

COLOR FRESH

SEMI-PERMANENT COLOR

COLOR FRESH CONDITIONING COLOR ENHANCER FOR INCREDIBLE SHINE. ACIDIC PH FORMULA ENRICHED WITH A CONDITIONING VITAMIN COMPLEX.

- Gentle refreshment and versatility
- Highly performing combination of a conditioning agent and a vitamin complex
- Moisturises and smoothes hair with up to 50% more shine*
- A more intensive color result may be achieved with Color Fresh by adding heat, increasing development time or adding Perfecton as a special mix
- Color Fresh is also ideal to retail to your client for home color care



WHAT IT IS

Semi-Permanent Ammonia & Peroxide Free

- Ideal for first time color clients, gentle refreshment & enhancement
- Adds depth and tone
- Gentle formula with acid pH – ammonia-free and peroxide-free
- Fast and easy application
- Silver shades available to refine gray hair
- Lasts up to 10 shampoos
- Up to 30% gray hair coverage
- Ideal to retail to clients for home color care

HOW TO USE IT

Color Fresh is ready to use.

1. Shampoo and towel dry the hair.
2. Apply color evenly to hair, working through lengths and ends to ensure even distribution. Comb through.
3. Depending on hair condition and desired color intensity leave to develop for 5-20 minutes.
4. Add Perfecton as a mix tone to Color Fresh

Depth/Shade: 10/0-8/0

30:5

30ml Color Fresh + 5ml Perfecton

Depth/Shade: 7/0-6/0

30:10

30ml Color Fresh + 10ml Perfecton

Depth/Shade: 8/0

30:15

30ml Color Fresh + 15ml Perfecton

4. After development time, emulsify with warm water then rinse the hair thoroughly. It is not usually necessary to shampoo the hair again.

PRODUCT INNOVATION

With an acid pH & caring agents. Ammonia & Peroxide free.

USAGE

Full head/Partial/Creative



Darken/Tone



Glossing



Color Correct



Refresh/Color Balance



PERFECTON BY COLOR FRESH

SPECIALTY LEAVE-IN COLOR PRODUCT

- Contains direct dyes and a vitamin care complex to add vibrant tone and shine to professional color treatments
- An extremely versatile product, it is ideal as both a tonal refresher, a tone enhancer for treatments and a beautifully conditioned hair gloss



WHAT IT IS

Perfecton by Color Fresh is a temporary color of tone only.

- Ideal for color correction
- Adds tone
- Gentle formula - ammonia-free and peroxide-free
- Quick application and no development time, low commitment
- Creative tool: fast and easy to apply
- Conditions the hair and gives an intensive shine boost
- Gray blending. Up to 15%
- Tone2Shine Technology: increases the shine of the hair for a beautiful look

HOW TO USE IT

Leave-in product - preparation in applicator flask:

1. Shampoo and towel dry the hair
2. Wearing suitable gloves, fill applicator with up to 250ml warm water
3. Add Perfecton in the desired amount and mix well

Shade: 10/0

250:5



250ml water + 5ml Perfecton

Shade: 9/0

250:10



250ml water + 10ml Perfecton

Shade: 8/0

250:15



250ml water + 15ml Perfecton

Shade: 7/0-4/0

250:20



250ml water + 20ml Perfecton

4. Apply Perfecton evenly over the hair with the applicator flask

5. Important: Do not rinse and do not shampoo again

6. Perfecton with Treatment Mask/Color Recharge Conditioner. Mix 5-20ml Perfecton + 20g Treatment Mask/Color Recharge Conditioner. Develop for 5-10 minutes and rinse.

PRODUCT INNOVATION

Ammonia & Peroxide free Tone2Shine Technology

USAGE

Full head/Partial/Creative



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Glossing



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makechange