

### [ COLOR BRILLIANCE ]

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

AVAILABLE feb. 2020

### [ COLOR BRILLIANCE ]

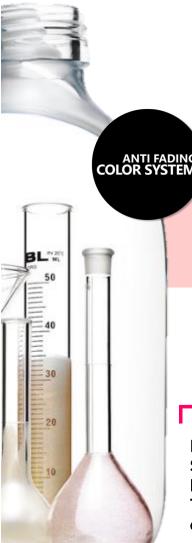
## THE NEW /COLOR LAB SEGMENT FOR THE ULTIMATE [ Shine] FOR COLORED HAIR





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

A DOSE OF SHINE



1 FORMULA = 1 GOAL

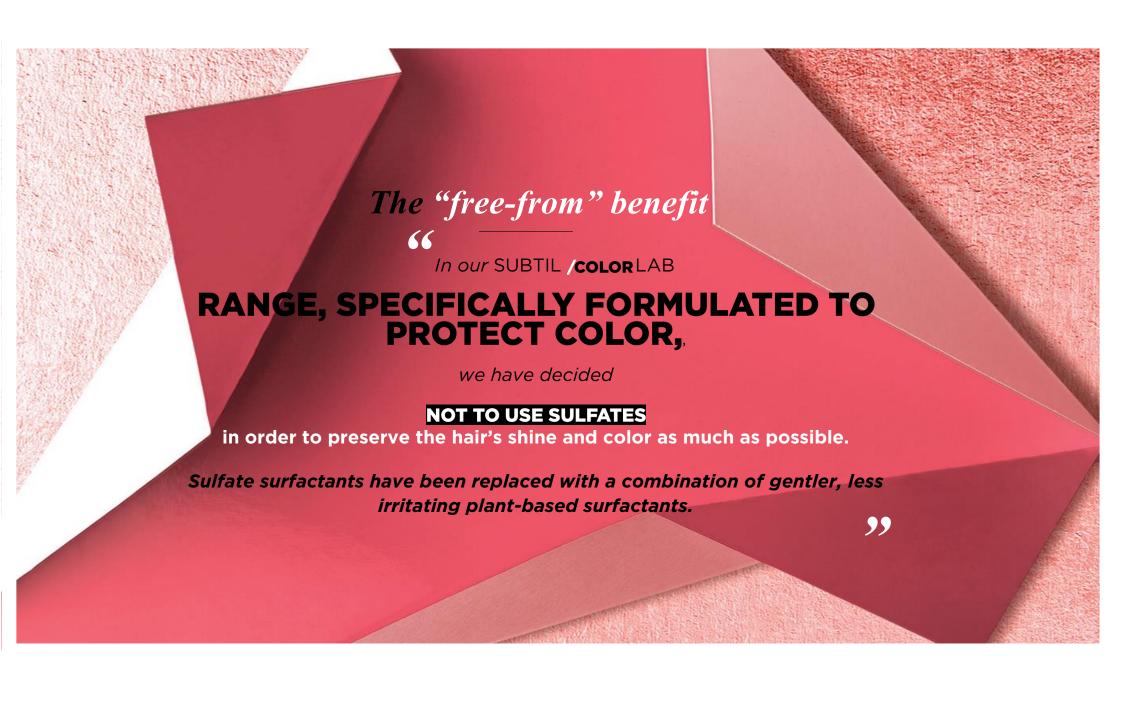
BOOST THE VIBRANCY OF YOUR COLOR!

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)





# PRESERVING HAIR COLOR PRECIOUS ACTIVE INGREDIENTS INSIDE OUR FORMULAS



### [ COLOR BRILLIANCE ] RITUAL

**LIGHT INFUSION...** SPARKLY TEXTURE

### BRILLIANCE SHAMPOO 300ML & 1000ML

#### [BENEFITS?]

[RESULTS?]

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

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

Color appears purified and highlights are more intense.



### [ COLOR BRILLIANCE ] RITUAL

VINYL EFFECT...GEL TEXTURE

#### **BRILLIANCE MASK**

200ML & 1000ML

#### [BENEFITS?]

#### [RESULTS?]

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

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

Strengthened, the hair reveals its true shine.



In Salons & at Home

### [ COLOR BRILLIANCE ] RITUAL

FAST TREATMENT FOR ANULTRA-GLOSSY BLOW DRY

#### BEAUTY BI-PHASE VINEGAR 200ML

#### [BENEFITS?]

[RESULTS?]

Moisturizes and illuminates
the hair fiber
Smooths the hair cuticle
thanks to its acid pH for

thanks to its acid pH for mirror-like shine with multiple reflections

**Instantly detangles** 

Makes hair easy to style

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



### 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
<b>Bi-Phase Beauty Vinegar</b> , 200ml	SB10106A32001	3-24217-991326-3	73,50
Ready To Sell Box			





