



COLOR FRESH **CREATE**
COLOUR CHART

COLOR FRESH CREATE

LIMITLESS COLOUR CREATIVITY

A complete semi-permanent expressive colour palette.

12 specially crafted pure, vibrant shades and 3 additives

Full intermixability, beautiful pastelisation and bespoke tonal results

Fading true to tone & lasting up to 20 washes*



Future Yellow **Uber Gold** **Infinite Orange** **Nu-Dist Pink** **Hyper Coral** **Next Red** **High Magenta** **Pure Violet** **Ultra Purple** **New Blue** **Super Petrol** **Neverseen Green** **Tomorrow Clear** **Vintage Blush** **Tonight Dusk**

TRUE-TO-TONE FADING

BEAUTIFUL PASTELISATION & BESPOKE TONAL RESULTS

COLOR FRESH **CREATE** FADES TRUE-TO-TONE OVER TIME AND PASTELISES DURING EACH WASH - GRADUALLY FADING INTO BEAUTIFUL, SOFT PASTEL HUES. THIS IS DUE TO CAREFULLY SELECTED DYES THAT AVOID AN OFF TONE FADE.



COLOR FRESH CREATE ADDITIVES



THE NEW ONE VINTAGE BLUSH

A DELICATE SOFT ROSE GOLD THAT ADDS A POWDERY YET PURPOSELY LIVED IN RESULT. USE ALONE OR COMBINE WITH OTHER COLOR FRESH **CREATE** SHADES TO CREATE A VINTAGE PASTEL RESULT OVER BLONDE OR PRE-LIGHTENED HAIR.

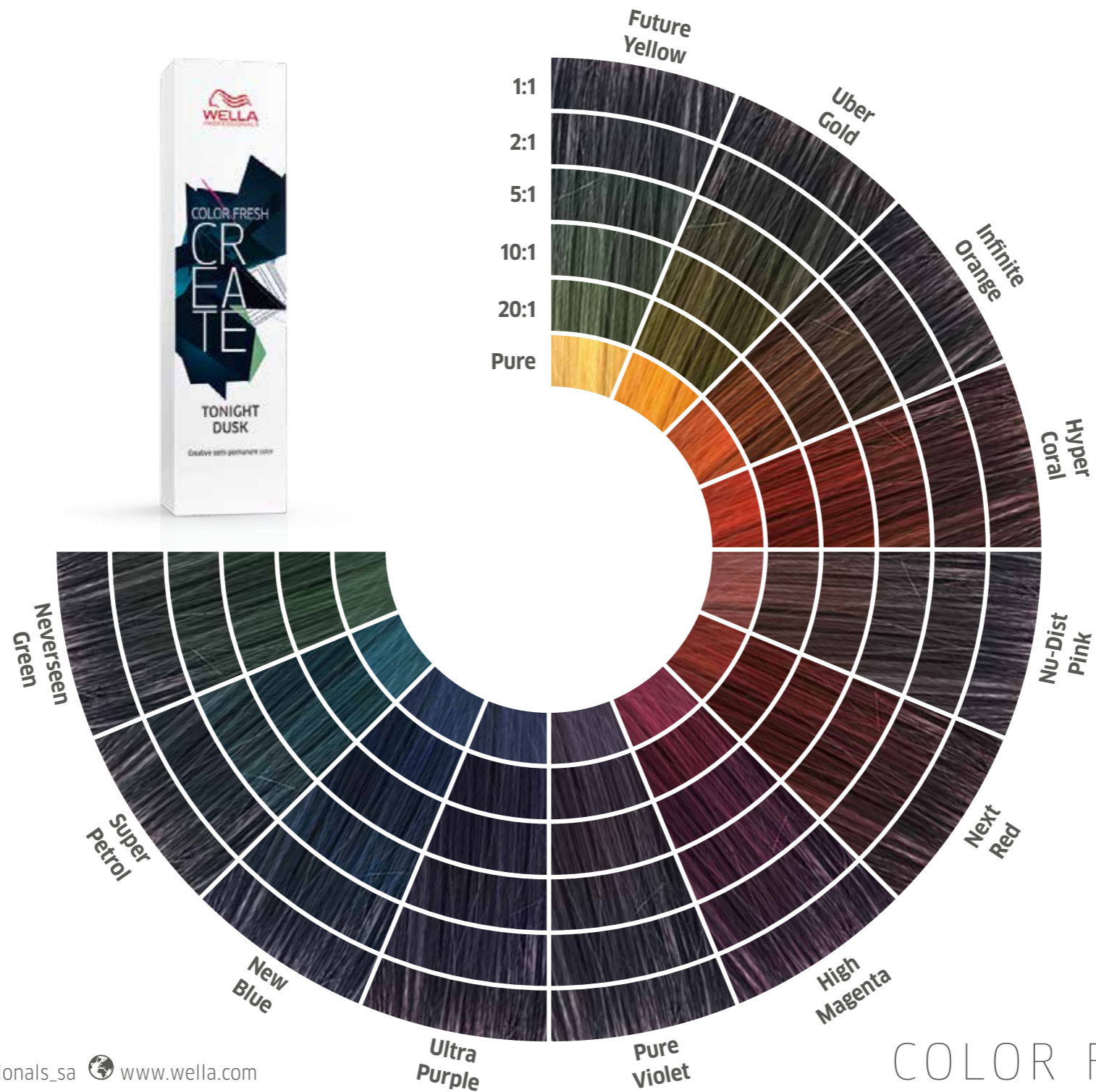


COLOR FRESH CREATE ADDITIVES



THE NEW ONE TONIGHT DUSK

A DEEP DARK, ALMOST BLACK, WITH A COOL NAVY BLUE HUE. TO SUBDUE AND DEEPEN ANY COLOR FRESH **CREATE** SHADE BY ADDING DEPTH TO ACHIEVE A MUTED EFFECT.



TIPS & HINTS



DIRECT APPLICATION

Apply evenly on naturally light blonde, white or pre-lightened hair.

Apply directly to clean, dry or pre-shampooed, towel-dried hair. Comb colour evenly through the hair to achieve an even colour result.

Wear gloves and stay off the skin. Intense shades may stain skin.



TONAL DIRECTIONS

Pastelization: Dilute any COLOR FRESH **CREATE** shade with Tomorrow Clear to desired intensity e.g. 1:1 or 1:30 (1 part COLOR FRESH **CREATE** + 30 parts Tomorrow Clear)

Powdery Vintage Pastels: Dilute any COLOR FRESH **CREATE** shade with Vintage Blush for a purposely lived-in vintage effect to desired intensity e.g. 1:1 or 1:30 (1 part COLOR FRESH **CREATE** + 30 parts Vintage Blush)

Deeper Muted Effects: Mix any COLOR FRESH **CREATE** shade with Tonight Dusk for deeper, darker and muted results. Less is more! e.g. 20:1 (20 parts COLOR FRESH **CREATE** + 1 part Tonight Dusk)



MIXING

Mix desired amount into a bowl.

NO DEVELOPER NEEDED! FULLY INTERMIXABLE!



20'

DEVELOPMENT TIME

Develop for 20 minutes. For more pastelization or softer hues develop for 5-10 minutes. For more vibrancy and intensity extend development time to max 30 minutes.



REMOVAL

Rinse thoroughly until water runs clear. For optimum colour results, do not shampoo the hair after colouring. Style hair as usual.



LASTINGNESS

True-to-tone fading, lasts up to 20 washes*. (Tonight Dusk due to the blue hue in the shade may fade in the blue direction)



COVERAGE

Pure tonal deposit on natural gray/white hair

*Depending on shade used and hair condition

IMPORTANT SAFETY INSTRUCTIONS

Perform an Allergy Alert Test 48 hours before each product use. For further information, go to wella.com/education