

## DO YOU WANT TO KNOW WHICH IS THE IDEAL SHADE OF COLOR MAINTENANCE TREATMENTS FOR YOU?

a- Do you perform color processes on your hair?

yes/ Go to question b

No/ a.1 Have you got grey hair?

yes/ If dyes are not your thing, color maintenance treatment will give grey hair a modern yet subtle tint, making it stand out and give you an avant-garde look.

*(I suggest doing a photo study of how each shade would look on the gray hair and the model with the bottle in his/her hand.)*

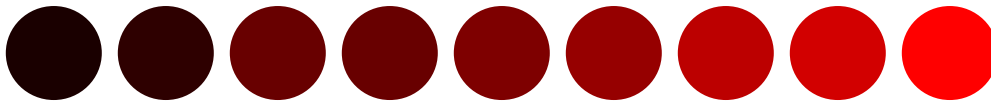
no/ This line is not designed for you, learn about other products in our portfolio. Link to products home.

b- What tone do you use?

*Options*

*(I suggest adding the scale of each tone in the different heights)*

*Red* / Answer: apply Red Color maintenance treatment to keep your hair's tone vibrant and intense. ([LINK TO HOW TO USE IT](#))



*Copper* / Answer: Apply Copper Color maintenance treatment to keep your hair's tone vibrant and intense ([LINK TO HOW TO USE IT](#))



*Chocolate, Mahogany, Brown* / Answer: Apply Chocolate Color maintenance treatment to keep your hair's tone vibrant and intense ([LINK TO HOW TO USE IT](#))



*Black, Dark brown o Medium brown* / Answer: Apply Black Color maintenance treatment to keep your hair's tone vibrant and intense ([LINK TO HOW TO USE IT](#))



*Violet* / Answer: Apply Mauve Color maintenance treatment to keep your hair's tone vibrant and intense ([LINK TO HOW TO USE IT](#))



*Blond*, go to c

c- Identify the fading shade of your hair (whichever option you choose to go to d).

After the coloring or bleaching process, the hair begins to fading out due to exposure to washing and the environment; this is where the fading shades appear. When

<b>AMARILLO PALIDO</b>	PALE YELLOW
<b>AMARILLO</b>	YELLOW
<b>AMARILLO DORADO</b>	GOLDEN YELLOW
<b>NARANJA</b>	ORANGE
<b>ROJO NARANJA</b>	ORANGE RED

D- Identify your hair Level (with the previous Answer and this one the Answers to follow are determined)

The level indicates the degree of lightness or darkness of natural or colored hair. It is identified on a scale that starts with No. 1, the darkest, Black, and ends with No. 10, the lightest, extra light blond.

<b>ALTURA O NIVEL DE TONO</b>	HAIR LEVEL
 <b>10.- RUBIO EXTRA CLARO</b>	10- EXTRA LIGHT BLOND
 <b>9.- RUBIO MUY CLARO</b>	9- VERY LIGHT BLOND
 <b>8.- RUBIO CLARO</b>	8- LIGHT BLONDE
 <b>7.- RUBIO MEDIO</b>	7- MEDIUM BLOND
 <b>6.- RUBIO OSCURO</b>	6- DARK BLOND

## Answers

Answer variables. Total 25

1. Pale yellow fading shade/ level 6.0
2. Pale yellow fading shade/ level 7.0
3. Pale yellow fading shade/ level 8.0
4. Pale yellow fading shade/ level 9.0
5. Yellow fading shade / level 6.0
6. Yellow fading shade / level 7.0
7. Yellow fading shade / level 8.0
8. Yellow fading shade / level 10.0
9. Yellow orange fading shade/ level 6.0
10. Yellow orange fading shade/ level 7.0
11. Yellow Orange fading shade/ level 9.0
12. Yellow Orange fading shade/ level 10.0
13. Orange fading shade/ level 6.0
14. Orange fading shade/ level 8.0
15. Orange fading shade/ level 9.0
16. Orange fading shade/ level 10.0
17. Red orange fading shade/ level 7.0
18. Red orange fading shade/ level 8.0
19. Red orange fading shade/ level 9.0
20. Red orange fading shade/ level 10.0

### VERIFY YOUR ANSWERS (no apply)

21. Pale yellow fading shade/ level 10.0

Platinum Color *Maintenance* treatment is ideal for those who want to eliminate the pale yellow tone by taking it to an extra light platinum gray tone. ([LINK TO HOW TO USE IT](#))

Beige Color *Maintenance* treatment is ideal for anyone who wants to keep a warm tone. ([LINK TO HOW TO USE IT](#))

22. Yellow fading shade/ level 9.0

Smoke Color *Maintenance* treatment is ideal for you, it will eliminate the yellow tone, taking it to a grayish tone. ([LINK TO HOW TO USE IT](#))

Beige Color *Maintenance* treatment it is ideal for anyone who wants to maintain a golden tone without fading. ([LINK TO HOW TO USE IT](#))

23. Yellow Orange fading shade/ level 8.0

E. Does the lightening background of your hair turn more yellow or orange?

*Yellow* You can choose between *Smoke Color Maintenance treatment*; it will eliminate the fading tones. ([LINK TO HOW TO USE IT](#))

*Orange* You can choose between *Ash Color Maintenance treatment*; it will eliminate the fading tones. ([LINK TO HOW TO USE IT](#))

24. Orange fading shade/ level 7.0

25. Red orange fading shade/ level 6.0

You can choose between *Smoke or Ash Color Maintenance Treatment*, it will eliminate the fading tones of your hair ([LINK TO HOW TO USE IT](#))

