

COOL BLONDE? MAKE IT LAST

Introducing
ULTIMATE COLOR BLONDE

- 3-in-1, tones, moisturizes & conditions blondes
- Moisture from 1st use
- Brass-free blonde with every wash

This anti-brass shampoo and conditioner duo is the perfect wash day routine to bring out cooler tones in blonde and bleached / lightened or naturally gray hair.

ULTIMATE COLOR BLONDE ONYX SHAMPOO

Deep marine colored shampoo for a radiant blondes.

Enriched with Glycine, Metal Purifier & B5 to shield hair, offering protection from damage & help to replenish and retain moisture.

The Onyx shampoo contains violet pigment and charcoal integrated to neutralize golden tones in natural and colored blonde, white and gray hair, leaving hair with cooler tones. Visible results in 5 minutes.

WHY CHARCOAL?

Onyx Shampoo with activated charcoal for a refreshing, purifying experience.

Violet pigments combined with charcoal create an ash-based tone that helps neutralize yellow and brassy tones.

*Based on Wella Master Brand USD sales on the 2024 Salon Hair Care Study for the hair coloring products category published by Kline.
**Vs. non conditioning shampoo.



ULTIMATE COLOR BLONDE COOL BLONDE CONDITIONER

Refresh cool tones, for soft neutralization from warm tones. Increase blonde hair smoothness and up to 90% less hair breakage**

WITH ADVANCED COLOR CARE SYSTEM

Refreshes and maintains the brightness of natural, colored or highlighted blondes.

GLYCINE & METAL PURIFIER

Help shield the hair fiber to protect against damage, while detoxing hair from metal build-up.

B5

Replenishes and locks in moisture from scalp to ends for hair that looks and feels healthy.

+ NEUTRALIZING PIGMENTS:

Target and counteract unwanted warm tones for cooler, brighter blondes.

FROM BRASSY TO COOL BLONDES

As we know toning solutions are not permanent — the neutralizing effect fades with each wash leaving clients frustrated and disappointed, that's why professional advice and at-home maintenance is essential to help maintain cool results and improve condition between salon visits.

HAIR EXTENSION SAFE

PRO TIP

Refresh dull blonde hair extensions. Reduce brassy tones to keep up with salon blonde results.

On pale tones, dilute the Onyx Shampoo with water for softer neutralization.



COOL BLONDES CAN HAVE IT ALL COOL BLONDE MADE EASY



If you notice warm, brassy tones appearing, incorporate a weekly treatment of **New Ultimate Color Blonde**.

ONYX SHAMPOO

For weekly intense neutralization from brassy tone, visible results in 5 minutes.

CONDITION

For soft neutralization, apply to clean towel dried hair, apply generously and comb through. Leave up to 5 min, rinse.

TIP: Leave up to 10 min for extra neutralization. Repeat during each wash or after the Onyx Shampoo for additional neutralization.

TIP: Apply **Ultimate Color Miracle Leave-in Mask** for additional moisturization.

TIP: To help repair damage, incorporate **Ultimate Repair Miracle Hair Rescue**, apply 10 – 20 pumps to towel dried hair. Leave for 90 seconds, do not rinse.

THE BLONDE CARE CYCLE MAINTAIN. REFINE. NEUTRALIZE.

Blonde care isn't constant correction – it's knowing when to use Ultimate Color and Ultimate Repair and include Ultimate Color Blonde within the regimen.

