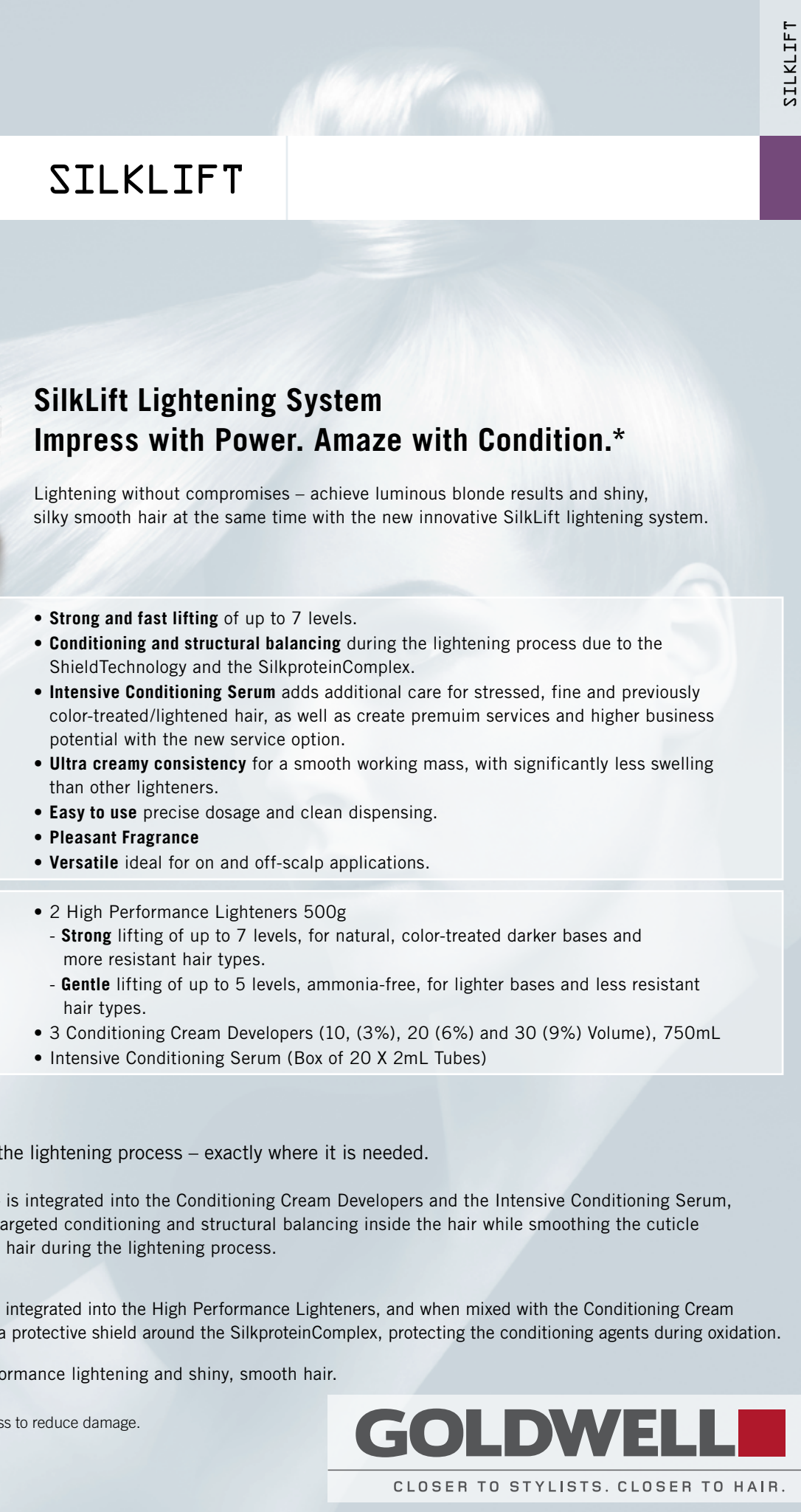




# SILKLIFT



## SilkLift Lightening System Impress with Power. Amaze with Condition.\*

Lightening without compromises – achieve luminous blonde results and shiny, silky smooth hair at the same time with the new innovative SilkLift lightening system.



### Features & Benefits

- **Strong and fast lifting** of up to 7 levels.
- **Conditioning and structural balancing** during the lightening process due to the ShieldTechnology and the SilkproteinComplex.
- **Intensive Conditioning Serum** adds additional care for stressed, fine and previously color-treated/lightened hair, as well as create premium services and higher business potential with the new service option.
- **Ultra creamy consistency** for a smooth working mass, with significantly less swelling than other lighteners.
- **Easy to use** precise dosage and clean dispensing.
- **Pleasant Fragrance**
- **Versatile** ideal for on and off-scalp applications.

### Assortment

- 2 High Performance Lighteners 500g
  - **Strong** lifting of up to 7 levels, for natural, color-treated darker bases and more resistant hair types.
  - **Gentle** lifting of up to 5 levels, ammonia-free, for lighter bases and less resistant hair types.
- 3 Conditioning Cream Developers (10, (3%), 20 (6%) and 30 (9%) Volume), 750mL
- Intensive Conditioning Serum (Box of 20 X 2mL Tubes)

### SilkLift System Technology

For **targeted** conditioning during the lightening process – exactly where it is needed.



**SilkproteinComplex** – is integrated into the Conditioning Cream Developers and the Intensive Conditioning Serum, to provide hair with targeted conditioning and structural balancing inside the hair while smoothing the cuticle structure outside the hair during the lightening process.



**ShieldTechnology** – is integrated into the High Performance Lighteners, and when mixed with the Conditioning Cream Developer, it creates a protective shield around the SilkproteinComplex, protecting the conditioning agents during oxidation.

The result: high performance lightening and shiny, smooth hair.

\*Conditions hair during the lightening process to reduce damage.

# GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

# SILKLIFT

## SilkLift Instructions — For Professional Use Only

Mixing & Processing	SilkLift High Performance Lightener	SilkLift Conditioning Cream Developers	SilkLift Intensive Conditioning Serum
On scalp application	1 Level Scoop (25g)	35mL 10 (3%), 20 (6%) Volume	1 Tube 2mL, for stressed, fine,
Off scalp application	1 Level Scoop (25g)	35mL 10 (3%), 20 (6%), 30 (9%) Volume	color-treated/lightened hair

1. Use only with Goldwell SilkLift Conditioning Developer and/or SilkLift Intensive Conditioning Serum.
2. Blend lightener and developer to a creamy consistency.
3. Add and mix the SilkLift Intensive Conditioning Serum to the SilkLift working mass in front of your client for a more professional approach to the color service.
4. Apply mixture evenly to dry hair.
5. Process at room temperature for 10-45 minutes until desired lightness is achieved.
6. Check frequently (every 5-10 minutes) during processing to reach desired lightness.
7. **DO NOT USE ANY HEAT SOURCE.**
8. Once processing is complete, rinse thoroughly.
9. Shampoo and condition using Goldwell colorglow[IQ] Post-Color Shampoo and Color Neutralize Conditioner.
10. If necessary, proceed with a Colorance toning process, then rinse and apply the colorglow[IQ] Highlights or Full Blonde Color Finish Serum, style as desired.
11. Recommend for home care the colorglow[IQ] Full Blonde Bright Shine or Highlights Brilliant Contrasts for nourishing/targeted care and luminous brilliance. Designed specifically for lightened hair.

### Colorance Blonde Toning

Colorance Acid Color is ideal following foil highlights because it does not disturb the undertone of the natural hair.

- Start with Goldwell colorglow[IQ] Structure Equalizer Spray (balances structural differences with Equalizer Polymer to ensure an even color result).
- For cool blondes, apply Colorance 10BS, 9NA, 10B, 10A or 10V. • For natural blondes, apply Colorance 10N or 9N. • For warm blondes, apply Colorance 10BG, 10GN, 10G, 9GB, 9BN, or 10BN.
  1. Mix 2:1 (40mL Colorance Lotion to 20mL Colorance shade).
  2. Apply to towel-dried hair.
  3. Process 5-25 minutes without heat. Rinse well. Style as desired.

### 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. Find your inspiration through Goldwell education.

#### Core Programs

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

#### Creative Programs

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

#### Specialty 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 Programs

- Be More Achieve More:
  - Consultation
  - Client Types
  - Communication
  - Home Hair Care
  - Goal Setting
  - Live the Color Cycle
  - Maximize Results
  - New Generation
  - Choose to Win
- Salon Branding

#### ACADEMY REGISTRATION

To Register in the United States: Visit [www.goldwell-northamerica.com](http://www.goldwell-northamerica.com) or call 800.627.3377. To Register in Canada: call 887.670.6767 or 905.670.2844 or speak with a KPSS Sales Consultant.

### Read Instructions and Caution Statements Prior to Application

#### CAUTION:

- **DO NOT USE ON MINORS**
- **Product can cause skin/scalp irritation or allergic reaction**
- **Before all applications, perform a strand test**
- **USE ONLY with GOLDWELL SilkLift Conditioning Cream Developer**
- **DO NOT USE FORMULA MIXED WITH 30 (9%) DEVELOPER FOR ON-SCALP APPLICATIONS**
- **DO NOT use** metal containers or utensils during mixing
- **DO NOT USE WITH HAIR DRYER OR ANY TYPE OF HEAT SOURCE**
- **DO NOT use** on anyone with a history of allergies, skin disorders, sensitive scalp or skin abnormalities
- **CAREFULLY check hair every 5-10 minutes during process**
- **DO NOT** exceed 45 minutes for a process
- **DO NOT use** if hair is colored with Henna or metal dyes
- **DO NOT use** on eyelashes, eyebrows, facial hair or any other body hair
- **AVOID contact with eyes. IF product comes into contact with EYES, RINSE with lukewarm water IMMEDIATELY. SEEK MEDICAL ADVICE, IF NECESSARY**

**NOTE:** If product reacts during preparation (e.g. if foaming, steaming or bubbling occurs), **DO NOT** proceed further. If adverse reaction occurs during treatment (e.g. itching, burning, rash or any unexpected reaction), **STOP** and immediately rinse thoroughly with lukewarm water. If necessary, seek medical treatment.

#### Other Important Instructions

- **DO NOT** use on damaged hair
- **DO NOT** shampoo hair within 24 hours prior to application
- **DO NOT** perm hair or use permanent oxidative hair color within 48 hours before or after bleaching
- **DO NOT** apply more than once in a 48 hour period
- **Wear** suitable gloves during application to protect hands
- Always store product in a cool, dry place, keep tightly covered and reseal container after use to protect from moisture. Only dispose of container when completely empty. Discard any unused working mass
- **KEEP OUT OF REACH OF CHILDREN**

#### PATCH TEST INSTRUCTIONS (required 48 hours prior to each Hair Color Application instructions:

- Gently wash the inside of the forearm or behind the ear with mild soap and water.
- Using a cotton-tipped swab, apply the exact Colorance color formula to be used on the hair, to a 1" x1" (2.5cm x 2.5cm) section of clean skin in either area.
- Let process for 45 minutes. After processing, rinse the test area thoroughly with lukewarm water.
- Examine the test area for signs of reaction. After 48 hours, examine the test area again.

- If no sign of reaction has occurred during the patch test or within the following 48 hours, then the color formula may be applied to the client's hair.
- Do not treat the hair if a reaction occurs in or around the test area.
- If a reaction occurs, the client may be assumed to be hypersensitive to hair color
- This is a precautionary test and does not mean conclusively that sensitivity or allergic reactions will not occur during treatment.
- Hair color should not be used if the scalp or adjacent areas show signs of irritation, abrasion or skin abnormalities.

#### More information:

For technical assistance, call (800) 333-CHIC throughout the USA and Canada or (888) 246-3670 in Quebec. In Mexico, call (01152) 818-356-3020. [www.goldwell-northamerica.com](http://www.goldwell-northamerica.com)