



GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

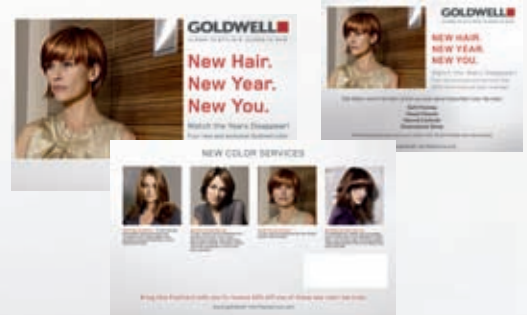
So how do you get started?

Easy.....Goldwell has provided the following templates and support pieces to help your Salon and Stylists boost their business.

NEW YEAR. NEW SERVICES. NEW INCOME.

Start the New Year off with a bang and increase your salons grey coverage business with these four new and exclusive Goldwell Color Services!

Goldwell knows that grey coverage is a substantial part of your color business, which is why Goldwell has developed 4 new and exclusive color service options to help boost business, increase salon traffic and support your clients with new inspiring selections. "New Hair. New Year. New You." services feature Goldwell Topchic and Colorance TriFlective Naturals Shades that will give your clients a new grey coverage they have been wishing for. TriFlective Naturals Shades offer three reflective color dimensions with revolutionary, natural grey coverage in one shade!



POSTCARD & E-MAIL E-BLAST TEMPLATES

To send to grey coverage clients to inspire them with new service options.



SALON SERVICE MENU TEMPLATE

Features details on the 4 New Goldwell Services and prices to clients.



TRIFLECTIVE NATURALS SERVICE MANUAL (340026AM)

Featuring "How To's" for all 4 Services.

SALON ADVANTAGES:

- Retain Clients and increase salon traffic
- Opportunity to sell other services and retail products while customer is in the salon for color service
- Opportunity to book clients for the next appointment
- Opportunity to show clients your expertise by offering advanced grey coverage services

CLIENT BENEFITS:

- Opportunity to experience new grey coverage color services that are tailored to their specific needs and wishes
- Suggested complimentary gift / discount on new service

TRIFLECTIVE NATURALS

- GREY COVERAGE SHOULD BE MORE THAN JUST COVERING GREY

THREE REFLECTIVE COLOR DIMENSIONS WITH REVOLUTIONARY, NATURAL GREY COVERAGE IN ONE SHADE!

- > 13 Topchic Shades and 8 Colorance Shades for natural, reliable grey coverage up to 100% with multi-depth reflections.
- > Reflective, youthful and dimensional color results due to the Reflects³ System.
- > Topchic & Colorance TriFlective Naturals offer aligned shades for perfect Color Balancing.
- > Reliable results, easy and quick to achieve without mixing with a N/NN shade.



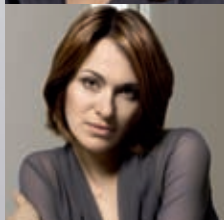
COLOR SERVICES:



SOFT FRAMING SERVICE

IDEAL FOR CLIENTS WHO REQUIRE GREY COVERAGE AND WOULD LIKE A NATURAL COLOR RESULT WITHOUT A HARD CONTRAST AGAINST THEIR SKIN TONE.

A color service that softens and enhances your complexion by having lighter hair strands framing the face for a more fashionable look.



NATURAL CONTRAST SERVICE

IDEAL FOR CLIENTS WHO REQUIRE GREY COVERAGE AND WANT TO AVOID HAIR COLOR THAT LOOKS TOO HEAVY AND/OR SOLID.

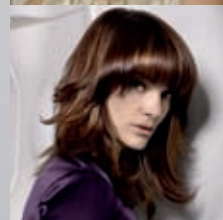
A color service which transforms an existing color that is too heavy into a lively looking color with multi-dimensional effects. Creating natural and lively contrasts to revive your color and look.



VISUAL VOLUME SERVICE

IDEAL FOR CLIENTS WITH GREY HAIR WHO HAVE FINE AND/OR THIN HAIR.

A color service that gives fine hair visual volume and fullness.



DIMENSIONAL SHINE SERVICE

IDEAL FOR CLIENTS WHO FEEL THEIR HAIR COLOR LOOKS "OVER COLORED" AND HEAVY.

A contemporary classic grey coverage service that turns a pre-existing too dark color, into a lively color result by adding multi-dimensional shine to revitalize your color and look.

For more information on the New Hair. New Year. New You. Concept please contact your Sales Consultant.