

# EXPORT MAGAZINE

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# ON STAGE

COLLECTION



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ON STAGE COLLECTION



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HELEN SEWARD

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ON STAGE COLLECTION

ON STAGE, WITH ITS PHOTOGRAPHIC LANGUAGE,  
CAPTURES HELEN SEWARD'S STYLISH SPIRIT  
AND TURNS HER NEW COLLECTION INTO A FASHION EVENT.  
THERE IS POETRY HIDDEN IN EACH SHOT,  
A SUCCESSION OF EMOTIONS, A DIALOGUE WITHOUT WORDS.



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*Helen Seward*  
MILANO





# ON STAGE COLLECTION

## Hair color trend 2024 - Helen Seward Milano BBCOLOR BEAUTY



Following the latest trends is simple thanks to the infinite creative possibilities offered by the color world of Helen Seward and the new ON STAGE COLLECTION is a succession of exclusive fashion proposals with a fashion soul.

### BBCOLOR BEAUTY:

The hair color becomes a genuine cosmetic treatment for the hair. Vibrant color, extreme shine, faceted reflections without compromising on the structure of the hair fibre, thanks to a formula which is: AMMONIA FREE / PPD FREE / PARABEN FREE. The result is ultra-trendy with a shiny, silky touch finish.

**COLOR TREND 2024: NEW ON-TREND NUANCES FOR RAPID AND CUSTOMIZED TONING RESULTS BBCOLOR BEAUTY** introduces four new nuances to tone light/ultra-light blondes with pastel tones and to create on-trend blondes with different reflections: from warm to ultra-cold tones.



### 9.11 VERY LIGHT INTENSE ASH BLOND

Creates an ash-blue tone, for new on-trend cool blondes.



### 9.43 VERY LIGHT COPPER GOLDEN BLOND

Creates warmth and light with golpper reflections.



### 10.072 PLATINUM PEARL BEIGE BLOND

For a luminous blonde with pearl reflections.

### 9.21 VERY LIGHT BEIGE ASH BLOND

Creates cool, natural, beige reflections.