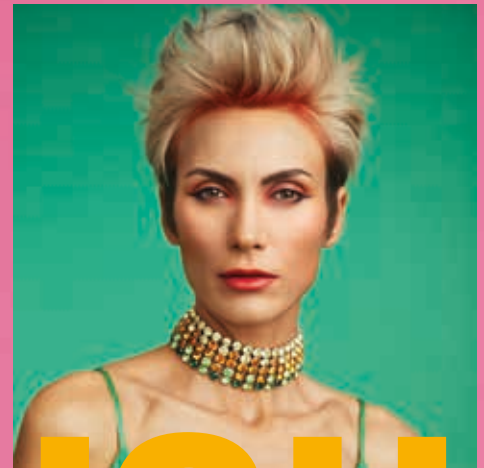
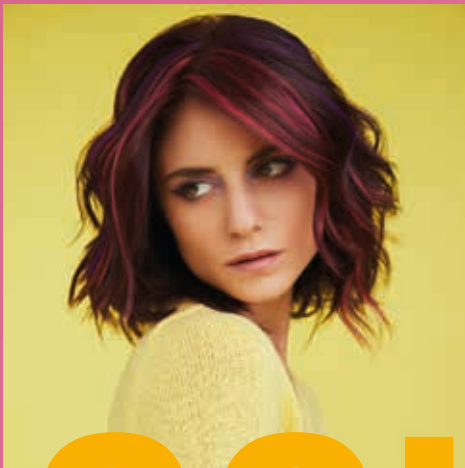


COLOR SYSTEM LUMIA

The complete answer for the professional hairdresser
to create endless trendy color possibilities.

*COLOR IS BEAUTY, INGENUITY, IMAGINATION:
A MESSAGE OF POSITIVITY AND TRUST.
WE GIVE **CREATIVITY** THE POWER TO CONTAMINATE
EVERYDAY LIFE WITH **NEW ENERGY**.*



COLORUSH

COLLECTION



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Helen Seward
MILANO



COLORUSH COLLECTION

Hair color trend 2023 Helen Seward Milano



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Following the latest trends is simple thanks to the infinite creative possibilities offered by the color world of Helen Seward. From COLOR SYSTEM LUMIA to BBCOLOR, the professional coloring lines that ensure maximum performance while protecting and enhancing the beauty of the hair.

COLOR SYSTEM LUMIA: an ever-natural color, full of life

The hair color that guarantees maximum shine and a broad range of luminous and vibrant shades. Perfect for mixing with each other, they guarantee perfect grey hair coverage, uniform and intense color, long-lasting result. The extraordinary treatment power of the formula offers the hair volume and softness, transforming hair coloring into a genuine beauty treatment. With Luminescine Technology.

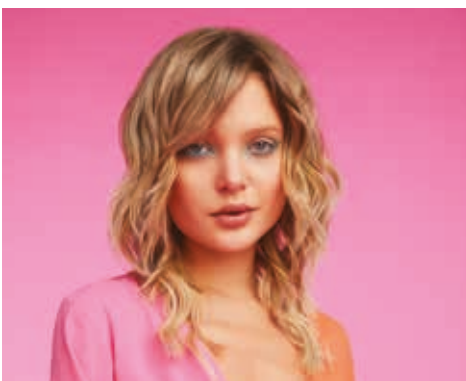
NEW 2023

ON-TREND HAIR COLOR NEWS



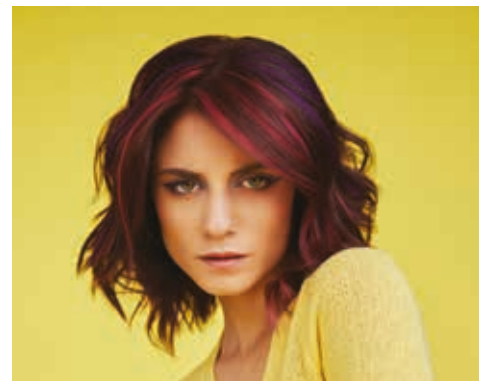
DOUBLE ASH - New series

Intense ash colors for shades from light brown to very light blond. A palette of colors to create cool ash reflections on a blue base. Ideal for neutralizing warm reflections and for achieving coverage with intense cool reflections when mixed with the Cool Natural, Intense Natural and Smoky Brown series.



BOOSTER PINK

For creating new custom, on-trend reflections. It can be applied pure or mixed with Fantasy shades.



SMOKY BROWN - Range extension

Covering shades to create on-trend, cool brown reflections. Ideal for neutralizing warm reflections on darker bases and intensifying the cool reflection in mixtures with the Fantasy Ash and Beige shades.