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COLOR GLOSS

GLOSS GEL COLOR

**THE DEMI-PERMANENT
COSMETIC HAIR COLOR
WITH ACID TECHNOLOGY.**

IT COLORS IN FULL RESPECT
OF THE HAIR FIBRE AND OFFERS
MAXIMUM BRIGHTNESS WITH
ANTI-BREAKAGE AND
STRENGTHENING PROTECTION.
RESPECT & FORCE & HIGH SHINE.



Watch
the video

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www.helenseward.it

Helen Seward
MILANO





COLOR GLOSS

GLOSS GEL COLOR

**COLOR GLOSS IS THE
DEMI-PERMANENT
COSMETIC HAIR
COLOR WITH ACID
TECHNOLOGY.**

It colors in full respect of the hair fibre and offers maximum brightness with anti-breakage and strengthening protection. An exclusive and innovative GEL coloring formula in a color palette of 13 shades which are multiplied by the Modulable System with COLOR GLOSS Clear: salon professionals can create new shades, softening the intensity of the reflection and customizing the service based on the customer's specific requirements.



**A NEW DIMENSION
OF COLOR:
RESPECT & FORCE
& HIGH SHINE**

- MAXIMUM RESPECT FOR THE HAIR FIBRE
- NO LIFT
- EXTRA-BRIGHT COLOR

A UNIQUE TECHNICAL PERFORMANCE TO PERFECT THE COLOR

NO LIFT: COLOR GLOSS does not lighten the hair color, but always respects the natural base without lightening the natural pigments (melanin).

TONING IN FULL RESPECT OF THE HAIR FIBRE WITH NATURAL EFFECT: the ideal choice for treated, sensitized and very porous hair.

HIGHLY VERSATILE and EASY-TO-USE PROFESSIONAL COLOR SYSTEM

HIGH PERFORMANCE MODULABLE WITH COLOR GLOSS CLEAR

CLEAR, the intensity modulator, is the tool that improves the versatility and customisation options of the technical service while boosting creativity with the shades. The color result can be modulated and graduated to different requirements: to regulate the intensity of the reflection based on the condition of the hair fibre and to multiply the range of color shades.



THE HEART OF COLOR GLOSS: SHIMMER.SYSTEM SUPER-HYDRATING - ANTI-BREAKAGE PROTECTION - MAXIMUM SHINE

The innovative COLOR GLOSS formula is enriched by SHIMMER.SYSTEM, a system of functional ingredients that contribute to its unique performance.

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