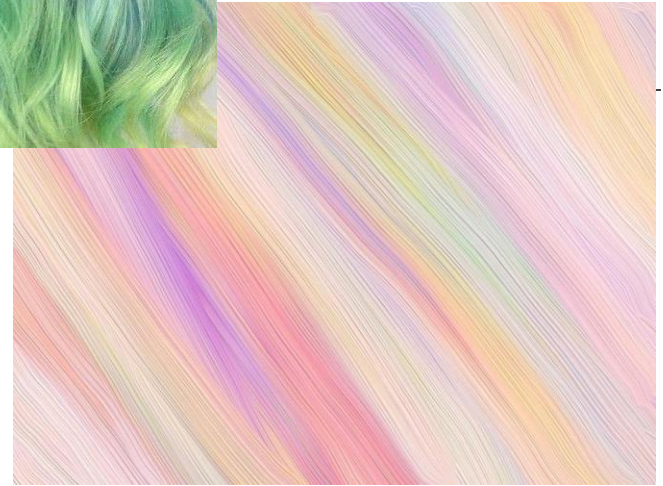


MOOD

PAINT COLOR

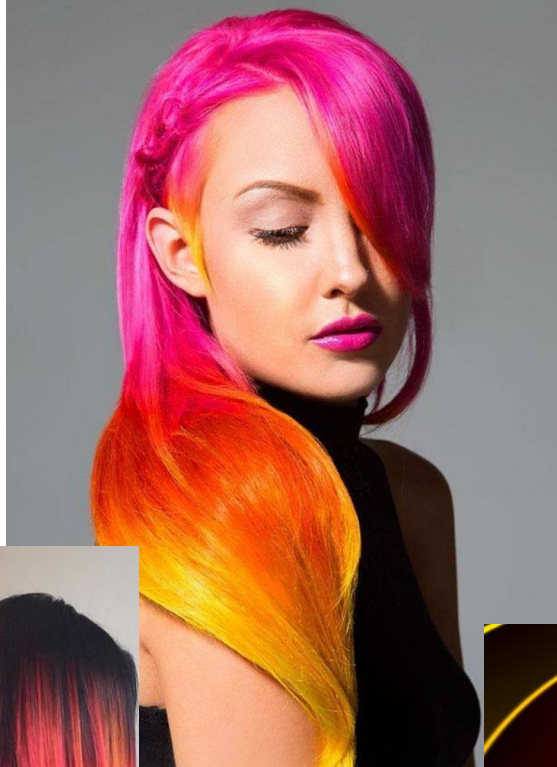
MOOD

Internal use only



**PASTEL INSPIRATION a
continuing trend**

MOOD



VIVID COLORS are also a growing trend

MOOD



MOOD



MOOD



9 beautiful shades to inspire the hairdresser's creativity

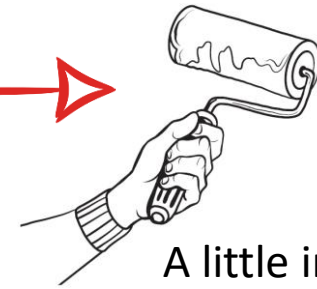


6 intense vivid shades
2 toning colors (beige and silver)
1 neutral

MOOD



Large coloured area for easy identification



A little irony in true MOOD style



Universal numbering system

Amusing graphic design in keeping with the range

MOOD



- ✓ Practical tube packaging
- ✓ Tube and lid reminiscent of artist's painting color
- ✓ Cream texture for easy application and mixing



Create, blend and layer with Paint Colors

MOOD

**MOOD PAINT COLORS
SEMI PERMANENT DIRECT COLORS**

Why PAINT COLORS ?

- ✓ Color results are intense

Why Semi permanent direct colors?

- ✓ Last longer than a temporary color



SEMI PERMANENT DIRECT COLORS

MOOD

SILVER

BEIGE

YELLOW

ORANGE

RED

FUCHSIA

VIOLET

BLUE



All Colors are intermixable to create unlimited color results from intense to subtle



Get playful! Create your own Paint Color or follow one of the suggestions

MOOD

SILVER

BEIGE

YELLOW

ORANGE

RED

FUCHSIA

VIOLET

BLUE



Colors can be mixed with up to 80% **NEUTRAL** to soften the result or create a pastel.



Prefer a subtle or pastel result?
No problem, tone it down with **Neutral!**

MOOD

SILVER

BEIGE

YELLOW

ORANGE

RED

FUCHSIA

VIOLET

BLUE



- Create a color conditioning treatment: add Paint Color to Color Protect Conditioner in the same proportions as indicated with Neutral.



Need a color enhancing treatment ?
Refresh a color that has faded

MOOD



18 swatches:
9 ready for use colors
+ 9 suggested mixes

See back of color chart for
instructions and tips

MODEL depicts one of the
suggested mixes

COLOR CHART

Color chart shows:

colors on swatch
suggested mixes on swatch
usage with pictograms

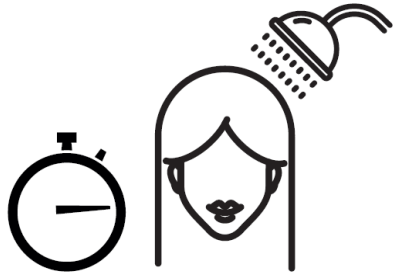
MOOD

INSTRUCTIONS made easier via pictograms



COLOR CHART : easy instructions

MOOD



- Apply on washed, towel-dried hair. Leave for maximum 15 minutes. Rinse thoroughly without shampoo, apply a conditioner, rinse and style.
- When a whole head has been colored, a shampoo can be necessary.
- Do not use to cover white hair.

Instructions for use

MOOD



- Create endless customized colors- all inter-mixable shades.



- Create delicate hues or pastel colors:mix with Neutral (max 80%).
- Create a color conditioning treatment: add Paint Color to Color Protect Conditioner in the same proportions as indicated with Neutral.

TOP TIPS

MOOD



- Can also be used to enhance or boost an oxidation dyes (max 10% of the total mixture).



- To remove residual color, perform a soft color cleanse (warm water, bleaching powder and shampoo).

TOP TIPS

MOOD

**Mood is ... vibrant shades for unlimited
color possibilities from intense to subtle,
whole head or swatches**

MOOD



Features

Semi-permanent direct color in cream base available in 9 colors all inter-mixable, from vibrant fashion to toners as well as a neutral.

Advantages

Vibrant, lasting colors. Unlimited color opportunities to be created in the salon. Salon can offer exciting vivid colors for the audacious or more subtle, soft looks for the more discreet customer who nevertheless would like a pastel rose or a sunset coral. Mixes are endless and all can be toned down with Neutral.

Benefits

Gives salon opportunities to offer hot fashion colors. Boosts salon creativity. Responds to the market demand for colorful hair.

Features – Advantages - Benefits

MOOD





Thanks!

MOOD

