






CREMA XG® GOLD SHADE SECRETS

Discover shade secrets from our color professionals. Expand your color choices with the Crema XG® Gold family, a brand new series of carefully balanced shades. Three versatile hues provide a pretty range of salon-friendly caramel, tan and natural maple tones that are wearable and on-trend. Use them to create seamless Color XG® refresh services, to add depth or embellish your existing Crema XG® formula, or as a stand-alone for a veil of color.

NEW! CREMA XG® GOLDS:

- Crema XG® redefines gold with new shades that will glow up your palette. The Crema XG® Gold family provides beautiful, balanced gold tones that are never too warm. From caramel to neutral golden blonde, these shades deliver warm—but never brassy—refined results.
- Formulated with a subtle amount of brown-to-tan background and gold tone.
- The Gold family lives in the yellow zone of the Color Map.



SHADES	DESCRIPTION
5G 5/3 	5G is a light gold brown, such as caramel and umber. When used alone on color-treated levels 3-5, it deposits subtle warmth to create sun-done brunettes.
7G 7/3 	7G is a lovely gold blonde shade that adds a soft, tan tone to blonde, color-treated hair. Use this shade to soften tonal intensity and create an array of warm blonde looks.
9G 9/3 	9G is a very light gold blonde, reminiscent of soft camel or natural maple. Used alone, it deposits a sheer natural gold onto lighter color-treated levels.





CREMA XG® GOLD SERVICE OPPORTUNITIES



COLOR MATCH/REFRESH

The Crema XG® Golds are appropriately matched to Color XG® permanent color Gold shades. Use this like-for-like pairing to create an even color result and restore previously colored mid-lengths and ends.

TIP

Try new Crema XG® Gold shades to refresh the mid-lengths and ends when using CoverSmart NG/03, Color XG® Brown Gold (BG/73), Gold (G/3) or new Gold Brown (GB/37) families on the base.

COLOR ENHANCEMENT

Use Crema XG® Golds as stand-alone shades to deposit a veil of color onto color-treated levels 4-9. The unique tone of Gold reflects the light, making the hair appear super shiny.

TIP

Embellish your formula. Lighten and brighten any Crema XG® refresh or enhancement formula by adding ¼ to ½ oz. of a Crema XG® G shade into a standard 2 oz. mixture.

LOWLIGHTS

The Crema XG® Gold series deposits a hint of tint for beautiful lowlights, or it can be used to deepen blondes for a subtle color change.

TONE & REFINE

Deposit a sheer natural gold tone to pre-lightened highlights without lifting the natural hair color.

