Salerm
COSMETICS

HD-COLORS

HD-COLORS

Art. 1061
150ml.

PRODUCT

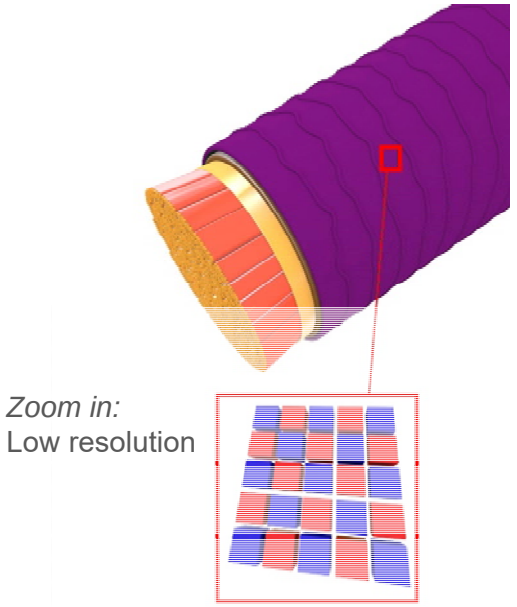
Salerm Cosmetics launches an innovating new hair color concept, based on the latest advances in hair color technology, to obtain a non-mixing system, with **high-definition colors** that stay **sharper than ever** before.

HD Colors cares for and repairs hair like no other. This is thanks to the following:

- Contains no ammonia or similar
- Has a non-alkaline pH
- Doesn't require peroxide

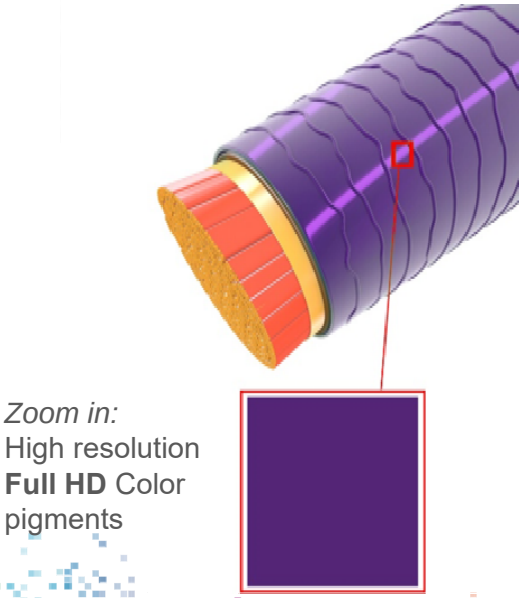
HD-COLORS

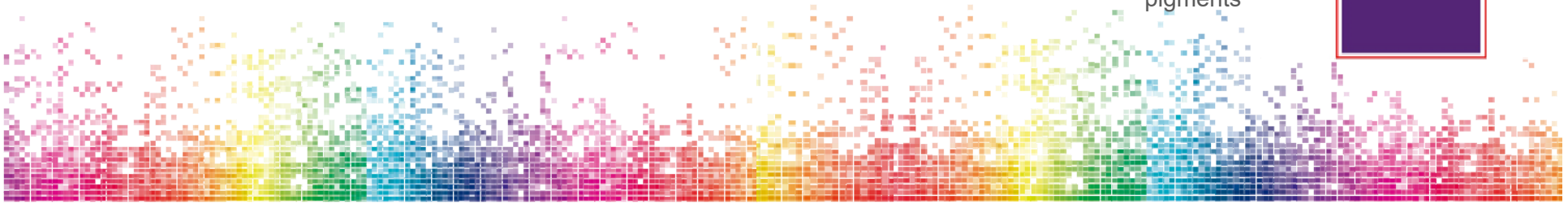
FULL HD HAIR COLOR – High Definition Color System



HD hair color has been developed using ***High Definition Color System*** technology, based on the new high density ***Full HD*** pigments, which produce extremely sharp, high-resolution colors.

These colors possess a **resolution much greater than 300 dpi**, which different studies establish as the human eyes limit of perception. This means that **HD Colors possess a resolution that is greater than the human eye is able to perceive**, resulting in **pure**, **sharp colors** with **unbeatable definition**.



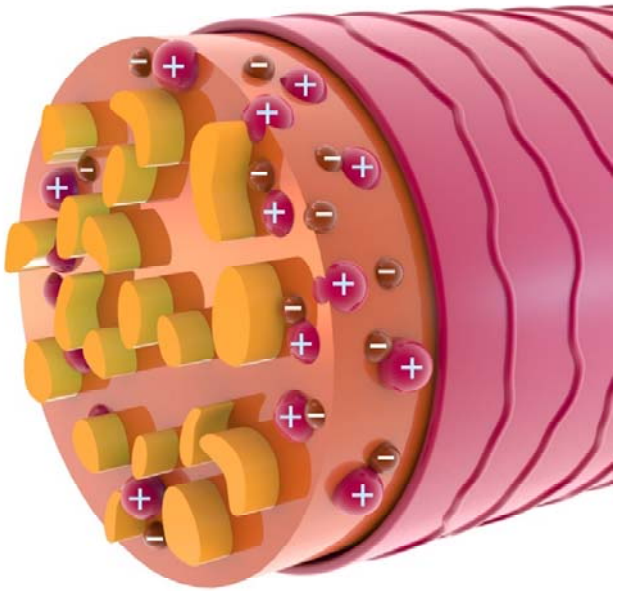


HD-COLORS

MAGNETIC EFFECT

HD uses state-of-the-art technology based on **magnetic-effect** hair color pigments. These pigments are physically drawn from the cuticle and anchored firmly within the hair's most inner layers. Color results are immaculate and long-lasting.

- High-definition, intense hair colors.
- Last up to 45 washes.
- Shine and softness.
- Gentle on hair.



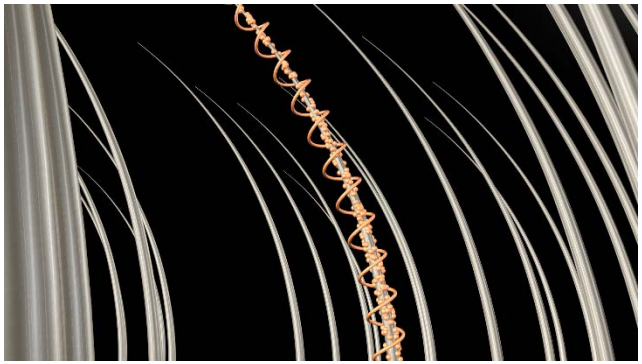
+ **HD Color pigments**

- **Negative charge found naturally on the hair fiber**

HD-COLORS

REPAIR EFFECT

HD Colors don’t contain ammonia (or substitutes), don’t have an alkaline pH or rely on peroxide which means they are extremely gentle on the hair.



They also contain a conditioning polymer, derived from cellulose, that uses the same magnetic effect as the color pigments to adhere itself to the hair fiber and produce a repairing effect, drastically reducing frizz and making hair easier to comb and style afterwards.

HD-COLORS

FEATURES

- **Intensity** greater than oxidation hair color, because the direct color pigments used in HD Colors prevent the interference often experienced with oxidation color pigments (cross-reactions).

- **Maximum resolution.** Its advanced formula with Full HD color pigments provides a resolution greater than the human eye is capable of perceiving, guarantying unbeatable definition.

- **Protection** of the hair structure. This hair color does not require ammonia, peroxide or other developers. It doesn't contain parabens or PPD and this prevents itchiness or allergies in people with sensitive skin.

- **Repair.** Thanks to its repairing formula it conditions and hydrates the hair to leave it especially shiny.

- **Durability** greatly superior to any other direct hair color on the market, lasting up to 45 washes thanks to its magnetic effect which traps and maintains the color properties.

- **Versatility.** The colors can be mixed in any way imaginable to achieve any color at all, as well as the *Clear* color option which opens up an even greater spectrum of possibilities allowing you to create any color combination you can imagine.

HD-COLORS

PRECAUTIONS

Precautions to take before applying any semi-permanent hair color

Sensitivity test

Carry out a sensitivity test 48 hours before using the product

Strand test

Carry out a test on a small section of hair to make sure you get the desired results

Lighten the hair

To get vibrant tones you'll need to lighten first (minimum level 8). Wash and rinse the hair well to remove any traces of the lightening product

Wash hair with a deep clean shampoo

It's important that the hair is clean and dry before applying color and that conditioner is not used when washing as this could affect color results.

Recommended product:
Salerm Cosmetics Purifying Shampoo

HD-COLORS

HOW TO USE

Step 1
Apply to <u>dry</u> hair and comb or massage thoroughly

Place the required amount in a plastic bowl.

Apply to the hair taking special care not to stain the skin and work evenly to the ends.

Step 2
Exposure time: 30 min

- **Room temperature: 30 min**.
- **If heat is used time can be reduced to 20 – 25 mins.** (preferably use foil or another technique to prevent the color from drying)

***Stubborn hair:** Increase exposure time.

Step 3
Rinse or wash with (preferably) cold water and dry as usual.

If any product stains remain on the skin wipe clean with HD Color Reset.

Recommended product: Bitrat, Citric Balance range, to prolong color duration.

HD-COLORS

HD FANTASY

HD-COLORS

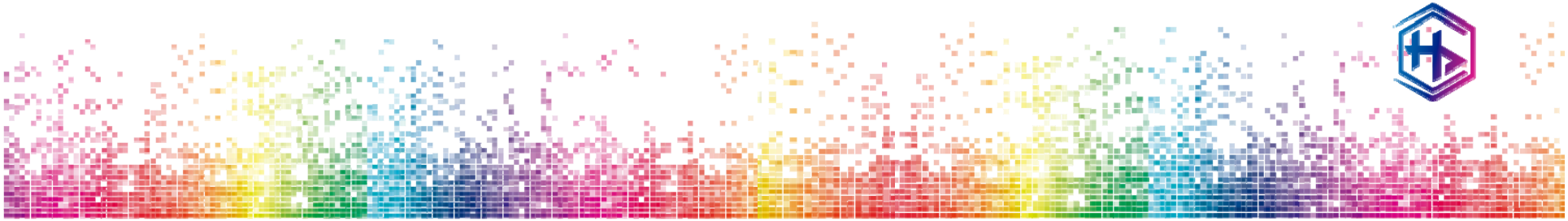
HD FANTASY

HD COLORS launch includes two spectacularly intense and electric color ranges that break away from convention: Fantasy and Fluor.

HD FANTASY created for **authentic and creative women,** to give them an opportunity to **express themselves through** the most **intense color**. Bold and wild high-definition pigments

Nine luminous and one neutral tone, which can be used to creates pastels, for a hair color capable of transmitting a multitude of sensations, with totally personalized results.

Art. 1060 Art. 1061 Art. 1062 Art. 1063 Art. 1064 Art. 1065 Art. 1066 Art. 1067 Art. 1068



HD FANTASY (COLOR CHART)

Shows the final result depending on base color making it easier for the customer to visualize.

HD-COLORS

CLEAR

Neutral tone free from color pigments which can be mixed with any HD Color to **soften and neutralize** color results and **achieve pastel tones** offering the possibility to create hundreds of **personalized and unique** colors.

With Clear

Art. 1069
150ml.

HD-COLORS
HD FLUOR

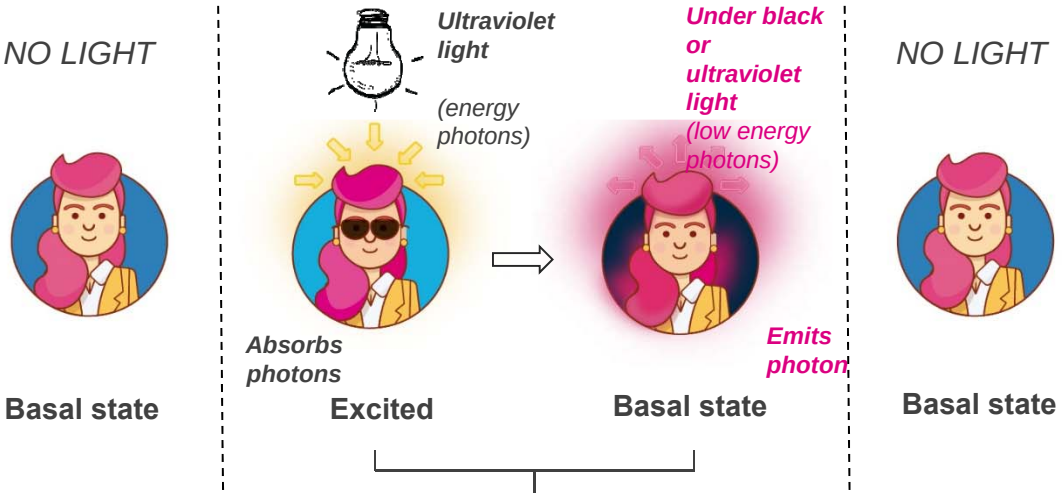
HD-COLORS

HD FLUOR

Hair that shines with its own light !!!!

HD Colors fluor goes one step further, producing color results that **glow in the dark,** for a **neon effect** in ultra-violet or black light to make them stand out on their own.

¿HOW IS THE FLUOR EFFECT ACHIEVED?



This happens in millionths of a second!

CANDY PINK Art. 1071 | GREEN KRIPTONITE Art. 1072 | JAZZY YELLOW Art. 1073 | MYSTIC BLUE Art. 1074 | ORANGE PUMPKIN Art. 1075

HD FLUOR (COLOR CHART)

Shows the final result depending on base color making it easier for the customer to visualize.

HD-COLORS

Art. 1076
1000ml.

RESET

Reset is a color removal product for HD Colors and any other direct hair color.

Its formula neutralizes the HD Colors pigment's magnetic effect, drawing them out and eliminating color without damaging hair.

- Restores the hair to its pre-treatment color.
- Free from oxidants and reducers.

HD-COLORS

PROMOTIONAL MATERIAL

POSTERS

Format 49cm x34cm.
Art. 1090, 1091.

HD Fantasy
Art. 1091

HD Fluor
Art. 1090

Image available for printing on request

COLOR CHART

Format 49cm x34cm.
Ring binder to make additions easy.
Art. 1070

FLYER

Explanatory promotional flyer in X languages.

(pending)

PROMOTIONAL VIDEOS

Videos and links will be notified by e-mail.

Benchmarking – Competitor analysis

	HD-COLORS Salerm COSMETICS	ELUMEN GOLDWELL	IGORA Schwarzkopf	MONTIBELLO EXPERIENCE BEAUTY	Candy COLORS KIN COSMETICS
BRAND GROUP					
PRODUCT	9 fantasy + 5 fluor Clear: pastel tones Reset: removes color Duration: **45 washes** 150ml	10 fantasy tones Clear: pastel tones Return: removes color Duration: **10 washes** 200ml	7 fantasy tones Neutral tone: pastels No color remover Duration: 20 washes 100ml	7 fantasy tones Clear: pastel tones No color remover - 150ml	6 fantasy tones Neutral tone: pastels No color remover Duration: 15 washes 200ml
FEATURES	**Longest lasting direct hair color on the market** **High quality pigments → Maximum definition** **Intensity and shine for up to 45 washes**	**Lower duration** **Goldwell doesn't allow individual sale, the sales unit is a Pack of all the references (tones).**	**Lower duration** **Intensity loss after half the washes**		**Pump format that doesn't permit maximum product use**

FAQs

¿Can HD Colors be mixed with any other product during application?

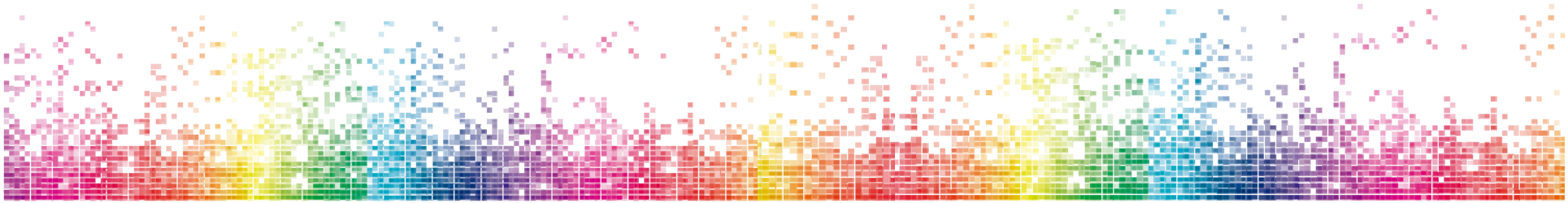
For optimum results the product should be used as it comes. It shouldn't be mixed with peroxide, or other technical products. However, the colors **can be mixed together** without limits to create any color (even natural tones) or **with other products to add reflects or hues.** To get pastel tones, they can be mixed with **Clear** to lighten and reduce intensity.

What differentiates this new hair color from the Color Up range by Salerm Cosmetics?

Firstly, Color Up works by **enveloping the hair shaft in a layer of direct color** without any kind of mixing, while HD Colors, as well as **depositing color, adheres to the hair's inner cuticle**, resulting in much longer-lasting results. The average duration of Color Up is **3 washes** compared to **45** for HD Colors. The finished effect of **Color Up is matte whereas HD Colors give the hair added shine.** Lastly, the exposure time for application of the products is different.

Is it necessary to lighten the hair for optimum results?

The color results and quality **will always depend on what the hair is like before application**. If the customer has a dark base and wants vibrant and intense results then pre-lightening will be necessary. The lighter the initial hair color, the more vibrant the color results will be.



FAQs

¿How can I make sure the chosen color's going to turn out right?

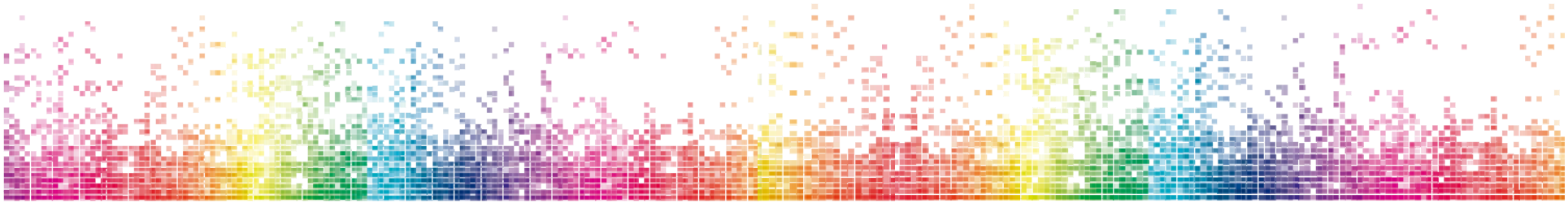
We recommend doing a **prior strand test** to make sure you get the desired results.

If the client is allergic to ammonia, peroxide or PPD can they use HD-COLORS?

HD-Colors contain **no ammonia and are free from parabens and PPD**, they also don't require peroxide for their application. This is what makes this the perfect hair color for anyone with an allergy to one of these components. However, it's always recommendable to do an allergy test before using a new hair coloring product for the first time.

What maintenance should be followed to make sure the color lasts well?

The ideal Salerm Cosmetics treatment range to use with this hair color is **Citric Balance,** as it's especially designed for the care and treatment of color-treated hair. Thanks to its formula based on the *Sequential Hair Care System* it restores the hair structure after processing, increasing the duration of the service and improving the color's performance. It includes a shampoo, lotion and conditioning mask.



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