

NEW COLOR FRESH

QUICK, EASY, AMMONIA-FREE COLOR ENHANCER



SAME BENEFITS AS BEFORE:

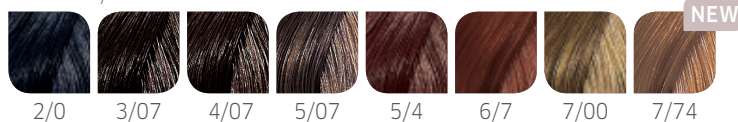
- | Same great color performance you are used to.
- | Conditioning color enhancer for incredible shine.
- | Acidic pH formula enriched with a conditioning vitamin complex.
- | Lasts for up to 10 shampoos.
- | Quick and easy application.
- | Up to 30% grey coverage.
- | Adds depth and tone.
- | Moisturizes and smooths hair.
- | Sensual and discreet fragrance.
- | No ammonia.

SUPPORTED BY A NEW SHADE PORTFOLIO AND MORE:

- | **New** versatile shade palette modernized to better fit market trends and consumer needs.
- | **New** irresistible **packaging design**.
- | **New** quick and easy **services**.
- | **New** fashionable **looks**.
- | **New** attractive **communication tools**.

Because the shades are more modern and designed to support all Wella Professionals color portfolios, you will not be able to recreate exactly the same end results as with the previous shade portfolio. However, the guidance shown here will enable you to understand the end results of the new portfolio:

NEW/MODERNIZED SHADES:



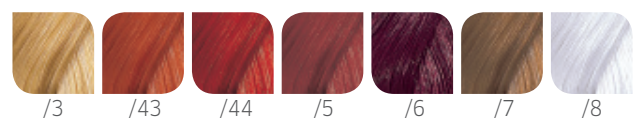
SHADE IN PREVIOUS PORTFOLIO	CLOSEST EQUIVALENT	CHANGE DESCRIPTION
2/0	2/0	Slightly cooler blue/black result
3/0	3/07	Slightly warmer, more natural and softer result
4/0	4/07	
5/0	5/07	
5/4	5/4	
6/7	6/7	
7/0	7/00	Slightly more natural warm beige



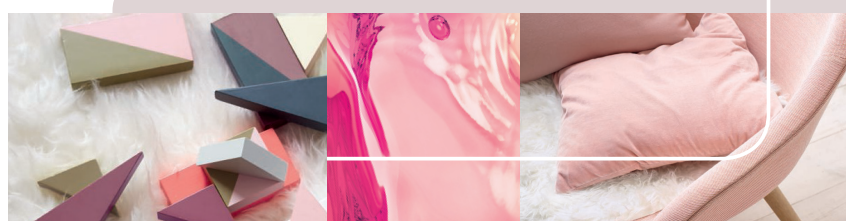
UNCHANGED SHADES:



PERFECTON BY COLOR FRESH:



DISCONTINUED SHADES: 5/19, 7/19, 7/43



MIXING GUIDELINES AND APPLICATION

EXPERT TIPS

- | For gentle coloring effects or as a color refresher between color treatments, develop for 3 to 10 minutes.
- | A more intense color can be achieved with added heat and/or a longer development time.
- | Use Perfecton as a mix tone and enhance, personalize, and expand the Color Fresh range.

USAGE

- | Beautifully refresh color in between services while adding incredible shine with perfect gentleness.
- | Gently enhance natural color while adding incredible shine with no commitment.
- | For color correction, such as color tonal change, pre-pigmentation and post-pigmentation, grey correction, and tone replacement after chemical services.

APPLICATION

- | Apply to shampooed, towel-dried hair.
- | Apply color evenly to the hair, working through lengths and ends.
- | Development time: 5 to 20 minutes.
- | After development, emulsify and rinse.
- | Style as usual.

COLOR FRESH SERVICES

3 COLOR SERVICES TO DELIGHT YOUR CLIENTS

COLOR REFRESH



DESCRIPTION

- | Keep your color as beautiful as the day it was created while adding fabulous shine with perfect gentleness.
- | Color tonal change.
- | Post-pigmentation, grey correction.
- | Lasts up to 10 shampoos.

IDEAL FOR

- | Clients looking for a color refresh in between color services OR fun-seekers who want to regularly change their hair.

COLOR BALANCE



DESCRIPTION

- | Balance your color in situations such as:
 - | Balancing the color of the mid-lengths and ends while doing a root color application.
 - | Tone replacement after chemical services.
- | Lasts up to 10 shampoos.

IDEAL FOR

- | Clients needing color corrections.

COLOR DISCOVERY



DESCRIPTION

- | Gently enhance your natural color while adding fabulous shine with no commitment.
- | Lasts up to 10 shampoos.

IDEAL FOR

- | Clients who would like to discover color but are afraid of commitment or damage.

