

FREQUENTLY ASKED QUESTIONS

▶ **Why should I choose Advanced Coloration over other color lines available?**

Advanced Coloration uses High Definition technology – the most advanced color technology available. No other product offers you this superior level of color and shine. And it's available to you at up to 60% less than other popular color lines because there's no mark-up from the retailer.

▶ **Can Advanced Coloration help grow my business?**

Yes. If you're like most salon professionals, your color/highlighting services make up a large share of your total revenues. We guarantee that Advanced Coloration will exceed your clients' expectations, and that their hair will become your most powerful marketing tool.

▶ **Will it be easy to convert from my current color line to Advanced Coloration?**

Yes. We've taken great care to make sure that your transition from other color lines is as effortless as possible. All our literature gives you the alphabetical description and the international description for each of our 71 shades.

(continued on back)

▶ **Can I expect 100% gray coverage?**

Yes. Thanks to our new micro-molecule technology, more color pigment is deposited in the hair shaft with minimal cuticle damage. The result is more coverage, more brilliant colors, and longer-lasting results.

▶ **Will I need to maintain a separate inventory for demi-permanent color?**

No. Advanced Coloration technology involves almost no ammonia, allowing you to achieve true demi-permanent color application when coupled with our Revealer Processor.

At Advanced Coloration we are thrilled to offer you the very best in hair color - an affordable micro-molecule hair color with superior color results and extraordinary conditioning. We have brought beauty back to the industry and returned the profit back to you.

Glamour and style are now back in your hands!

ADVANCED COLORATION

TO FIND OUT MORE OR TO ORDER
ADVANCED COLORATION HIGH
DEFINITION HAIR TECHNOLOGY
PRODUCTS, VISIT
1-877-50-COLOR
WWW.ADVANCEDCOLORATION.COM

ADVANCED COLORATION

**HAIR COLOR IN
HIGH DEFINITION**

**BRAND NEW
HAIR COLOR TECHNOLOGY**

WHY ARE SO MANY STYLISTS SWITCHING TO ADVANCED COLORATION?

We know that the color/highlighting services you offer account for a large portion of your total salon revenues and are a key factor in client retention. Exceed your clients' expectations with Advanced Coloration.

- ▶ New High Definition micro-pigment technology
- ▶ More vivid color
- ▶ Save up to 60% compared to other professional color products
- ▶ A higher mixing ratio makes your inventory last longer
- ▶ Minimal color fading
- ▶ Bolder-than-ever reds
- ▶ Virtually no ammonia to cause scalp irritation
- ▶ 100% gray coverage
- ▶ Over 71 shades to choose from
- ▶ Intensifiers/Correctors create a limitless color palette
- ▶ A unique 'Joker' tool helps resist gray and add extra lift
- ▶ Unique conditioning complex for beautiful luminous shine
- ▶ No preservatives
- ▶ Delayed oxidation technology
- ▶ True demi-permanent results
- ▶ Reduced product packaging
- ▶ Fast, easy online ordering

BRAND NEW HAIR COLOR TECHNOLOGY

Advanced Coloration is the most technologically advanced system available. Manufactured in Italy, Advanced Coloration combines the purest color pigment with a superior conditioning complex to give you vibrant, long-lasting High Definition color and shine.

HOW IT WORKS

The color pigments used in most color products today are 'macromolecules' that are quite large, leaving impurities in with the hair color. The refined impurities require the use of larger amounts of ammonia, MEA, or both to allow the large color molecule into the cuticle. This process can leave hair dry and damaged.

Advanced technology has refined the color pigment to a micro-molecule that's so small the hair shaft only has to be opened up a very slight amount. This can be achieved with just trace amounts of ammonia, leaving the hair shaft intact for stronger, healthier hair. The small size of these molecules, allows more molecules into the same space as a macromolecule, without the impurities. This gives a more vibrant, rich color.

Advanced Coloration technology conditions the hair with a superior, preservative-free conditioning complex that mimics the hair's natural keratin for a radiant, healthy shine. And our rich Italian colors are long-lasting and virtually fade-free with complete gray coverage.

The result: High Definition hair with luminous shine and vibrant, long-lasting color.