

COLOR RENEW



COLOUR CORRECTION CAN BE ONE OF THE NUMBER ONE FEARS FOR A COLOURIST.

Wella Professionals introduces Color Renew. A zero damage colour relaxer to adjust, change and correct undesired permanent colour results.

COLOR RENEW BY WELLA PROFESSIONALS

- Easy and reliable application.
- Powered by vitamin C and citric acid to smoothly deoxidise permanent colour molecules while maintaining the natural melanin of the hair.
- Reduces oxidative colour depth and tone.
- Optimises and prepares the hair for a new colour.
- Can be used for more than one application on the same day if required.
- Perfume free, Peroxide free, Persulfate free.
- HairSpa and Climazon friendly.
- Offer clients more frequent colour changes without hair compromise.



WHAT IT IS:

It is a gentle alternative to persulfate products (pre-lighteners) to reduce undesired oxidative colour while respecting the natural hair melanin without lightening the natural hair colour.

WHAT IT DOES:

- Reduces undesired colour results.
- Gently cleanses excessive oxidative colour in depth and tone.
- Respects the natural hair structure.
- Does not lighten the natural colour.
- Optimises and prepares the hair for a new colour.
- Easy & reliable application.
- Peroxide free, Persulfate free, Perfume free.

HOW DO I USE IT?

An easy to use two component system to be mixed together for maximum results.

A Crystal Powder **B** Activator Liquid

1. Mixing ratio 1:10 – one 9g sachet of Color Renew Crystal Powder with 90ml of Activator Liquid in a bowl/applicator bottle.
2. Apply from roots to mid-lengths and ends.
3. Develop from 5–45 mins depending on the desired colour reduction.
- 4a. Rinse with water only and proceed with target colour.
- 4b. If cleaning out highlights, rinse, shampoo, condition.

1:10

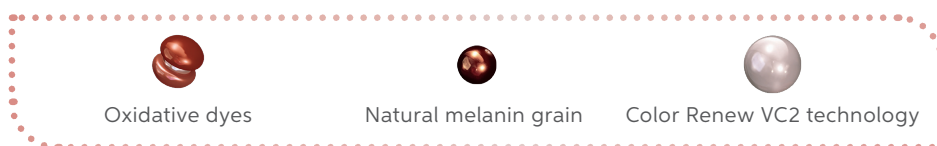
5-45 MINS

PRODUCT INNOVATION

- Color Renew from Wella Professionals is formulated with the special VC2 technology powered by vitamin C and citric acid.
- The VC2 Color Renew technology is created by the fusion of the Crystal Powder with the Activator Liquid, which reduces the oxidative colourants while respecting the natural hair melanin without lighting the natural hair colour.

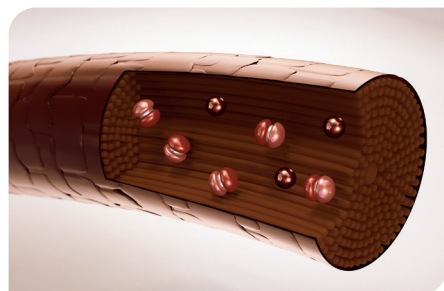


HOW IT WORKS



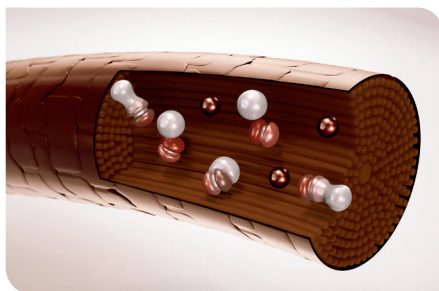
STEP 01

The VC2 technology enters into the layers of the hair.



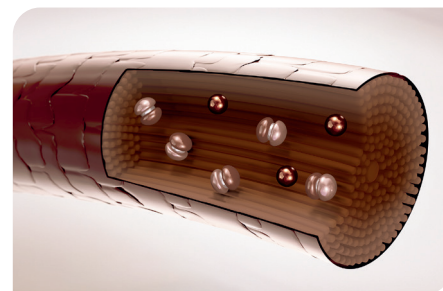
STEP 02

The VC2 technology reacts with the oxidative dyes and reduces them...



STEP 03

...while providing maximum respect to the natural melanin.



WHEN CAN YOU USE COLOR RENEW WITH WELLA PROFFESIONALS COLOUR

	TRUE GREY	SHINEFINITY	COLOR TOUCH	KOLESTON PERFECT	ILLUMINA COLOR
Color Renew before a colour service	X	X	X	✓	✓
Color Renew after a colour service	✓	✓	✓	✓	✓

SERVICES

COLOUR ADJUST

For a gentle cleansing of your blonde highlights/colour. Removes build-up of ions that can create blue and green off tones in particular with blondes and lighter shades.

Cleansing of blonde highlights/colour. Apply generously to **pre-shampooed**, towel-dried hair and comb through. Cover with a plastic cap. Develop for 5–15 mins depending on level of colour adjustment required.

COLOUR CHANGE

Prepare the hair in a gentle way ready for a colour tone change from a warm tone to a cool tone for example.

Colour tone change/remove colour build-up. Apply on **dry hair**. Comb through. Cover with a plastic cap. Add heat. Develop for 30 mins.

Rinse with water only. Dry thoroughly prior to colour application.

COLOUR CORRECT

Perfect for gentle correction of colour depth and tone without lightening the natural hair colour. Ideal for a transition from darker to lighter shades.

Colour depth and tone change

Apply on **dry hair**. Start with the darker areas first. Comb through. Cover with a plastic cap. Add heat. Develop for 45 mins.

Rinse with water only.

EXPERT TIP!

Use with water for removing impurities from the hair before any colour service and when a mild cleansing of blondes/highlights is required without re-toning. Rinse, shampoo, condition as normal.