



RED HOT

VIBRANT REDS

SaLerm
COSMETICS





MORE THAN A COLOR. AN ATTITUDE

VIBRANT REDS

Based on the **latest fashion trends**, these shades of red allow you to create *larger-than-life* hairstyles with plenty of personality. Mix them up or combine with other shades from the range to create an exclusive blend of light and shadow and a visual effect of **volume, depth and richness**.*

305/5000

LONGER LASTING

Our **research and development** laboratories have incorporated **color pigments** into the formula which are **ultra-resistant** to external agents and other factors that can affect color duration, allowing them to stay intact and shiny for longer.

** For more information on synergistic mixtures, consult the frequently asked questions section.*

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REDDISH GOLDEN BLOND

SV763

NATURAL WARMTH

The hottest red around right now is this pastel, coral shade. A sprinkle of highlights or a whole head of hair in this color will boost volume and brightness. Multiplies the subtle red tones of the skin.

Ideal for fair skin.

Combine with a panoramic-effect mascara, peach cheek and glossy lip for a soft and romantic finish.



NATURAL REDDISH BLOND

SV760

THE PERFECT RED

The bright shade of red we all want. A pure and balanced shade which brings harmony and creates the perfect balance between face and hair.

Ideal for gently tanned or olive skin.

Go for a green shade of eyeshadow to complement to perfection the hair's shade of red.



REDDISH PEARLY DARK BLOND

SV662

BALANCE AND SOPHISTICATION

Add a touch of depth and dimension with this pearly red. Ideal for application on dark roots for a more up-to-date, modern and vibrant feel.

Ideal for dark skin (whether medium or dark).

We suggest combining with a terracotta red eyeshadow and intense red lip for extra sophistication.



DARK BLOND PEARLY VIOLET

SV692

EXCENTUATE YOUR BEST FEATURES

A violet shade with an intense red hue.
The ideal color for those who adore
purple and are searching for a long-
lasting reflect that's resistant to washing
and light.

Ideal for fair and medium skin.

A burgundy tone will look great on your
lips and contrast well with your light skin
tone.



IRIS TOKYO

TMC096

BURSTING WITH LIFE

Create the illusion of sun shining on your hair. The violet in this shade enhances the skin's most golden glimmer, beautifying and softening facial features. Enjoy maximum lift thanks to this Salermix fantasy shade!

Ideal for dark to black skin.

Combine subtle peach and terracotta blush to create facial harmony and balance.



Which mixtures are recommenable?

The new hair color system means that these hair colors are perfectly suited to blending to create new reds, along with the reds already available, 6 (5,6 – 6,6– 7,6 – 8,6). While the new hair color system boasts colorants capable of penetrating the core of the hair fiber for maximum staying power, the reds already available (.6) offer maximum color boldness.

In any case, feel free to let your imagination go wild by mixing the new colors with each other or with other colors from the chart to obtain exclusive blends and hues.

In what ration should I mix the new colors with the existing ones?

We recommend you start by mixing $\frac{3}{4}$ of the new colors with $\frac{1}{4}$ of the existing ones.

Is the hair color system different from the other colors in the Salermvison and Salermix range?

No, the application and exposure time are the same as the other existing shades. To get the best out of the colors it's recommendable to leave them on for the maximum recommended exposure time. The surface of the hair color may appear iridescent on contact with the air during the last minutes of exposure. The ultra-resistant pigments are very small and ideal for penetrating the hair shaft to ensure maximum color duration and shine. This makes them highly reactive, producing this visual effect on direct air contact. It is not a cause for alarm and exposure time does not need to be prematurely interrupted.

MERCHANDISING. DESKTOP POSTER

Ref. 1005 NEW VISON COLORS DESKTOP POSTER



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