

## THE FUTURE OF VOLUME!

NEW!

### XTRA LARGE

Bombshell Volumizer



- First ever non-damaging, non-dehydrating, non-invasive hair volumizer
- Thickens strands without using the typical “thickening” ingredients such as alcohol, salt, or resins, that create volume by forcing up the cuticle so strands don’t lie flat
- Proprietary polymer/Bamboo blend surrounds each strand, mimicking “cuticle lifting” hair thickeners to create volume while allowing hair’s cuticle to remain closed and intact
- Hair feels natural and supple (not stiff, sticky or crispy)
- Bombshell volume lasts for days

#### How to use:

Apply to damp hair. Dispense 2-3 pumps worth of foam into hands and pull through a section of hair from roots to ends, continue until all hair is covered. Comb through to distribute evenly. Style. Can be blow dried or air dried.



“Xtra Large is a very simple solution to the problem of giving fine, thin hair some guts and volume. But...without destroying the integrity of the hair. Color Wow’s chief chemist, Dr. Joe Cincotta figured out how to make hair thicker without drying it out or ruining the quality of the hair. This new tech goes above and beyond because getting volume shouldn’t mean compromising on bounce or shine. Big hair volume that’s dull and dry is NOT sexy.”

- **Chris Appleton**, Color Wow Global Creative Director

“XL blows my mind every time. It manages to infuse lift and hold into even the limpest textures without roughing up the hair and compromising the client’s texture. It has a sense of memory that ensures the volume stays all day – the hair bounces back into place. The Bombshell Blowout is back and XL is the key.”

- **Joseph Maine**, Color Wow Artistic Director



NO COLOR DISTORTING



CRUELTY-FREE



SULFATE-FREE



PARABEN-FREE



GLUTEN-FREE



NO PHTHALATES