

COLOR CONTROL

TONING + STYLING FOAM

“Smart foam” renews bounce and lightly tinted foams keep color tones bright and fresh by neutralizing brassy, orange-y and yellow hues.

PROBLEM(S)

Color-treated hair can turn brassy, loose elasticity, body and style-ability. Typical mousse formulas contain alcohol (which dehydrates) and resins (which leave hair stiff, crispy and prone to breakage). Both blonde and dark hair shades can oxidize (from UV light, pollutants and ingredients in some products) and turn brassy. Messy purple shampoos, masks and toners can make color muddy, grey.

SOLUTION

- Alcohol-free “smart foam” is easy clean and neat to apply on damp or dry hair
- Subtly tinted formulas ensure brightest, richest, freshest color tones
- Light Lavender for blondes helps neutralize yellow, brassy tones
- Teal Tint for brunettes helps neutralize red brassy tones
- Unlike “crispy mousses” that use stiff, acrylic resins, this styling foam uses flexible rosins (a rubber-like substance derived from trees) instead of stiff, acrylic resins
- Renews body, bounce and softness for easier styling, less breakage
- Subtly tinted formulas ensure brightest, richest, freshest color tones

USAGE

Use after shampooing and conditioning. Do not put on soaking wet hair! The brassier your color, the drier your hair should be when applied. Shake can well, then invert to dispense foam into palm. Apply directly to brassy areas or all over. Leave in, style as usual.

