DISCOVER

# total results<sup>™</sup> **KEEP ME VIVID**

Vivid hair, every day



# VIVID COLOURS? hair colour market OPPORTUNITY

### VIVID COLOURS AND BRIGHT COLOURS

are the fastest growing category in the world of hair colour.\*

5% of colour users want a vivid end look\*\*

Average vivid client spends 88% more than the average client

Visits salon = 3 times a year<sup>\*\*</sup>

\*2017 Kline Pro \*\*Beauty Track S1 2017 vs S1 2016. \*\*Colourants U&A 2018, 2CV, Women salon only 630 / home & salon 427 \*\*\*Beauty Track S1 2017 vs S1 2016

# **ONLINE** *vivid colours social mentions evolution*\*\*\*







*#bluehair* 4.7m+ POSTS

*#unicornhair* 700k POSTS



*#purplehair* 4.2m+ POSTS



1.3m+ POSTS



#*pinkhair* 5.1m+ POSTS

## HOWEVER, YOUR CLIENTS CAN QUICKLY FALL OUT OF LOVE with their vivid colour



# new totalresults™ **KEEP ME VIVID**

The ultimate haircare technology to keep your colour vibrant, healthy and unique longer than ever before.

Celebrate you and you hair every day, FROM DAY 1 TO DAY 65.

# KEEP ME VIVID colour vibrant FOR UP TO 65 DAYS\*



### LAMINATE

#### SPRAY ON FOR SHINE AND VIBRANT COLOUR

A Professional use only lamination spray to use after colour to laminate the hair for vibrant colour and shine. COMBAT

ATRIX

(14)

EEP ME

SULFATE

-FREE

#### SHAMPOO FOR HIGH-MAINTENANCE HAIR COLOURS

Gently cleanses to maintain vibrancy of fast-fading hair colours. GLAZE

MATRIX

KEEP ME

### CONDITIONER FOR COLOUR GLAZING

Acidic conditioner nourishes colour-treated hair.

# ENRICHED WITH A UV FILTER

### VELVETISE

### **BLOW DRY CREAM**

Velvety leave-in hair treatment enriched with a UV filter.

Versatile: air dry or blow dry.

**PROFESSIONAL USE** 

\*when using Keep Me Vivid rinse out, shampoo and conditioner

# LAMINATE your hair colour

ATRIX

# **4 STEPS TO KEEP** your client's hair vivid

### **VIVID COLOUR IS CREATED**

### RINSE THOROUGHLY

2. A faster after-colour routine- rinse hair thoroughly with water to ensure colour is fully emulsified

SPRAY ON KEEP ME VIVID J. COLOUR LAMINATION Acidic rinse seals the cuticle after

> your vivid colour service. **RINSE THOROUGHLY.**

60 econd

### **BE VIVID LONGER THAN 4.** EVER BEFORE

Colour with 3x more prismatic shine.

**NEW PROFESSIONAL SERVICE.** TO USE THE DAY OF HAIR COLOUR ONLY.

ME

# *Keep your colour vivid* UP TO 65 DAYS\*

MATRIX

FIGHT COLOUR OXIDATION!

# *Colour glazing* FOR ULTIMATE SHINE



### SULPHATE-FREE SHAMPOO

ME

KEEP

#### GENTLY WASHES VIBRANT COLOURED HAIR FOR A HIGH-MAINTENANCE RESULT

### ACIDIC CONDITIONER TO REBALANCE THE NATURAL PH OF THE HAIR

## PROVIDES EXTREME GLAZE AND NOURISHMENT FOR VIVID HAIR

# **REASONS TO LOVE** *the colour velvetiser...*

# KEEP ME VIUD

COLOR VELVETIZER Low WF basic bears, there, hinds Inne salaur DF: briteriae, hinds, the Water de ooter GFF; briteriae, there, have 34RL0Z / 100 ml C

PERFECT FOR HARD-TO-MAINTAIN **KNOWN-TO-FADE** & BOLD COLOURS **ENRICHED WITH A** UV-FILMER & 230° heat protection **NO COATING RESIDUE** BLOW DRY OR AIR DRY

**CREAM-TO-OIL** transformative texture

# total results™ **KEP ME VIVID** *roadmap*

### THE TOTAL MATRIX ROUTINE, FROM PREPARATION TO MAINTENANCE



### IN SALON & AT HOME



Keep colour Vivid from day 1 to day 65

# KE Every colour

# the DELICATE

For the woman that loves to play with her hair colour but doesn't want to stand out from the crowd





For the woman who loves to play with her hair colour and dramatically change her look



# the **EXTROVERT**

For the woman that wants a pop of colour to feel unique

# TOTAL RESULTS CARES about your hair colour

COLOR OBSESSED **SO SILVER BRASS OFF KEEP ME VIVID** ----- DOES ------····· DOES ······ ····· DOES ······ ----- DOES ------Neutralises Maintains healthiness Keeps all high-maintenance **Neutralises** brassiness yellow tones colours vibrant for up to 65 days and vibrancy ----- FOR ----------- FOR ----------- FOR ------······ FOR Medium brown to Colour-treated Vivid hair colour, heavily lightened Grey or dark blonde hair hair, dramatic transformations blonde hair hair 



# questions?

### Q. WHAT IS THE DIFFERENCE BETWEEN KEEP ME VIVID AND COLOR OBSESSED?

A. Color obsessed is recommended for your demi and permanentsingle process colours, for maintaining neutral, warm and ash natural shades.

Keep me vivid is recommended for your semi, demi and permanent hair colour clients receiving double process involving intense highlighting / balayage.

### Q. TOTAL RESULTS KEEP ME VIVID IS SULFATE-FREE?

A. Yes, Keep me Vivid is sulfate-free.

#### Q. WHAT ARE THE BENEFITS OF THE KEEP ME VIVID SHAMPOO?

A. Total results First Sulfate Free Shampoo, developed to fight against chlorine, colour oxidation and hair sensitivity. Copper, greenish / darkening effect on colour and calcium, colour dullness and dryness.

#### Q. WHAT ARE THE BENEFITS OF THE KEEP ME VIVID CONDITIONER?

A. Total results keep me vivid is our colour glazing conditioner. The consistency is smooth but doesn't over coat the hair and has ultra acidic technology for high shine.

# Q. WHAT IS THE KEEP ME VIVID VELVETIZER?

A. Total Results Keep Me Vivid Velvetizer was developed in Italy. It has fade proof UV filter + 230 degree heat protection cream to oil transformative texture. There is no residue, no stickiness and you can use to blow dry or air-dry.

# Q. WHAT IS THE COLOUR LAMINATION?

A. Laminate is for in salon use after colour is rinsed thoroughly with cool water. You spray maximum of 3 sprays of Color Lamination Spray with no need to follow up with shampoo or conditioner. It works with the alkalinity of coloured hair and acidic laminates all dye technologies into the cuticle with a glossy overlay.

# \*\*\*\* totalresults \*\*\*\*\* EXPRESS SERVICES

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### NEW **COLOR LAMINATION**

Keeps high-maintenance colour vibrant for up to 65 days."

### Step 1: Apply Vivid colour

- Step 2: Rinse hair thoroughly
- Step 3: Spray on Total Results Keep Me Vivid Lamination Spray
- Step 4: Rinse thoroughly
- Step 5: Blowdry using Total Results keep Me Vivid Velvetizer



### **BRASS NEUTRALIZING**

**Neutralizes brassy tones** on lightened brunettes.

- Step 1: After using Total Results Brass Off shampoo, wearing suitable gloves, apply to wet hair and comb through for even distribution.
- Step 2: Avoid scalp area and leave on for 5-10 minutes depending on desired neutralization. 5 minutes for subtle neutralization, 10 minutes for maximum neutralization.

Step 3: Rinse out.

Step 4: Follow with Blonde Threesome Leave-In Cream for best results.



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### HAIR REBOND

#### Boosts strength to damaged, over-processed hair.

- Step 1: Apply Total Results Re-Bond Shampoo onto wet hair. Lather. Rinse.
- Step 2: Once a week, apply Total Results Re-Bond Pre-Conditioner THOROUGHLY onto wet hair. Wait 5 minutes.
- Step 3: Without washing off pre-conditioner, layer Total Results Re-Bond Conditioner on hair. Rinse. Don't rinse.



### SHINE REVIVER

Preserves colour and boosts shine with new lamination service.

- Step1: Apply colour
- Step 2: Rinse hair thoroughly
- Step 3: Spray on Total Results Keep Me Vivid Lamination Spray
- Step 4: Rinse thoroughly
- Step 5: Blowdry using Total Results keep Me Vivid Velvetizer

