

MOOD

COLOR CREAM

EXTRA BLONDES | NEW SERIES 13

SEPTEMBER 2022



EXTRA BLONDES COLOR CREAM

BEYOND THE LIMITS



13.0

13.01

13.11

13.71

13.72

Mixing ratio:
1:2
Oxy 40 vol.
45 min.

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EXTRA BLONDES

COLOR CREAM

EXTRA

5 new shades for perfect blondes, to neutralize brassy tones.

WHAT'S EXTRA

- The new formula guarantees an **enhanced lightening, up to 4 tones lift.**
- All the shades are **extra pigmented** for a perfect tonalization.

%

30% WHITE
HAIR
COVERAGE



RICH IN
PIGMENTS FOR A
PERFECT
NEUTRALIZATION



UP TO 4 TONES
LIFT



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EXTRA BLONDES COLOR CREAM

SUPERLIGHTENERS

What's a superlightener?

A superlightener is a color cream that, in its formula, has a high percentage of ammonia and a small part of pigment. The super-lightening shades therefore guarantee the maximum lightening possible. This lightening action, however, concerns only the NATURAL color, not cosmetic one.

- **AMMONIA:** gives the product the lightening power
- **PIGMENT:** it performs a toning action.

WHAT IS IT FOR?

It lightens the hair and, at the same time, it deposits the pigments that guarantee the toning of unwanted reflections.

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SUPERLIGHTENERS vs BLEACH

Bleaches, unlike the superlighteners:

- they remove both natural and artificial pigments;
- they have greater lightening power;
- They are usually in powder form, so they are less cosmetic than the coloring cream.

The **superlightener** is **less invasive** for the hair, because it removes the natural pigment and at the same time releases cosmetic pigment.

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SUPERLIGHTENERS vs BLEACH

How to choose whether to use a bleach or a superlightener?

The choice is based upon the final result. It's because:

- it guarantees a much greater application comfort (thanks to its texture)
- The super-lightening service requires less time: the superlightener, by its nature, lightens while tonalizing simultaneously. When using the bleach, on the other hand, it is always necessary to tone with a subsequent step.

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SHADES

13.0 Extra Natural Blonde



13.01 Extra Natural Ash Blonde



13.11 Extra Intense Ash Blonde



13.71 Extra Pearl Blonde



13/72 Extra Beige Pearl Blonde



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SHADES

NUMBER	NAME	% WHITE HAIR	RESULT
13.0	Extra Natural Blonde	Max 20%	Light Golden Blonde
13.01	Extra Natural Ash Blonde	Max 20%	Light Natural Blonde
13.11	Extra Intense Ash Blonde	Max 20%	Light Natural Ash Blonde
13.71	Extra Pearl Blonde	Max 20%	Light Pearl Blonde
13.72	Extra Beige Pearl Blonde	Max 20%	Light Beige Blonde

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MOOD HAIRCOLORS

THE RANGE



COLOR CREAM

DEMI DOUBLE

ULTRA 3IN1



BLUE BLEACH

BLEACH

WHITE BLEACH



PAINT COLORS

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THANK YOU

GRACIAS

GRAZIE



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