



FlexShine
protect

StyleSign

Your style. Your sign. Turn it on!

**Innovative formula for brilliant styles –
new FlexShine Protect technology.**

Showcase cut and color like never before: With the new FlexShine Protect technology you will offer your clients outstanding styles that make an impression – every single time.



Features & Benefits:

- **Superior performance** for every styling need and the perfect platform for presenting your cut and color
- NEW: Exceptionally **radiant shine** for intense, striking color
- NEW: **Overall color safeguard and heat protection** up to 392°F (200°C)
- Four results-oriented segments for **easy retail recommendations**
- New ergonomic design for **professional use** and **easy identification of products**

Segmentation:

VOLUME:

Extra-body and long-lasting volume

GLOSS:

Maximum shine and color brilliance

STRAIGHT:

Straightening and control with thermal protection

TEXTURE:

Unlimited structure and styling

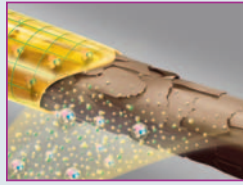
StyleSign



Conventional styling:

The hair is coated with a rough film of styling polymers.

The result: The style holds, but the hair has little shine and feels dull.



Styling with GOLDWELL StyleSign:

Styling polymers enriched with bamboo proteins form an elastic film enhanced by an exclusive elastomer.

The polymer film also contains UV-A and UV-B filters, Panthenol, and agents that trap free radicals.

The result: Smooth, glossy hair with a natural feel and flexible hold. Plus overall color protection that shields against moisture loss and environmental influences.

VOLUME	<p>JELLY BOOST NEW Bodifying Spray Gel</p> <ul style="list-style-type: none"> • Texturizes hair • Ideal for brushless blow-drying • Heat and color protection <p>150 ml, hold factor 3</p> 	<p>TOP WHIP Strengthening Volume Mousse</p> <ul style="list-style-type: none"> • Makes hair feel thicker • Gives strong hold and long-lasting volume • Heat and color protection <p>300 ml, hold factor 3</p> 	<p>DOUBLE BOOST Root Lift Spray</p> <ul style="list-style-type: none"> • Makes hair feel thicker and stronger • Easy-to-use spray foam • Heat and color protection <p>200 ml, hold factor 4</p> 	
	<p>BIG FINISH Volume Hairspray</p> <ul style="list-style-type: none"> • For strong hold and all-day volume • Protects against high humidity • Color protection <p>300 ml, hold factor 4</p> 	<p>LAGOOM JAM Instant Effect Gel</p> <ul style="list-style-type: none"> • For volume styling and unlimited looks • For blow-drying and styling • Heat and color protection <p>150 ml, hold factor 4</p> 		
GLOSS	<p>DIAMOND GLOSS Micro-fine Shine Spray</p> <ul style="list-style-type: none"> • For enriched, long-lasting radiance • Calms stressed or unruly hair • Anti-Frizz effect and color protection <p>150 ml, no hold</p> 	<p>MAGIC FINISH Brilliance Hairspray</p> <ul style="list-style-type: none"> • For strong, flexible hold • Easy to brush out & residue-free • Color protection <p>300 ml, hold factor 3</p> 		
STRAIGHT	<p>HOT FORM NEW Heat Styling Lotion</p> <ul style="list-style-type: none"> • For lasting shape and smoothness • Gives long-term frizz control • Heat protection up to 392°F (200°C) and color protection <p>150 ml, hold factor 3</p> 	<p>FLAT MARVEL Straightening Balm</p> <ul style="list-style-type: none"> • For long-lasting straight and smooth looks • Gives long-term frizz control • Heat protection up to 392°F (200°C) and color protection <p>100 ml, hold factor 1</p> 	<p>SLEEK PERFECTION NEW Thermal Spray Serum</p> <ul style="list-style-type: none"> • Waterless – for less damage with heat styling • For a silky-straight look that lasts • Humidity-resistant for up to 24 hours • Heat protection up to 392°F (200°C) and color protection <p>100 ml, no hold</p> 	
	<p>MELLOGOO NEW Moldable Modeling Paste</p> <ul style="list-style-type: none"> • For sculpting unstructured, natural looks • Easy to restyle • Color protection <p>100 ml, hold factor 3</p> 	<p>UNLIMITOR Easy-to-use Spray Wax</p> <ul style="list-style-type: none"> • Combines the control of a wax with the simplicity of a spray • For creative styling with definition • Extra-dry • Color protection <p>150 ml, hold factor 4</p> 	<p>SPRAYER Powerful Hair Lacquer</p> <ul style="list-style-type: none"> • Instantly provides ultra-strong hold • Shampoos out easily • Color protection <p>300 ml, hold factor 5</p> 	
TEXTURE				

Talk to your GOLDWELL Sales Consultant about GOLDWELL StyleSign. 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