

COLORANCE

LOWLIGHTS



Natural, long-lasting lowlights in one single step

After repeated highlighting, hair often becomes over-lightened and looks unnatural. Until now, a time consuming two step color process was required to return over-lightened hair to a natural blonde.

Colorance Lowlights allows you to achieve natural, long-lasting darker effects on over-lightened hair, in one single step.

Features and Benefits:

- Natural light and dark effects, that make hair look like it has been highlighted for the first time
- Optimum durability even on stressed hair structures
- Controlled color results
- Innovative technology with integrated pre-pigmentation
- Four shades ranging from neutral to warm

Package Sizes:

All shades are available in depot cans (117g/NET.WT.3.8 OZ.U.S) and tubes (60g/NET.WT.2.1 OZ.U.S)

GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

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High performance through advanced technology

Colorance Lowlights combines the tried and tested Acid technology with the IPP-System (Integrated Pre-Pigmentation) for natural, long-lasting results with supreme shine.



Integrated Pre-Pigmentation System:

The formula contains a special combination of warm color pigments, which are specially adjusted to the needs of over-lightened hair and penetrate the hair upon application. This makes the need for additional pre-pigmentation a thing of the past.

BEFORE:



Step 1



Step 2

The Depot System Advantage



Goldwells unique Depot System and its accessories ensure that stylists can offer a professional, reliable, and accurate color application.

- Accurate and clean dispensing - more efficient
- Prevents oxidation - no product is wasted
- Inventory control – large canister size
- Economical - lower cost per application and wall-scraping mechanism inside Canister

Level 7-8

Medium Blonde



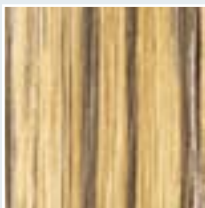
7-8 neutral

Medium Blonde



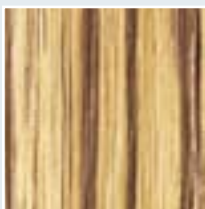
7-8 warm

Dark Blonde



6-7 neutral

Dark Blonde



6-7 warm

Level 6-7

The perfect solution for your blonde clients

Four shades to suit every hair type

Ranging from neutral to warm – Colorance Lowlights include four shades to return darker, more natural effects to over-lightened hair.

Natural-looking and Versatile: Colorance Lowlights Services

Usage areas:

- **Client with over-highlighted hair**

After repeated highlighting, the hair often becomes over-lightened and looks unnatural. Combined with a regrowth re-touch application, use a Colorance Lowlights service to make the hair look natural again in no time.

- **Classic Highlight client**

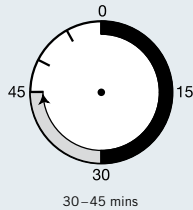
Highlighted hair will look more natural if, while highlighting, lowlights are placed strategically between the highlights. This will prevent hair from looking over-lightened and unnatural.

- **Highlift client**

If your highlift client wants to gradually return to her natural color, you can use Colorance Lowlights to blend the darker regrowth with the lighter mid-lengths and ends.

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Application

Mixing Ratio:

The mixing ratio of Lotion to Color is 2:1, i.e. 40 ml Colorance Lowlights Developer Lotion + 20 ml Colorance Lowlights shade.

Mixing:

- Blend Colorance Lowlights Developer Lotion with the Colorance shade in a bowl, using a brush
- With IPP, there is no need for additional pre-pigmenting

Application:

- Apply the mixture to dry hair, using weaving and/or slicing to create fine strands
- Apply partially only (not suitable for full head coloring)

Processing Times:

- 30 – 45 minutes without heat
- Once processing is completed, rinse thoroughly, shampoo and treat with a suitable GOLDWELL conditioner if required

Tips:

- Apply System Pre-Color Spray when working with extremely stressed hair structures
- If the hair shows significant damage or is white/blonde, use the lightest color and/or reduce the overall processing time
- Colorance Lowlights Color must be mixed with Colorance Lowlights Developer Lotion to achieve the unique consistency of Colorance Lowlights
- Decide on the Lowlights effect you wish to achieve:
 - 30 % = 1 dark foil and 2 light foils
 - 50 % = 1 dark and 1 light foil
 - 70 % = 2 dark and 1 light foil

Goldwell Inspiring Education

When you want to add new services to your salon menu or new techniques to your creative repertoire, Goldwell's Education Continuum brings that and more to you with our education events. Meet the true experts in color-treated-hair—visit one of our North American Academies in: Baltimore, MD / Toronto, ON / Vancouver, BC / Santa Monica, CA or attend a locally sponsored Goldwell event in your area.

ACADEMY REGISTRATION

To Register in the United States: Visit www.goldwell-northamerica.com or call 800.627.3377. To Register in Canada: call 877.670.6767 or 905.670.2844 or speak with a KPSS Sales Consultant. Attend a locally sponsored Goldwell event in your area by speaking with a KPSS Sales Consultant or by calling 800.288.9118. Find your inspiration through Goldwell education.

Core Programs

- Color Primary
- Color Secondary
- ColorFix
- Experience Elumen
- Ultimate Haircare

Creative Color Programs

- Color Enrichment
- Dimensional Color "Scheme" Placement
- "Chromatic" Palette Collections
Reds, Brunettes & Blondes
- Trend Zoom 09
- Signature Sessions

Specialty Color Programs

- Color Succession Phase 1 Laws of Color
- Color Succession Phase 2 Advanced Formulations
- Color Succession Phase 3 Everyday Hair Color Challenges
- Color Connection
- Decoding Decolorization

Goldwell Business Building Programs

- Be More Achieve More Customized In-Salon Program:
 - Consultation
 - Communication
 - Goal Setting
 - Maximize Results
 - Choose to Win
 - Client Types
 - Home Hair Care
 - Live the Color Cycle
 - New Generation
 - Passion Wins
 - Make It Happen
 - Salon Branding

Technical Assistance: Call the GOLDWELL toll-free hotline: 1-800-333-CHIC(2442) in the USA and Canada, 1-888-246-3670 in Quebec, In Mexico, call (01152) 818-356-3020. www.goldwell-northamerica.com