

COLOR WOW



STYLIST GUIDE

Volume 4

ABOUT COLOR WOW

THE HEART + SCIENCE OF HAIR CARE

Color Wow CEO and founder, Gail Federici, is a serial “beauty problem solver” whose innovative company has been called “the Apple of hair care.”

For 40 years, Gail has been advancing the art, science and business of hairdressing with game-changing new products. Products that are industry-firsts, have no equivalents, and have one thing in common: every single formula is a groundbreaking solution for a widespread, unmet problem.

In the past, Gail created the first “prescriptive brands” to fix frizz and brighten blonde. Now she has turned her “problem-solving” focus to the salon industry’s most burgeoning and challenging category: color-treated hair.

Determined to give hairdressers smarter, faster, safer ways to style this specific hair type, and achieve never-before-possible results, led Gail to create a totally new, radically inventive range of technologies.

Color Wow is a compact, capsule collection of ground-breaking, problem-solvers for color-treated hair. Fewer formulas, higher performance.

Color Wow has **won an unprecedented 70 beauty awards.**

**Color Wow Founder + Chief
Problem Solver, Gail Federici,
collaborates with Global
Director of Training and
Education Giles Robinson**



THE POWER OF WOW

How is Color Wow totally different from other hair care brands?

When it comes to hair color, Color Wow is fanatical about the ingredients that go into our products – the first to ban “color corrupters” found in most hair care and styling products.

- Color Wow has identified and banned over 60 ingredients commonly found in other hair care formulas that can darken or distort hair color.
- Every formula is a breakthrough, proprietary technology developed in the Color Wow Lab.
- Every formula solves an unmet problem for stylists and their clients.
- Color Wow does not bring a product to market unless it’s a major improvement over what exists or it addresses an unsolved problem.
- Safe and effective, every formula delivers “you have to see it to believe it” results.
 - Not tested on animals
 - No parabens
 - No sulfates
 - No toxic ingredients
 - No phthalates
 - Gluten-free



For in-depth product information, tutorials and trends, go to youtube.com/c/colorwowprofessional

WINNER OF OVER 70 MAJOR BEAUTY AWARDS



Allure Best of Beauty, Home Color and Root Coverage 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020

Allure Best of Beauty Breakthrough

Cosmetic Executive Women US Indie Beauty Award 2016

Cosmetic Executive Women US Best Hair Color Product

Cosmetic Executive Women UK Best Hair Colour Product

Women's Wear Daily Product of the Year

Latina Beauty Awards – Hair

Cosmopolitan Beauty Breakthrough

Good Housekeeping Beauty Hair Award/Color

More Magazine Best Anti-Aging Idea

More Magazine Best New Beauty Idea (Pop & Lock)

Better Homes and Gardens Next Big Thing

Woman & Home UK Best Hair Innovation

Harper's Bazaar UK Best Weather Proof Product 2018

Harper's Bazaar UK Best Hair Innovation

Harper's Bazaar UK Best of the Best Hair Colour Conservation

Harper's Bazaar AU Hair Innovation

Glamour UK Beauty Power List 2014, 2015

Essentials Magazine UK Best Good Idea

Image Beauty Hot 100 UK Best Hair Innovation

Pure Beauty Awards UK Bronze Award Best Hair Care Launch

Best New Hair Product Cocktails 2016

OK! Fall 2014 Beauty Awards (Speed Dry)

OK! Fall 2016 Beauty Award (Cocktails)

Asian Bride UK 2014 Beauty Awards

Health AU Best Beauty Buys

ISSE Blogger Award Best Product at Show

Naturally Curly Award Editor's Choice

Naturally Curly Best Frizz Fighter, Best Curl Protector 2019

People en Espanol Best of the Best 2019

New Beauty Best Curl Protector 2019

Daily Mail UK Beauty Oscars 2014 (Shampoo)

Woman Magazine UK Best Innovations Best for Hiding Greys

Hair Magazine UK Best Professional Shampoo 2015, 2016

Woman UK Best Root Coverage

Cosmopolitan '50 on Fire' Beauty Awards 2016, Best Hair Treatment

Hair Magazine Best Colour Care Shampoo & Conditioner

O, the Oprah magazine 2016, 2017 Beauty O-Wards

Reader's Digest Best Shampoo for Color-Treated Hair 2016

Star Magazine "Beauty Boss" Award Style On Steroids 2017

Hair Best Smoothing/Strengthening Product One-Minute Transformation 2017



DREAM FILTER

PRE-SHAMPOO MINERAL REMOVER

Detox spray removes color-distorting, dulling minerals, metals and pollutant build-up revealing, lighter, brighter color instantly. No peroxide or dyes. Plus, more predictable processing!

PROBLEM(S)

Metals and minerals found in tap and well water build up on the hair, leaving behind a film that dulls, darkens and stains color, and makes texture feel rough.

Metals (like copper) also act as catalysts to developers, which can lead to unpredictable color-processing results and cause damage.

Until now, the only choices for removing minerals from hair have been chelating formulas that are either harsh on the hair (which compromises the cuticle and strips color) or are weak, which requires extended processing time and heat.

SOLUTION

Dream Filter's breakthrough technology is an industry first! This unique spray works like a magnet to remove metals and minerals from hair in under 3 minutes - NO HEAT, CAP OR MESSY MIXING REQUIRED.

Dream Filter features a never-before-used combination of two molecular filters plus two polymeric filters, to gently, safely and quickly remove minerals that distort hair's color and texture.

Effective on all hair color and types, Dream Filter makes a significant visible difference on lighter hair shades and highlights, which are more susceptible to darkening and discoloration.

Calcium, Magnesium, Aluminum leave behind heavy build up, which dulls color, weighs hair down and makes it feel dry.

Iron, Manganese discolor hair by causing it to oxidize, resulting in brassiness.

Copper interferes with color processing by acting as a catalyst with developers, accelerating their strength and causing damage inside and out.

Chlorine produces a green tint on light hair and causes dark hair to turn even darker.

USAGE

Apply Dream Filter to dry hair. Spray evenly to saturate hair. Wait 1 to 3 minutes, then shampoo.

IN SALON SERVICES

- **Prior to lightening service:** Using Dream Filter prior to a lightening service will prevent metals for accelerating developer strength and help ensure safer processing and more predictable results.
- **With Single Process or Highlighting Service::** Apply Dream Filter to the dry hair that is not being processed. It's safe to leave Dream Filter on the hair for the entire color or lightener processing time.
- **Before a Cut or Styling Service:** For hair that looks dull, green, dingy or has build up from well, city or pool water, apply before shampooing to unveil brighter, more brilliant color.

CLIENT HOME CARE

- Recommend using Dream Filter every 3-4 shampoos. Can be used more often if client has hard water or swims in chlorinated pools frequently.



i Dream Filter is great to use on extensions and is safe for Keratin-treated hair. While Dream Filter works in 1-3 minutes, it is safe to leave on longer.

COLOR SECURITY SHAMPOO

100% clean, residue-free, sulfate-free shampoo for all hair types, ideally-suited for: 1. Color-treated hair 2. Thinning hair 3. Extensions

PROBLEM

Most shampoos are loaded with unnecessary additives like silicones, conditioning agents and pearling agents that have **nothing to do with cleansing** and do not easily rinse off. Because shampoo is the only product that is massaged into the scalp, it **should never contain ingredients that are engineered to stay behind.**

These ingredients, that cling to hair and scalp can:

- Dull color
- Weigh down hair
- Worst of all – build up, clog follicles and impede new hair growth

SOLUTION

Color Security Shampoo delivers the ultimate dream clean because it is uniquely formulated without any typical film-forming ingredients that stick to the hair and scalp.

- NO sulfates
- NO silicones
- NO thickening agents
- NO conditioning agents
- NO pearling agents
- NO oils
- NO parabens

ONE SHAMPOO FOR EVERY HAIR TYPE AND TEXTURE

- Sulfate-free formula is gentle as water on the cuticle
- Keeps color looking first-day fresh because it rinses clean and removes build up
- Unique anti-thinning formula leaves nothing behind to block follicles and impede new hair growth
- Ideal for extensions because it is silicone-free and does not contain conditioners, so it won't cause bonds to slip
- Keratin safe



When you first use this shampoo, you may need to shampoo 3 times to remove all the buildup and get back to your clean slate.

COLOR SECURITY CONDITIONER

Two formulas - Fine to Normal Hair and Normal to Thick Hair. Won't corrupt color

PROBLEM

Typical conditioners have ingredients that can make the color look dark, distorted or brassy. They can weigh hair down and leave it greasy.

SOLUTION

Color Security Conditioners are uniquely formulated with 8 translucent conditioning agents that won't warp color, oxidize and turn it brassy.

- NO dulling or darkening ingredients
- NO pearling agents or waxes
- NO parabens
- Two formulas deliver ideal detangling and hydrating for fine, thin or thicker, drier hair types.
- Gluten-free
- Vegan



DREAM COCKTAILS

Make a major difference in your blow-dry sessions. These leave-in treatments infuse hair with vital natural ingredients to help improve the overall quality of each hair strand. These nutrients are activated by heat, improving the quality and texture of the hair as you blow dry.

Instead of blow drying the life out of your hair, use Dream Cocktails to resuscitate and restore it.



**KALE-
INFUSED**

PROBLEM: Breakage

SOLUTION: Kale-Infused Formula

- 50% less breakage after just 1 use
- Instantly makes hair 2X stronger
- Key ingredient: Sulfur-rich Sea Kale strengthens hair's internal sulfur bonds

USAGE Shampoo, condition, lightly towel dry. Dispense 1-3 pumps into palm, and smooth through hair, concentrating on "breakage zones". Blow dry. Heat activated.

TIP Layer Dream Cocktails to treat multiple problems. Always apply Kale-Infused first!



**CARB-
INFUSED**

PROBLEM: Fine, thin, flat hair

SOLUTION: Carb-Infused Formula

- Instantly thickens, adds volume and mass
- Bonds a weightless outer fattening layer to each hair strand
- Key ingredient: Carb complex

USAGE Shampoo, condition, lightly towel dry. Dispense 2-3 pumps into palm and smooth through hair, starting 1 inch below part and through to ends. Blow dry.

TIP Raise the Root + Carb-Infused = MAXIMUM Volume



**COCONUT-
INFUSED**

PROBLEM: Dry, dehydrated, dull, straw-like hair

SOLUTION: Coconut-Infused Formula

- Instantly hydrates, silkens hair
- Bonds an outer moisture sheath to each hair strand
- Key ingredient: 18-MEA + Coconut oil

USAGE Shampoo, condition, lightly towel dry. Dispense 2-3 pumps into palm and smooth through hair. Blow dry.

TIP Apply to extremely coarse, dry curls before Dream Coat for Curly Hair for extra hydration. Dry with a diffuser.



Dream Cocktails should always be applied after shampoo and conditioner and before other stylers. They should be layered, **not** mixed! If using more than one Dream Cocktail, apply Kale first so it can penetrate to interior bonds. For best results, use Kale then Coconut OR Kale then Carb.

DREAM COAT

For Jaw Dropping Transformations

DREAM COAT

SUPERNATURAL SPRAY

Transforms all hair types into sleek, smooth, glossy hair. #1 anti-humidity, anti-frizz treatment that lasts.

- Breakthrough, ultra-light spray doesn't build up or leave hair greasy – feels like nothing is on the hair
- Inspired by textile technology, heat-activated polymer compresses and seals each strand with a "waterproof cloak"
- Instantly silken and transforms texture, adds supernatural shine
- Powerful humidity proofing lasts through 3-4 shampoos

USAGE

- Shampoo, condition and divide towel-dried hair into sections
- Spray liberally and evenly on **damp (not wet)** hair
- Dream Coat should be the last product applied to wet hair. If layering in other products before Dream Coat, limit to Cocktails and Raise the Root. Using other products can interfere with Dream Coat's technology and prevent a humidity sealant from forming. Additional styling products can be used once hair is dry.
- Blow dry each section using tension.
- If desired, after blow-drying straight, use a curling iron to create glossy, glassy humidity-proof waves.
- For best results, apply every 3 to 4 shampoos.



DREAM COAT

FOR CURLY HAIR

All in one curl enhancing formula for perfectly bundled, glossy, crunch-free curls...in just one step!

- Breakthrough ultra-light styling spray for naturally curly, wavy hair
- "One-and-done" solution for most waves, classic curls, and spirals
- Delivers all the combined benefits of gels, serums, and creams
- Doesn't weigh curls down, leave them stiff, sticky or crunchy
- Feels like nothing is on the hair
- **Alcohol-free!**
- Leaves curls perfectly hydrated, glossy, protected against frizz
- Can be used on second day to refresh curls

USAGE

- Shampoo, condition and gently squeeze out excess moisture.
- If desired, add a Color Wow Dream Cocktail.
- Spray Dream Coat for Curly Hair liberally, section-by-section.
- Air dry or blow dry using a diffuser. Heat not required.



SPEED DRY

BLOW DRY SPRAY

Alcohol-free. Cuts blow dry time by up to 30%

PROBLEM

Extended blow-drying causes color fade (from heat) and breakage (from tension and dehydration).

SOLUTION

Speed Dry cuts drying time by up to 30%

- Ground-breaking **alcohol-free and silicone-free** technology
- Proprietary polymer works like shrink wrap to squeeze out excess water while locking in critical hydration
- Hair dries faster, helps prevent damage and color-fade
- Contains hydrating strengthening proteins for elasticity and resilience
- Heat protection

USAGE

Shampoo and condition. Towel dry hair. Generously spray Speed Dry on hair and comb through. Use other styling products as desired. Blow-dry and finish.

If desired, apply Dream Cocktails before Speed Dry. There is no need to use Speed Dry with Dream Coat.



RAISE THE ROOT

THICKEN + LIFT SPRAY

The cure for flat hair!

PROBLEM

Typical root lift sprays use hardening resins that make color-treated hair dangerously stiff, brittle and prone to breakage. These resins can also darken and distort color.

SOLUTION

Raise the Root uses proprietary clear “elastimers” that form a “spring” at the roots.

- Delivers major, long-lasting lift, body and fullness to even thin, fragile color- treated hair
- Won't darken or yellow hair
- Never stiff or sticky: hair stays flexible, and manageable
- Can be used on wet or dry hair

USAGE

Spray onto damp or dry hair, concentrating application at the roots. Style, lifting hair and concentrating dryer heat at the roots.



Apply to dry hair to get lift at the hairline or add targeted volume. Great for wedding hair and updos.

NEW!

XTRA LARGE

Bombshell Volumizer

The future of volumizing has arrived! Xtra Large's futuristic foam bulks up fine, thin, limp, flat hair without disturbing the cuticle so hair keeps its glow, plus looks and feels super thick, healthy, luxe and sexy!



Launch July 2021

PROBLEM

Typical thickening products create volume by using ingredients (like alcohol, salt, drying resins) to force open hair's protective cuticle layer, causing strands to become rougher and bigger so they no longer lay flat. This creates an overall look of fuller hair. Unfortunately, these ingredients also dry out the hair and cause it to look dull.

While traditional volumizers create thicker-looking hair, it comes at a cost: compromised hair health. When the cuticle is raised, it can result in loss of moisture, strength and elasticity, brittleness, dullness, frizz, and breakage.

SOLUTION

Xtra Large is the first non-invasive thickening product! Instead of blowing out the cuticle, its brand new thickening technology adds a never-before-seen weightless, yet bulky polymer blend to the surface of hair. Fortified with strand-strengthening bamboo, this groundbreaking foam mimics the volumizing effect of a raised outer cuticle but leaves the actual cuticle layer smooth and intact. The result? Instant, voluptuous, weightless volume, body, guts and grip without compromising hair health.

Xtra Large contains NO alcohol, NO salt, and NO drying resins, so hair will look healthy and glossy and will not become dehydrated and damaged. This allows hair to feel naturally dense and massively full without feeling stiff, sticky or crunchy.

If a client struggles with flimsy, hard-to-style hair, Xtra Large will provide major "guts and grab" texture that can hold any style. Best of all, results last until shampooed out, so you can ensure their style won't deflate over time.

USAGE

Apply to damp hair. Dispense 2-3 pumps worth of foam into hands and pull through a section of hair from roots to ends, continue until all hair is covered. Comb through to distribute evenly. Style. Can be blow dried or air dried.



COLOR CONTROL

TONING + STYLING FOAM

“Smart foam” renews bounce and keeps color tones bright and fresh

PROBLEM(S)

Color-treated hair can turn brassy, lose elasticity, body and style-ability. Typical mousse formulas contain alcohol (which dehydrates) and resins (which leave hair stiff, crispy and prone to breakage).

SOLUTION

- Alcohol-free “smart 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
- Light Lavender for blondes helps neutralize yellow, brassy tones
- Teal Tint for brunettes helps neutralize red brassy 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.



POP & LOCK

HIGH GLOSS FINISH

Smooths, seals, adds sparkling shine for color that pops

PROBLEM

Color-treated hair has a raised cuticle layer that doesn't lay flat and reflect light. Hair looks rough, dull, dehydrated and frizzy.

SOLUTION

Pop & Lock combines two top technologies, oil and serum, to hydrate, nourish, and create sleek texture with blinding shine.

- Ultra-light formula can be layered onto wet or dry hair without greasy build up
- 75% of the formula penetrates and hydrates to restore elasticity and suppleness
- 25% of the formula wraps around the outside of the hair, forming a crystal clear, high-gloss sheath that locks down the cuticle, locks in moisture
- UV protection, heat protection, alcohol-free
- Tames frizz and flyaways; helps seal split ends

USAGE

For use on wet or dry hair. Apply evenly and style as usual.



Pop & Lock is the ideal “braid aid”. Before braiding, run Pop & Lock through the hair for added control and a glossy finish.



ONE-MINUTE TRANSFORMATION

STYLING CREAM

Smooth, tame + de-frizz. An on-the-spot fix when hair gets bent out of shape. Achieve the look of a smooth, sleek, blow-dry without wetting hair.

PROBLEM

Hair that gets frizz, poofy when dry. Dry, color-processed hair or over-processed hair. Second-day bedhead, bends and crimps from elastics, frizz from work-outs or weather.

SOLUTION

One-Minute Transformation, an instant de-frizzing and smoothing cream that grooms and silken without greasy look or feel. A "blow-dry" in a tube!

- Instantly absorbed cream re-moisturizes, eliminates frizz, and creates a smooth, polished surface
- A fast and easy "blow-dry" alternative when there's no time to shampoo
- Great for men's styling
- Perfect to separate, define, add gloss and hydration to waves/curls without "killing the curl"
- Unlike most styling creams used on dry hair, OMT leaves no waxy, greasy build up on hair
- Rich in Omega 3s and avocado oil, breaks down and emulsifies when rubbed in your hands (from contact with salts, electrolytes) so it penetrates into hair instantly

USAGE

Use on dry hair. Apply a small, a coin-sized amount and rub in hands to emulsify. Smooth on dry hair "problem areas," then brush through to get a glossy, frizz-free surface. Or, for a more polished effect, take a round brush and hit each section with a blow-dryer for 10-15 seconds.



"Quick glam refresh"
CHRIS APPLETON

EXTRA

MIST-ICAL SHINE SPRAY

Achieve a new level of intense, healthy-looking shine! Features Mullein, a flower known for turning UV rays into full spectrum light.

PROBLEM

Color-treated, over-processed or damaged hair can look dull, dry and dehydrated. Typical shine sprays can weigh hair down and leave it greasy. They may also contain ingredients that distort or alter color.

SOLUTION

EXTRA Mist-ical Shine Spray's breakthrough, organically-derived shine technology is light-years ahead and instantly makes hair look rich, healthy, super glossy.

- Harnesses the light-producing power of Mullein, a flower that captures invisible UV light, and converts it into full spectrum light in order to emit a brilliant show of radiance
- Lightweight, non-greasy, non-drying
- Will not weigh down or flatten the style
- Thermal protection

USAGE

After styling...

- Apply a light all-over misting of intense gloss
- Apply to ends that look dull and dry
- Apply to fingers, and rake up through hair to light up layers
- For a professional finish, apply to hair before using a curling or flat iron, or hit it with blow dryer heat for magnified shine



STYLE ON STEROIDS

TEXTURE + FINISHING SPRAY

Use it two ways:

1. Instant volume and sexy texture
2. Perfect "setting" with heat styling tools

PROBLEM

Most texturizing sprays leave residues on hair that "glue" it into clumps when heat styling. They contain texturizing agents that dry out color-treated hair, and leave residues that dull color vibrancy and build up on the scalp.

SOLUTION

Style on Steroids texturizing spray is ideal for color-treated hair.

- Color-safe texturizing spray gives instant fuller, thicker, hair
- Translucent elastomers won't dull hair or leave chalky residue
- Never stiff, sticky or brittle
- **Thermal protection**
- Will not "glue" strands together when using heat tools
- Long-lasting results when setting or styling with irons
- Contains micro zeolites that will absorb second day oil plus add "guts"

USAGE

Use on dry hair.

- For major volume and texture: Spray on under layers, rake through with fingers.
- For hot tools styling, Spray section by section before using a hot iron. Hair will not stick together.
- To revive second-day hair, just spray and play.



CULT FAVORITE

FIRM + FLEXIBLE HAIRSPRAY

Finally. A hairspray that won't darken or yellow color.

PROBLEM

Even "industry standard" hairspray formulas dull, darken, or yellow hair color. They can also make color-treated, fine, fragile, dry hair stiff, crunchy, and prone to breakage.

SOLUTION

Cult Favorite is a ground-breaking "work-horse" flexible spray that provides everything you want from a spray. It's ideal for color-treated hair (and all hair types!)

- Fast drying, working formula keeps hair supple, brushable, re-stylable
- Holds style firmly while allowing hair to move naturally
- Not sticky or stiff
- Protects color clarity, doesn't darken or cloud shine
- Can be layered for stronger hold
- UV protection

USAGE

Shake well. Spray on dry hair from about 10 inches away. Or, spray onto a brush (or toothbrush) for more precise application.



COLOR WOW ROOT COVER UP

Often imitated, never equaled... the best root touch up that covers greys and dark roots, refreshes highlights, thickens and perfects thinning hair lines.

Celebrity stylist, Chris Appleton (renowned for his iconic **Glass Hair**, **50" Pony** and camera-ready looks for clients like J.Lo, KKW and Ariana Grande that are breaking the internet everyday) goes nowhere and does no hair, without all 8 Root Cover Up shades in his kit.

Why? Root Cover Up is the key to perfecting every single style. Certainly, an essential add-on service for every client.



8x Allure
"Best of Beauty"
Winner 2013-2020

- **Cover roots and greys**, extend highlights instantly, effortless, seamlessly
- **Instantly create thicker, fuller hair** by shading in sparse spots
- **Seamlessly blend extensions**
- **Even out crooked hairlines**
- **Fill in gaps and "holes"** where scalp shows through braids and updos
- **Darken up roots** to keep light, pastel and icy white shades from looking too solid and wig-like
- **Blend away "too white scalp"** that shows through part and doesn't match face make-up



PROBLEM

Until Root Cover Up, there was no effective, easy, non-messy, totally natural looking way to instantly cover roots - the biggest unaddressed problem associated with hair color.

SOLUTION

Ground-breaking mineral powder formula is the first truly effective root concealer that not only covers grey, but has blonde shades that cover dark re-growth instantly... without peroxide. **Plus** the ultimate finishing tool to elevate your artistry!

- Easy, instant, precise: just press, no mess!
- Temporary color: stays in until shampoo'd out (you can swim in it!)
- Reflective mineral powder for a multi-dimensional and natural look
- Never stiff, sticky or waxy like mascaras, crayons and sprays
- No waxes, no parabens, no dyes, no PPD's and cruelty free!

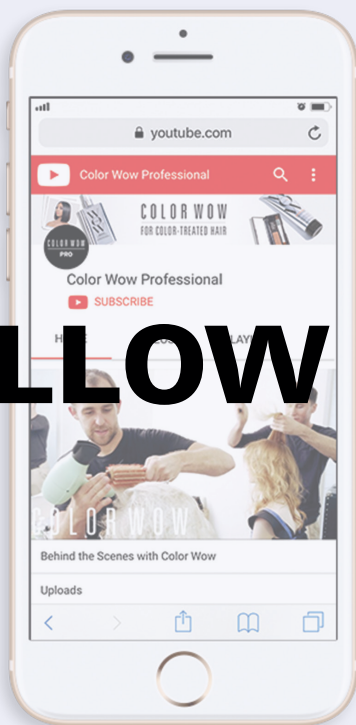
USAGE

Apply to dry hair. Load up small end of brush with powder. Use free hand to pull hair flat/taut against head and press brush down firmly into roots using a "dabbing" motion, starting from scalp and working out. Do not use sweeping motion. Apply more powder as needed. To make hair look thicker, use the larger end of the brush and apply with a brushing technique.



A NO-FAIL RETAIL SALE to every color client, every time! Just take advantage of your client's visible root regrowth to demo Root Cover Up during the initial consultation. When she sees how easy it is to get amazing, root-concealing results, she will not leave your salon without buying Root Cover Up. (Bonus: the section where you apply Root Cover Up will not interfere with color processing.)

COLOR WOW | *a federici brand*



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