

# HEADLINES

What's taking off in hair care



## You Got a Problem?

Miss Clairol introduces three new troubleshooting Color Collections designed to get right at the, ahem, root of your hair color problems. Clairol Professional team masters have been paying attention at workshops and trade shows, and here's what they've discovered: The three biggest problems colorists face are dull reds, boring blondes and stubborn grays. The **MISS CLAIROL REAL REDS COLLECTION** includes four shades of crimson that deliver intense color and incredible shine every time. That means a dramatic shade of red that doesn't look blah later. A stunning blonde requires depth, and that's where the **MISS CLAIROL EXTRA BLONDES COLLECTION** comes in. Each of the flaxen hues delivers five levels of lift and leaves behind gorgeous tone and shine. When it comes to gray, it's not always easy to cover every last strand. The **MISS CLAIROL GRAY BUSTERS COLLECTION** can help you turn those pesky grays into radiant color with flawless coverage and shine.



# color lab

Clairol solves your hair color problems, a new collection from Vidal Sassoon, color retention and Joico's VeroULTRA

## Color-Retention 101

Your clients who want to protect their hair color investment should be using shampoo and conditioner formulated specifically for color-treated hair. **ISO COLOR PRESERVE** maintains vibrant color between coloring services with Solar-Seal 3, a blend of vitamin C, a powerful antioxidant that protects against damaging free radicals which lead to fading; ultraviolet (UV) protectants that condition and guard against UV-caused color fade; and silicones that improve shine and comb-through, seal in moisture and soften hair. **KENRA PLATINUM SHAMPOO AND MOISTURIZER** comprise a two-part Color Lock system that protects color-treated hair from fading. The shampoo is sulfate-free, while the moisturizer contains mango butter to smooth and soften chemically treated hair.



The Shape of Things To Come

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