

# WOW

Introducing the **Key** to Picture-Perfect Colour



Salon Price: £28.00  
RRP: £53.00



## DREAM FILTER

Pre-Shampoo Mineral Remover  
This gentle spray extracts metals and elements from well and tap water

- **Works in just 1-3 minutes**
- **No heat, no cap, no mixing**
- **Removes metals that accelerate colour-processing for more controlled, predictable results**
- **Hair is instantly lighter, brighter... highlights are heightened, dimensions are deepened**







## **WHO'S IT FOR?**

Anyone who wants to keep their hair colour and/or highlights (natural, or chemically-derived!) fresh, light and bright by removing environmental elements that wreck colour including traces of calcium, magnesium, copper, iron, manganese, aluminium, and chlorine.

## **IDEAL FOR:**

All hair types and colours. Safe, non-harsh, non-stripping spray is especially effective on pale shades of blonde, grey, ash, white and all lighter hair shades that are prone to show stains and discolouration from metals and minerals.

## **WHEN TO USE DREAM FILTER:**

Suggested use is every 3-4 shampoos to keep your colour looking fresh and bright. But, with frequent exposure to water or chlorine, you can use it more often (even daily) because, unlike chelating products, DREAM FILTER is extremely gentle.

## **FOR BEST RESULTS, USE DREAM FILTER EVERY TIME YOU COLOR YOUR HAIR:**

The colourist will get better results when he/she uses Dream Filter prior to applying colour chemicals. This is because metals that accumulate on your hair (like copper) can accelerate the colour process, which can lead to unpredictable results or even damage your hair.

