAIR

To temporarily 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

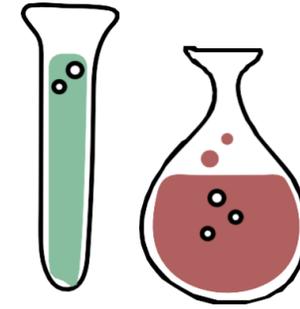
To create fantasy color effects for natural, colored and bleached hair. To obtain vibrant color effects or crazy tone colors



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



EXPLORE THE TEXTURE OPTIONS



EVALUATE THE FORMULA THAT BEST SUITS YOUR PRODUCTS, FROM THE CREAMIEST AND RICHEST ONE, TO THE ONE IN GEL FORM AND LIGHT

DECIDE HOW MANY SHADES YOU WANT IN YOUR PORTFOLIO, WE HAVE HUNDREDS!

MOVE ON WITH YOUR **PRODUCT CONFIGURATION**

FIND THE MOST PERFORMING ACTIVE INGREDIENTS BETWEEN

11.000

COMBINATIONS

IMMERSE YOURSELF IN OUR IMMENSE FRAGRANCE PROPOSAL



# CONFIRM

THE FEATURES  
WE ARE ABLE TO OFFER

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

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**VEGAN** YES  OR  NO

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**SILICONES** YES  OR  NO

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**SLS/SLES** YES  OR  NO

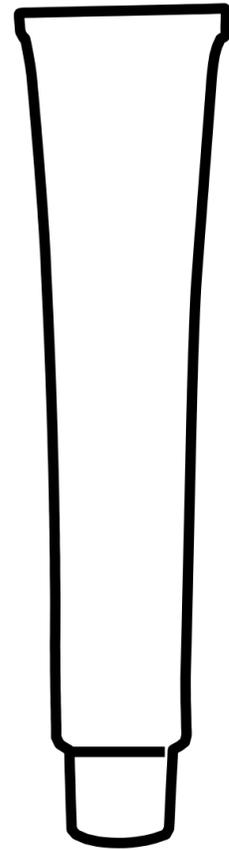
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**SULPHATE** YES  OR  NO

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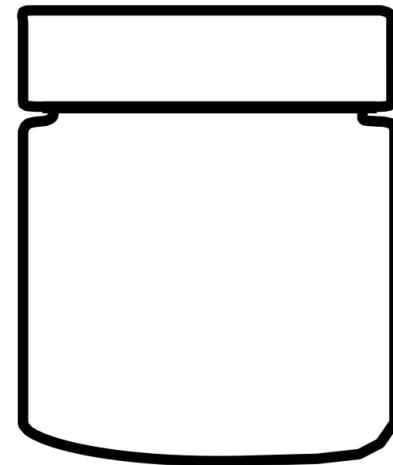


**STILL  
UNDECIDED  
ABOUT  
PACKAGING?  
CHOOSE THE  
ONE YOU  
PREFER**



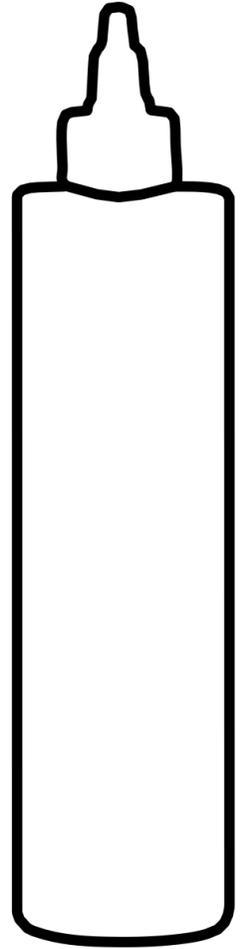
TUBE

75/100/150/  
200/250 ml



JAR

250/200/  
150/100 ml



BOTTLE

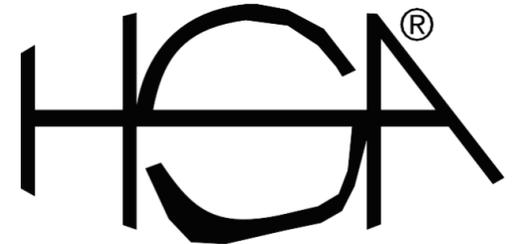
100/150/  
200/250 ml



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





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