L'ANZA HEALING COLOR

- 8 Mix Tones
- 4 Super Lifts
- 5 High Lift Blondes
- 71 Classic Shades
- 88 shades provide unlimited formulation creativity

Healing Color

- Can be formulated for both on-scalp and off-scalp applications.
- Provides maximum comfort for clients with sensitive scalp.
- Healing Powder Decolorizer is dust-free and easy to mix for smooth
during and after process.

Healing Color Developers

- 40 Volume Healing Color Developer (12%)
- 20 Volume Healing Color Developer (6%)
- Demi Healing Color Developer (1.75%)
- Flower Shield Complex.

STEPS TO SUCCESSFUL COLOR FORMULATION

1. Determine the Client’s Natural and Existing Level

- Using the L’ANZA Healing Color level finder, identify the level of natural hair color.
- Use the level of previously colored, lightened or chemically altered hair.

2. Determine the Target Level Desired

- Changing level requires specific formulation and must be considered to ensure exact final result.
- Determine target level: Are you going lighter or darker? How many (if any) levels?

3. Determine the Undertone Found at the Target Level

- This is an easy determination once you’ve established Steps 1 and 2. Is the final color hue of the Target Color (TC) warmer or cooler than the natural level?

4. Select the Shade and Developer Volume Needed to Achieve your Target Level and Tone

- For the most accurate results, work on your color. Mix the level and application volume to achieve the desired final result.
- This will keep you from over-compensating and reduce the natural undertone to achieve your final goal.

5. Formulate

- Implemented Steps 1 through 5 to calculate the perfect color formula.

- Mix Tone
- Base
- Developer
- Recommended Use

L’ANZA HEALING COLOR SHADES & FAMILIES

- 100% Balanced
- 100% Unbalanced
- 60% Balanced, 40% Unbalanced
- 50% Balanced, 50% Unbalanced
- 40% Balanced, 60% Unbalanced
- 30% Balanced, 70% Unbalanced
- 20% Balanced, 80% Unbalanced
- 10% Balanced, 90% Unbalanced
- 0% Balanced, 100% Unbalanced

COLOR ATTACHMENT TECHNOLOGY

Keratin Healing System
- Improves color attachment
- Ensures even color results

Flower Shield Complex
- Protects hair from environmental aggressors. L’ANZA’s Flower Shield Complex, uses natural, anti-oxidant compounds from flowers to provide full-spectrum color protection.

RICH, VIBRANT, LONG-LASTING COLOR

- TRANSFORM PERMANENT
- PERMABRIGHT DERMAL
- PERMABRIGHT COLORTINT

LOW INVENTORY COST

- Great performance and savings - all in one tube of color!
- Controls application, 3-in-1 technology & greed with superior formula.
- Increases color attachment, improves color uniformity.
- Achieve customizable results with 5 dedicated developers.
- Experience consistent, true-to-tone color results.
- Achieve customizable results with 5 dedicated developers.
- Achieve profitability with low cost per ounce.
- Achieve low inventory costs.

PERMANENT FORMULA

- Use as a base to mix with existing color or to create an entirely new shade.

GREAT PERFORMANCE AND SAVINGS - ALL IN ONE TUBE OF COLOR!

- Control application, 3-in-1 technology & greed with superior formula.
- Increases color attachment, improves color uniformity.
- Achieve customizable results with 5 dedicated developers.
- Experience consistent, true-to-tone color results.
- Achieve profitability with low cost per ounce.
- Achieve low inventory costs.

L’ANZA HEALING COLOR 3-IN-1 FLEXIBILITY

PERMANENT

- Genuine, natural, and perfect. The final color hue is the Target Color (TC) enhanced. Mix your desired volume and color temperature, directly into the L’ANZA Healing Color Developer. L’ANZA Healing Color Developer is a 3-in-1 technology: lightener, darkener, and cover gray.

DEMI PERMANENT

- Perfectly balanced, natural-looking ash results. Blue base consistently controls warm tones at lighter levels.

DEMI TRANSLUCENT

- Balanced, natural-looking ash results. Blue base consistently controls warm tones at lighter levels.

L’ANZA MECHANICAL

- Cover All Your Color Services from One Color Tube!

PERMANENT FORMULA

- Use as a base to mix with existing color or to create an entirely new shade.

GREAT PERFORMANCE AND SAVINGS - ALL IN ONE TUBE OF COLOR!

- Control application, 3-in-1 technology & greed with superior formula.
- Increases color attachment, improves color uniformity.
- Achieve customizable results with 5 dedicated developers.
- Experience consistent, true-to-tone color results.
- Achieve profitability with low cost per ounce.
- Achieve low inventory costs.

L’ANZA HEALING COLOR 3-IN-1 FLEXIBILITY

PERMANENT

- Genuine, natural, and perfect. The final color hue is the Target Color (TC) enhanced. Mix your desired volume and color temperature, directly into the L’ANZA Healing Color Developer. L’ANZA Healing Color Developer is a 3-in-1 technology: lightener, darkener, and cover gray.

DEMI PERMANENT

- Perfectly balanced, natural-looking ash results. Blue base consistently controls warm tones at lighter levels.

DEMI TRANSLUCENT

- Balanced, natural-looking ash results. Blue base consistently controls warm tones at lighter levels.

L’ANZA MECHANICAL

- Cover All Your Color Services from One Color Tube!
**L'ANZA HEALING COLOR CLASSIC SHADES**

<table>
<thead>
<tr>
<th>FAMILY</th>
<th>Natural</th>
<th>Ultra Natural</th>
<th>Natural</th>
<th>Ash</th>
<th>Extra Ash</th>
<th>Beige</th>
<th>Beige-Copper</th>
<th>Gold</th>
<th>Gold-Copper</th>
<th>Copper</th>
<th>Copper-Copper</th>
<th>Ultra Copper</th>
<th>Ultra Red-Copper</th>
<th>Red</th>
<th>Ultra Red</th>
<th>Red</th>
<th>Ultra Red</th>
<th>Violin</th>
<th>Pearl</th>
<th>Mix Tones</th>
</tr>
</thead>
<tbody>
<tr>
<td>LETTER</td>
<td>NV</td>
<td>NN</td>
<td>N</td>
<td>A</td>
<td>AX</td>
<td>B</td>
<td>BC</td>
<td>G</td>
<td>GC</td>
<td>CG</td>
<td>NC</td>
<td>C</td>
<td>CC</td>
<td>R</td>
<td>RR</td>
<td>RV</td>
<td>V</td>
<td>P</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BASE**

- 200 Super Lift
- 100 High Lift Blonde
- 10 Very Light Blonde
- 9 Light Blonde
- 8 Medium Blonde
- 7 Dark Blonde
- 6 Light Brown
- 5 Medium Brown
- 4 Dark Brown
- 3 Brown/Black
- 1 Black

---

**L'ANZA HEALING COLOR CONCEPTS**

- Chocolates
- Spices
- Woods
- Beach
- Sea Gems
- Precious Metals
- Night Sky
- New York
- Sun-Drenched Beaches
- Neutrals
- Wild Flowers
- "MAD" Mixes

**UNDERSTANDING THE LABEL**

L'ANZA Healing Color is clearly labeled for easy level, shade and tone identification.

**EXAMPLE**

7GC

---

**ACCOUNT FOR GRAY COVERAGE**

When formulating for gray coverage, add a shade from one of the following categories to the Target Color.

- Hair in the 30% Violet to 100% Violet range: 50% Violet to 100% Violet
- Hair in the 100% Violet to 0% Violet range: 0% Violet to 50% Violet

**LEVEL & UNDERTOONE**

- Very Light Blonde
- Pale Yellow
- Dark Blonde
- Honey
- Medium Brown
- Red
- Dark Brown
- Black
- Black Hair

---

**CALL THE L’ANZA HEALING COLOR HOTLINE AT (888) 831-5325 (WORLDWIDE)**