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HELEN SEWARD
BLONDE

THE NEW DIMENSION OF BLONDE.

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EXTRA BLONDE 9+ RAPID ULTRA-POWER LIGHTENER

NEW EXTRA POWER FORMULA – RAPID ACTION

RAPID, ULTRA-LIFT, PERFUMED VIOLET LIGHTENER FOR
AN EXTRA-SHINY RESULT FOR PERFECT BLONDES.

- **EXTRA POWER:** new enhanced formula for rapid and very intense lightening **up to 9 tones and more;**
- DUST FREE formula;
- Formula with **VIOLET MICROPIGMENTS** that neutralise yellow tones for an ultra-shiny platinum blonde result;
- **FIBER PROTECTION:** a formula enriched with arginine and trimethylglycine to protect during the lightening process, minimising damage to the hair structure. At the end of the service, hair feels soft and radiant;
- **HIGH PRECISION SYSTEM:** maximum adherence to the hair;
- **ANTI-DRY CONTROL:** versatile applications and ultra-reliable results;
- Flexible mixing ratio;
- Suitable for colored, thick and resistant hair; ideal for highlights and bleaching on very dark bases;
- Recommended for 2-in-1 technical services (color + bleaching).

Cod. 160N - 500 g

SUPER BLONDE 7+ RAPID ANTI-BRASS LIGHTENER

NEW PERFUMED FORMULA – NEW OPTICAL ANTI-BRASS EFFECT

COMPACT BLUE PERFUMED LIGHTENER WITH ENHANCED ANTI-BRASS ACTION,
SHINY RESULTS AND MAXIMUM RELIABILITY

- Rapid and intense bleachings **up to 7 tones and more;**
- DUST FREE formula;
- Formula with **BLUE MICROPIGMENTS** with anti-orange action, correcting unwanted yellow-orange tones in lightened hair;
- Enriched with mineral oil and trimethylglycine with a protective action;
- Ideal for natural and colored, medium-thick, resistant hair and medium-dark bases;
- Recommended for freehand applications and rapid technical services.

Cod. 161N - 500 g





ADVANCE BLONDE 7 NO AMMONIA CLAY LIGHTENER

COMPACT PERFUMED AMMONIA-FREE CLAY LIGHTENER.

- Medium to strong bleachings **up to 6/7 tones**;
- **CLAY TECHNOLOGY**: formulated with clay for an ultra-precise and accurate technical result, in complete comfort;
- DUST FREE formula;
- Maximum adherence to the hair;
- Enriched with mineral oil and trimethylglycine with a protective action;
- Ideal for natural, medium-fine hair and medium-light base colors;
- **Ideal for freehand techniques**;
- Recommended for color removal, streaks and highlights.

Cod. 162N - 450 g

PURE BLONDE 7 ANTI-YELLOW LIGHTENING CREAM

LIGHTENING CREAM WITH ANTI-YELLOW ACTION AND HIGH COSMETIC EFFECT,
MODULAR TECHNICAL RESULTS WITH MAXIMUM PROTECTION.

- Uniform bleachings, from light to strong, **up to 7 tones**;
- Enriched with natural waxes and trimethylglycine with a protective action;
- Particularly effective on treated and sensitized hair;
- Perfect for total bleaching and root bleaching.

Cod. 163N - 500 g

LIGHT BLONDE 2 AMMONIA-FREE LIGHTENING OIL

NEW SUPER PERFORMING FRAGRANCE – IMPROVED COMFORT IN APPLICATION

AMMONIA-FREE LIGHTENING OIL.

- Delicate lightening **up to 2 tones**;
- Enriched with Omega 9 and Hydrafeel-PCA;
- Ideal for natural and colored hair, offers natural brightness without damaging the hair fiber;
- Fast results for a variety of uses:
 - sunkissed effect;
 - color remover;
 - evens out regrowth and length (eliminates color banding);
 - creation of delicate light contrasts;
 - “lightening shampoo” for blond hair.

Cod. 164N - 500 ml

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HELEN SEWARD ACTIVATOR+: NEW LOOK, ENHANCED PERFORMANCE.

All Activators in the professional coloring and lightening ranges are being renewed with important innovations designed to enhance the in-salon experience and deliver even higher performance.

The new **Helen Seward Activator+** products feature a **new enhanced Double Protection formula with Trimethylglycine**, together with a **new look** that creates an even stronger and more distinctive visual identity, perfectly aligned with the renewed technical range.



5 VOL.
1000 ml - cod. 1805
5 lt - cod. 1905

10 VOL.
1000 ml - cod. 1810
5 lt - cod. 1910

20 VOL.
1000 ml - cod. 1820
5 lt - cod. 1920

30 VOL.
1000 ml - cod. 1830
5 lt - cod. 1930

40 VOL.
1000 ml - cod. 1840
5 lt - cod. 1940



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