

**BOLD COLOR WASHES**

# COLORWORX VS COLOR WASHES



<b>CLIENTS</b>	Pale blonde or pre-lightened hair (as direct dye) Igora Royal clients (as booster)	From light brown bases up to the palest blonde and pre-lightened hair
<b>PLATFORM</b>	Cream	Shampoo
<b>MIXABILITY</b>	<b>VERSATILE SOLUTIONS:</b> • Mix and match colours + pastel effects • Mix with Igora Royal, Igora Vibrance, Essensity and BlondMe***	• Between Bold Color Washes
<b>LONGEVITY AND INTENSITY</b>	• <b>Concentrates:</b> Fades away quickly • <b>Intense:</b> more vibrant and long lasting than Concentrates	• As intense as it gets
<b>SERVICES</b>	• All over colour services • Perfect texture for precision Placement techniques • Blends and melts	• All over color services • Quick and easy at the backwash • Bold color refresh • Multi-tonal color and creative techniques

*Together. A passion for hair.*