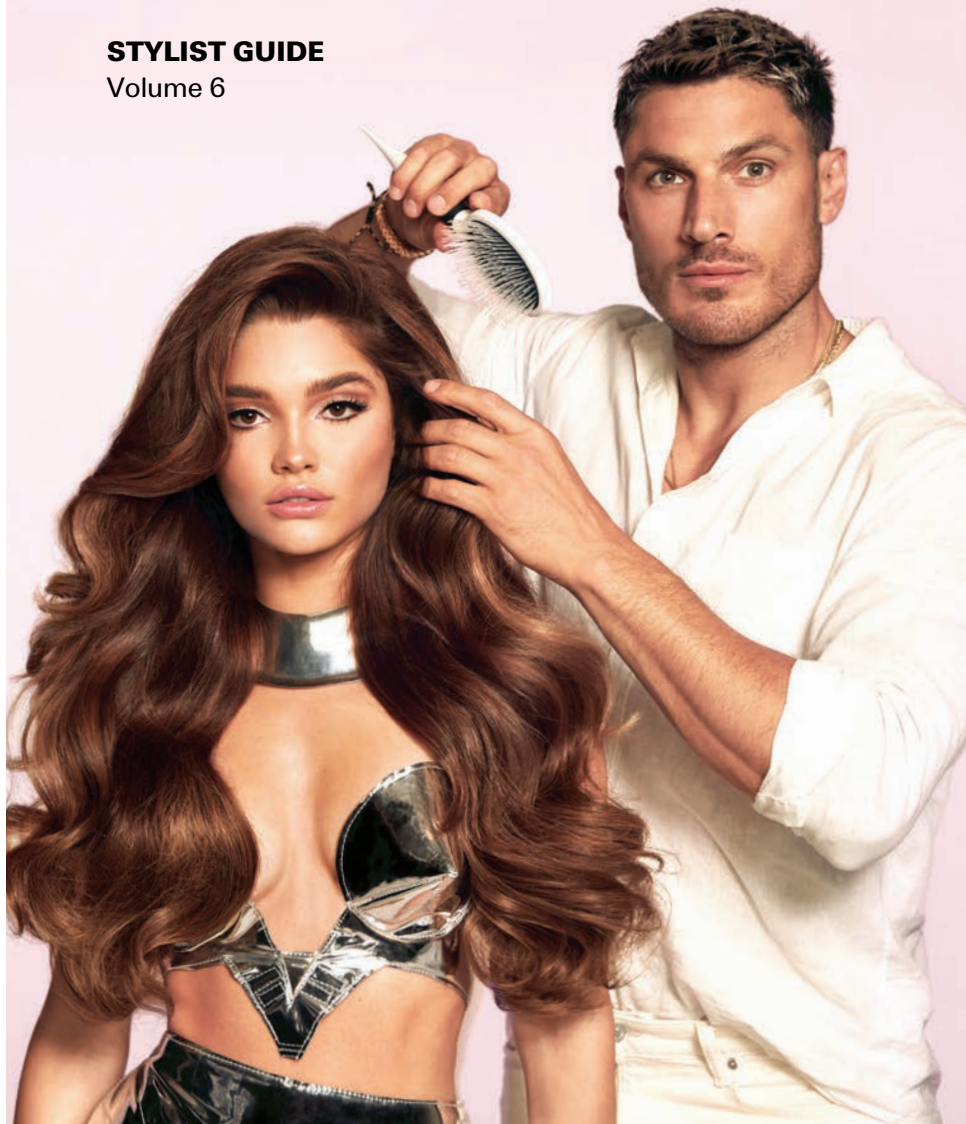


# COLOR WOW

**STYLIST GUIDE**

Volume 6



# ABOUT COLOR WOW

## THE FUTURE OF HAIRCARE

Color Wow CEO + founder, Gail Federici, is a serial “beauty problem solver” whose innovative company has been called “the Apple of hair care.”



For 40 years, Gail has been advancing the art, science and business of hairdressing with game-changing new products. Products that are industry-firsts, have no equivalents, and have one thing in common: every single formula is a groundbreaking solution for a widespread, unmet problem.

In the past, Gail created the first “prescriptive brands” to fix frizz and brighten blonde. Now she has turned her “problem-solving” focus to the salon industry’s most burgeoning and challenging category: color-treated hair.

Determined to give hairdressers smarter, faster, safer ways to style this specific hair type, and achieve never-before-possible results, led Gail to create a totally new, radically inventive range of technologies.

Color Wow is a compact, capsule collection of groundbreaking, problem-solvers for color-treated hair. Fewer formulas, higher performance.

**Color Wow has won over 80 unprecedented beauty awards.**

Color Wow Founder + Chief Problem Solver, Gail Federici, collaborates with Global Director of Training and Education, Giles Robinson



# THE POWER OF WOW

## How is Color Wow totally different from other hair care brands?

When it comes to hair color, Color Wow is fanatical about the ingredients that go into our products – the first to ban “color corrupters” found in most hair care and styling products.

- Color Wow has identified and banned over 60 ingredients commonly found in other hair care formulas that can darken or distort hair color.
- Every formula is a breakthrough, proprietary technology developed in the Color Wow Lab.

- Color Wow does not bring a product to market unless it’s a major improvement over what exists or it addresses an unsolved problem.
- Safe and effective, every formula delivers “you have to see it to believe it” results.
  - Not tested on animals
  - No parabens
  - No sulfates
  - No toxic ingredients
  - No phthalates
  - Gluten-free



# WINNER OF OVER 80 MAJOR BEAUTY AWARDS



- Allure** Best of Beauty Best Hair Product (Money Masque) 2021
- Allure** Best of Beauty (Root Cover Up) 9x Winner 2013-2021
- Allure** Best of Beauty, Hall of Fame Winner (Root Cover Up) 2021
- Allure** Best of Beauty Breakthrough 2013
- Cosmopolitan** Money Masque Holy Grail Award 2021
- InStyle** Best Beauty Buys 2020
- Cosmetic Executive Women US** Indie Beauty Award 2016
- Cosmetic Executive Women US** Best Hair Color Product
- Cosmetic Executive Women UK** Best Hair Colour Product
- Women's Wear Daily** Product of the Year
- Latina** Beauty Awards – Hair
- Cosmopolitan** Beauty Breakthrough
- Good Housekeeping** Beauty Hair Award/Color
- More Magazine** Best Anti-Aging Idea
- More Magazine** Best New Beauty Idea (Pop & Lock)
- Better Homes and Gardens** Next Big Thing
- Woman & Home UK** Best Hair Innovation
- Harper's Bazaar US** Hair Award Best Frizz Fighter (Dream Coat) 2022
- Harper's Bazaar UK** Best Weather Proof Product 2018
- Harper's Bazaar UK** Best Hair Innovation
- Harper's Bazaar UK** Best of the Best Hair Colour Conservation
- Harper's Bazaar AU** Hair Innovation
- Glamour UK** Beauty Power List 2014, 2015
- Essentials Magazine UK** Best Good Idea
- Image Beauty Hot 100 UK** Best Hair Innovation
- Pure Beauty Awards UK** Bronze Award Best Hair Care Launch
- Best New Hair Product Cocktails 2016
- OK!** Fall 2014 Beauty Awards (Speed Dry)
- OK!** Fall 2016 Beauty Award (Cocktails)
- Asian Bride UK** 2014 Beauty Awards
- Health AU** Best Beauty Buys
- ISSE Blogger Award** Best Product at Show
- Naturally Curly Award** Editor's Choice
- Naturally Curly** Best Frizz Fighter, Best Curl Protector 2019
- People en Espanol** Best of the Best 2019
- New Beauty** Best Curl Protector 2019
- Daily Mail UK** Beauty Oscars 2014 (Shampoo)
- Woman Magazine UK** Best Innovations Best for Hiding Greys
- Hair Magazine UK** Best Professional Shampoo 2015, 2016
- Woman UK** Best Root Coverage
- Cosmopolitan** '50 on Fire' Beauty Awards 2016, Best Hair Treatment
- Hair Magazine** Best Colour Care Shampoo & Conditioner
- O, the Oprah magazine** 2016, 2017 Beauty O-Wards
- Reader's Digest** Best Shampoo for Color-Treated Hair 2016
- Star Magazine** "Beauty Boss" Award Style On Steroids 2017
- Hair** Best Smoothing/Strengthening Product One-Minute Transformation 2017



For in-depth product information, tutorials and trends, go to [youtube.com](https://www.youtube.com) and type color wow professional



# DREAM FILTER

## PRE-SHAMPOO MINERAL REMOVER

Detox spray removes color-distorting, dulling minerals, metals and pollutant build-up revealing, lighter, brighter color instantly. No peroxide or dyes. Plus, more predictable processing!



### PROBLEM(S)

Metals and minerals found in tap and well water build up on the hair, leaving behind a film that dulls, darkens and stains color, and makes texture feel rough.

Metals (like copper) also act as catalysts to developers, which can lead to unpredictable color-processing results and cause damage.

Until now, the only choices for removing minerals from hair have been chelating formulas that are either harsh on the hair (which compromises the cuticle and strips color) or are weak, which requires extended processing time and heat.

### SOLUTION

Dream Filter's breakthrough technology is an industry first! This unique spray works like a magnet to remove metals and minerals from hair in under 3 minutes - NO HEAT, CAP OR MESSY MIXING REQUIRED.

Dream Filter features a never-before-used combination of two molecular filters plus two polymeric filters, to gently, safely and quickly remove minerals that distort hair's color and texture.

Effective on all hair color and types, Dream Filter makes a significant visible difference on lighter hair shades and highlights, which are more susceptible to darkening and discoloration.

Calcium, Magnesium, and Aluminum leave behind heavy build up, which dulls color, weighs hair down and makes it feel dry.

Iron and Manganese discolor hair by causing it to oxidize, resulting in brassiness.

Copper interferes with color processing by acting as a catalyst with developers, accelerating their strength and causing damage inside and out.

Chlorine produces a green tint on light hair and causes dark hair to turn even darker.



### USAGE

Apply Dream Filter to dry hair. Spray evenly to saturate hair. Wait 1 to 3 minutes, then shampoo.

### IN SALON SERVICES

- **Prior to lightening service:** Using Dream Filter prior to a lightening service will prevent metals from accelerating developer strength and help ensure safer processing and more predictable results.
- **With single process or highlighting service:** Apply Dream Filter to the dry hair that is not being processed. It's safe to leave Dream Filter on the hair for the entire color or lightener processing time.
- **Before a cut or styling service:** For hair that looks dull, green, dingy or has build up from well, city or pool water, apply before shampooing to unveil brighter, more brilliant color.

### CLIENT HOME CARE

Recommend using Dream Filter every 3-4 shampoos. Can be used more often if client has hard water or swims in chlorinated pools frequently.



**ALSO  
GOOD FOR:**

- Thinning hair
- Hair extensions
- Keratin-treated hair

## COLOR SECURITY SHAMPOO

**100% clean, residue-free, sulfate-free shampoo for all hair types**

### PROBLEM

Most shampoos are loaded with unnecessary additives like silicones, conditioning agents and pearling agents that have nothing to do with cleansing and do not easily rinse off. Because shampoo is the only product that is massaged into the scalp, it should never contain ingredients that are engineered to stay behind.

These ingredients, that cling to the hair and scalp can:

- Dull color
- Weigh down hair
- Worst of all – build up, cause inflammation that blocks follicles and impede new hair growth

### SOLUTION

Color Security Shampoo delivers the ultimate dream clean because it is uniquely formulated without any typical film-forming ingredients that stick to the hair and scalp.

### RICH LATHERING, SULFATE-FREE FORMULA

- Sulfate-free formula is gentle as water on the cuticle
- Keeps color looking first-day fresh because it rinses clean and removes build up
- Unique anti-thinning formula leaves nothing behind to block follicles and impede new hair growth
- Ideal for extensions because it is silicone-free and does not contain conditioners, so it won't cause bonds to slip



## COLOR SECURITY CONDITIONER

**Two formulas - Fine-to-Normal Hair and Normal-to-Thick Hair.**

### PROBLEM

Typical conditioners have ingredients that can make the color look dark, distorted or brassy. They can weigh hair down and leave it greasy.

### SOLUTION

Color Security Conditioners are uniquely formulated with 8 translucent conditioning agents that won't warp color, oxidize and turn it brassy.

- NO dulling or darkening ingredients
- NO pearling agents or waxes
- NO parabens
- Two formulas deliver ideal detangling and hydrating for fine, thin or thicker, drier hair types
- Gluten-free
- Vegan



When you first use, shampoo 3 times to remove all the buildup and get back to your clean slate.

# MONEY MASQUE

## DEEP, HYDRATING HAIR TREATMENT

Money Masque is celeb hairdresser Chris Appleton's first product launch. It's also the secret sauce behind his signature sexy, expensive-looking styles! This one-step-prep for super healthy, glossy, luxe texture can transform all hair textures, even dehydrated and over-processed hair from "rags to riches" in just 5 minutes.



### PROBLEM

Typical hair masks are often formulated with fatty acids, conditioning agents, oils and waxes in order to make the product feel rich and thick. The problem is, these heavier ingredients sit on the surface of hair, creating a barrier. This makes it harder, if not impossible, for any hydrating ingredients or actives to penetrate and nourish the hair. It's also why a lot of masks leave your hair greasy, dull and weighed down, especially fine hair.

### SOLUTION

Money Masque's unique consistency and delivery system is unlike any other mask, which is why it's such a game-changer.

This gelatinous-like formula contains NO heavy, emollients or moisturizers. Instead, potent, low-molecular weight marine actives instantly penetrate deep inside strands to hydrate, strengthen and restore suppleness at the very core of your hair without weighing it down.

### USAGE

Apply to freshly shampooed hair. Remove excess moisture, apply a generous amount and work through and/or use a wide toothed comb to distribute evenly.

### IN SALON SERVICES

- Upsell to clients as an express treatment, leave on for 3-5 minutes and then rinse thoroughly.
- Or to enhance the salon experience as a more intensive reparative treatment leave on for 10 minutes (can be with or without heat).
- These will improve your styling results and earn incremental income.

## MONEY MASQUE'S POWERHOUSE INGREDIENTS



### BLUE SEA KALE

Binds with damaged keratin to restore strength and elasticity



### MEDITERRANEAN SEA KELP/ ALGAE BLEND

Natural humectants attract and retain moisture



### HYDROLYZED VEGETABLE PROTEIN COMPLEX

Weightlessly smooths hair for glossy, reflective shine

# DREAM COCKTAILS

Make a major difference in your blow-dry results. Activated by blow-dryer heat, these leave-in, heat protectant treatments instantly help solve common hair concerns and improve the overall quality and texture of each hair strand.

Every client benefits when you use a strengthening, hydrating or thickening cocktail as part of your blow-dry service.



COLOR WOW



## KALE-INFUSED

**PROBLEM:** Breakage

**SOLUTION:** Kale-Infused Formula

- 50% less breakage after just 1 use
- Instantly makes hair 2X stronger
- Key ingredient: Sulfur-rich Sea Kale strengthens hair's internal sulfur bonds

**USAGE:** Shampoo, condition, lightly towel dry. Dispense 1-3 pumps into palm, and smooth through hair, concentrating on "breakage zones." Blow dry. Heat activated.

**TIP:** Layer Dream Cocktails to treat multiple problems. Always apply Kale-Infused first!



## CARB-INFUSED

**PROBLEM:** Fine, thin, flat hair

**SOLUTION:** Carb-Infused Formula

- Instantly thickens, adds volume and mass
- Bonds a weightless outer fattening layer to each hair strand
- Key ingredient: Carb complex

**USAGE:** Shampoo, condition, lightly towel dry. Dispense 2-3 pumps into palm and smooth through hair, starting 1 inch below part and through to ends. Blow dry.

**TIP:** Raise the Root + Carb-Infused = MAXIMUM Volume



## COCONUT-INFUSED

**PROBLEM:** Dry, dehydrated, dull, straw-like hair

**SOLUTION:** Coconut-Infused Formula

- Instantly hydrates, silken hair
- Bonds an outer moisture sheath to each hair strand
- Key ingredient: 18-MEA + Coconut oil

**USAGE:** Shampoo, condition, lightly towel dry. Dispense 2-3 pumps into palm and smooth through hair. Blow dry.

**TIP:** Apply to extremely coarse, dry curls before Dream Coat for Curly Hair for extra hydration. Dry with a diffuser.



Dream Cocktails should always be applied after shampoo and conditioner and before other stylers. They should be layered, not mixed! If using more than one Dream Cocktail, apply Kale first so it can penetrate to interior bonds. For best results, use Kale then Coconut OR Kale then Carb.

# COLOR CONTROL

## TONING + STYLING FOAM

“Smart foam” renews bounce and lightly tinted foams keep color tones bright and fresh by neutralizing brassy, orange-y and yellow hues.

### PROBLEM(S)

Color-treated hair can turn brassy, lose elasticity, body and style-ability. Typical mousse formulas contain alcohol (which dehydrates) and resins (which leave hair stiff, crispy and prone to breakage). Both blonde and dark hair shades can oxidize (from UV light, pollutants and ingredients in some products) and turn brassy. Messy purple shampoos, masks and toners can make color muddy, grey.

### SOLUTION

- Alcohol-free “smart foam” is easy clean and neat to apply on damp or dry hair
- Subtly tinted formulas ensure brightest, richest, freshest color tones
- Light Lavender for blondes helps neutralize yellow, brassy tones
- Teal Tint for brunettes helps neutralize red brassy tones
- Unlike “crispy mousses” that use stiff, acrylic resins, this styling foam uses flexible rosins (a rubber-like substance derived from trees) instead of stiff, acrylic resins
- Renews body, bounce and softness for easier styling, less breakage
- Subtly tinted formulas ensure brightest, richest, freshest color tones

### USAGE

Use after shampooing and conditioning. Do not put on soaking wet hair! The brassier your color, the drier your hair should be when applied. Shake can well, then invert to dispense foam into palm. Apply directly to brassy areas or all over. Leave in, style as usual.



# SPEED DRY

## BLOW DRY SPRAY

Alcohol-free.

Cuts blow dry time by up to 30%.

### PROBLEM

Extended blow-drying causes color fade (from heat) and breakage (from tension and dehydration).

### SOLUTION

- Speed Dry cuts drying time by up to 30%
- Ground-breaking alcohol-free and silicone-free technology
- Proprietary polymer works like shrink wrap to squeeze out excess water while locking in critical hydration
- Hair dries faster, helps prevent damage and color-fade
- Contains hydrating strengthening proteins for elasticity and resilience
- Heat protection

### USAGE

Shampoo and condition. Towel dry hair. Generously spray Speed Dry on hair and comb through. Use other styling products as desired. Blow-dry and finish.

If desired, apply Dream Cocktails before Speed Dry.





# DREAM COAT

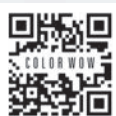
## ANTI-FRIZZ TREATMENT

Transforms all hair types into sleek, smooth, glossy hair. #1 anti-humidity, anti-frizz treatment lasts for days.

- Breakthrough, ultra-light spray doesn't build up or leave hair greasy – feels like nothing is on the hair
- Inspired by textile technology, heat-activated polymer compresses and seals each strand with a "waterproof cloak"
- Instantly silken and transforms texture, adds supernatural shine
- Powerful humidity proofing lasts through 3-4 shampoos

### USAGE

- Shampoo, condition and divide towel-dried hair into sections.
- Spray liberally and evenly on damp (not wet) hair.
- Dream Coat should be the last product applied to wet hair. If layering in other products before Dream Coat, limit to Cocktails and Raise the Root. Using other products can interfere with Dream Coat's technology and prevent a humidity sealant from forming. Additional styling products can be used once hair is dry.
- Blow dry each section using tension.
- If desired, after blow-drying straight, use a curling iron to create glossy, glassy humidity-proof waves.
- For best results, apply every 3-4 shampoos.



Watch how  
to use

# DREAM COAT FOR CURLY HAIR

All in one curl enhancing formula for perfectly bundled, glossy, crunch-free curls... in just 1 step!

- Breakthrough ultra-light styling spray for naturally curly, wavy hair
- "One-and-done" solution for most waves, classic curls, and spirals
- Delivers all the combined benefits of gels, serums, and creams
- Doesn't weigh curls down, leave them stiff, sticky or crunchy
- Feels like nothing is on the hair
- Alcohol-free!
- Leaves curls perfectly hydrated, glossy, protected against frizz
- Can be used on second day to refresh curls

### USAGE

- Shampoo, condition and gently squeeze out excess moisture.
- If desired, add a Color Wow Dream Cocktail.
- Spray Dream Coat for Curly Hair liberally, section-by-section.
- Air dry or blow dry using a diffuser. Heat not required.





# RAISE THE ROOT

## THICKEN + LIFT SPRAY

The cure for flat hair!

### PROBLEM

Typical root lift sprays use hardening resins that make hair dangerously stiff, brittle and prone to breakage. These resins can also darken and distort color.

### SOLUTION

Raise the Root uses proprietary clear “elastimers” that form a “spring” at the roots.

- Delivers major, long-lasting lift, body and fullness to even thin, fragile color-treated hair
- Won't darken or yellow hair
- Never stiff or sticky: hair stays flexible, and manageable
- Can be used on wet or dry hair

### USAGE

Spray onto damp or dry hair, concentrating application at the roots. Style, lifting hair and concentrating dryer heat at the roots.

### TIP

Apply to dry hair to get lift at the hairline or add targeted volume. Great for wedding hair and updos.



*Watch how to use*



# XTRA LARGE

## BOMBSHELL VOLUMIZER

The future of volumizing has arrived! Xtra Large's futuristic foam bulks up fine, thin, limp, flat hair without disturbing the cuticle so hair keeps its glow, plus looks and feels super thick, healthy, luxe and sexy!

### PROBLEM

Typical thickening products create volume by using ingredients (like alcohol, salt, drying resins) to force open hair's protective cuticle layer, causing strands to become rougher and bigger so they no longer lay flat. This creates an overall look of fuller hair. Unfortunately, these ingredients also dry out the hair and cause it to look dull.

### SOLUTION

Xtra Large is the first “non-invasive” thickening product! Instead of blowing out the cuticle, its brand new thickening technology adds a never-before-seen weightless, yet bulky polymer blend to the surface of hair. Fortified with strand-strengthening bamboo, this groundbreaking foam mimics the volumizing effect of a raised outer cuticle but leaves the actual cuticle layer smooth and intact. The result? Instant, voluptuous, weightless volume, body, guts and grip without compromising hair health.



*Watch how to use*



# ONE-MINUTE TRANSFORMATION

## STYLING CREAM

Smooth, tame + de-frizz, instantly! An on-the-spot fix when hair gets bent out of shape. Achieve the look of a smooth, sleek, blow-dry without wetting hair.



Watch how to use



COLOR WOW

### PROBLEM(S)

Hair that gets frizzy, poofy when dry. Dry, color-processed hair or over-processed hair. Second-day bedhead, bends and crimps from elastics, frizz from work-outs or weather.

### SOLUTION

One-Minute Transformation, an instant de-frizzing and smoothing cream that grooms and silken without a greasy look or feel. A "blow-dry" in a tube!

- Instant on - the spot-frizz fix
- A fast and easy "blow-dry" alternative when there's no time to shampoo
- Great for men's styling
- Perfect to separate, define, add gloss and hydration to waves/curls without "killing the curl"
- Unlike most styling creams used on dry hair, OMT leaves no waxy, greasy build up on hair
- Rich in Omega 3s and avocado oil, breaks down and emulsifies when rubbed in your hands (from contact with salts, electrolytes) so it penetrates into hair instantly

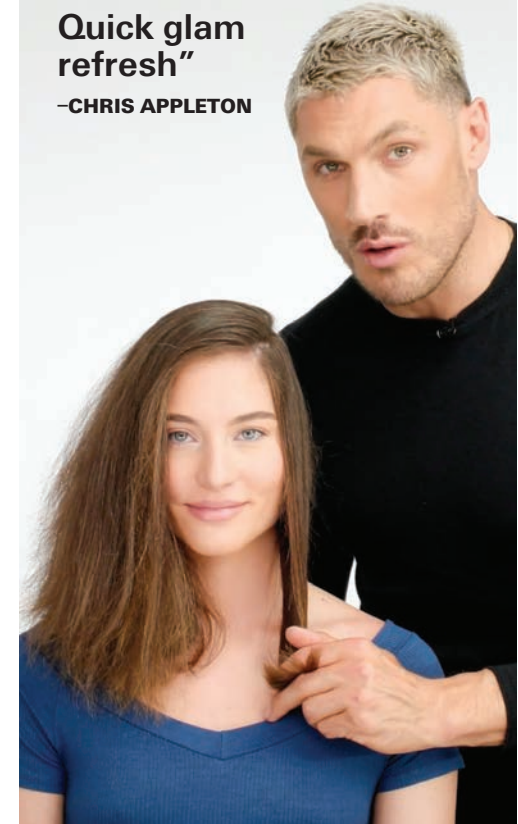
### USAGE










Use on dry hair. Apply a small, coin-sized amount and rub in hands to emulsify. Smooth on dry hair "problem areas," then brush through to get a glossy, frizz-free surface. Or, for a more polished effect, take a round brush and hit each section with a blow-dryer for 10-15 seconds.



Quick glam refresh"

-CHRIS APPLETON



-  Fake a blow-dry in minutes
-  Tame + de-puff swollen hair
-  Recondition dehydrated hair
-  Smooth + tame frizz
-  Erase dents from clips + ponytails
-  Groom + gloss short hair
-  Instantly banish bedhead
-  Get rid of static, STAT
-  Can use with or without heat

@colorwowhair

# POP + LOCK

## HIGH GLOSS FINISH

Smooths, seals, adds sparkling shine for color that pops.

### PROBLEM

Color-treated hair has a raised cuticle layer that doesn't lay flat and reflect light. Hair looks rough, dull, dehydrated and frizzy.

### SOLUTION

Pop & Lock combines two top technologies, oil and serum, to hydrate, nourish, and create sleek texture with blinding shine.

- Ultra-light formula can be layered onto wet or dry hair without greasy build up
- 75% of the formula penetrates and hydrates to restore elasticity and suppleness
- 25% of the formula wraps around the outside of the hair, forming a crystal clear, high-gloss sheath that locks down the cuticle, locks in moisture
- UV protection, heat protection, alcohol-free
- Tames frizz and flyaways; helps seal split ends

### USAGE

For use on wet or dry hair. Apply evenly and style as usual.



*Watch how to use*



Pop & Lock is the ideal "braid aid." Before braiding, run Pop & Lock through the hair for added control and a glossy finish.

# EXTRA

## MIST-ICAL SHINE SPRAY

Achieve a new level of intense, healthy-looking shine! Features Mullein a flower known for turning UV rays into full spectrum light.

### PROBLEM

Color-treated, over-processed or damaged hair can look dull, dry and dehydrated. Typical shine sprays can weigh hair down and leave it greasy. They may also contain ingredients that distort or alter color.

### SOLUTION

EXTRA Mist-ical Shine Spray's breakthrough, organically-derived shine technology is light-years ahead and instantly makes hair look rich, healthy, super glossy.

- Harnesses the light-producing power of Mullein, a flower that captures invisible UV light, and converts it into full spectrum light in order to emit a brilliant show of radiance
- Lightweight, non-greasy, non-drying
- Will not weigh down or flatten the style
- Heat protection

### USAGE

After styling...

- Apply a light all-over misting of intense gloss
- Apply to ends that look dull and dry
- Apply to fingers, and rake up through hair to light up layers
- For a professional finish, apply to hair before using a curling or flat iron, or hit it with blow dryer heat for magnified shine

# STYLE ON STEROIDS

## TEXTURE + FINISHING SPRAY

Use it two ways:

1. Instant volume and sexy texture
2. Perfect "setting" with heat styling tools

### PROBLEM

Most texturizing sprays leave residues on hair that "glue" it into clumps when heat styling. They contain texturizing agents that dry out color-treated hair, and leave residues that dull color vibrancy and build up on the scalp.

### SOLUTION

Style on Steroids texturizing spray is ideal for color-treated hair.

- Color-safe, gives instant fuller, thicker hair
- Translucent elastomers won't dull hair or leave chalky residue
- Never stiff, sticky or brittle
- Powerful heat protection
- Will not "glue" strands together when using heat tools
- Long-lasting results when setting or styling with irons
- Contains micro zeolites that will absorb second day oil plus add "guts"

### USAGE

Use on dry hair.

- For major volume and texture: Spray on under layers, rake through with fingers.
- For hot tools styling, spray section by section before using a hot iron. Hair will not stick together.
- To revive second-day hair, just spray and play.



# CULT FAVORITE

## FIRM + FLEXIBLE HAIRSPRAY

Finally. A hairspray that won't darken or yellow color.

### PROBLEM

Even "industry standard" hairspray formulas dull, darken, or yellow hair color. They can also make color-treated, fine, fragile, dry hair stiff, crunchy, and prone to breakage.

### SOLUTION

Cult Favorite is a ground-breaking "work-horse" flexible spray that provides everything you want from a spray. It's ideal for color-treated hair (and all hair types!)

- Fast drying, working formula keeps hair supple, brushable, re-stylable
- Holds style firmly while allowing hair to move naturally
- Not sticky or stiff
- Protects color clarity, doesn't darken or cloud shine
- Can be layered for stronger hold
- UV protection

### USAGE

Shake well. Spray on dry hair from about 10 inches away. Or, spray onto a brush (or toothbrush) for more precise application.



*Watch how to use*

# ROOT COVER UP

## #1 AWARD WINNING ROOT COVER UP

Often imitated, never equaled... the best root touch up that covers greys and dark roots, refreshes highlights, thickens and perfects thinning hair lines.

Allure Beauty Hall of Fame inductee, game-changing Root Cover Up is the key to perfecting every single style, and an absolute must-have for every client with color-treated hair.

- Cover roots and greys, extend highlights instantly, effortlessly, seamlessly
- Instantly create thicker, fuller hair by shading in sparse spots
- Seamlessly blend extensions
- Even out crooked hairlines
- Fill in gaps and "holes" where scalp shows through braids and updos



**9X ALLURE**  
"Best of Beauty"  
Winner  
(2013-2021)



### PROBLEM

Until Root Cover Up, there was no effective, easy, non-messy, totally natural looking way to instantly cover roots - the biggest unaddressed problem associated with hair color.

### SOLUTION

Ground-breaking mineral powder formula is the first truly effective root concealer that not only covers grey, but has blonde shades that cover dark re-growth instantly... without peroxide. Plus the ultimate finishing tool to elevate your artistry!

- Easy, instant, precise: just press, no mess!
- Temporary color: stays in until shampoo'd out (you can swim in it!)
- Reflective mineral powder for a multi-dimensional and natural look
- Never stiff, sticky or waxy like mascaras, crayons and sprays
- No waxes, no parabens, no dyes, no PPD's and cruelty free!

### USAGE

Apply to dry hair. Load up small end of brush with powder. Use free hand to pull hair flat/taut against head and press brush down firmly into roots using a "dabbing" motion, starting from scalp and working out. Do not use sweeping motion. Apply more powder as needed. To make hair look thicker, use the larger end of the brush and apply with a brushing technique.

A NO-FAIL RETAIL SALE to every color client, every time! Just take advantage of your client's visible root regrowth to demo Root Cover Up during the initial consultation. When she sees how easy it is to get amazing, root-concealing results, she will not leave your salon without buying Root Cover Up. (Bonus: the section where you apply Root Cover Up will not interfere with color processing.)

Watch how to use



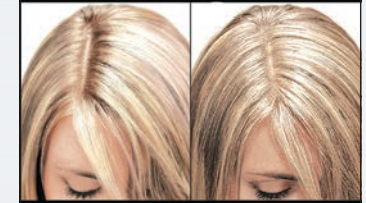
Platinum



Medium Brown



COVER



HIGHLIGHT



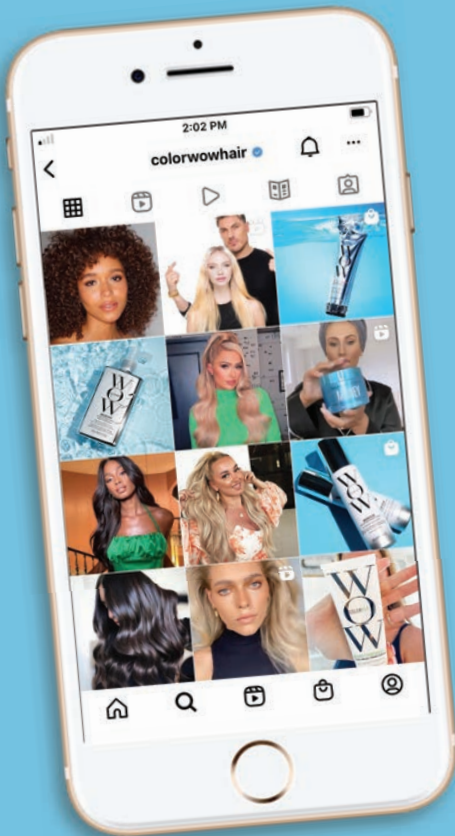
PERFECT + THICKEN



CAMOUFLAGE PARTINGS



AVAILABLE IN 8 SHADES



COLOR WOW

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US



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for WOW-TO tips, techniques and usage tutorials. For in-depth product info, tutorials and trends, go to [youtube.com](https://www.youtube.com) and search Color Wow Professional.



To add your salon to Color Wow's Salon Locator, head to [colorwowhair.com](https://colorwowhair.com) and click PRO