Cameleo

INSTRUCTIONAL MATERIALS

HAIR COLORIZATION

– OMEGA PERMANENT HAIR COLOR CREAM

JUNE 2021

Delia COSMETICS

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PERMANENT HAIR COLORIZATION

THE SERIES OF PERMANENT HAIR COLOR CREAMS IN A NEW VERSION

PERMANENT HAIR COLOR CREAM

5oils Omega+

- ✓ A range of 25 colors for professional grey hair coverage
- ✓ 3 NEW COLORS
- ✓ IInnovative **HCE** technology
- ✓ **The oil serum formula** consisting of 5 precious oils

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REFRESHING

- ✓ Fresh, modern design - tailored to the trends which are noticeable on store shelves and in the offers of competition
- ✓ Brand positioning in the customers' awareness, as a modern, flexible one, responding to current trends, also through the products being in our offer.
- ✓ **Proven recipe**, which has been known among customers.
- ✓ Optimized range of colors + 3 new colors in the offer.

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NEW COLORS

- ✓ **New colors** adjusted to current trends - **pastel** shades which are becoming more and more popular among customers,
- ✓ Meeting customers' expectations for a permanent hair coloring, we offer soft, mild shades in pastel tones.
- ✓ A hybrid of a delicate, mild pastel effect combined with with mega-durability, results in a luxurious effect on the hair.

5oils Omega+

INTENSE PIGMENTS

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Cameleo
9.25
ROSE BLOND
Cameleo
9.22
LAVENDER BLOND
Cameleo
9.0
NATURAL BLOND
Cameleo
7.44
COPPER RED
Cameleo
7.34
CINNAMON BLOND
Cameleo
7.3
HAZELNUT
Cameleo
7.0
MEDIUM BLOND
Cameleo
3.3
DARK CHOCOLATE BROWN
Cameleo
3.0
DARK BROWN
#hairchange
PERMANENT
HAIR COLOR CREAM
5 oils Omega+
Intensive color
Professional coverage of gray hair
Luxurious effect
INTENSE PIGMENTS
Delia
COSMETICS

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