

FOR IMMEDIATE RELEASE

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NEW ... MEN RESHADE BY GOLDWELL
THE MOST MASCULINE WAY TO REDUCE GREY!

(Baltimore, MD) *June 2010* – Introducing the latest breakthrough in men’s hair color – **MEN ReSHADE** by Goldwell. **MEN ReSHADE** professional hair color is designed to artfully blend away unwanted grey hair while delivering a more youthful, completely natural, refreshed look to male salon clients – in ***ONLY 5 MINUTES!***

The innovative **MEN ReSHADE Hybrid Foam Technology** combines the easy application of foam with the natural results of an oxidative color technology. **MEN ReSHADE** color service is as easy as shampooing at the shampoo bowl thanks to its foam consistency!

In minutes, **MEN ReSHADE** delivers transparent grey blending – a cool masculine tone, with absolutely no solid color effect that oftentimes looks unnatural. It’s fast, easy, and discreet for color-shy clients with no visible re-growth or reddish, warm tones after shampooing. It even shampoos out true-to-tone. The results? Completely natural, healthy, more youthful looking color.

MEN ReSHADE will not only exceed your male clientele’s hair color expectations, it is also the perfect service designed to capture the growing male market and boost salon color business to new levels.

The compact **MEN ReSHADE** assortment includes 4 Grey Blending Shots - 5CA, 6CA, 7CA and 8CA (Cool Ash tones), Developer Concentrate plus an applicator bottle for perfect results every time.

To complete your men’s service, try Goldwell’s unique **dualsenses FOR MEN** haircare range. It’s exactly what men hair needs! **Dualsenses FOR MEN** delivers visibly healthy, strong hair instantly with energy you can feel.

To help grow and support your men's salon business even further, Goldwell now offers two specific educational programs:

The new "*Making the Most of Men*" business-building program teaches stylists how to professionally approach graying male clients right from the start with a proper male-oriented consultation followed by a quick application of **MEN ReSHADE**.

The Goldwell North American Academies now offer the "*Goldwell For Men - Featuring **MEN ReSHADE***" program during which North American Guest Artists Deborah Gavin and Shannon Lamm explore one of the fastest growing market segments, men's grooming. This class teaches stylists how to make the most of this growing opportunity and how to customize with men's hair color, cuts and trends through live demo's, theory, plus hands-on learning.

For more information on **MEN ReSHADE** and all other Goldwell products, upcoming educational classes or to register for Academy programs, please visit www.goldwell-northamerica.com or ask your KPSS Sales Consultant for details.

Men ReSHADE...by Goldwell. Color Perfection.

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