

wkw[®]

BEAUTY FACTOR



TECHNICAL SPECS

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TECHNICAL SPECIFICATIONS HAIR COLORING CREAM

WOW HAIR COLORING CREAM comprises a wide range of colors including the most successful tones worldwide + innovative trendy colors. The result: **A PERFECT RANGE OF COLORS!**

Enriched with: **APPLE STEM CELLS.**

Exclusive research reveals that this fantastic ingredient helps to delay aging thanks to the great amount of antioxidants, contributing to protect the hair and repairing the hair cortex. This advanced technology on its formula gives excellent gray coverage and incredible hair moisturization. It also helps to hydrate and restructure the hair fiber, while giving shine, moisture and softness to hair.

Net Weight: 3.04 fl oz / 90 ml. **FORMULA:** 1 + 1 ½

Directions: Mix in a non-metallic container the content of one tube of Wow Hair Coloring Cream 3.04 fl oz with 4.56 fl oz of Wow Cream Peroxide of 10, 20, 30 or 40 volumes (1 + 1 ½ formula). Apply with a plastic brush and making sure all the instruments are clean. Do a strand sensibility test before proceeding with the application.

Sensibility Test: Apply a small amount of Wow Hair Coloring Cream, mixed with the correct amount of Wow Cream Peroxide (1 + 1 ½ formula) inside the bend of the arm. Leave it on for 24 hours. If no burning, itching or irritation occurs, your client is ready to use Wow Hair Coloring Cream.





TECHNICAL SPECIFICATIONS HAIR COLORING CREAM

Desired Lightening Action: Consult with your client the desired color by using the Wow Beauty Factor Color Chart. Once the desired color has been chosen, determine how many tones you need to lighten or darken the hair. It is very important to determine exactly the initial tone level your client has and the final tone you want to reach. Only then, you can select the proper peroxide to use.

PEROXIDE	LIGHTENING POWER
10 VOLUMES	COLOR DEPOSIT
20 VOLUMES	FROM 1 TO 2 TONES
30 VOLUMES	FROM 2 TO 3 TONES
40 VOLUMES	FROM 3 TO 4 TONES

Gray Hair Percentage: Wow Hair Coloring Cream has been specially developed to provide TOTAL GRAY HAIR COVERAGE. Sometimes there is extremely thick hair that may be resistant to hair color. Therefore we recommend using just half tube of the desired tone, mixed with the same amount of Natural tone. The same formula should be used when hair is 50% gray of grayer.

Method of Application: Best results will be obtained by following these directions:
First application (untreated hair): Start 0.78 in from the roots, apply color working outwards to the tips. After 25 minutes, apply the product to the root section and leave on for another 20 minutes. Rinse. Do not use shampoo.

Touch Up Application: Apply product on regrowth and leave it for 20 minutes. Distribute the product through the rest of the hair and allow it to work for 10 minutes. Rinse.

Super Lighteners (Formula 1 + 2): The Super Lighteners (902) are used to lighten up to 4 levels on hair. To achieve better results, you should mix 1/2 tube of any Super Lightener + 1/2 tube of 000 + 6.08 fl oz of Wow Cream Peroxide of 40 volumes. It is important to note that a result of 4 tones lighter can only be achieved with a minimum of one hour development time on untreated hair.

Trendy Colors Directions: Bleach until reaching the lightest tone. Apply on dry hair. Apply Trendy Colors directly (no peroxide needed, only apply peroxide on Metallic Blue, Metallic Pink and Metallic Silver) and leave in for 20 to 45 minutes. For tones Magenta and Red colors, hair must be pre-lightener to depth 7; to apply Violet and Neon Colors, hair must be pre-lightened to depth 9; to apply Metallic colors, hair must be pre-lightened to depth 9 to 10 and must use peroxide; to apply Blue and Silver colors, hair must be prelightened to depth 10.

Caution: Use gloves to protect your hands. This product may cause skin irritation, you may do a sensibility test to your client 24 hours prior to apply the product. Do not apply on irritated skin. Do not apply on eyebrows or eyelashes, it may cause blindness. Do not leave at the reach of children. In case of irritation do not provoke vomit and attend to doctor immediately.



TECHNICAL SPECIFICATIONS CREAM PEROXIDE

WOW CREAM PEROXIDE has been specifically formulated to be used with **Wow Beauty Factor Hair Coloring Cream** which has the most advanced formula for hair color processing and bleaching. Enriched with **APPLE STEM CELLS** which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair.

Its the most advanced formula, created to provide a luminous lightening to your hair.

Enriched with **APPLE STEM CELLS**, which help to hydrate and protect the hair fiber, providing shine, softness and moisture to hair.

Net Weight: 4.56 fl oz / 135 ml & 33.8 fl oz / 1000 ml.

Peroxide Volumes: 10 (3%), 20 (6%), 30 (9%) and 40 (12%) Vol.

Directions: In a non-metallic bowl, apply the desired amount of Wow Cream Peroxide and the tone or bleach, mix until you obtain a omogeneous mixture and follow the instructions of the complementary product.





TECHNICAL SPECIFICATIONS CREAM PEROXIDE

Caution: Use gloves to protect your hands. This product may cause skin irritation, you may do a sensibility test to your client 24 hours prior to apply the product. Do not apply on irritated skin. Do not apply on eyebrows or eyelashes, it may cause blindness. Do not leave at the reach of children. In case of irritation do not provoke vomit and attend to doctor immediately



TECHNICAL SPECIFICATIONS

MICROENCAPSULATED BLEACHING POWDER

WOW MICROENCAPSULATED BLEACHING POWDER, formula 1 + 3, is an effective bleaching system that allows substantial lightening while maintaining the good condition of the hair. Its formula is enriched with **APPLE STEM CELLS, ARGAN OIL, KERATIN EXTRACT & HYDROLIZED COLLAGEN** which help to hydrate and restructure the hair fiber, while giving shine, moisture and softness to hair. Contains Violet pigments to neutralize yellow and orange reflects.

- **NON-VOLATILE.**
- **FOR PROFESSIONAL USE ONLY.**

Net Weight: 12.3 oz / 350 g.

Net Weight: 1.58 oz / 45 g.

FORMULA 1 + 3: 1 part of Wow Microencapsulated Bleaching Powder + 3 parts of Wow Cream Peroxide.



GREAT PERFORMANCE
ALTO RENDIMIENTO





TECHNICAL SPECIFICATIONS

MICROENCAPSULATED BLEACHING POWDER

Directions: Use a plastic or glass bowl (non-metallic) and place 1 oz of Wow Microencapsulated Bleaching Powder (the scoop included in this product equals to 1 oz) in bowl and slowly add 3 fl oz of 10, 20, 30 or 40 volume Wow Cream Peroxide. Blend to a smooth and creamy consistency.

Application on Virgin Hair (Full Head): Use a brush to apply the previously-prepared mix of Wow Microencapsulated Bleaching Powder (1 oz of Wow Microencapsulated Bleaching Powder + 3 fl oz of Wow Cream Peroxide) on a non-shampooed dry hair. Take small thin hairstreaks, apply the mix on both sides in the following order: 1. Ends, 2. Mid-lengths & 3. Roots. Check the bleaching process every 5 minutes until the desired lift level is reached. Before removing the mix from hair, finally apply the mix on roots and let the development process conclude until the desired lift level is reached.

Touch Up Application: Mix 1 oz of Wow Microencapsulated Bleaching Powder with 3 fl oz of 10, 20, 30 or 40 volume Wow Cream Peroxide. Apply on roots or regrowth area on both sides of the hair by sectioning small, thin hairstreaks. Leave in until the desired lift level is achieved.

Highlights Application (Aluminum wrap system): Mix 1 oz of Wow Microencapsulated Bleaching Powder with 3 fl oz of 10, 20, 30 or 40 volume Wow Cream Peroxide. Apply with a brush to selected strands of hair and wrap with aluminum foil. Proceed as instructed throughout all hair strands. When the desired stage is reached unwrap strands and rinse hair. Wash lightly with shampoo. If desired, color hair with Wow Hair Coloring Cream.

Mix Removal: After the desired lift has been obtained, rinse the mix thoroughly with water and proceed washing with shampoo.

Caution: Wow Microencapsulated Bleaching Powder must be used only by professionals as it contains substances that if mishandled may cause damage to hair scalp. Avoid its application on eyelashes or eyebrows as it may cause blindness. Avoid contact with eyes. In case of contact, rinse thoroughly with water and call your physician. It is advisable to make a test on a hair streak before using this product. Avoid its application if scalp is irritated. Apply mixture immediately after its preparation and properly dispose off the packaging and any leftover product. After its use, close the container bag and bottle tightly and store in a cool place. Keep away from children.



TECHNICAL SPECIFICATIONS

COLOR CARE MAINTENANCE SHAMPOO

WOW COLOR CARE SHAMPOO's gentle formula helps maintain the vibrancy of color-treated hair for a longer period of time. Enriched with **APPLE STEM CELLS, KERATIN & COLLAGEN** which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Contains special UV filters to protect hair against solar ultraviolet rays and environmental damage. **WOW COLOR CARE SHAMPOO** lathers and rinses easily, leaving hair looking radiant and shiny.

Benefits:

- Maintains the vibrancy of color-treated hair.
- Hydrates and restructures the hair fiber.
- Provides shine, moisture and softness to hair.
- Lathers and rinses easily.
- Leaves hair looking radiant and shiny.

Active Components:

- Apple Stem Cells, contributes to give hydration, and shine to hair.
- Keratin, provides shine and vitality to hair.
- Collagen, strengthens and protects the hair fiber.
- UV Solar Filter, protects hair against solar ultraviolet rays and environmental damage.

Directions: Distribute a small amount of WOW COLOR CARE SHAMPOO onto damp hair. Massage gently for 2-3 minutes. Rinse.

Caution: Avoid eye contact. In case of contact with eyes, rinse immediately. Do not ingest. Keep away of the reach of children.

Net. Wt: 11.8 fl oz / 350 ml.





TECHNICAL SPECIFICATIONS VIOLET MATIZANT SHAMPOO

WOW VIOLET MATIZANT SHAMPOO is specially formulated to neutralize yellowish tones, to highlight ash and beige tones, and to make gray hair sparkle, thanks to the violet pigments of its formula. Enriched with **APPLE STEM CELLS, KERATIN & COLLAGEN**, which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Contains special UV filters to protect hair against solar ultraviolet rays and environmental damage. **WOW VIOLET MATIZANT SHAMPOO** lathers and rinses easily, leaving hair looking radiant and shiny.

Benefits:

- Neutralizes yellowish tones.
- Highlights ash and beige tones.
- Makes gray hair sparkle.
- Contains violet pigments on its formula.
- Hydrates and restructures the hair fiber.
- Provides shine, moisture and softness to hair.
- Lathers and rinses easily.
- Leaves hair looking radiant and shiny.

Active Components:

- Apple Stem Cells, contributes to give hydration, and shine to hair.
- Keratin, provides shine and vitality to hair.
- Collagen, strengthens and protects the hair fiber.
- UV Solar Filter, protects hair against solar ultraviolet rays and environmental damage.

Directions: Distribute a small amount of WOW VIOLET MATIZANT SHAMPOO onto damp hair. Massage gently for 3-5 minutes. Rinse.

Caution: Avoid eye contact. In case of contact with eyes, rinse immediately. Do not ingest. Keep away of the reach of children.

Net. Wt: 11.8 fl oz / 350 ml.





TECHNICAL SPECIFICATIONS BLACK MATIZANT SHAMPOO

WOW BLACK MATIZANT SHAMPOO, Black toning shampoo and intensifier for brown and black tones. It helps to revive the black tone of the hair. It helps to eliminate yellow glints and to tone gray hair, giving great shine and softness to the hair. Enriched with **APPLE STEM CELLS, KERATIN & COLLAGEN** which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Contains special UV filters to protect hair against solar ultraviolet rays and environmental damage. **WOW BLACK MATIZANT SHAMPOO** lathers and rinses easily, leaving hair looking radiant and shiny.

Benefits:

- Intensifies brown and black tones.
- Helps to revive black tone of hair.
- Eliminates yellow glints.
- Tones gray hair.
- Contains black pigments on its formula.
- Hydrates and restructures the hair fiber.
- Provides shine, moisture and softness to hair.
- Lathers and rinses easily.
- Leaves hair looking radiant and shiny.

Active Components:

- Apple Stem Cells, contributes to give hydration, and shine to hair.
- Keratin, provides shine and vitality to hair.
- Collagen, strengthens and protects the hair fiber.
- UV Solar Filter, protects hair against solar ultraviolet rays and environmental damage.

Directions: Distribute a small amount of WOW VIOLET MATIZANT SHAMPOO onto damp hair. Massage gently for 3-5 minutes. Rinse.

Caution: Avoid eye contact. In case of contact with eyes, rinse immediately. Do not ingest. Keep away of the reach of children.

Net. Wt: 11.8 fl oz / 350 ml.





TECHNICAL SPECIFICATIONS

2 PHASE MOISTURIZING TREATMENT

WOW 2 PHASE MOISTURIZING TREATMENT, is an instant hair moisturizer. Its hydrating ingredients soften, detangle and provide incredible shine, without weighing hair down. Enriched with **APPLE STEM CELLS, KERATIN & COLLAGEN** which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Contains special UV filters to protect hair against solar ultraviolet rays and the environmental damage.

Benefits:

- Instant hair moisturizer.
- Softens, detangles and provides incredible shine.
- It doesn't weigh hair down.
- Hydrates and restructures the hair fiber.
- Provides shine, moisture and softness to hair.
- Leaves hair looking radiant and shiny.

Active Components:

- Apple Stem Cells, contributes to give hydration, and shine to hair.
- Keratin, provides shine and vitality to hair.
- Collagen, strengthens and protects the hair fiber.
- UV Solar Filter, protects hair against solar ultraviolet rays and environmental damage.

Directions: After shampooing with Wow Shampoo and towel dry, shake the WOW 2 PHASE MOISTURIZING TREATMENT bottle well until the mixture has a uniform color. Spray on the hair until perfectly moisturized. Don't rinse out. Style.

Caution: Avoid eye contact. In case of contact with eyes, rinse immediately. Do not ingest. Keep away of the reach of children.

Net. Wt: 11.8 fl oz / 350 ml.





TECHNICAL SPECIFICATIONS

REPAIR MASK RECONSTRUCTING TREATMENT

WOW REPAIR MASK, is an ultra-powerful hair reconstructing treatment composed of a unique blend of botanical proteins and natural moisturizers. **WOW REPAIR MASK** actually penetrates the hair and imparts its regenerating nutrients deep into the hair cortex. Enriched with **APPLE STEM CELLS, KERATIN & COLLAGEN** which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair.

Benefits:

- Ultra-powerful hair reconstructing treatment.
- Contains botanical proteins and natural moisturizers.
- Imparts its regenerating nutrients deep into the hair cortex.
- Hydrates and restructures the hair fiber.
- Provides shine, moisture and softness to hair.
- Leaves hair looking radiant and shiny.

Directions: After shampooing hair with Wow Shampoo, distribute WOW REPAIR MASK onto towel-dried hair. Leave in for 10 minutes. Rinse.

Caution: Avoid eye contact. In case of contact with eyes, rinse immediately. Do not ingest. Keep away of the reach of children.

Net. Wt: 35.2 oz / 1000 g.

Active Components:

- Apple Stem Cells, contributes to give hydration, and shine to hair.
- Keratin, provides shine and vitality to hair.
- Collagen, strengthens and protects the hair fiber.





TECHNICAL SPECIFICATIONS

SEXY RED - COLOR MASK

WOW SEXY RED COLOR MASK intensifies the cosmetic red tones, helping to renovate the color of the hair. Provides red color to previously bleached hair. Enriched with APPLE STEM CELLS, which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Provides great conditioning and untangling.

ENRICHED WITH: APPLE STEM CELLS.

Exclusive research reveals that this fantastic ingredient helps to delay aging thanks to the great amount of antioxidants, contributing to protect the hair and repairing the hair cortex. This advanced technology on its formula gives excellent gray coverage and incredible hair moisturization. It also helps to hydrate and restructure the hair fiber, while giving shine, moisture and softness to hair.

DIRECTIONS: With the use of gloves, apply on the palm of the hand and distribute onto clean damp hair, giving a gently massage for 3-5 minutes. Rinse. Use as maintenance once a week. It is recommended to apply in:

LIGHTENING LEVEL 7 & 8

CAUTION: Dyes can cause allergic reactions. Do not use in persons under the age of 16. Do not use if: you have a skin rash on your face or sensitive, irritated or damaged scalp or if you have experienced allergic reactions with coloration or Black Henna. Black Henna tattoos can increase risk of allergy. Suspend its use in case of irritation. Do not apply on eyelashes or eyebrows. Perform a preliminary test. Avoid contact with eyes, in case of contact, rinse immediately with plenty of water. Do not ingest. In case of accidental ingestion, get medical help or contact a Poison Control Center. Keep out of reach of children. For professional use only. Use gloves.





TECHNICAL SPECIFICATIONS

SILVER VIOLET - COLOR MASK

WOW SILVER VIOLET COLOR MASK neutralizes yellow tones of the bleaching process, highlights ash and beige tones, helps gray hair sparkle and maintains natural blonde and cosmetic color. Enriched with APPLE STEM CELLS, which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Provides great conditioning and untangling.

ENRICHED WITH: APPLE STEM CELLS.

Exclusive research reveals that this fantastic ingredient helps to delay aging thanks to the great amount of antioxidants, contributing to protect the hair and repairing the hair cortex. This advanced technology on its formula gives excellent gray coverage and incredible hair moisturization. It also helps to hydrate and restructure the hair fiber, while giving shine, moisture and softness to hair.

DIRECTIONS: With the use of gloves, apply on the palm of the hand and distribute onto clean damp hair, giving a gently massage for 3-5 minutes. Rinse. Use as maintenance once a week. It is recommended to apply in:

LIGHTENING LEVEL 8, 9 & 10

CAUTION: Dyes can cause allergic reactions. Do not use in persons under the age of 16. Do not use if: you have a skin rash on your face or sensitive, irritated or damaged scalp or if you have experienced allergic reactions with coloration or Black Henna. Black Henna tattoos can increase risk of allergy. Suspend its use in case of irritation. Do not apply on eyelashes or eyebrows. Perform a preliminary test. Avoid contact with eyes, in case of contact, rinse immediately with plenty of water. Do not ingest. In case of accidental ingestion, get medical help or contact a Poison Control Center. Keep out of reach of children. For professional use only. Use gloves.





TECHNICAL SPECIFICATIONS VANILLA BLONDE - COLOR MASK

WOW VANILLA BLONDE COLOR MASK neutralizes and shades color in bleached hair, highlighting beige, blonde and golden tones. Enriched with APPLE STEM CELLS, which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Provides great conditioning and untangling.

ENRICHED WITH: APPLE STEM CELLS.

Exclusive research reveals that this fantastic ingredient helps to delay aging thanks to the great amount of antioxidants, contributing to protect the hair and repairing the hair cortex. This advanced technology on its formula gives excellent gray coverage and incredible hair moisturization. It also helps to hydrate and restructure the hair fiber, while giving shine, moisture and softness to hair.

DIRECTIONS: With the use of gloves, apply on the palm of the hand and distribute onto clean damp hair, giving a gently massage for 3-5 minutes. Rinse. Use as maintenance once a week. It is recommended to apply in:

LIGHTENING LEVEL 9 & 10

CAUTION: Dyes can cause allergic reactions. Do not use in persons under the age of 16. Do not use if: you have a skin rash on your face or sensitive, irritated or damaged scalp or if you have experienced allergic reactions with coloration or Black Henna. Black Henna tattoos can increase risk of allergy. Suspend its use in case of irritation. Do not apply on eyelashes or eyebrows. Perform a preliminary test. Avoid contact with eyes, in case of contact, rinse immediately with plenty of water. Do not ingest. In case of accidental ingestion, get medical help or contact a Poison Control Center. Keep out of reach of children. For professional use only. Use gloves.





TECHNICAL SPECIFICATIONS

SWEET AMBER - COLOR MASK

WOW SWEET AMBER COLOR MASK shades and highlights caramel and chocolate color in previously bleached hair. Helps to maintain light brown cosmetic color in the hair. Enriched with APPLE STEM CELLS, which helps to hydrate and restructure the hair fiber while providing shine, moisture and softness to hair. Provides great conditioning and untangling.

ENRICHED WITH: APPLE STEM CELLS.

Exclusive research reveals that this fantastic ingredient helps to delay aging thanks to the great amount of antioxidants, contributing to protect the hair and repairing the hair cortex. This advanced technology on its formula gives excellent gray coverage and incredible hair moisturization. It also helps to hydrate and restructure the hair fiber, while giving shine, moisture and softness to hair.

DIRECTIONS: With the use of gloves, apply on the palm of the hand and distribute onto clean damp hair, giving a gently massage for 3-5 minutes. Rinse. Use as maintenance once a week. It is recommended to apply in:

LIGHTENING LEVEL 8 & 9

CAUTION: Dyes can cause allergic reactions. Do not use in persons under the age of 16. Do not use if: you have a skin rash on your face or sensitive, irritated or damaged scalp or if you have experienced allergic reactions with coloration or Black Henna. Black Henna tattoos can increase risk of allergy. Suspend its use in case of irritation. Do not apply on eyelashes or eyebrows. Perform a preliminary test. Avoid contact with eyes, in case of contact, rinse immediately with plenty of water. Do not ingest. In case of accidental ingestion, get medical help or contact a Poison Control Center. Keep out of reach of children. For professional use only. Use gloves.

