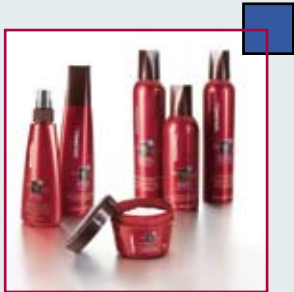


### The perfect retail product for every type of hair.

The InnerEffect Retail assortment complements the professional in-salon services.



**RePower & Color Live System:** Volume, bounce and elasticity with active color protection. **Shampoo** for volume and strength. **Treatment** for long-lasting strength. **Instant Conditioner** for instant support of the hair structure. **Root Lift Spray** for maximum root volume and lift. **Volume Mousse** for a flexible hold. **Hairspray** for a natural hold.



**ReSoft & Color Live System:** Moisture, softness and smoothness for dry, stressed and dull hair with active color protection. **Shampoo** for supreme suppleness. **Treatment** for long-lasting silkiness. **Instant Conditioner** for immediate calming care. **Anti-Frizz Serum** for smoothness in a flash. **Styling Cream** for all natural styles. **Shine Shaper** to gently shape styles. **Hold Shiner** for a soft hold.



**Regulate System:** Healthy balance of hair and scalp, calms the sensitive scalp and encourages hair growth. **Anti-Dandruff Shampoo\*** removes dandruff, **Lotion** regulates the natural scalp functions, **Calming Shampoo** to gently cleanse and calm the irritated scalp, **Lotion** to soothe the scalp. **Hair Active Spray** to promote hair growth.

\*Anti-Dandruff shampoo and conditioner are not available in Canada.

Ask your GOLDWELL Sales Consultant about GOLDWELL InnerEffect.

[www.goldwell-northamerica.com](http://www.goldwell-northamerica.com)

INNEREFFECT

ANTI-FRIZZ SERUM



## Your recipe for taming unruly hair.

Finally, you can effectively tame unruly locks and achieve long-lasting smoothness and control. The new InnerEffect ReSoft & Color Live Anti-Frizz Serum adds another dimension to the existing InnerEffect service options.

### Features & Benefits:

- Highly concentrated Serum to boost the ReSoft Service options “Smoothness & Rebalance” and “Smoothness & Restoration”
- Instantly tames unmanageable hair and provides long-lasting smoothness and manageability
- Ideal for clients receiving chemical treatments such as perms, color or straightening
- Provides brilliant shine and color protection

**SALON HOME**  
THE LINK TO HAIR PERFECTION

InnerEffect ReSoft Anti-Frizz Serum can be used at home every day to prolong the effect of the salon treatment. Ideal to complement the use of ReSoft Shampoo and ReSoft Treatment.

ReSoft and RePower styling products are equally suited to finish the style – depending on whether the clients want to achieve volume or smoothness.

**GOLDWELL**

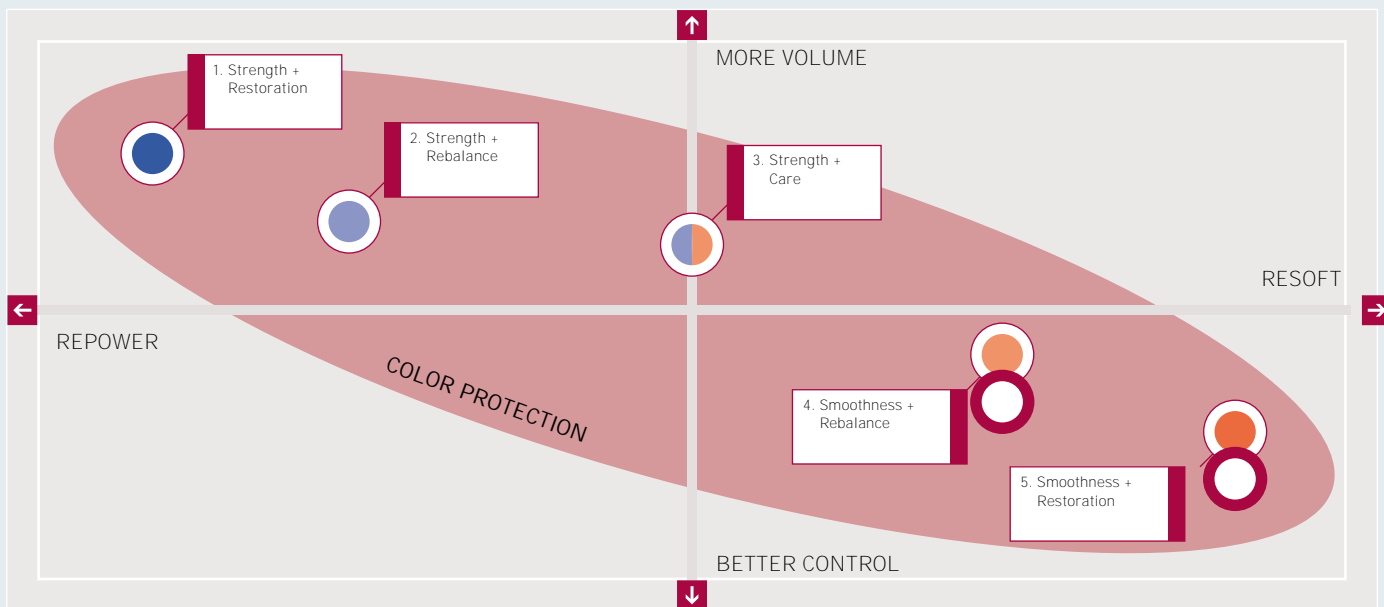
CLOSER TO STYLISTS. CLOSER TO HAIR.



### The ideal service for unruly or chemically treated hair.

New InnerEffect Anti-Frizz Serum contains high quality ingredients to instantly smooth the surface of the hair and provide long lasting suppleness. Anti-Frizz Serum leaves the hair full of natural movement, with soft curl and wave bundling, and InnerEffect color protection for a brilliant shine.

Used as a “Booster”, Anti-Frizz Serum enhances the InnerEffect ReSoft service options “Smoothness & Rebalance” and “Smoothness & Restoration” to leave even extremely coarse and damaged, dry and brittle hair supple and manageable.



### Professional Tip:

If you do not have time for a full treatment service, but you would like to show the client the benefits of Anti-Frizz Serum you can apply the serum straight onto towel dried or dry hair as an instant treatment. Depending on the length of hair, work a small amount through the hair and repeat if needed. Long-lasting results can only be achieved with the full salon services 4+ and 5+.

## Your InnerEffect services:

	RePower	RePower	RePower & ReSoft	ReSoft	ReSoft	Regulate
<b>Service</b>	① Strength and Restoration	② Strength and Rebalance	③ Strength and Repair	④ Smoothness and Rebalance ④④ Taming and Rebalance	⑤ Smoothness and Restoration ⑤④ Taming and Restoration	<p>If required, finish the treatment using one of the products from the Regulate segment:</p> <ul style="list-style-type: none"> <li>• For dandruff: Anti-Dandruff Shampoo and Anti-Dandruff Lotion*</li> <li>• For the sensitive scalp: Calming Shampoo and Calming Lotion</li> <li>• To promote hair growth: Hair Active Spray</li> </ul>
<b>Effect</b>	Long-lasting volume and structure for fine, limp hair	Long-lasting, natural volume for fine, sensitive hair	Long-lasting vitality and smoothness for fine, stressed hair	Long-lasting care for stressed, brittle hair ④④ Long-lasting care and taming of stressed, brittle and coarse hair with split ends	Long-lasting intensive care for severely damaged coarse hair ⑤④ Long-lasting intensive care and taming of extremely stressed, chemically treated, coarse and curly hair	
<b>Recommendation for short hair length</b>	Gelmulsion 15g RePower Concentrate 6g	Gelmulsion 15g RePower Concentrate 3g	Gelmulsion 15g RePower Concentrate 3g ReSoft Concentrate 3g	Cremulsion 15g ReSoft Concentrate 6g Anti-Frizz Serum as required, max. 0,5g	Cremulsion 15g ReSoft Concentrate 12g Anti-Frizz Serum as required, max. 0,5g	
<b>Recommendation for medium hair length</b>	Gelmulsion 21g RePower Concentrate 8g	Gelmulsion 21g RePower Concentrate 4g	Gelmulsion 21g RePower Concentrate 4g ReSoft Concentrate 4g	Cremulsion 21g ReSoft Concentrate 8g Anti-Frizz Serum as required, max. 1g	Cremulsion 21g ReSoft Concentrate 16g Anti-Frizz Serum as required, max. 1g	
<b>Recommendation for long hair length</b>	Gelmulsion 30g RePower Concentrate 12g	Gelmulsion 30g RePower Concentrate 6g	Gelmulsion 30g RePower Concentrate 6g ReSoft Concentrate 6g	Cremulsion 30g ReSoft Concentrate 12g Anti-Frizz Serum as required, max. 2g	Cremulsion 30g ReSoft Concentrate 24g Anti-Frizz Serum as required, max. 2g	

\*Anti-Dandruff products are not available in Canada.