

GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

GOLDWELL INNOVATION

NEW MEN RESHADE + DUALSENSES FOR MEN

from grey to natural in **5** minutes

INTRODUCING THE NEW
MEN'S COLOUR AND
CARE PROGRAMME FROM
GOLDWELL

Men ReShade - a refreshing new way to reduce your grey.



Did you know?

- » The men's grooming market has grown by 150% over the past 5 years, valued at over £10 billion worldwide* and is still growing
- » 10% of all men already colour their hair and 50% can imagine doing so**
- » UK men lead the way in Europe when it comes to retail purchase of hair care products which accounts for 50% of the sales in the male grooming sector***

The Men ReShade In-Salon Service

- » NEW Men ReShade - Rewind to your natural hair colour in only 5 minutes!
- » Quick and discrete service at the basin thanks to the innovative foam application
- » Lasting, natural looking grey blended results
- » Simply ask for the Men ReShade Service with your next cut or styling appointment

	TONE LEVEL 5	TONE LEVEL 6	TONE LEVEL 7	TONE LEVEL 8
BEFORE				
AFTER	With 5CA 	With 6CA 	With 7CA 	With 8CA

Blends grey for a natural result

» Men ReShade is available in 4 natural shades, washes out gently and true to tone



- » **Quick and discrete service**
- » 4 cool-ashy shades
- » Unique hybrid foam technology formula that looks and feels like a shampoo service
- » Processing time **5 MINUTES** »»
- » Professional and natural looking colour results
- » Use **Dualsenses for Men** at home to maintain healthy and strong hair

Innovative
Applicator Bottle



Developer
Concentrate



4 Grey Blending Power
Shot Shades Available



20ml
20ml

Men ReShade Hybrid Foam Technology combines for the first time the **UNCOMPLICATED APPLICATION OF A FOAM** with the natural results of an **OXIDATIVE COLOUR TECHNOLOGY**

Salon Proven

96% of hairdressers agreed on the product's quick and easy application**

87% of users were very excited and impressed by the result**

**Exclusively available in professional hair salons and barber shops
for your nearest stockist call Goldwell 01323 432100**

**Source: external test with 70 Goldwell users

dualsenses

FOR MEN



NEW PERFORMANCE RANGE FOR MEN'S HAIR GROOMING



GUARANA
CAFFEINE
COMPLEX



INSTANT
MICROFLUID
TECHNOLOGY



HAIR & BODY SHAMPOO RRP £7.25

Revitalise & energise

for normal hair
300ml / 1500ml

Cleanses, revitalises and cares for
hair, skin and scalp

For added moisture and conditioning results



ACTIVATING SCALP TONIC RRP £9.25

Refresh & regenerate

for all types of hair and scalp
125ml

Revitalises the hair from the root

Revives the blood circulation in
the scalp

Invigorating cooling effect



POWER GEL RRP £8.20

Define & hold

for all hair types
150ml

Define your style with strong hold

With moisturising effects



THICKENING SHAMPOO RRP £7.25

Thicken & protect

for fine and thinning hair
300ml / 1500ml

Cleanses with special proteins and
strengthening effects

Actively provides more fullness
and strength

Visible fullness from the first wash



Limited edition wash bags RRP £15

Formula one

Thickening Shampoo 300ml, Power Gel 150ml

Jump start

Hair & Body Shampoo 300ml, Activating Scalp Tonic 125ml

Press contact: samantha.field@kps-hair.com or call 0207 3184000