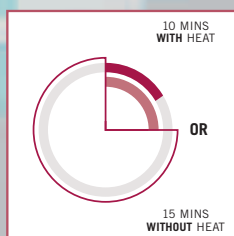


The InnerEffect Salon Service is as individual as your clients.

With InnerEffect you can offer your clients individual treatments for perfect hair after only one application of the easy to follow product range.



5 simple care steps for a perfect result:

1. Analysis of the hair and the client's needs
2. Individual mixing of the specific InnerEffect treatment
3. Application, processing, and rinse-off
4. If required, selection and application of the suitable Regulate product
5. Styling and Finish with suitable InnerEffect Finish products (the selection of finishing product is independent from the previously applied treatment and should be chosen in accordance with styling needs)



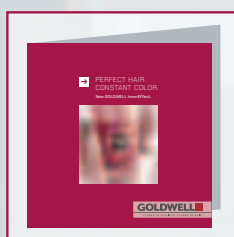
Exclusively available to InnerEffect Salons:

Everything you need to mix the personalised treatments.

RePower & Color Live: Gelmulsion and Concentrate. **ReSoft & Color Live:** Cremulsion and Concentrate.



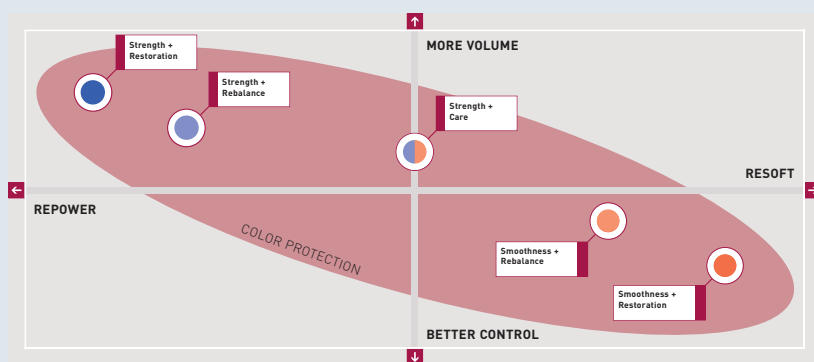
Mixing bowl, Multi-function Comb, Precision Scale, Service Car and Service Tray assist in your professional work and look impressive to the client.



Professional tool for your personal consultation to help in determining the client's requirements and assist in the selection of the ideal InnerEffect service.

INNEREFFECT

InnerEffect service options at a glance:



Each InnerEffect salon treatment is individually mixed to ensure that the hair to be treated receives exactly the care it requires. Yet, the only thing you need are four basic products and 15 minutes of your time.

	RePower	RePower	RePower & ReSoft	ReSoft	ReSoft	Regulation
Service	① Strength and Restoration	② Strength and Rebalance	③ Strength and Care	④ Smoothness and Rebalance	⑤ Smoothness and Restoration	If required you can apply a Regulate Leave-in Product following the treatment: <ul style="list-style-type: none"> • To eliminate dandruff: Anti-Dandruff Shampoo and Lotion • To soothe the scalp: Calming Lotion • To promote hair growth: HairActive Spray
Effect	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 condition for stressed, brittle hair.	Long lasting intensive care for severely damaged or resistant coarse hair.	
Formula for short hair	Gelmulsion 15g RePower Concentrate 6g	Gelmulsion 15g RePower Concentrate 3g	Gelmulsion 15g RePower Concentrate 3g ReSoft Concentrate 3g	Cremulsion 15g ReSoft Concentrate 6g	Cremulsion 15g ReSoft Concentrate 12g	
Formula for medium length hair	Gelmulsion 21g RePower Concentrate 8g	Gelmulsion 21g RePower Concentrate 4g	Gelmulsion 21g RePower Concentrate 4g ReSoft Concentrate 4g	Cremulsion 21g ReSoft Concentrate 8g	Cremulsion 21g ReSoft Concentrate 16g	
Formula for long hair	Gelmulsion 30g RePower Concentrate 12g	Gelmulsion 30g RePower Concentrate 6g	Gelmulsion 30g RePower Concentrate 6g ReSoft Concentrate 6g	Cremulsion 30g ReSoft Concentrate 12g	Cremulsion 30g ReSoft Concentrate 24g	

Ask your GOLDWELL Sales Consultants about InnerEffect.

INNEREFFECT

INSTANT CARE REGENERATION

Perfect Hair. Constant Color.**Instantly noticeable hair regeneration and long lasting visible color intensity.**

New GOLDWELL InnerEffect: a salon exclusive treatment range for deep regeneration of the hair with color protection, focusing on the professional service – meets all individual hair requirements for ultimate client satisfaction.

The InnerEffect deep acting salon treatments are individually blended at the salon to ensure that every hair structure gets exactly the care it needs. As such, InnerEffect delivers the deepest possible and most durable regenerating effect which is supported by a range of home care products.

Features & Benefits:

- individual deep regeneration and color protection in one – for long lasting suppleness or volume with optimum color brilliance
- results you can see and feel instantly after just one application
- meet every client's demand with personalized in-salon treatment blends from the easy to follow product range
- additional scalp balance care
- plus a compact home care range

Available in:

- **Salon Service:**
 - RePower & Color Live:** Gelmulsion 450 ml, Concentrate 150 ml, Shampoo 1,5 l
 - ReSoft & Color Live:** Cremulsion 450 ml, Concentrate 150 ml, Shampoo 1,5 l
 - Regulate:** Shampoo 1,5 l
- **Home Program:**
 - RePower & Color Live:** Shampoo 250 ml, Treatment 150 ml, Instant Conditioner 150 ml, Root Lift Spray 250 ml, Volume Mousse 300 ml, Hairspray 300 ml
 - ReSoft & Color Live:** Shampoo 250 ml, Treatment 150 ml, Instant Conditioner 150 ml, Styling Cream 100 ml, Shine Shaper 75 ml, Hold Shiner 150 ml
 - Regulate System:** Anti-Dandruff Shampoo 250 ml, Anti-Dandruff Lotion 150 ml, Calming Lotion 150 ml, HairActive Spray 125 ml

GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

INNEREFFECT

INSTANT CARE REGENERATION

Achieve the ambition and desire for perfect hair.

Specially tailored home care products ranging from cleansing to styling perfectly complement the individual in-salon treatment services.



RePower & Color Live System: Volume, bounce and vibrancy for fine, thin and limp hair – active color protection included.

Shampoo for strength and fullness, **Treatment** for durably stronger hair, **Instant Conditioner** to instantly support the hair structure, **Root Lift Spray** for maximum volume at the root, **Volume Mousse** for an elastic hold, and **Hairspray** for a natural finish.



ReSoft & Color Live System: Moisture, suppleness and smoothness for dry, stressed and brittle hair – active color protection included.

Shampoo for improved suppleness, **Treatment** for long lasting silkiness, **Instant Conditioner** for instant calming care, **Styling Cream** for natural styling, **Shine Shaper** for soft modeling, **Hold Shiner** Gloss Spray for a soft, subtle hold.



Regulate System: Healthy balance without dandruff, calms the sensitive scalp and promotes hair growth.

Anti-Dandruff Shampoo to remove dandruff, **Lotion** to regulate the natural scalp functions, **Calming Lotion** to soothe the scalp and **HairActive Spray** to promote hair growth.

Only deep acting regeneration can deliver immediate and long lasting results.

The InnerEffect regeneration technology provides highly effective transport systems which ensure maximum intake of hair-compatible care and protective substances deep into the hair.



1. Proteins for more volume and strength.

Special deep penetration enhancers maximise the intake of protein molecules deep within the hair.

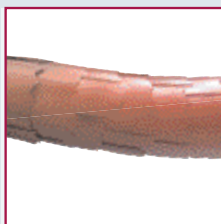
The result: Long lasting volume, bounce and vibrancy.



2. Moisturising lipids for improved suppleness.

Active nano-capsules facilitate the transport of lipids deep into the hair, where they can release their full effect.

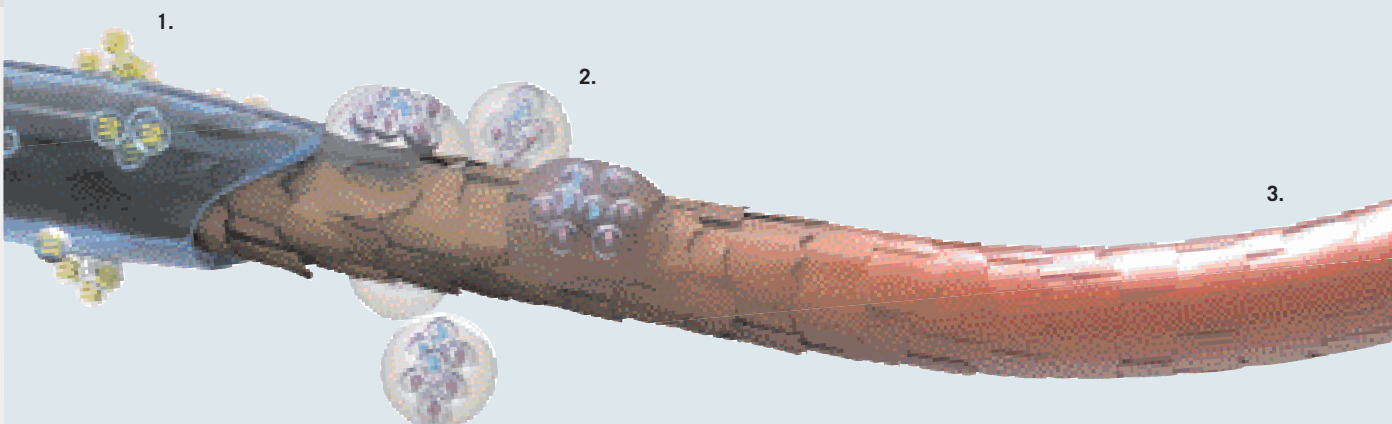
The result: Long lasting suppleness and shine.



3. Protection for color treated hair.

All products feature an active color protection system with special UV filters and anti-oxidising agents to maintain color brilliance and intensify color shine.

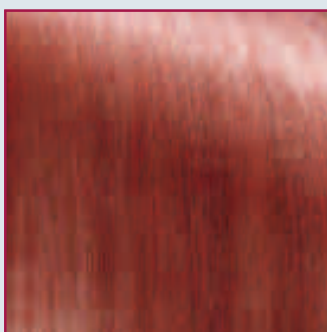
The result: Clearly longer lasting colors full of intensity and brilliance.



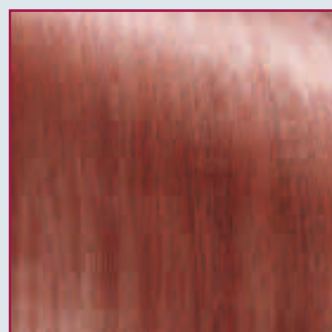
**InnerEffect Regulate:
Double action for a healthy scalp.**

Conventional products mostly provide just a single combination of active ingredients, whilst InnerEffect Regulate features highly effective combinations of active ingredients to deal with dandruff, scalp conditions or hair loss, with the Regulate Shampoo also providing active color protection.

Notably more beautiful color that lasts for many weeks.



» Result directly after treatment application



» Result after 18 shampoos **using InnerEffect Shampoo**

Notably longer lasting care result with InnerEffect.

