

COLORSMASH[®]

COLOR KISSED HAIRSPRAY



About Condition Culture

Condition Culture was founded in 2010 to revolutionize hair products by forecasting upcoming trends and technologies in beauty and accessories, delivering unique and cutting edge items to market. The company started with the launch of Featherlocks® which took the hair and beauty world by storm, with the extensions appearing on A-listers, in top fashion magazines, and on television shows worldwide. Condition Culture continues to sell Featherlocks® and to inspire people globally by innovating and developing the highest quality products that enhance confidence and freedom of expression for all.

Development

COLORSMASH was developed by Condition Culture in 2011 when the ombre hair color trend originally became popular in Hollywood with celebrities and fashionistas alike. We wanted to make color accessible for anyone and started the development of a temporary application of color. After months of trial and research we realized we were too inexperienced to develop an aerosol and went back to the drawing board on how to apply color. We started using loose powder pigments to temporarily color the hair, and decided to press it into a shadow form to reduce the mess. Thus COLORSMASH Hair Shadow was born. The *hair-chalking* trend took the world by storm as the product was mimicked by every other major hair products brand.

Condition Culture continued the development of the original idea of creating an innovative color spray. They partnered with the experts at KIK Custom Products to further pioneer the possibilities with color innovation in aerosols. After two years of development, the companies were confident COLORSMASH Color Kissed Hairspray was unique. This strategic partnership brings manufacturing expertise and scale in wet products and aerosols for the further development of more innovative products that will rock the beauty industry!

What is **COLORSMASH**?

COLORSMASH Color Kissed Hairspray is a temporary color spray which delivers color uniformly to hair using a specially formulated and **nutrient enriched dye**.

Translucent color envelops the hair but does not penetrate the cuticle, giving **the look and feel of permanent vibrant color without the commitment or damage**, while nutrients leave hair shiny and healthy.

COLORSMASH Color Kissed Hairspray washes out easily and can be removed in several washes.

The Signature Fragrance

Fresh and floral, COLORSMASH's signature scent, Pantere Seksi, is a modern cocktail for the senses; it opens with a bright citrus top note of Sicilian Bergamot, smashed with confident floral notes of Peonies and Orchids, and finishes with distinctive delicate notes of Sandalwood and Musk.

COLORSMASH[®]

COLOR KISSED HAIRSPRAY



INDIGO



PINK



VIOLET

Currently in 3 colors

Color Kissed Formula

Nutrient Enriched.

Protects against UV Damage.

Leaves hair healthy, shiny and hydrated.

Color Kissed Formula is soft, touchable, and easy to style.

Grape Seed Extract



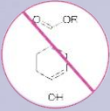
Avocado Extract



Quinoa Extract



Paraben Free



Pot Marigold Extract



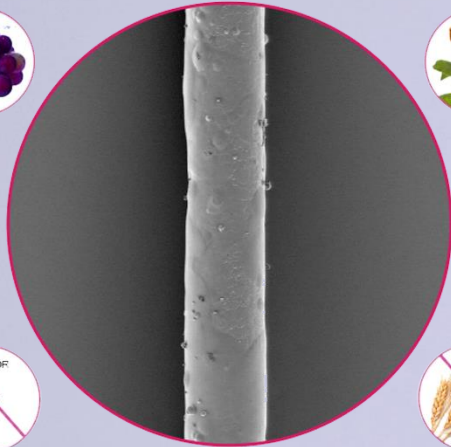
Sunflower Seed Extract



Aloe Vera



Gluten Free



Color does not transfer once dry

Works on all hair colors

Washes out easily

No Iron Oxides or PPD

Looks like real Color



memo NEWS

JD Beauty Group Acquisition

JD Beauty Group announced the acquisition of the brand **Tee wee**, a manufacturing company that specializes in functional hair styling tools. In signature design, the Tee wee styling tool will be managed under the **Wet Brush** Pro line.

"We are thrilled to bring a strong professional styling tool under the **Wet Brush** umbrella," says **Jeffrey Davidson**, COO of **Wet Brush**. "We are committed to marketing the best hair tools in the industry."

The Tee wee wet styling tool was patented technology and an anti-static stainless steel pin design to lift and style hair.

Michael Petropoulos, executive partner of Healthy Dyrh, and Doran Ulin, executive vice president of ColorsMash, with the first US A&P/PCD New York Packaging Innovation Award for hair care.

COLORSMASH INNOVATION AWARD

ColorsMash Color Kinetix Haircare from **Healthy Dyrh** has won the first US A&P/PCD New York Packaging Innovation Award for hair care/bath color. Launched in July 2016, this spray-on hair color provides a translucent, vibrant touch of color, pink or indigo that stays on the hair throughout the day, yet washes out in one to three shampoos. The awards were presented recently during the inaugural A&P/PCD show in New York City. The specialty trade show offers a unique blend of award and dispensing supplier, beauty packaging manufacturers and high-level conferences.

"ColorsMash utilizes a gentle mix and narrow spray pattern for a focused delivery of the hair dye," CEO **Dorany Ulin** says. "The synergy between formulation and activation allows for this innovation to be possible. Small sized and technology safe particles offer an even tone upon application with an HD flawless result with intense purity, excellent transparency and no yellowing nor graying effect compared to natural mix. It also features sparkling lustre, brighter color and higher chroma than natural mix-based particles."

The color does not penetrate the cuticle. The non-oxidant, protein and photon-free formula includes also very fine extracts of grape seed, avocado, quinoa, pot marigold and iron oxide.

A&P/PCD New York is organized by the newly formed EPI US, based in New York City, owned by **Artisus Loeffler**, organizers of the European Packaging Innovations portfolio of events.

12 | M&P Global, 2 | December 2016



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by Michelle L. Smith



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When you're in a crunch, how do you shave time off a color service? MODERN asked three top color experts (for their advice on this topic):

TRAIN FOR TUES
 "I invest a lot of time and training into my assistants. I train them to apply and formulate color when they're not available..." —Lash Paine

EXPLORE YOUR TIME

Conversations/Launches

#GetSmashed

As the popularity of fun and funky colors continues to grow, you may have noticed some clients who are interested, but not quite so interested in the maintenance or steps needed to achieve the look. Introducing **COLORSMASH** Color Kissed Hairspray (colorsmash.com), a temporary spray-on color from the brains behind Condition Culture and KIK Custom Products. The spray envelops strands with color without penetrating the cuticle, while leaving hair touchable and soft, thanks to aloe vera and extracts of grape seed, avocado, quinoa and sunflower seed.

"The launch of COLORSMASH represents one of the proudest moments for Condition Culture, as we've worked diligently and persistently to develop a product that the global community has never seen before," says Danyel Utowitz, CEO. —**AMY DODDS**

[illegible]



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naturallytash After ☺ dont forget to check out my youtube and blog for how I applied the @colorsmashhair violet and indigo! #colorsmashhairspray #colorsmashhair collier_shahara Beautiful crown ☺❤

naturallytash @collier_shahara Thank you ☺☺

nia.pix Awesome! ❤ @naturallytash nativeslynatural This is giving me Galaxy vibes! ☺☺love it!

ugh_dang Omg @mericalchiann look☺☺☺


mz_c300 Hair Crush ☺

mericalchiann I like it @ugh_dang

ugh_dang @mericalchiann I LOVE ☺☺☺☺

Log in to like or comment.

WE WON!

Three cans of INXSURGO spray paint are shown, each with a different color: blue, purple, and pink. Above the cans is a graphic of a city skyline with various skyscrapers in matching colors. The text "WE WON!" is written in a large, pink, sans-serif font at the top.

PCD
PACKAGING OF PERFUME
COSMETICS & DESIGN

2016
ADFP&CD NEW YORK
PACKAGING INNOVATION
AWARDS

[illegible]



A woman with a high ponytail featuring vibrant pink and purple streaks, with three cans of Colorsmash hairspray in the background.

COLORSMASH®
COLOR KISSED HAIRSPRAY

Best Demo Practices

- Be sure to cover clothing while applying color
- Hair must be completely dry.
- Hold can 20cm – 25cm from hair and spray in short bursts to lightly apply color.
- Allow product to completely dry before brushing, a blow dryer may be used to expedite drying time.
- For a more vibrant color repeat the above steps until desired pigment is achieved, letting hair dry completely before brushing in between applications.

Please note that it takes approximately 10-15 minutes of repeating these steps to achieve a vibrant color on dark brown hair. This is nothing when you consider achieving this look would require bleaching and dying your hair in addition to hours and \$\$ spent at a salon, not to mention permanent damage to the hair.



FAQs

Where is it made?

Proudly USA made.

How do I apply the color spray?

Be sure to cover clothing while applying the color. Hold the can 8-10” away from the hair and apply in short quick bursts over the desired area. For greater intensity, apply more in layers. Be sure to allow each application to dry before touching, brushing or applying additional color. You may use a hair dryer to speed the drying time.

If it is not permanent but not temporary, then how long does it last?

That really depends on the color and porosity of your hair.

Chemically treated blonde hair color will always last a few shampoos longer. If you have over processed hair, color will last numerous shampoos, fading beautifully. On dark or natural hair that has not been processed or dyed the color will wash out in one shampoo.

Can you see COLORSMASH Color Kissed Hairspray on dark hair?

The color resembles what an actual hair color application would. If your hair has existing pigment, natural or treated, this will show through the translucent color application and affect the resulting vibrancy. However, the COLORSMASH Color Kissed Hairspray will show vibrantly in sunlight as the light shines on the hairspray.

Can the spray be used on children?

COLORSMASH is safe for use on children. Children under 16 need adult supervision when applying.

How many uses can you get out of one can?

This will be dependent on hair length and intensity desired. We suggest one can for an all over color on long hair.

Will it leave my hair feeling dry?

COLORSMASH Color Kissed Hairspray is infused with a nutrient rich formula that actually repairs damaged hair. The hairspray is both a workable formula allowing you to use and then brush through once the formula is dry or a finishing spray that leaves a shiny medium hold.

Will it come off on my clothing or my pillow when I sleep?

Once it's dry, COLORSMASH Color Kissed Hairspray won't transfer to sheets or clothing. If your hair gets wet again, color transfer is possible. Be advised, that some people could experience color transfer with excessive sweat.

Can I actually style my hair after I have sprayed the color in?

Yes, feel free to use during styling and again to finish.

How can I make the color last longer?

Continue to use day after day to build a stronger color. Applying heat after color application will seal the color in for a longer use.

If I get my hair wet, will the color come off?

Yes, color will come out if you get it wet.

What kind of brush is best to use?

Any boar bristle brush is best to separate each strand easily after applying color and allowing to dry.

Why it is different from other color sprays on the market?

- Contains **Quinoa Extract** - soothing, anti-oxidant with repairing properties. Quinoa contains high amounts of Amino Acids which restore hydration to the hair cuticle. Quinoa is especially beneficial for people with extremely dry hair
- Contains **Grape Seed Extract** - anti-oxidants that are 20 times more effective than Vitamin C. Great for anti-aging
- Contains **Sunflower Seed Extract** which protects hair from the sun's UV rays. Reduces color fading and improves moisture retention
- Contains **Avocado Extract** with **Vitamins A, D, E, B6**, Copper, Iron, Magnesium, Folic and Amino Acids
- Contains **Pot Marigold Flower Extract** known for its conditioning properties
- Infused with **Aloe and Oolong Tea Extract**
- **Paraben free**
- **Gluten free**
- **Iron Oxide free**
- **PPD free**

What is Iron Oxide?

Iron oxides are chemical compounds composed of iron and oxygen. Common rust is a form of iron(III) oxide. Iron oxides are widely used as inexpensive, durable pigments in paints, coatings and colored concretes. COLORSMASH does not contain Iron Oxides.

What is PPD?

PPD (Phenylenediamine) is a chemical widely used in most hair dyes, even those that claim to be natural. It's a popular ingredient because it helps new color to look natural, and to withstand numerous washings without fading. Manufacturers like it because it has a low relative toxicity level, high temperature stability, and chemical and electrical resistance. In other words, it helps the new color stay on your hair despite numerous washings, dryings, and stylings. The main concern with this ingredient is that it is an allergen, and can create difficult skin reactions on the scalp, ears, or neck—wherever the hair dye comes into contact with your skin. COLORSMASH does not contain PPD.

More to come on this soon... stay tuned

