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Goldwell Introduces New Blonde *The 5-minute Revolution for Your Highlighting Business!*

Blonde always has been and always will be the number one hair color. It also poses the biggest challenges to coloration product manufacturers and hairdressing professionals. How do you achieve genuinely natural looking blonde highlights and, more importantly, how can you make sure they continue to look beautiful? All women who have had a salon highlighting service are familiar with the problem of dark re-growth showing only a short time after the highlighting service. Now, Goldwell has come up with a revolutionary solution to this problem. **Goldwell New Blonde - the innovation of the year.**

Revolutionary Beautiful Blonde

Goldwell **New Blonde** means no more dark, unnatural looking re-growth or harsh highlight contrasts. **New Blonde's secret is that it only lifts the darker, natural hair up to 1 ½ levels.** **New Blonde** creates a perfectly harmonious transition, softening all the harsh contrasts in the hair - and **the entire service only takes five minutes**, which is amazingly fast. Re-growth disappears and harmony is restored to the harsh contrasts between the highlights and the hair to achieve an unbeatable natural-looking blonde.

These are the benefits of the brand new salon service for clients with blonde highlights. **New Blonde** has catapulted the classic highlighting service into a new dimension so that hair professionals can amaze their clients a revolutionary 100 percent.*

Revolutionary Simple Application

It's the fastest, most convenient and easiest service you can get at your salon. Goldwell **New Blonde restores beautifully harmonious blonde to problem areas in a breathtaking five minutes.** This service is as convenient as a hair treatment and the hairdresser only has to use one single product. This is **due to the innovative Neutral 5 Lifting System**, an interactive coloration formula that intuitively neutralizes warmer pigments. The result is neutral blonde with no yellow hues. One product for every base level from brown to pale blonde. The customized lotion, ensures fast and even distribution on the hair guaranteeing lift in only five minutes.

It's so easy to achieve and sustain a natural blonde result with Goldwell New Blonde - the 5-minute revolution that changes everything.

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