



BE_FLUID

COLLECTION

CS LUMIA AND BBCOLOR

The complete answer
for the professional hairdresser
to create endless trendy
color possibilities.

Break the moulds
and enjoy the changing.
Beauty is fluid.



Enjoy
BE_FLUID COLLECTION



Discover more on
www.helenseward.it

Helene Seward
MILANO

BE_FLUID COLLECTION

Hair color trend 2022

Helen Seward Milano

DON'T RULE OUT ANYTHING, BEAUTY IS FLUID.

Beauty takes many forms ranging from feminine audacity to a new masculine kindness. It breaks the moulds and looks beyond the limitations of appearance. Embrace the world you love and enjoy the change.

An overview of warm and cold colors from pastel shades, beige, golden copper to the new reflections with a dusty effect: following the latest trends is simple thanks to the infinite creative possibilities offered by the color world of Helen Seward.

From COLOR SYSTEM LUMIA to BBCOLOR, the professional coloring lines that ensure maximum performance while protecting and enhancing the beauty of the hair.

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.

PRODUCT HIGHLIGHT 2022: ENHANCING GOLDEN COPPER SHADES

Introducing the new GOLDEN COPPER series, three new shades, which are added to the LUMIA range, to complete the copper series with the latest warm, soft and radiant colors.



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.

PRODUCT HIGHLIGHT 2022: NEW SHADES FOR CUSTOM LIGHT BLONDES

Three new BB COLOR BEAUTY shades which enhance the world dedicated to the toning of very blond hair. New on-trend shades for customizing blond hair with a delicate copper shade, a soft pink shade and a platinum violet shade.



BBCOLOR PIGMA: a new world of color

BBColor Pigma is the coloring mask which throws the doors wide open to a new world of color. Developed for rapid application on natural, colored, treated, bleached and highlighted hair, it is ideal for toning and reviving color, producing endless creative shades and enhancing shine.

PRODUCT HIGHLIGHT 2022: TREND COLOR FILTERS

Two new BB COLOR PIGMA nourishing color filters to create infinite creative possibilities. SMOKY FILTER and BLUSH FILTER, mixed with PIGMA shades and the Gloss, are ideal for creating on-trend customized looks and reflections.



More info: www.helenseward.it Helen Seward Milano helenseward_official Helen Seward Milano