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New Chromastics Shades!

No Lift, No Ammonia, No MEA

Liquid Hair Color

New York, NY New Chromastics Shades is now being launched as the next step in the evolution of hair color. Shades is a deposit-only hair color system that has been perfectly designed for the most beautiful toning, glazing, refreshing and corrective hair color services. With the addition of Chromastics XL-Cream to your formula, Shades can be transformed into a beautiful base-breaker.



With Shades; you will discover excellent hair color blends with perfect coverage. As with all professional Chromastics Hair Color products; Shades contain hydrolyzed wheat and rice protein to leave the hair looking and feeling great. Since Shades has a lower pH and works with just 10-volume developer, it is more gentle than regular hair color. As a deposit only hair color, it will only add pigment to the hair. It is not meant to lighten the hair. You can also re-color hair often with minimal damage.

Toning, Glazing, Refreshing & Corrective Haircolor: You will be able to mix equal parts of Chromastics Shades into an applicator bottle with 10 volume developer. Apply to shampooed and towel dried hair. Process for 5 to 30 minutes. Voila!

Creativity With Shades' Base-Breakers: To transform Chromastics Shades to a soft half level base-breaker, you will need to mix 2 ounces of Chromastics Shades and 2 ounces of 10-volume developer into an applicator bottle. Just add one-half ounce of XL-Cream. Then, rapidly apply this formula to new hair growth. Process for 10 to 15 minutes. To achieve a full level of lifting action, merely replace Chromastics XL-Cream with a half-ounce of XL-Super to achieve a full level of lift. Clear may also be used to lighten and dilute any shade. Chromastics Concentrates may also be added to further customize any formula. Heat is not recommended with Chromastics Shades.

No MEA & Ammonia: Chromastics hair color is creatively designed with organic chemistry. Organic chemistry is based on combinations of carbon, hydrogen, oxygen and nitrogen. Chromastics uses no carcinogens that will damage the hair. With Chromastics Shades, you can still safely achieve predictable hair color longevity, vibrancy and gray coverage without MEA or ammonia.

Chromastics Is The Future Evolution Of Hair Color: Chromastics continues to grow by educating the professional hair colorist with superior information. They teach their affiliated hair colorists how to achieve the very best results, while using fewer products. Hair colorists have the advantage of knowing that with Chromastics, they can replicate any color they or the client sees or wants. They also know that no one can duplicate their work, because they created the formula. The Chromastics hair colorist is trained how to create custom designs that will always be the perfect hair color formulation for each client.

Chromastics President Tom Dispenza shares, "Chromastics puts complete artistic control back into the hands of the hair colorist. We understand and respect that the hair colorist needs to creatively control the deposit, the lightening and the tone of every hair color formula which should be customized for each salon client. Every shade of Chromastics Hair Color contains hydrolyzed proteins that will dramatically help the hair feel and look better."

Create Your Own Haircolor Evolution! For more information on Chromastics Shades Hair Color or to register for a regional hair color education workshop, call 818-735-7375 or 877-716-2889, email Tom@Chromastics.com. The Chromastics Hotline is always available at 917-375-7741. Visit www.Chromastics.com to sign up for their free newsletter.



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884 West End Avenue, Suite 24, New York, NY 10025 USA • 877-716-2889 • 212-665-0674
www.chromastics.com