COLORGLOW[IQ]

GOLDWELL colorglow[IQ]
The first haircare that understands color.

Never before has a color care system been more in tune with the specific needs of the professional colorist. colorglow[IQ] offers service specific tailor-made color care for all your color creations.

Features and benefits:

- Optimum pre- and post-color treatments for perfect color results, in salon.
- **Tailor-made care and brilliant contrasts** for highlighted hair.
- **Gentle care and vibrant color depth** for toned and color-treated hair.
- **Rich care and radiant brightness** for lightened hair.
- New **Color Protect Complex®** for effective color locking, care and protection – **color lasts up to 3 times longer.***
- A system that consists of effective in-salon products perfectly complemented by a home care range with superb retail potential.

*Based on in-house standardized laboratory wash test with colorimetric evaluation, October 2008.

In-Salon Products:

Preparation SHAMPOO – 1.5L
Structure EQUALIZER Spray – 150 ml
Instant Structure REPAIR – 12 x 14 ml
Color Cleanse SHAMPOO – 1.5L
Color Neutralize CONDITIONER – 1.5L
Color Finish SERUM – 12 x 18 ml
(for highlighted, toned/color-treated and lightened hair)
REGENERATIVE HAIRMASQUE with pump - 450ml
(for Highlights, Color or Full Blonde)

Home Care Range:

Brilliant Contrasts™, Deep Reflects™, Bright Shine™
SHAMPOO – 250 ml
CONDITIONER (for warm and cool tones) – 200 ml
LEAVE-IN TREATMENT – 150 ml
REGENERATIVE HAIRMASQUE – 200 ml
GLOSS INFUSION – 4 x 10 ml

GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

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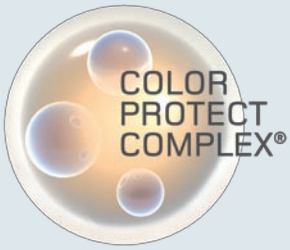


How it works

A variety of outside influences take a daily toll on the hair leading to premature color fading and loss of shine – this is where the Color Protect Complex® comes into play. **Color lasts up to 3 times longer.***

Three times the protection for longer lasting color:

1. Color Locking inside the hair:

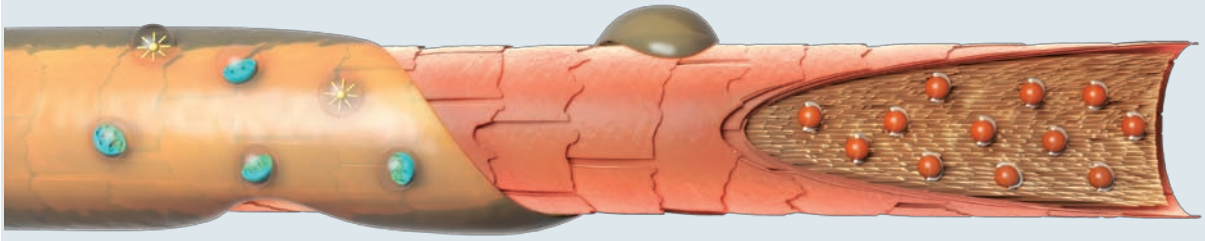
Conditioning nano-molecules penetrate deep inside the hair to anchor color pigments from within.

2. Outside Color Care:

Grapeseed oil concentrate and nourishing oils form a protective layer around each hair resulting in a smooth cuticle.

3. Outside Color Protection:

Coenzyme Q10 and a UV-Filter prevent damage caused by free radicals and sun exposure which attack the lipid structure of the hair making it look dull, without shine.



*Based on in-house standardized laboratory wash test with colorimetric evaluation, October 2008.

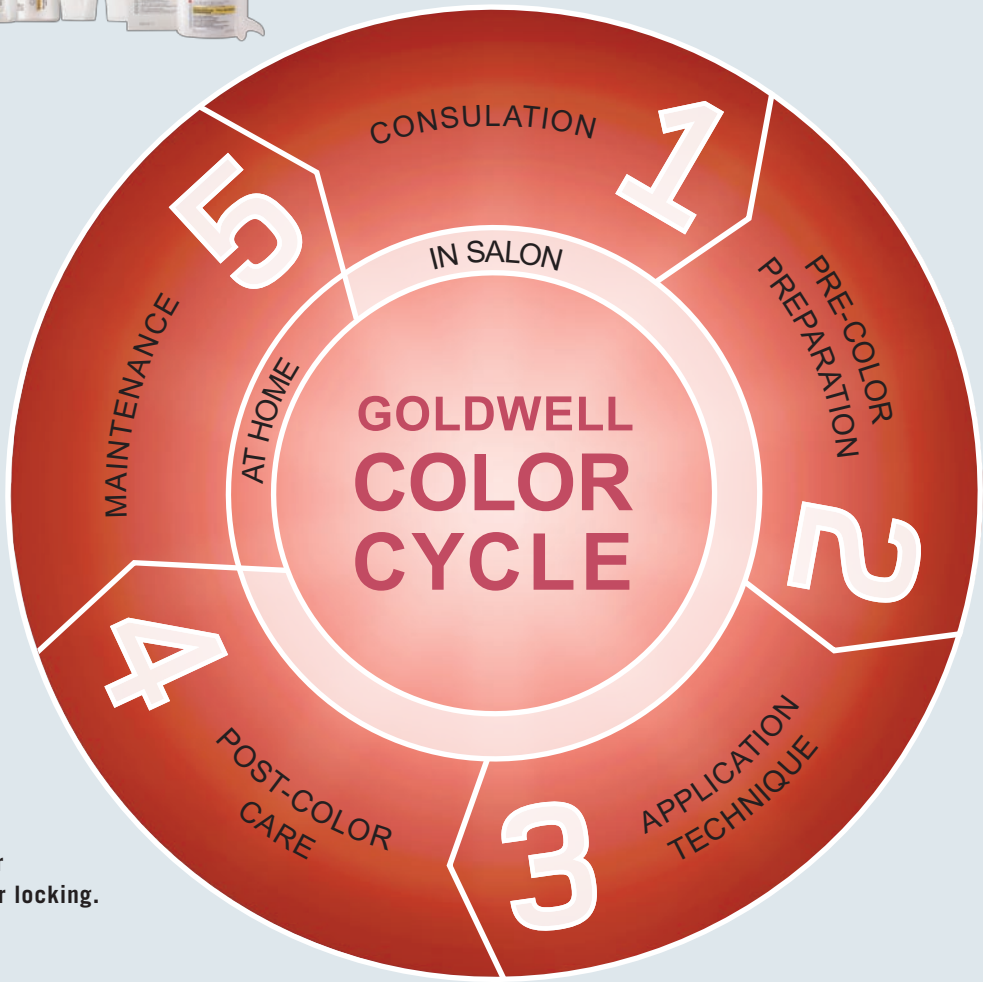
colorglow[IQ] and the Color Cycle: The path to color perfection.

The Color Cycle describes the color service process as a whole for a **client friendly service experience with perfect, long-lasting color results.**

colorglow[IQ] offers tailor-made color care **to keep your color creations more beautiful for longer.**

5

Service specific care products for use at home.



4

Optimum post-color treatment and color locking.

For the perfect professional color result:

1. **Consultation:**
   Hair diagnosis, decide on the service/technique, color product and choice of target color.

2. **Pre-Color Preparation:**
   Depending on a) the hair structure and b) the color service, utilize Preparation shampoo, and Structure EQUALIZER or Instant Structure REPAIR where appropriate for structure balancing.

3. **Application Technique:**
   Mix and apply the color to achieve the target result as discussed with the client during the consultation.

4. **Post-Color Care:**
   Rinse with Color Cleanse SHAMPOO and Color Neutralize CONDITIONER for the effective removal of all chemical residue. Finish with the service specific Color Finish SERUM – **color lock-in for ultra long-lasting protection.**
   Proven prolonged color retention up to 22 washes.*

The Color Finish Serum Service is the ideal time to introduce the home care range.

5. **Maintenance:**
   Tailor-made color care to perfectly complement the individual client's color service and shade. colorglow[IQ] color care products for use at home to keep color looking more beautiful for longer.

Optimum pre-color treatment.

DEDICATED TO COLOR PERFECTION.

*Based on in-house standardized laboratory wash test with colorimetric evaluation, October 2008.

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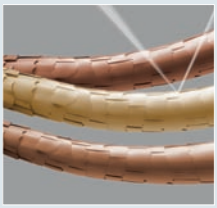
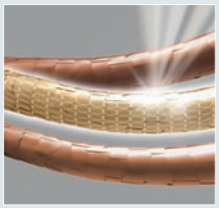
Service specific care.

Different color services cause different stresses to the hair. colorglow[IQ] offers service specific care that is tailor-made to complement the individual needs and requirements of various color services.



Before

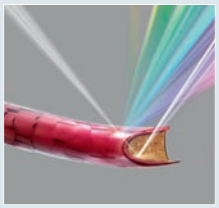


After

ScanGlossSystem™: for highlighted hair.

A tailor-made care formula with a special ContrastScanner which delivers care exactly where it is needed to retain luminous definition and brilliance.

Before



After

MultiGlossSystem™: for toned and color-treated hair.

A gentle care formula with a special 3D-Glossifier surrounds the hair for vibrant, multi-dimensional color depth.

Before

After

GlossRepairSystem™: for lightened hair.

A rich color care formula with a special ShineBooster which intensifies brightness and rich radiance.

COLORGLOW[IQ]

Everything you need for a successful color business.

PRE-COLOR

Preparation SHAMPOO
Removes residue and product build up.

Structure EQUALIZER
Smoothes the surface of slightly stressed hair.

Instant Structure REPAIR
Balances structural differences in damaged, over-sensitized hair.

POST-COLOR

Color Cleanse SHAMPOO
Gently cleanses to remove Alkaline and Peroxide residue.

Color Neutralize CONDITIONER
Neutralizes the chemical process.

Highlights	Color	Full Blonde

Color Finish SERUM after a Highlights Service
Color locking for highlighted hair + tailor-made care and brilliant contrasts + high-shine effect.

Color Finish SERUM after a Color Service
Color locking for toned and color-treated hair + gentle care and vibrant color depth + high-shine effect.

Color Finish SERUM after a Full Blonde Service
Color locking for lightened hair + rich care and radiant brightness + high-shine effect.

RETAIL PRODUCT ASSORTMENT

The Serum Service is your link to the home care program:

Brilliant Contrasts SHAMPOO
Gentle cleansing for luminous definition and brilliance.

Deep Reflects SHAMPOO
Gentle cleansing that retains vibrant color depth and minimizes color fade.

Bright Shine SHAMPOO
Gentle cleansing to retain rich radiance and brightness.

Brilliant Contrasts CONDITIONER
For warm and cool blonde highlights. Retains luminous definition and brilliance through specific addition of color pigments.

Deep Reflects CONDITIONER
For brown/red hair (warm and cool tones). Retains vibrant color depth through specific addition of color pigments.

Bright Shine CONDITIONER
For warm and cool blondes. Retains rich radiance and brightness through specific addition of color pigments.

Brilliant Contrasts LEAVE-IN TREATMENT
Tailor-made care and protection with UV filters.

Deep Reflects LEAVE-IN TREATMENT
Gentle care and protection with UV filters.

Bright Shine LEAVE-IN TREATMENT
Provides rich care and protects with UV filters.

Brilliant Contrasts REGENERATIVE HAIRMASQUE
Up to **100% regeneration & luminous definition** for highlighted hair. Available for backbar also.

Deep Reflects REGENERATIVE HAIRMASQUE
Up to **100% regeneration & vibrant color depth** for color-treated hair. Available for backbar also.

Bright Shine REGENERATIVE HAIRMASQUE
Up to **100% regeneration & rich radience** for lightened hair. Available for backbar also.

Brilliant Contrasts GLOSS INFUSION
Nourishing shine treatment for dramatic, brilliant contrasts reflecting from deep within the hair.

Deep Reflects GLOSS INFUSION
Nourishing shine treatment for dramatic, multi-dimensional shine reflecting from deep within the hair.

Bright Shine GLOSS INFUSION
Nourishing shine treatment for dramatic, bright shine reflecting from deep within the hair.

Talk to your GOLDWELL Sales Consultant about GOLDWELL colorIgow[IQ].

Call the GOLDWELL toll-free hotline: 1-800-333-CHIC(2442) in the USA and Canada,1-888-246-3670 in Quebec, 01(81)8356-3020 in Mexico.

www.goldwell-northamerica.com