



TREND AND STYLE FOR
BEAUTY PROFESSIONALS

The Color for You

www.wowcolor.com



Innovation - Trend - Technology

WOW BEAUTY FACTOR has a wide range of innovative hair color shades of Italian formulation, with the most successful and trend tones around the world.

The result: A PERFECT COLOR RANGE!

The advanced formula of all WOW products is enriched with APPLE STEM CELLS that help hydrate and protect the hair fiber, while giving shine, softness and moisture to the hair.

WOW hair coloring cream provides TOTAL gray hair coverage, with natural, bright and long-lasting reflections, leaving a soft and silky texture.

WOW BEAUTY FACTOR, the professionals color.

71 SHADES
Formula 1 + 1½



 **ITALIAN**
Formula

UV Solar
Filter



Tinte Semipermanente



Tinte Permanente

HAIR COLORING CREAM

Formula enriched with APPLE STEM CELLS that help hydrate and protect the hair fiber during the coloring process, contributing to give shine, softness and moisture to hair.

- 71 WORLD TREND COLOR SHADES
- TOTAL gray hair coverage
- 1 + 1 1/2 formula



UV Solar
Filter

 **ITALIAN**
Formula

BLEACHING POWDER

Effective bleaching system that allows lightening and color extractions while preserving the integrity of the hair. Formula enriched with APPLE STEM CELLS, ARGAN OIL, KERATIN AND HYDROLYZED COLLAGEN that help hydrate and protect the hair fiber during the bleaching process, contributing to give shine, softness and moisture to hair.

- 1 + 3 FORMULA. Great performance
- Contains VIOLET pigment to neutralize yellow and orange reflections
- NON VOLATILE formula.





CREAM PEROXIDE

Advanced formula, created for a luminous lightening of the hair. Formula enriched with APPLE STEM CELLS, which help hydrate and protect the hair fiber, contributing to give shine, softness and moisture to hair.

VOLUMES

10 - 3%

20 - 6%

30 - 9%

40 - 12%

- 4.56 fl oz peroxide included with permanent hair coloring cream
- 33.8 fl oz peroxide uncluded with the 12.3 oz bleaching powder

COLOR CARE MAINTENANCE SHAMPOO

Specialized shampoo to maintain and prolong the color of dyed hair. Its advanced formula helps enhance the shine and color of dyed hair, strengthening, moisturizing and protecting the hair fiber. Contains special UV filters to protect hair against solar ultraviolet rays and environmental damage. Lathers and rinses easily, leaving hair looking radiant and shiny.

Active Ingredients:

- Apple Stem Cells, provide hydration and shine to hair
- Keratin, provide shine and vitality to hair
- Collagen, gives strength and protects the hair fiber
- UV filter, protects hair from sun rays





BLACK MATIZANT SHAMPOO

Formulated to tone and intensify brown and black tones. Contributes 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. It also generates excellent cleaning, conditioning and detangling.

Active Ingredients:

- Apple Stem Cells, provide hydration and shine to hair
- Keratin, provide shine and vitality to hair
- Collagen, gives strength and protects the hair fiber

VIOLET MATIZANT SHAMPOO

Formulated to neutralize yellow tones, highlight ash and beige tones, and to make gray hair sparkle, thanks to the violet pigments of its formula. It also generates excellent cleaning, conditioning and detangling.

Active Ingredients:

- Apple Stem Cells, provide hydration and shine to hair
- Keratin, provide shine and vitality to hair
- Collagen, gives strength and protects the hair fiber





2 PHASE MOISTURIZING TREATMENT

Instant moisturizing leave-in treatment. The action of its advanced formula helps to smooth, detangle and give hair an incredible shine without weighing hair down. Contains UV filters to protect hair from sun rays and environmental damage.

Active Ingredients:

- Apple Stem Cells, provide hydration and shine to hair
- Keratin, provide shine and vitality to hair
- Collagen, gives strength and protects the hair fiber
- UV filter, protects hair from sun rays

REPAIR MASK RECONSTRUCTING TREATMENT

Powerful hair reconstructing and color sealer treatment, composed of a unique blend of botanical proteins and natural moisturizers. Created to repair hair that is extremely damaged by chemical processes and by external environmental agents. Works by penetrating the hair strand, helping to rebuild and generate great conditioning and moisturizing. Restores naturalness, strength and gives sensational shine to the hair.

Active Ingredients:

- Apple Stem Cells, provide hydration and shine to hair
- Keratin, provide shine and vitality to hair
- Collagen, gives strength and protects the hair fiber





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.

Benefits:

- Intensifies and renews cosmetic red tones
- Provides red color to previously bleached hair
- Strengthens, hydrates and protects the hair fiber
- Gives shine, softness and moisture to hair
- Great conditioning and untangling
- Restores naturalness to the hair

LIGHTENING LEVEL

7 & 8

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.

Benefits:

LIGHTENING LEVEL

8, 9 & 10

- Neutralizes yellow tones from bleaching
- Highlights ash and beige tones
- Maintains natural blonde and cosmetic color
- Strengthens, hydrates and protects the hair fiber
- Gives shine, softness and moisture to hair
- Great conditioning and untangling
- Restores naturalness to the hair





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.

Benefits:

LIGHTENING LEVEL

9 & 10

- Neutralizes and shades color in bleached hair
- Highlights beige, blonde and golden tones
- Strengthens, hydrates and protects the hair fiber
- Gives shine, softness and moisture to hair
- Great conditioning and untangling
- Restores naturalness to the hair

SWEET AMBER COLOR MASK

WOW SWEET AMBER COLOR MASK shades and highlights caramel and light 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.

Benefits:

LIGHTENING LEVEL

8 & 9

- Shades and highlights caramel color in previously bleached hair
- Shades and highlights light chocolate color in previously bleached hair
- Helps maintain light brown cosmetic color in the hair
- Strengthens, hydrates and protects the hair fiber
- Gives shine, softness and moisture to hair
- Great conditioning and untangling
- Restores naturalness to the hair





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