



## COLOR TOUCH PRODUCT DESCRIPTION

<b>Color Touch</b>	<p>Ammonia-free, mildly oxidising semi-permanent color which gives hair a unique combination of multifaceted color and incredible shine!</p> <p><b>COLOR TOUCH</b></p> <ul style="list-style-type: none"> <li>•No ammonia – gentle colour experience</li> <li>•Blends white to give a natural shaded finish</li> <li>•Up to 50 % white coverage</li> <li>•Up to 63 % more shine vs. untreated hair</li> <li>•Light<sup>2</sup>Color Complex with glimmer pigments to provide light-reflective crystal shimmer</li> </ul>
<b>Color Touch Pure Naturals</b>	<p>Offer a gentle colour which gives hair a unique combination of multifaceted colour and incredible shine!</p> <ul style="list-style-type: none"> <li>•No ammonia – for a gentle demi-permanent colourant experience</li> <li>•Blends white to give a natural shaded finish</li> <li>•Up to 50 % white coverage</li> <li>•Up to 63 % more shine vs. untreated hair</li> </ul>
<b>Color Touch Rich Naturals</b>	<p>Offer a gentle colour which gives hair a unique combination of multifaceted colour and incredible shine!</p> <ul style="list-style-type: none"> <li>•No ammonia – for a gentle demi-permanent colourant experience</li> <li>•Blends white to give a natural shaded finish</li> <li>•Up to 50 % white coverage</li> <li>•Up to 63 % more shine vs. untreated hair</li> </ul>
<b>Color Touch Deep Browns</b>	<p>Offer a gentle colour which gives hair a unique combination of multifaceted colour and incredible shine!</p> <ul style="list-style-type: none"> <li>•No ammonia – for a gentle demi-permanent colourant experience</li> <li>•Blends white to give a natural shaded finish</li> <li>•Up to 50 % white coverage</li> <li>•Up to 63 % more shine vs. untreated hair</li> </ul>
<b>Color Touch Vibrant Reds</b>	<p>Offer a gentle colour which gives hair a unique combination of multifaceted colour and incredible shine!</p> <ul style="list-style-type: none"> <li>•No ammonia – for a gentle demi-permanent colourant experience</li> <li>•Blends white to give a natural shaded finish</li> <li>•Up to 50 % white coverage</li> <li>•Up to 63 % more shine vs. untreated hair</li> <li>•Long lasting, brilliant vibrancy no matter what shade of red you are</li> </ul>
<b>Color Touch Special Mix</b>	<p>Unleash your creativity with unlimited colour possibilities.</p> <ul style="list-style-type: none"> <li>•Add or reduce colour intensity*</li> <li>•Emphasize the individual sections of the hair by mixing with Color Touch shades* to create stunning personalized colour results</li> <li>•No ammonia for a gentle colour service</li> </ul> <p>* Any of the Color Touch shades excluding Sunlights and Relights</p>
<b>Color Touch Plus</b>	<p>Offer the gentleness of Color Touch Baseline, for intensified color result and first grey blending.</p> <ul style="list-style-type: none"> <li>•Intermixable shades for intensified colour results</li> <li>•Up to 70 % white coverage</li> <li>•TriSpectra formula – for truly natural looking colour results</li> <li>•Up to 63 % more shine</li> </ul> <p>Expert tip: For even more intensity the mixture can be applied to dry hair.</p>
<b>Color Touch Sunlights</b>	<p>Offer sun-kissed looks the gentle way.</p> <ul style="list-style-type: none"> <li>•No ammonia*</li> <li>•For natural lift of up to 2 levels</li> </ul> <p>* Except for /0 shades</p>
<b>Color Touch Relights</b>	<p>Offer a boost of shine or refresh highlights with a quick gentle service.</p> <ul style="list-style-type: none"> <li>•No ammonia for a gentle highlights refresh or gloss service in only 5 minutes</li> <li>•Only refreshes the colour of the highlighted hair, the surrounding hair takes the luminous shine without changing its colour</li> <li>•With keratin and natural wax</li> </ul> <p>Expert tip: Gloss Service – ideal for colour-shy clients and easy to add to a cut service without booking extra time.</p>