

# Who's IT FOR?

There isn't just one type of client for the Color Fresh Mask. There is a mask for everyone.

Often clients want to maintain their professional coloring, and many would like to transform from their everyday look or to just create a playful twist with their tones!

## HERE ARE THREE REASONS WHY THE COLOR FRESH MASK CAN BE IDEAL FOR YOUR CLIENTS

### 1. NEUTRALIZE AND REDUCE BRASSY TONES



### 2. REVIVE AND REFRESH DESIRED TONE



### 3. CREATE PASTEL TO BOLD VIBRANT TRANSFORMATION



lilac frost



Anti-yellow formula to revive blonde hair, ideal for pre-lightened and lighter tones.

Suggested shade directions: /69, /96, /16

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
PRE-LIGHTENED			
LEVEL 9/0			
LEVEL 8/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



golden gloss



Revive light blonde and highlighted hair with sophisticated golden tones.

Suggested shade directions: /03, /3, /7, /31, /38

Tip: For darker or when more warmth is needed try Caramel Glaze.

Note: This mask appears deeper than the end result.

	BEFORE	AFTER HIGH POROSITY
LEVEL 9/ TO PRE-LIGHTENED		
LEVEL 8/0		
LEVEL 7/0		

RESULTS NOT NOTICEABLE ON DARKER LEVELS



chocolate touch



Revive brunette hair with an elegant rich chocolate tone.

Suggested shade directions: /7, /75, /76, /77

	BEFORE	AFTER LOW POROSITY
BALAYAGE/ HIGHLIGHTS		
LEVEL 6/0		
LEVEL 5/0		
LEVEL 4/0		

RESULTS NOT NOTICEABLE ON DARKER LEVELS



pearl blonde



Ideal for pre-lightened and lighter levels to maintain platinum finish without dramatically changing the tone.

Suggested shade directions: /81, /8

Tip: For more neutralization try Lilac Frost

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
LEVEL 9/ & PRE-LIGHTENED			
LEVEL 8/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



caramel glaze



Revive medium blonde and brunette balayage hair types with a caramel finish.

Suggested shade directions: /35, /7, /73

	BEFORE	AFTER LOW POROSITY
BALAYAGE/ HIGHLIGHTS		
LEVEL 8/0		
LEVEL 7/0		
LEVEL 6/0		

RESULTS NOT NOTICEABLE ON DARKER LEVELS



rose blaze



Create deep rose tones on medium blonde and pre-lightened hair. The lighter the hair the brighter the rose.

Suggested shade directions: /5, /65, /75

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
LEVEL 8/ TO PRE-LIGHTENED			
LEVEL 6/0			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



copper glow



Revive and maintain vibrant copper tones.

Ideal for levels 5/ and above. The lighter the hair the brighter the result.

Suggested shade directions: /43, /34, /47

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
FADED WARM GOLDEN & COPPER TONES			
LEVEL 8			
LEVEL 6/0			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



mint



Make a statement with fresh mint.

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
PRE-LIGHTENED			
LEVEL 8/0			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



red



Transform blonde hair or maintain Color FRESH Create Next Red.

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
PRE-LIGHTENED			
LEVEL 8/0			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS

## How TO USE?



1 Shampoo and towel dry hair.

2 Use protective gloves to avoid staining your hands and nails.



3 Apply generously, section by section- leave for up to 10 minutes.

4 Rinse well, style and go no need for conditioner!



pink



Transform blonde hair or maintain Color FRESH Create High Magenta.

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
PRE-LIGHTENED			
LEVEL 8/0			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



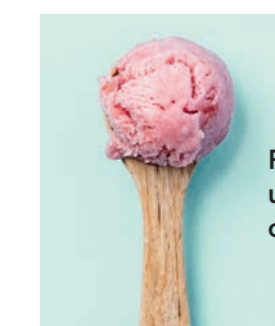
blue



Transform pre-lightened hair or maintain Color FRESH Create New Blue.

	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
PRE-LIGHTENED			
LEVEL 8/0			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



For medium length and textures, use approximately 30g (the size of a small scoop of ice cream)