

INNEREFFECT

REGULATE CALMING SHAMPOO

## The very best for color clients with a sensitive scalp.

Around 15 % of clients who color their hair suffer mild scalp irritation and itching immediately after a color treatment: The new InnerEffect Calming Shampoo helps those clients to turn their color service into a thoroughly enjoyable experience. The ultra mild formula of the Calming Shampoo provides instant relief, as it moisturizes, soothes and balances the scalp.



### The ideal solution:

1. Complete the in-salon service with InnerEffect Regulate Calming Lotion.
2. Recommend the new InnerEffect Regulate Calming Shampoo and InnerEffect Regulate Calming Lotion for at-home use – the best for your client and for your business.

### Features and Benefits:

- ultra mild shampoo
- moisturizes instantly
- contains Panthenol, Lactitol and soothing oat extract
- pH-neutral for hair and scalp
- no artificial color or perfume
- color safe

**SALON**  **HOME**  
THE LINK TO HAIR PERFECTION

InnerEffect Regulate Calming Shampoo is ideal for the client to use at home – recommend this together with the Regulate Calming Lotion to control and eliminate irritation of the hair and scalp.

### Sizes:

- 1.5 L Bottle with Pump (back bar)
- 250 ml Bottle (retail size)

**GOLDWELL** 

CLOSER TO STYLISTS. CLOSER TO HAIR.



### The new salon program for the sensitive scalp.

Your client may have a natural tendency to scalp problems or may experience mild irritation after a color treatment or as a result of stress: whatever the cause, help is now at hand. A specially tailored combination of in-salon services coupled with a personalized home care regime offers inside out treatment to banish irritation, tightness and dry scalp conditions for good.

#### Salon:

Cleansing with the new InnerEffect Regulate Calming Shampoo followed by a treatment with Regulate Calming Lotion provides soothing relief to balance, moisturize and restore calm to the irritated hair and scalp.

#### Home:

Recommend to your clients to use InnerEffect Regulate Calming Shampoo and Calming Lotion at home to control and eliminate dry scalp conditions, itching and irritation.

#### Tip:

1. A gentle scalp massage provides additional relaxation for the stressed skin.
2. Clients who suffer from a dry scalp often experience side effects, such as dandruff or hair loss. InnerEffect Regulate Anti-Dandruff Shampoo and Lotion\* as well as InnerEffect Regulate Hair Active Spray are particularly effective in treating these conditions.

\*Anti-Dandruff Shampoo and Lotion are not available in Canada