

LUMIA

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



COLORS THAT LIGHT UP THE CHARACTER

LUMIA METALLIC

THE NEW COOL BLONDE SERIES

The fashionable hair colors that light up the blondes style. Metallic reflections, from beige to violet icy effects, and silver shades in contrast as hair fashion proposal for forever young looks.

WITH LUMINESCINE TECHNOLOGY
FOR AN ICY BRIGHTNESS.



LUMIA METALLIC: COLORS THAT LIGHT UP THE CHARACTER

The new series of cool blondes

Express yourself: color is not just a question of taste; it also reveals your personality. Helen Seward presents LUMIA METALLIC, the new series of trendy cool blondes to light up your style. Metallic shades with contrasting icy pink-beige, purple and silver shades as hair fashion proposal for forever young looks. Six new fashion shades join the LUMIA PERFECT COLOR line.

PASTEL ICE. This winter's hair trend is for the cool shades of Nordic light in all its nuances, from the metallic sheen of beige to purple, perfect shades for customizing blonde and creating a truly unique effect, a fashion.

To meet this trend, the line now includes four LUMIA METALLIC shades with pink-beige and purple nuances.

YOUNG GREY. New shades of grey become the season's musts as the color evolves in completely new directions, taking on silvery effects that create luminous contrasts and nuances.



The effect of the two new LUMIA METALLIC colors with silver highlights is like the reflection of light on metal.

ICILY LUMINOUS WITH LUMINESCENCE TECHNOLOGY. LUMIA METALLIC continues the Helen Seward philosophy with the revolutionary LUMINESCENCE, a special Mediterranean natural extract that captures and reflects

the sun's rays to ensure an exceptionally full, vibrant, long-lasting color. The natural ingredient selected for the entire LUMIA line comes from the Verbascum, or mullein, flower. The flower's phytocomplex properties significantly enhance the hair's luminosity with surprising brilliance and all the energy of sunlight.

The LUMIA formula is also rich in other valuable active ingredients, such as:

- ✓ TRIMETHYLGLYCINE with a protective effect
- ✓ AMINOSILCOMPLEX to nourish and provide body
- ✓ PRO-VITAMIN B5 to moisturize

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