



TOPCHIC

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MAX REDS



### ADVANCED PERMANENT RED SERIES Intensive Red with Maximum Brilliance

Innovative Topchic Max Reds offer permanent red with a new brilliance and breathtaking intensity. Its superior **RAYMAX™** dyestuff combination achieves perfect, powerful reds – for vibrant results with optimum durability.

#### Features and Benefits:

- Brilliant and vibrant red – even on dark bases
- Notably improved color stability with excellent durability
- High performance **RAYMAX™** dyestuff combination for highly intensive, vibrant reds
- 6 powerful shades ranging from warm to cool – covering even the highly intensive red and red violet color characters

#### Package Sizes:

- All shades are available in depot cans (245 g) or tubes (60 g)



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### High Performance Red

Together with the superior Topchic technology, the **RAYMAX™** dyestuff combination delivers impressive, brilliant color results with long lasting durability.



#### Innovative **RAYMAX™** dyestuff combination:

- Highly intensive and vibrant
- Improved color brilliance and intensity
- **For exceptionally expressive and lasting reds**



Free Radicals Coenzyme

#### Patented Coenzyme-Technology\*:

- Protects the hair during the coloring process
- Neutralizes damaging free radicals and prevents oxidative damage
- Allows improved anchorage of color pigments
- **For exceptional color brilliance and intensity**

\* Patent granted by the European Patent Office (EPO)



#### Color Equalizer System:

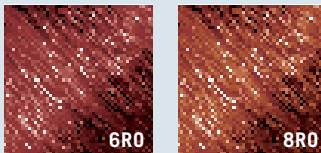
- Contains special polymers to balance differences in structure at the hair surface
- Provides the best possible preparation of the hair prior to coloring and ensures improved anchorage of color pigments inside the hair
- **For balanced, even color results with optimum condition and care**





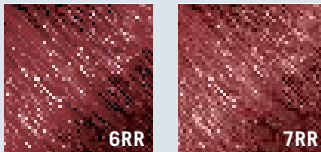
## The Shades

From warm to cool – Topchic Max Reds offer 6 high performance fashion shades working even and especially within the highly intensive red and red violet color characters. Over and above, the new vibrant RR-Mix opens up endless mixing opportunities for creative accents.



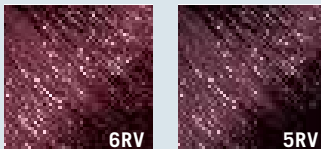
### Sunset (6R0) and Coral Glow (8R0):

For warm fiery reds with expressive color brilliance.



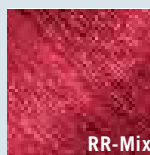
### Red Pepper (6RR) and Hot Chilli (7RR):

For a vibrant extra-intensive red with breathtaking intensity and shine.



### Violet Rose (6RV) and Cool Tulip (5RV):

For a cool, powerful red violet with exceptional elegance and depth.



### RR-Mix:

For the most creative opportunities and extraordinary effects.

### Tips:

- Topchic Max Reds can be intermixed with any Topchic shade from levels 2–10.
- *Please note:* the shades are very intensive and even small amounts can bring about significant color changes.
- Please note: the specific mixing instructions, with reference to the inclusion of natural shades, when working on grey and white hair.
- Very intensive reds are more difficult to remove.
- Always do a strand test for color choice.
- If Topchic Max Reds are used on grey/white hair, follow the regular Topchic rules of grey coverage with Topchic N/NN shades.



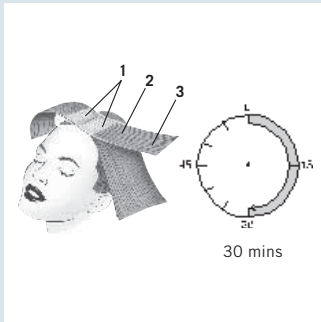


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### Application

- Topchic Max Reds are an integral part of the Topchic Color System
- Mix with the suitable Topchic Lotion (3, 6, 9, 12 %) depending on the degree of lift required



### Mixing Ratio:

The mixing ratio of Topchic Lotion to Topchic Max Reds is always 1:1 (i.e. 40 ml Topchic Lotion + 40 ml Max Red shade).

### Processing Times:

First time color:

2, 3 = 5 – 10 mins  
 1 = 20 – 25 mins  
 30 mins

Regrowth Treatment:

1 = 15 – 20 mins  
 2, 3 = 10 – 15 mins  
 30 mins

Use the relevant Colorance Max Red shade for gentle Color Balancing through the mid-lengths and ends.

### Tips:

- Apply the mixture to the dry hair without shampooing the hair first
- If the hair shows significant structural differences, the application of System Pre-Color Spray is recommended prior to coloring
- Suitable for full head applications and all other conventional color techniques

**Technical Assistance:** 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.

