



# GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

## MEN ReSHADE



### MEN ReSHADE: THE MOST MASCULINE WAY TO REDUCE GREY.

Innovative **Men ReShade Hybrid Foam Technology** combines the easy application of a foam with the natural results of an oxidative color technology.

#### Features & Benefits:



**5** MINUTES >>

**HFT**  
HYBRID FOAM TECHNOLOGY

#### The latest in men's hair color: A color service as easy as shampooing!

- Color components are mixed in the innovative **Men ReShade foam applicator bottle**.
- Easy to apply **at the shampoo bowl** due to its **foam consistency**.
- **Quick and discreet**.

#### Natural looking results!

- The Hybrid Foam Technology provides natural, **transparent grey blending**—a cool masculine tone, with no solid effect.
- No visible regrowth, no reddish or warm tones after shampooing. Shampoos out true-to-tone.
- **Delivers a refreshed, youthful look men desire.**

#### Assortment:

- 4 Grey Blending Power Shots: 5CA, 6CA, 7CA, 8CA (Color directions CA = Cool Ash), 4 x 20 mL each
- Developer Concentrate, 250 mL
- Innovative Men ReShade foam applicator bottle

*For best results, use on hair with 10-50% grey.*

# MEN ReSHADE



## The application: easy and quick.

1. Identify client's natural color level.
2. Choose the shade according to the client's natural hair color: Natural color level 7 = 7CA.
3. Pour 20 mL Men ReShade Developer Concentrate + 20 mL Men ReShade Grey Blending Power Shot into the foam applicator bottle.
4. Gently **swing the bottle back and forth** (do not shake!) to mix the color components.
5. At the shampoo bowl, **gently squeeze the sides of the bottle** and apply the foam to dry hair.
6. Process for **5 minutes**. Rinse, shampoo hair and treat with dualsenses FOR MEN haircare products.

**TIP: For natural hair color that's difficult to determine, we recommend choosing a lighter shade. If initial shade is found to be too light, a darker shade can be applied immediately.**



## GOLDWELL Inspiring Education

### Goldwell Business Building Program Introduces - Making the Most of Men

This program provides opportunities specifically for your greying male clientele. Learn how to approach male clients right from the start with a proper consultation followed by the quick application of Men ReShade.

To attend "Making the Most of Men" and/or a locally sponsored Goldwell Educational event in your area, contact your KPSS Sales Consultant or call 800.288.9118. Find your inspiration through Goldwell education.

### The Academy Introduces - Goldwell For Men - Featuring Men ReShade

North American Guest Artists Deborah Gavin and Shannon Lamm present one of the fastest growing market segments in our industry, Men's grooming. Learn how to make the most of this fast growing opportunity and how to customize to the male market with Men's hair color, cuts and trends. Experience live demo's, theory and learn hands-on with Deborah and Shannon.

To register at an Academy in the United States: visit [www.goldwell-northamerica.com](http://www.goldwell-northamerica.com) or call 800.627.3377.

To register at an Academy in Canada: call 877.670.6767 or 905.670.2844 or speak with a KPSS Sales Consultant.

For more product information, call (800)333-CHIC(2442) in the USA and Canada, 1-888-246-3670 in Quebec, and (01152) 818-356-3020 in Mexico.