



presentations / cd rom



Viva Color Relaunch

Formulation:

- Colour gel with more intense colour pigments

Advantage of liquid formula:

- simple application
- even colour results
- less staining of scalp

Colour Levels

Level 0	Wella Shaders & Toners 1-3 washes	Wash in, wash out
Level 1	Wella Viva Color Mousse 6-8 washes	Semi-permanent
Level 2	Wella Viva Long Lasting Color 20-24 washes	Intensive semi-permanent
Level 3	Wella Viva Color Wella Natural Shade Mousse	Permanent



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