

「NEWS」



[COLOR BRILLIANCE]

THE **NEW** /COLOR LAB **SEGMENT**
FOR THE ULTIMATE [*shine*] FOR COLORED HAIR

AVAILABLE

feb. 2020

[COLOR BRILLIANCE]

THE **NEW** /COLOR LAB **SEGMENT**
FOR THE ULTIMATE [*shine*] FOR COLORED HAIR



HAIR CARE

SULFATE-FREE / PARABEN-FREE [RESPECT & PERFORMANCE]

A DOSE OF SHINE

ANTI FADING
COLOR SYSTEM

1 FORMULA = **1 GOAL**
BOOST THE VIBRANCY
OF YOUR COLOR!

with **RASPBERRY VINEGAR** &
LIGHT-REFLECTIVE PIGMENTS

CAUSES OF DULL HAIR

Inappropriate hair care
Smoking/pollution
Build up of residue (silicones/resins
Thermal and mechanical stress that compromise the hair
cuticle) (dry and damaged hair)

SHIMMERING

SPARKLY
VINYL

BI-PHASE





The “free-from” benefit

“

*In our SUBTIL /***COLORLAB**

**RANGE, SPECIFICALLY FORMULATED TO
PROTECT COLOR,**

we have decided

NOT TO USE SULFATES

in order to preserve the hair’s shine and color as much as possible.

***Sulfate surfactants have been replaced with a combination of gentler, less
irritating plant-based surfactants.***

”

PRESERVING HAIR COLOR

PRECIOUS ACTIVE INGREDIENTS INSIDE OUR FORMULAS

RASPBERRY VINEGAR

A true reservoir of organic AHA acids, this agent restores radiance by sealing the hair cuticle thanks to its **acid pH**.

PROTESILK

Intense repair, dramatic enhancement. Latches onto damaged parts of the hair fiber to restore the hair to its natural hydrophobic state.

LIGHT-REFLECTIVE PIGMENTS

Illuminate the hair fiber without weighing it down.

ANTI FADING
COLOR-SYSTEM

GENTLE SURFACTANTS

Gentle cleansing action, specifically designed for frequent washes.

PROTECTIVE UV FILTER

It protects pigments from the harmful effects of UV rays to prevent color oxidation.

PARABEN-FREE

SULFATE-FREE

[COLOR BRILLIANCE] RITUAL LIGHT INFUSION... SPARKLY TEXTURE

BRILLIANCE SHAMPOO
300ML & 1000ML

[BENEFITS?]

Gently **cleanses the hair**
Coats the hair fiber in **mirror-
like shine**

[RESULTS?]

Hair is **soft** to the
touch, smooth and
ultra-shiny

Color appears purified and
highlights are more intense.



In Salons & at Home

[COLOR BRILLIANCE] RITUAL

VINYL EFFECT...GEL TEXTURE

BRILLIANCE MASK
200ML & 1000ML

[BENEFITS?]

Seals and smooths the hair cuticle **Fixes color** inside the hair's internal structure

[RESULTS?]

The hair's **beauty** is **enhanced** and its **original suppleness** is restored.

Strengthened, the hair reveals
its true shine.



Suitable for
mixing with
/COLOR DOSES

for a personalized
repigmenting hair
mask

In Salons & at Home

[COLOR BRILLIANCE] RITUAL

FAST TREATMENT FOR AN ULTRA-GLOSSY BLOW DRY

BEAUTY BI-PHASE VINEGAR
200ML

[BENEFITS?]

Moisturizes and illuminates
the hair fiber
Smooths the hair cuticle
thanks to its acid pH for
mirror-like shine with multiple
reflections
Instantly detangles

[RESULTS?]

Makes hair **easy to style**

Color is protected and appears luminous
on hair that radiates beauty.



Beauty routine at Home

ITEM INFORMATION

NAME	PF Code	BARCODE	PRIS d.kr. EX moms
Brilliance Shampoo , 300ml	SB10110A33001	3-24217-991330-0	45,00
Brilliance Shampoo , 1000ml	SB10108B41001	3-24217-991328-7	105,00
Brilliance Mask , 200ml	SB10107A32001	3-24217-991327-0	73,50
Brilliance Mask , 1000ml	SB10109B41001	3-24217-991329-4	240,00
Bi-Phase Beauty Vinegar , 200ml	SB10106A32001	3-24217-991326-3	73,50
Ready To Sell Box			





**HAIR IS HEALTHY, SILKY
AND INCREDIBLY SHINY**



/ **COLOR LAB**