

NEW GOODBYE ORANGE




Schwarzkopf
PROFESSIONAL

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

HAIR BASE	4-5	6-7	8-9-10
UNDERTONE	RED - ORANGE	ORANGE - YELLOW	YELLOW
RECOMMENDED PRODUCT			
RESULTS			
IN-SALON: APPLICATION RECOMMENDATION	Apply pure and allow eye control, leave in for up to 5 min	Soft neutralisation: Dilute with water (1:1) Strong neutralisation: Apply pure and allow eye control, leave in for up to 5min	Use of Good Bye Yellow recommended
EXPECTED END RESULT	Neutral colour result vs. GBY	Clear blonde, stone washed reflex on clear bleached base 7 vs. GBY	Use of Good Bye Yellow recommended
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	Use of Good Bye Yellow recommended

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.

Together. A passion for hair.