



# COLOR FRESH MASK

Product information guide

# CONTENTS



## 01

### DISCOVER THE RANGE

KEY BENEFITS

NATURAL SHADES

BOLD SHADES

## 02

### HOW TO USE IT

WHO IS IT FOR

CHOOSING A SHADE

INTRODUCING THE

PRODUCTS TO YOUR CLINETS



## 03

### HOME CARE REGIME

RECOMMENDED

CARE ROUTINES



# REVIVE & REFRESH WITH COLOR FRESH MASK

## Natural



Revive, refresh and add hints of tone to blondes red and brunettes with a captivating fragrance.

WITH AVOCADO OIL & APRICOT KERNEL OIL

## Bold



Refresh bold and vibrant shades using these playful masks complete with a palette of red, pink, blue and mint.

WITH ARGAN OIL

# NEW PINK SHADES



## NEW PINK BLUSH

A new addition to the natural range, ideal for refreshing soft pink tones or trying a hint of pink for blonde clients.



## FAVOURITE ROSE BLAZE

One of the originals and a firm favourite for soft smoky rose-pink tones.

## IMPROVED PINK FORMULA

An updated bold pink formula, perfect for achieving bold pink results and refreshing pink shades at home.



## THE FULL PINK LINE UP

### PINK BLUSH

**Level of intensity:** Soft  
**Ideal for:** A blush result on blonde hair

BEFORE AFTER

10/0

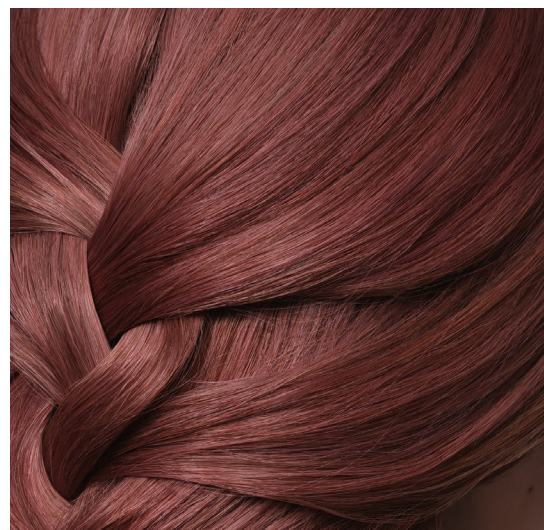


9/0

### ROSE BLAZE

**Level of intensity:** Medium  
**Ideal for:** Smoky rose results

9/0



7/0



5/0



### PINK

**Level of intensity:** Vibrant  
**Ideal for:** Vibrant pink results

10/0



8/0



5/0



# COLOR FRESH MASK

## COLOUR DEPOSITING MASK



**EASY APPLICATION**

**FREE FROM ANIMAL DERIVED INGREDIENTS**

**FREE FROM SILICONES**

**TRUE TO TONE FORMULA**

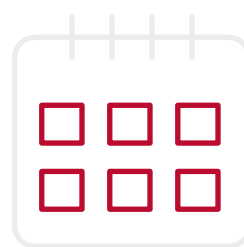
**VISIBLE SHINE AND SMOOTH HAIR FEEL**

**CONDITIONING FORMULA**

Leaving the hair feeling smoother and more moisturised



With results visible in 10 minutes



Designed for weekly use



### DURING SERVICE

Offer colour enhancing results without the need for an allergy alert test.



### AT HOME

Allow your clients to maintain their colour in between appointments.



# HOW TO USE



Shampoo and towel dry hair.



Use protective gloves to avoid staining your hands and nails.



Apply generously, section by section- leave for up to 10 minutes.



Rinse well, style and go – no need for conditioner!



# HOW TO USE? TIPS

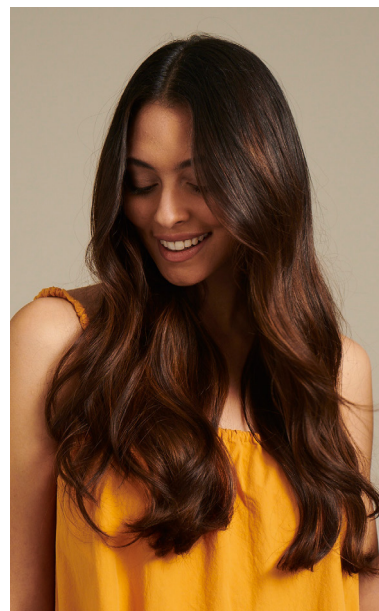
## NEUTRALISE

Neutralise and reduce brassy tones:



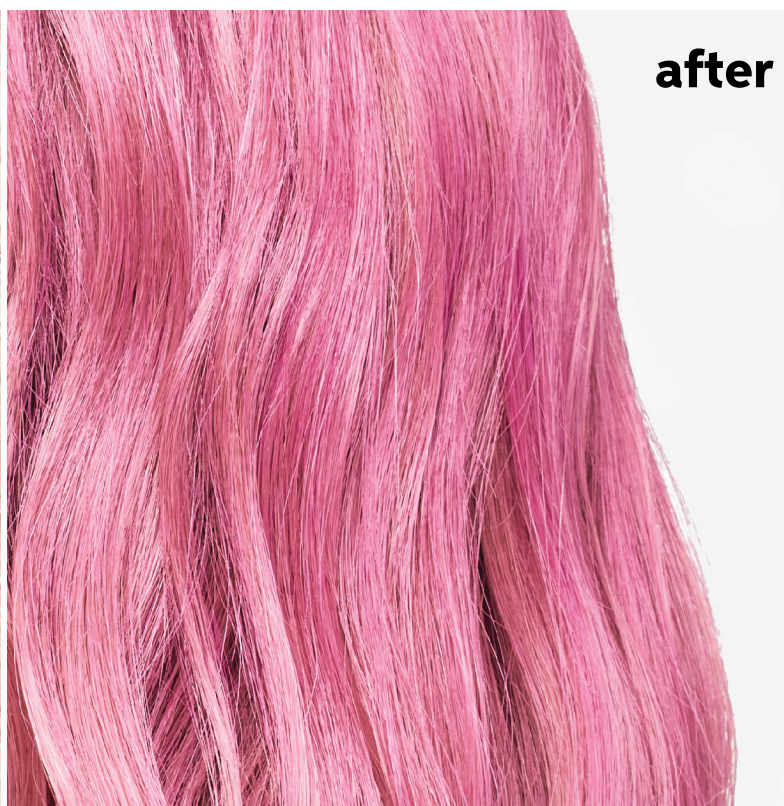
## REVIVE

Refresh faded colour

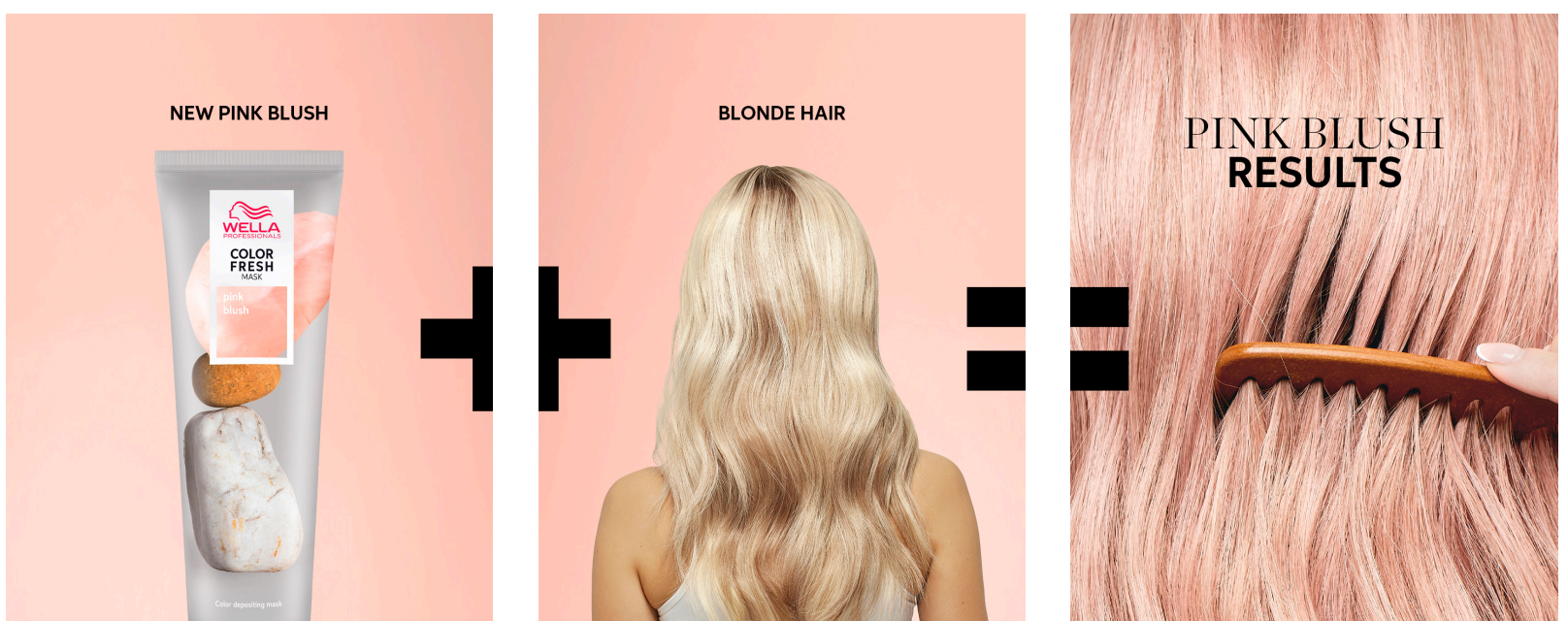
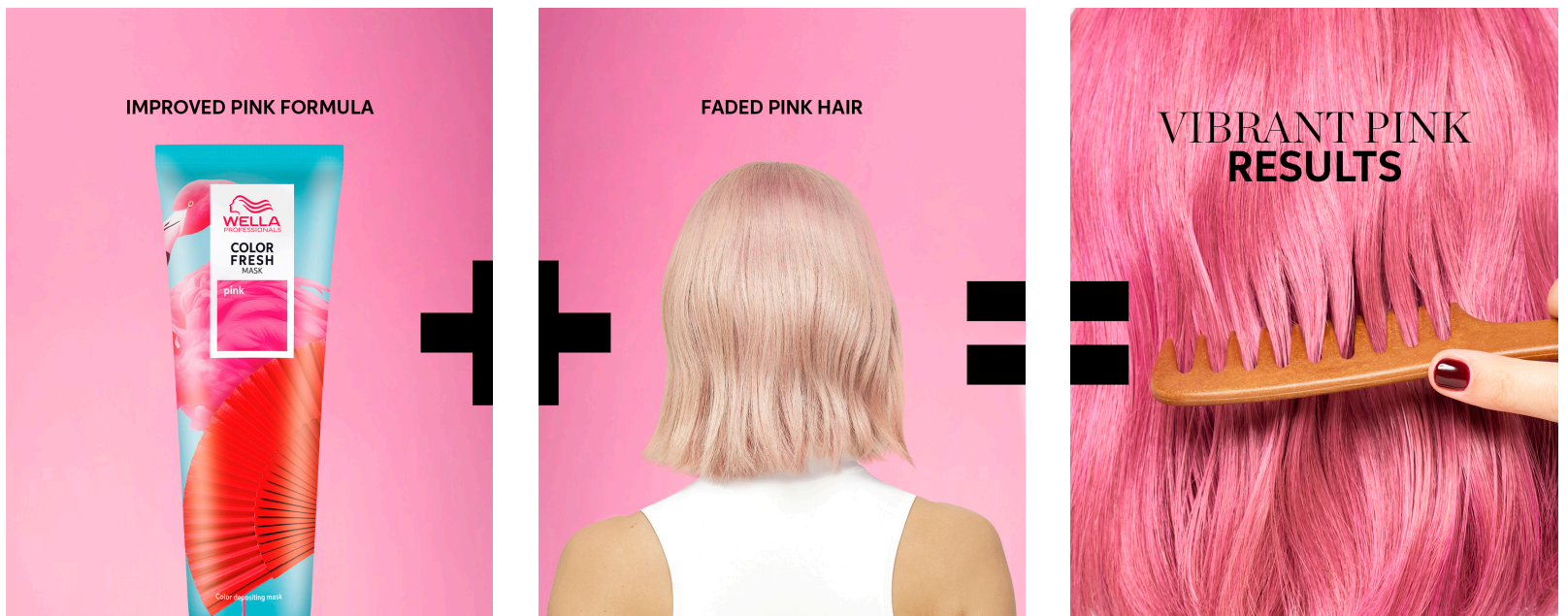


## TRANSFORM

Maintain and transform bold shades



# HOW TO INTRODUCE THEM TO YOUR CLIENTS



**Color Fresh Masks** are great to use as a quick add on colour service during the hair appointment, as the product doesn't require an allergy test.

For your clients who fancy a change or are a bit bored with their look, you can offer them a quick highlighting and toning service on the day with the option of them taking the toner home to keep their colour topped up professionally.

Download an editable Pink Edition colour menu here, and you can offer your clients something new, quick and straightaway...

## STEP 1

Identify your client's hair colour desires

## STEP 2

Choose with your client the right blonding service for them

## STEP 3

Choose the perfect PINK shade for your client





# LIGHT

Shades ideal for use on lighter levels and pre-lightened hair.



---

## GOLDEN GLOSS

**Level of intensity:** Soft

**Ideal for:** Blonde clients looking for a soft golden tone

**BEFORE**      **AFTER**

PRE-LIGHTENED

8/0

7/0



---

## PEACH BLUSH

**Level of intensity:** Soft **Ideal for:** Adding soft peachy tones to pre-lightened hair

PRE-LIGHTENED

9/0

8/0



---

## PEARL BLONDE

**Level of intensity:** Soft **Ideal for:** Pre-lightened hair to maintain cool platinum results

9/0 TO PRE-LIGHTENED

8/0



---

## LILAC FROST

**Level of intensity:** Soft-medium

**Ideal for:** Anti yellow formula for neutralisation on yellow tones or maintaining soft lilac hues

PRE-LIGHTENED

9/0

8/0



# MEDIUM

Shades Ideal for use on warmer tone or medium levels.



---

## CARAMEL GLAZE

**Level of intensity:**  
Soft-medium

**Ideal for:** Reviving medium blonde hair types with a caramel finish



---

## COPPER GLOW

**Level of intensity:**  
Medium-intense

**Ideal for:** Reviving or intensifying copper hair



---

## CHOCOLATE TOUCH

**Level of intensity:**  
Medium-intense

**Ideal for:** Reviving and refreshing brunette hair

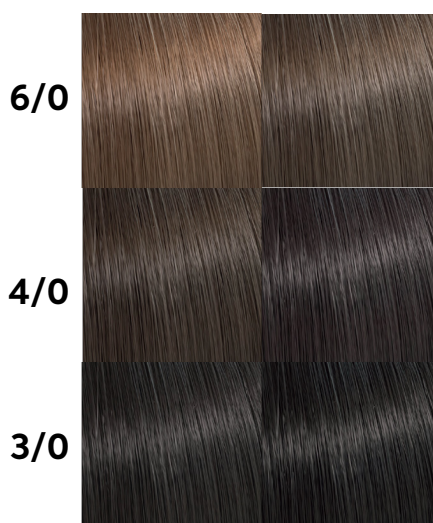


---

## COOL ESPRESSO

**Level of intensity:**  
Medium-intense

**Ideal for:** Neutralising warm tones on brunette hair



**Tip!** Apply this shade only to the depth of a 7/0 and darker to avoid seeing green and blue tones

# BOLD

Shades designed to refresh intense colour results in between salon appointments.



## RED Level of intensity:

Intense

**Ideal for:** Revive and intensify red hair

PRE-LIGHTENED

PRE-LIGHTENED  
8/0

5/0



## PINK Level of intensity:

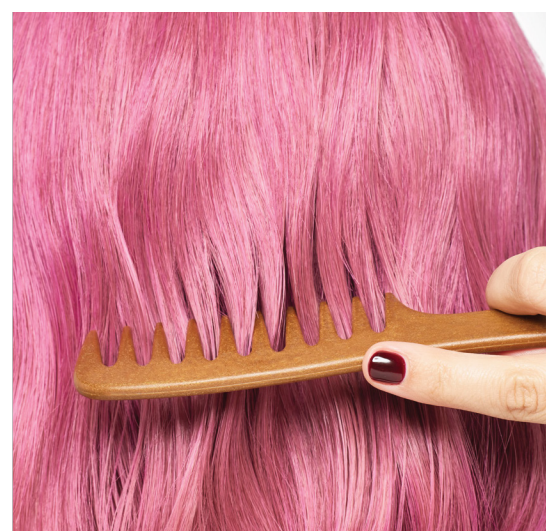
Intense

**Ideal for:** Transform or intensify pink hair

PRE-LIGHTENED

PRE-LIGHTENED  
8/0

5/0



## MINT

**Level of intensity:**

Soft - Medium

**Ideal for:** Adding mint tones to pre-lightened hair

PRE-LIGHTENED

PRE-LIGHTENED  
LEVEL 8/0 LIGHT  
BLONDE

5/0



## BLUE

**Level of intensity:**

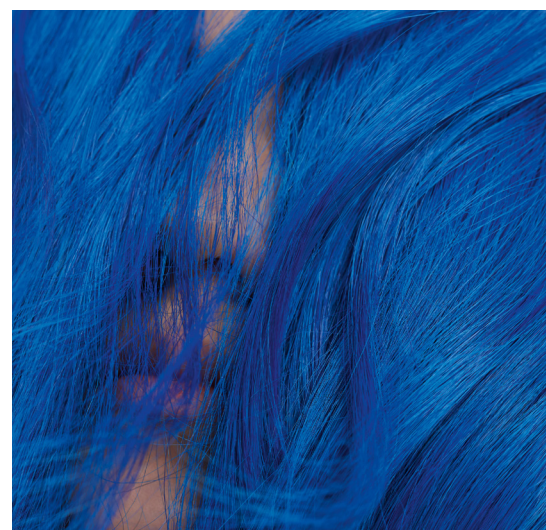
Soft - Medium

**Ideal for:** Adding blue tones to pre-lightened hair

PRE-LIGHTENED

PRE-LIGHTENED  
LEVEL 8/0 LIGHT  
BLONDE

5/0



# HOME CARE REGIME

We'd recommend your client chooses a colour safe care range alongside a Color Fresh Mask which should be integrated into their regime.

Over a 7 day period

**CLEANSE**

**CONDITION & TONE**

**LEAVE-IN**

**WASH**

**1**



OR



**WASH**

**2**



Use Color Fresh Mask instead of conditioner once per week



**WASH**

**3**



OR



## ULTIMATE REPAIR

Patented Technology For Healthy Looking Hair

99% Less Breakage\*

12x Smoother Hair\*

Extra Shine

For all types of damaged hair

\*when using Ultimate Repair Step 3. Instrumental test versus non conditioning shampoo



## INVIGO COLOR BRILLIANCE

Instant Colour Vibrancy and Colour Protection\*

Ideal for coloured healthy hair

\*with regular use of INVIGO Color Brilliance Shampoo