NEW GOODBYE ORANGE



WHAT IT IS:

- Highly pigmented neutralising wash against unwanted orange and red undertones
- Hair base: medium brown to dark blonde
- Gentle cleansing with integrated Bonding Technology
- The formulation is adjusted to a pH level of 4.5 for effective and long-lasting results
- Vegan formula & free of SLS/SLES Sulfates*

WHAT IT DOES:

- The calibrated pigment amount of a blue-greenish direct dye is formulated to neutralise unwanted orange / red undertones whilst gently cleansing the hair
- Counteracts cool tone colour fade
- Helps to prolong cool tone luminosity in between salon visits
- Instantly adds cool tone after free hand lightening on darker hair base

HOW TO USE?

IN – SALON SERVICE

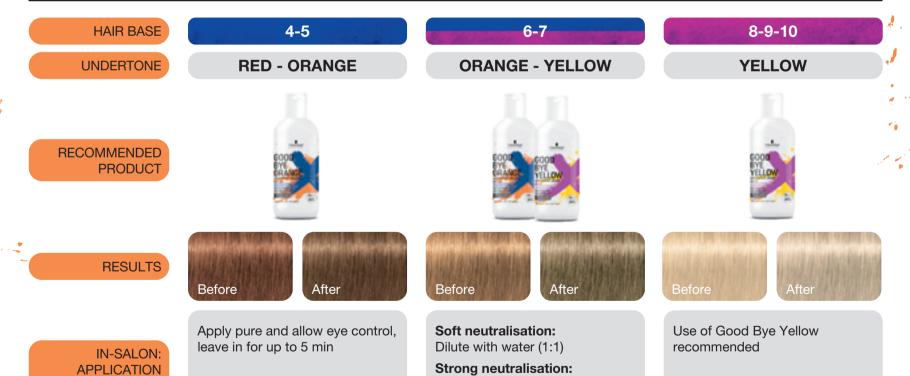
- Use on base 4 up to 6 to balance anti orange / red corrective techniques
- Quick & easy to apply at the backwash
- Apply as a shampoo on wet hair for up to 5 minutes
- Rinse hair thoroughly after application
- Development time could be slightly increased on non-porous hair to intensify the result.
- Colour result and longevity vary depending on hair condition and processing time
- Use professional gloves, protect clothes, surface and skin from staining and discolouration

HOME MAINTENANCE:

• Use 1 - 2 times per week for tonal maintenance

* SLS/SLES Sulfates = Sodium Lauryl Sulfate & Sodium Laureth Sulfate

RECOMMENDATION FOR APPLICATION





EXPECTED END RESULT

Neutral colour result vs. GBY

AT HOME: APPLICATION RECOMMENDATION Apply 1 or 2 times a week, leave in for up to 5 min Apply maximum 1 time per week, leave in for up to 3 min

Apply pure and allow eye control,

Clear blonde, stone washed reflex

on clear bleached base 7 vs. GBY

leave in for up to 5min

Use of Good Bye Yellow recommended

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HINTS & TIPS

Goodbye Orange is much more intense than regular pigmented shampoos. Therefore, processing time is the key to achieve desired results. Depending on hair base & hair condition, too long exposure time can turn the colour result into a greenish / blueish undertone. To remove these unwanted undertones, please wash the hair with BC Deep Cleansing Shampoo at the backwash.

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