

HELEN SEWARD[®]
COLOR SYSTEM

LUNIA COLOR

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

ENTER
A WORLD OF LIGHT.



ENTER THE WORLD
OF LUMIA PERFECT COLOR.

LUMIA
PERFECT
COLOR

LUMIA is the hair color that guarantees maximum shine and a broad range of **luminous and vibrant** shades. Perfect for mixing with each other, they guarantee:

- perfect grey hair **coverage**,
- **uniform and intense** color,
- long-lasting result.

The extraordinary treatment power of the LUMIA formula offers the hair volume and softness, transforming hair coloring into a genuine beauty treatment.

AN EVER-NATURAL COLOR, FULL OF LIFE

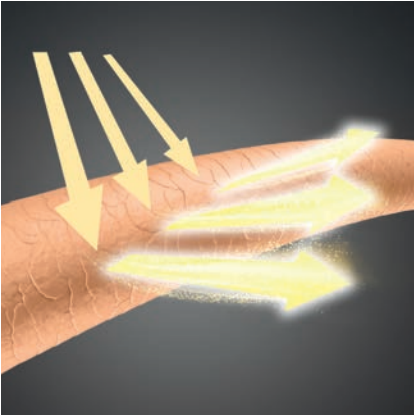
LUMIA IS EXCELLENCE MADE IN ITALY:

technologically advanced research and attention to detail come together to offer the perfect color in a highly innovative formula.

PLUS

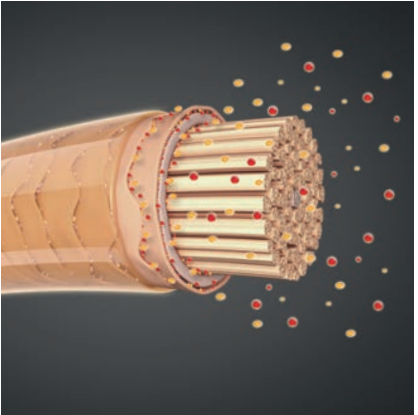
LUMINESCINE TECHNOLOGY FOR COLOR FULL OF LIGHT

Luminescine is a Mediterranean plant extract obtained from the Great Mullein plant able to capture and reflect light: it absorbs luminous solar energy and reproduces it in the form of **visible light**. Its luminescent properties significantly improve hair brightness, offering an exceptionally shiny cosmetic color.



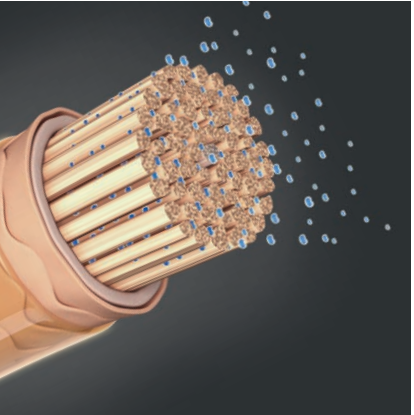
OMEGA 9 AND AMINOSILCOMPLEX FOR EXCELLENT COSMETIC EFFECT AND UNIFORM COLOR

Omega 9 is an essential fatty acid that encourages the penetration of the cosmetic color into the hair fiber, guaranteeing perfect coverage. **Aminosilcomplex** is a functional silicone polymer that offers volume and softness, immediately making hair easier to comb. Their combined action guarantees uniform, intense and long-lasting color.



TRIMETHYLGLYCINE FOR PROTECTIVE ACTION

Trimethylglycine is a natural compound extracted from sugar beet, which, acting as an osmoprotectant, protects the hair and skin in stressful conditions. Thanks to its ability to deeply hydrate, it acts on the hair fiber at every level, protecting the hair and skin for improved comfort during application.



BE SHINY
BE LUMIA

