



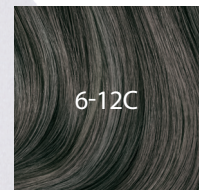
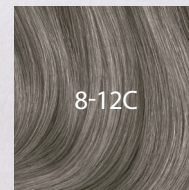
-12C series

THE CONCEPT

The new Cendré Ash series help round out the Cool color world, for stronger neutralization options for your cool-toned clients.

The multidimensional finish of these new shades helps give natural-looking end results while offsetting warm underlying pigments.

SHADES



ENHANCING WHILE NEUTRALIZING

The -12 C series contains cool-toned primary and secondary tones to neutralize unwanted warm undertones. Compared to the other Cendré series in the Cool color world (-16C, -19C), -12C has the coolest neutralization for yellow and orange tones. The primary Cendré tone counteracts yellow and the secondary Ash tone counteracts unwanted orange tones. The multidimensional result of tbh – true beautiful honest allows you to enhance your client's natural base without compromising on neutralization power.



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IDENTIFYING THE CLIENT'S NEEDS

If your client is looking to cover white hair...

tbh – true beautiful honest fashion shades feature up to 50% white hair coverage when used alone, or up to 100% coverage when mixed 2:1 with a Natural shade. Use the new -12C series to keep the root area cooler when targeting white hair clients.

If your client wants a natural-looking blonde without pre-lightening...

10-12C offers reliable lifting performance and counteracts unwanted warmth during the processing time, for up to 3 levels of lift and neutralization all in one step. Use this highlift shade to upgrade your client to a multidimensional, subtle, and weightless blonde result.

MIXING TIP:

For base 7: Use 10-12C for strongest neutralization

For base 8 and lighter: Mix 10-12C + 10-19C (1:1)

If your blonde client needs a quick blonde boost to revive dull mid-lengths & ends...

Use the new Dimensional Blonde Enhancement service with the 10 – shades to revive dull mid-lengths and ends and add a gentle tonal deposit and neutralization in as little as 10 minutes. For more dimensional, natural-looking blonde results.

MIXING TIP:

Mix 10- shade + IGORA VIBRANCE® Activator Lotion 1.9%[6 Vol. (1:2)