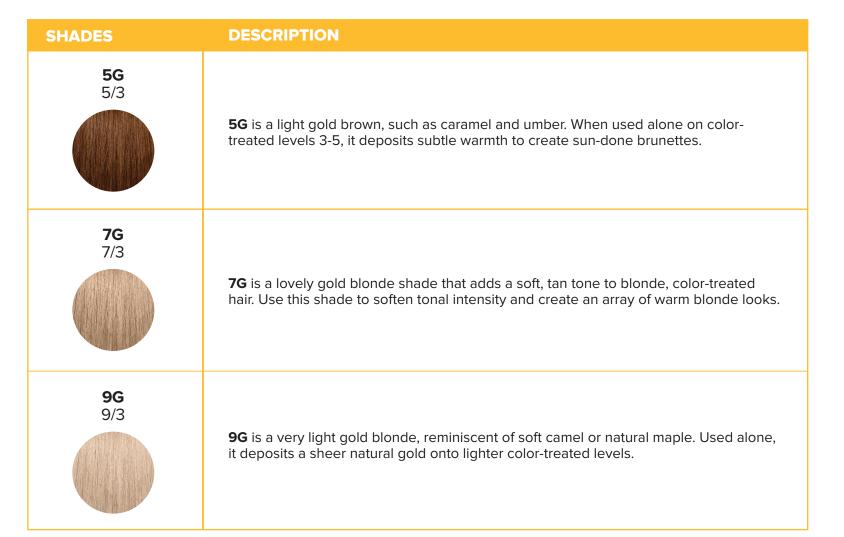


CREMA XG[®] GOLD SHADE SECRETS

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.





Demi-permanent cream hair color

90mle3fl.oz



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.



Try new Crema XG[®] Gold shades to refresh the midlengths 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.

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.

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.



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.

TONE & REFINE

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

