

NEWTriFlective Naturals

**GOLDWELL**

CLOSER TO STYLISTS. CLOSER TO HAIR.

# "GREY COVERAGE IS MORE THAN JUST COVERING GREY."

"I love the reflection I get with the new TriFlective Naturals, and so do my clients. Let's face it our grey coverage clients are the most loyal and visit the salon most often so having options for them builds my color business!"

**DEBORAH GAVIN** — North American Guest Artist

"Goldwell has always given me brilliant coverage and durability on my grey canvases, though with the new genius technology of the Reflect<sup>3</sup> System, this takes out the guessing game of "rounding out" formulas to create beautiful tones that look fresh."

**JOHN SIMPSON** — North American Guest Artist

"Finally! 100% grey coverage with beautiful tones built right in! No guesswork or special mixing. And the shine! The most unique color products for grey hair this millennium. I love every shade both in Topchic & Colorance."

**ROBERT BROWN** — North American Guest Artist

"I found TriFlective Shades the best product to offer dimensional natural grey coverage color results. My clients can not believe that it's only a touch up, but looks like highlights."

**YOLANDA CARRASCO** — North American Guest Artist

"As a color specialist the new Triflective Naturals had been the best and most needed addition to the Goldwell color line. I found the transition very easy and use them on all of my grey clients for various situations. I especially enjoy the Colorance shades to get those few grey hairs that bother women with highlights. Coverage without committing and being a slave to your hair color."

**TAMMI SAVIC** — North American Guest Artist