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Light **ON**
COLLECTION

Just turn your light on:
it's time to shine.



Discover Collection

Helen Seward
MILANO

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On the cover: Helen Seward presents
 Light ON Collection

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LUMIA

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

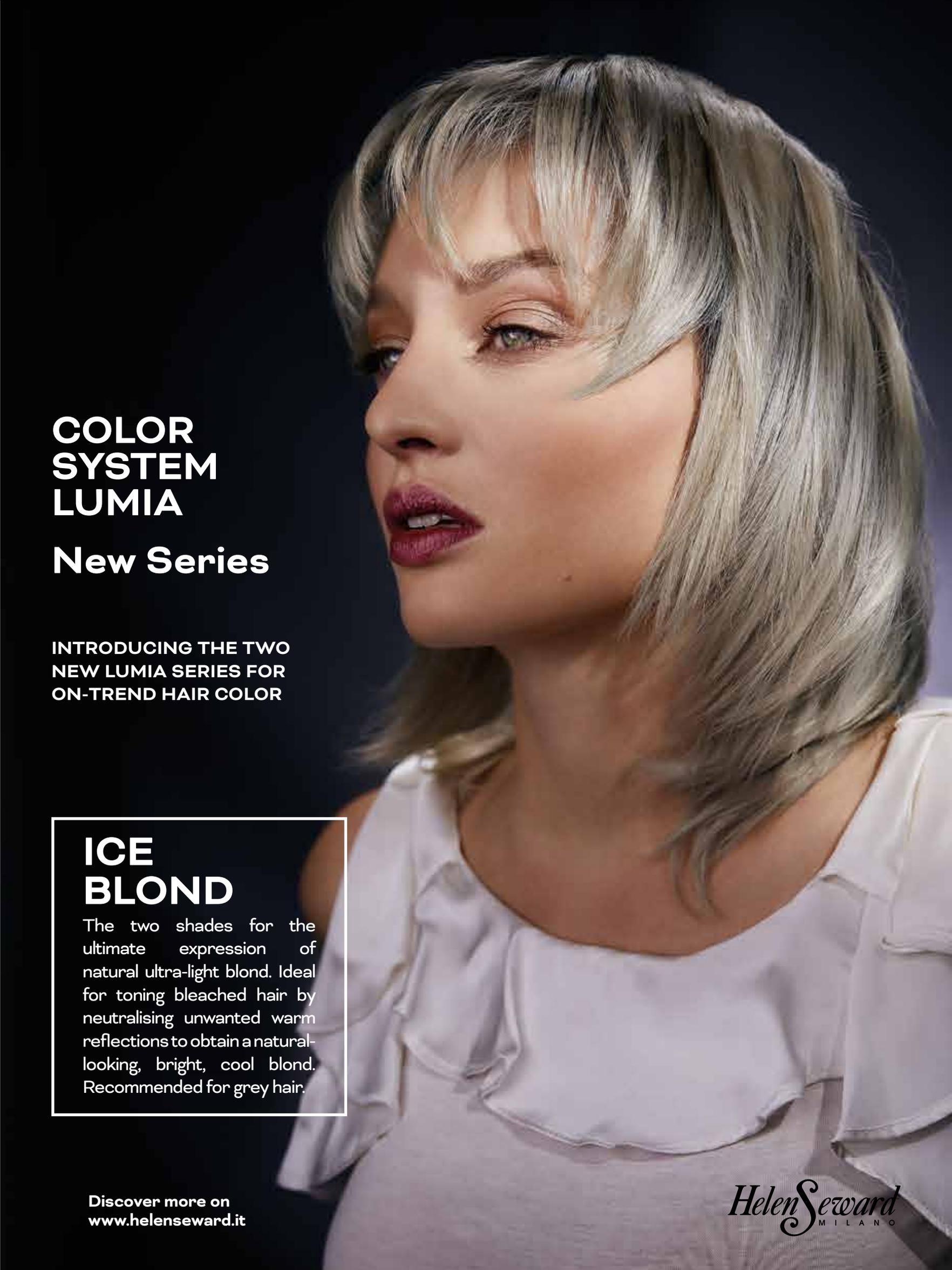


SMOKY BROWN

Three covering shades to create on-trend, cool brown reflections. Ideal for neutralising warm reflections on darker bases and intensifying the cool reflection in mixtures with the FANTASIA ash and beige shades.

Light**ON**
COLLECTION

High cosmetic permanent hair color
with LUMINESCENCE TECHNOLOGY.



COLOR SYSTEM LUMIA

New Series

INTRODUCING THE TWO
NEW LUMIA SERIES FOR
ON-TREND HAIR COLOR

ICE BLOND

The two shades for the ultimate expression of natural ultra-light blond. Ideal for toning bleached hair by neutralising unwanted warm reflections to obtain a natural-looking, bright, cool blond. Recommended for grey hair.

Discover more on
www.helenseward.it

Helenseward
MILANO

LIGHT-ON COLLECTION HAIR COLOR TREND HELEN SEWARD MILANO

After any "Stop" comes a new "Start", after a night comes a brighter day.

Light is energy, change, innovation: light on your personality with luminous hair and stunning beauty.

**JUST TURN YOUR LIGHT ON:
IT'S TIME TO SHINE!**

From Purple contrasts to Ice Blond, Smoky Brown, Mulled Wine and Caramel shades: **following color trends is easy thanks to the infinite creative possibilities offered by Helen Seward's color world.**

BBCOLOR BEAUTY: the thousand facets of a perfect colour.

The tone-on-tone nourishing cosmetic hair color, without ammonia. Bright and intense nuances for an endless range of colors and perfect, shiny, naturally beautiful hair. BBColor Beauty doesn't hide but rather eliminates imperfections, enhancing every reflection and perfecting the hair's natural shine thanks to its exclusive combination of active ingredients and deep nourishing power. It is perfect for reviving color, toning blondes, correcting nuances. It doesn't lighten but rather blends in naturally with the base and covers up to 50% of greys, offering an alternative to traditional colors or a complementary tool for the stylist: used in combination with other techniques, it gives life to endless creative possibilities. Ammonia-free.

Discover
LightON
Collection



COLOR SYSTEM LUMIA: an ever-natural color, full of life.

It 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 formula offers the hair volume and softness, transforming hair coloring into a genuine beauty treatment. With Luminescine Technology.

INNOVATION 2021: NEW SERIES Introducing the two new Lumia series for on-trend hair color.

ICE BLOND, two new shades for toning balayage and bleaching for a natural, bright cool blond.

SMOKY BROWN, three new browns which add a natural cool reflection to create sophisticated, on-trend effects.

The new coloring cream base presented in the two new series offers enhanced anti-breakage protective action, more intense and uniform color, improved performance in application.

BBCOLOR FUSION: color and treatment for simply perfect hair.

The cosmetic coloring which colors hair perfectly while nourishing and restructuring it deep down. Bright and intense shades to create any color you like whilst respecting the hair fibre, for simply perfect hair all round. Covers grey hair completely, guarantees maximum, long-lasting effect, enhances the brightness of the color, keeps hair nourished and naturally soft after every coloring treatment. The coloring service is combined with a genuine hair restructuring treatment for a complete service aimed at total hair beauty care. It is perfect for creating a delicate, but high-performance color.

More info: www.helenseward.it

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