



FULL COVERAGE
NEON TONES



beverly hills

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FASHION

COLOUR
INTENSE PIGMENTS



beverly hills

**FULL COVERAGE
DIRECT TONES**



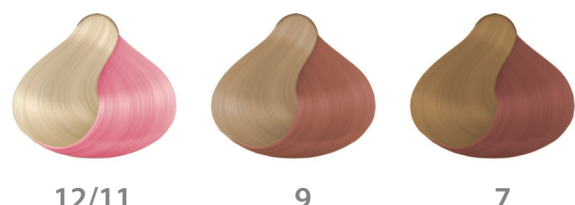
HOT PINK



LILAC DREAM



PINK CLOUD



SANGRIA



STEEL SKY



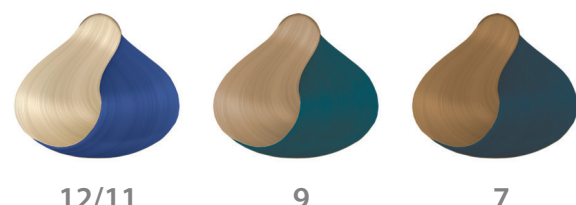
LEMON



TURQUOISE



COBALT



AMETHYST



FOR BEST RESULTS

Get maximum Fashion colour impact on pre-bleached platinum to medium blonde hair. Add a hint of colour to dark blonde and light brown hair.

FEATURES & BENEFITS

J Beverly Hills creamy Intense Direct Dye Fashion Colours offer beautiful vibrant colour that lasts up to 6 weeks, depending on the porosity of the hair. The creamy but highly compact consistency makes application smooth and precise. This formula has the ability to combine several shades on the same strand, delivering the exact desired effect.

- Create infinite light effects.
- Revive and brighten colour between service treatments.
- Intensify existing highlights.
- Correct unwanted tones.
- Make hair shiny and brilliant.
- No developer needed



DIRECTIONS OF USE:

- Pre-lighten hair first to obtain brighter and bolder colours.
- Wear suitable gloves.
- Apply to dry hair
- First wash and dry hair, then divide it into small sections for the application.
- Apply the colour or combination of colours to lengths and ends using a comb or brush, avoiding contact with the scalp.
- Process for up to 30 minutes,
- Rinse thoroughly with cool water. Do not shampoo hair.

FOR PROFESSIONAL and EXTERNAL USE ONLY.

Do not mix Direct Pigments with any other permanent or semi-permanent colour. Do not apply to the scalp. Do not mix with water or oxidizing emulsions.

