

# A NEW YEAR FOR TRUE COLOUR LOVERS

To kick off a new year – and a new season of **COLOUR LOVE** – we're bringing you **more inspiration, innovation, education** and of course, even more ways to step-up your colour services!

This season we're introducing a **new version of the COLOR STYLE MOUSSE**, a unique temporary direct dye range with styling benefits. Plus a whole host of services, where our permanent and demi-permanent colour & blonding ranges come as well to the stage.





# COLOR STYLE MOUSSE COLOUR & STYLE IN ONE EASY STEP!

Instantly unleash creativity with easy, temporary hair colouring!

- This is our **unique temporary direct dye range with styling benefits!**
- You can colour and style in one easy step, with multiple ways to use.
- Unleash **versatile services:** ranging from colour refreshment and neutralisation, to toning and so much more!
- **Ready-to-use with short processing time**
- **Easy application** with comb and brush
- Gentle and **vegan formula**



## 15 INTERMIXABLE SHADES



SILVER



PEARL GREY



SILVER LAVENDER



DARK ASH



ANTHRACITE



MEDIUM BROWN



DARK BLONDE



MEDIUM BLONDE



HONEY BLONDE



BEIGE BLONDE



LIGHT BROWN  
HAZEL



COPPER



RED



SOFT MAUVE



STRAWBERRY  
ROSÉ

# MULTI-USAGE APPLICATIONS

Thanks to flexible application options, you can meet the needs of wider target groups – which means unlimited opportunities! Choose from a leave-in or rinse-off application, depending on the desired result!



### LEAVE-IN

Instant tint reserve\* and multiples benefits:

- Brings laid-back movement **with soft, natural hold**
- Enhances hair with **natural volume**
- Formulated with Panthenol, which **protects against blow-dry damage** and leaves the hair feeling nourished
- **Great manageability** while blow-drying



### RINSE-OFF

Intensify colour & lastingness  
Provides an 'on-top' service opportunity in-salon including:

- **Pre-pigmentation**, to avoid early colour fading
- **Re-pigmentation**, to avoid brassy or greenish tones
- The ability to transform existing shades into **new tonal shades**
- **Neutralisation of unwanted tones**

\*Colour result and longevity can vary depending on hair porosity, base and amount of product used.

# TEMPORARY COLOUR SERVICES



**SANDY  
COAST**



Created with:  
Color Style Mousse  
Beige

**GLAZED  
BROWN**



Created with:  
Color Style Mousse Dark Ash

Created with:  
Color Style Mousse Red



**VIBRANT RED  
GLOW**

**COPPER  
SUNSET**



Created with:  
Color Style Mousse Copper



## DIY AT HOME

### BLONDE MAINTENANCE



**MUTED  
STRAWBERRY**

### SILVER GLIMMER



*Please scan here*

for all technical details  
and the Step-by-Step behind  
each service.

