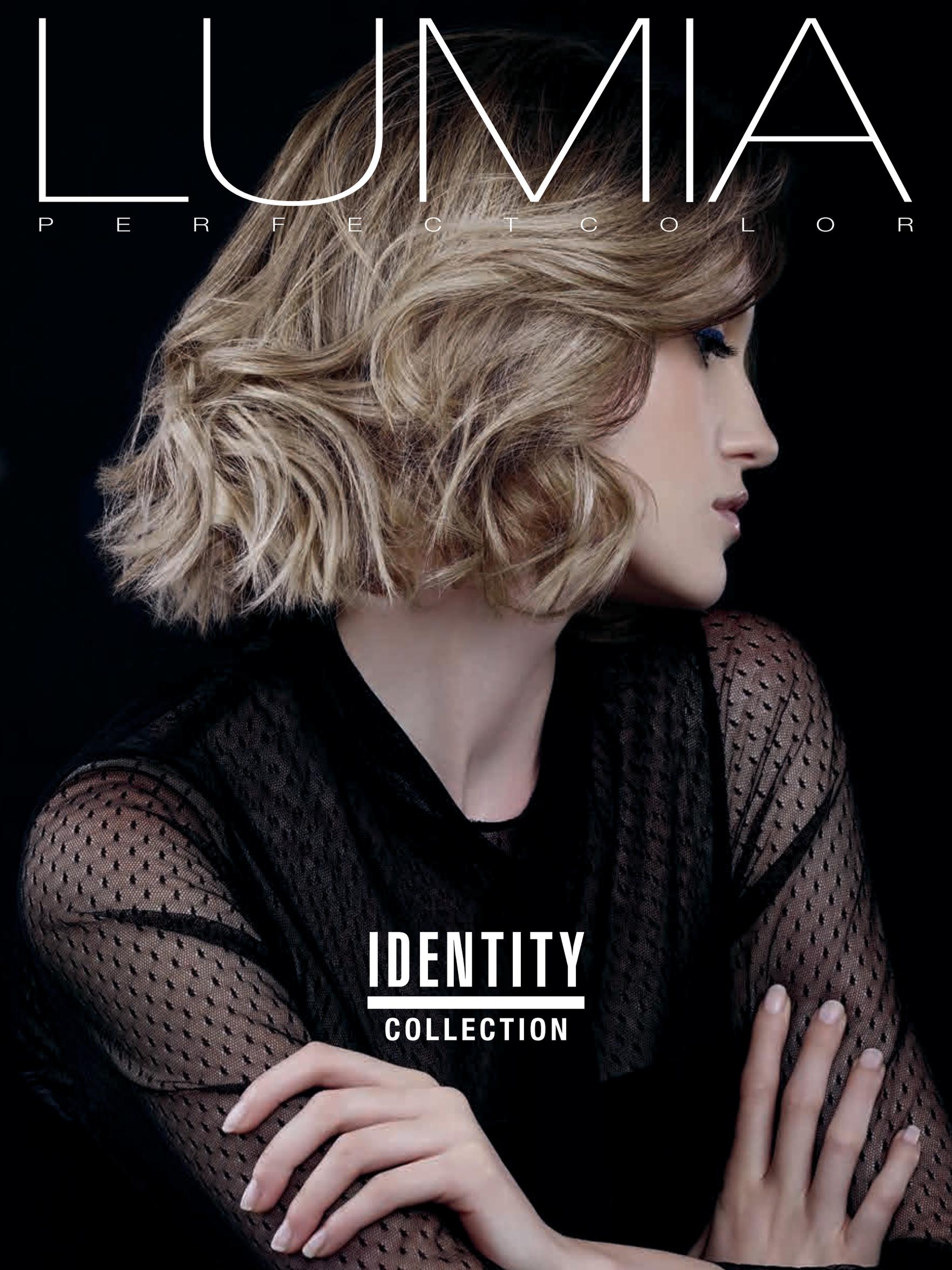


LUNMIA

P E R F E C T C O L O R

IDENTITY

COLLECTION





Blond hair, a timeless fashion. The secret?

GETTING THE RIGHT SHADE.

The new Sand nuances by Color System Lumia seduce with sophisticated tones, creating a unique color that expresses the energy of light thanks to Luminescine Technology.

BE SHINY, BE LUMIA

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BOOTH 5G - D3D**



Catwalks and red carpet dictate trends even in hair topics. Thanks to Color System BLONDE, Helen Seward presents two professional technical bleaching tools to meet fashion demands and even more.

COLOR SYSTEM BLONDE, FOR A FASHIONABLE BLONDE

Extra or light, BLONDE is the professional tool to create cool bleachings

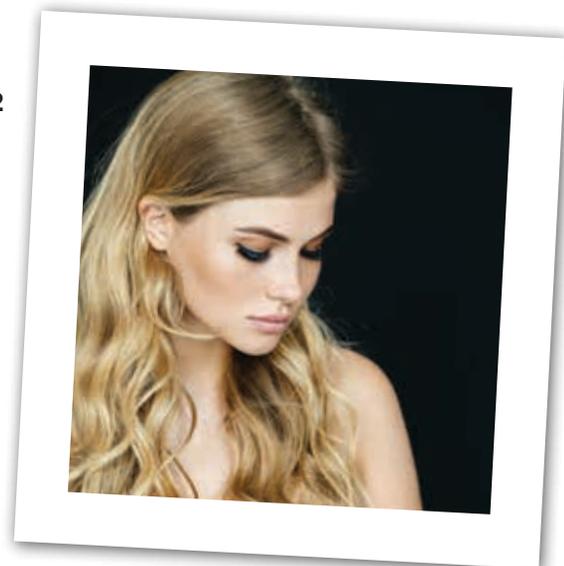


EXTREME BLONDE WITH EXTRA BLONDE 9+

It is called frosty hair and is one of the most sought-after hair trends in the salon. It is a silver blonde which creates an unique dazzling allure worn on catwalks and on red carpets. Formulated for rapid and very intense bleachings up to 9 tones and more, EXTRA BLONDE 9+ is the ultra-enhanced perfumed bleach created to get cool, platinum blonde. It ensures extreme bleaching, while protecting the hair fiber assuring an extraordinarily soft and glossy lightened hair. Its innovative formula is enriched with precious Mineral Oils which promote the lightening action with excellent softening and moisturizing effect and Trimethylglycine, a natural source extract with a deep moisturizing action.

NATURAL BLONDE WITH LIGHT BLONDE 2

Sun kissed-effect natural blonde: when the demand in Salon is a light bleaching that enhances the natural hair color and makes it extremely shiny, the ideal professional technical product is LIGHT BLONDE 2. The lightening oil, perfect for delicate lightening up to 2 tones and ideal for natural and colored hair, offers natural brightness. Its delicate non-ammonia formula is enriched by Hydrafeel-PCA, with a deep moisturizing action, and Omega 9 that promote the lightening action of the formula with an ultra-softening effect. Also ideal as color remover, to even out regrowth and length and as a "lightening shampoo" for blond hair.



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