



## **EXCITING COLOR NEWS!**

Dear Valued Customer –

In our continuing effort to provide the industry with the best formulations and highest performing products, your Beaches Salon Consultant will soon be introducing you to next generation color technology, NEW L'ANZA Healing Color!

The first and only color with Color Attachment Technology™, infusing hair with rich, long-lasting, vibrant color! The new Lanza Healing Color is formulated with state-of-the-art ingredients, in order to deliver the best performing color results on the market. At the same time, transition from Belevance will be quite easy, as the color has everything you love about Belevance, yet will soon have many added benefits:

**L'ANZA's Flower Shield Complex™** - Exclusive L'ANZA complex that delivers full spectrum color protection, with anti-fade compounds, including phyto-compounds from seven color-specific flowers, for longer lasting vibrancy and protection!

**L'ANZA's Keratin Healing System** – Exclusive L'ANZA system that locks-in pigments, generating true-to-tone, vivid color, with brilliant shine.

**Nano-Technology** – Now utilizing the greatest advancement in science, the new tiny molecular structure ensures better color deposit into the hair shaft, providing longer lasting color results and superior gray coverage.

Lanza Healing Color is still formulated with the benefits you already enjoy:

**L'ANZA's great 3-in-1 versatility** - providing Permanent, Demi-permanent and Translucent results from one tube of color.

- ONLY Color brand in the market that will have
- 50 Permanent Shades
- 50 Demi Permanent Shades
- 50 Translucent Shades

All from the same tube of color, providing predictable, consistent and reliable results.

**Same 90ml/3oz Tubes, and No Price Increase!**

Your Beaches Salon Consultant will soon be bringing you remarkable offers for upgrading your salon color business as well as education updates! We look forward to providing you with better tools to ensure your continued success and client retention!

### **Mark Your Calendars!!**

#### **Lanza Healing Color Classes Scheduled**

Casper, WY – Monday, September 10th

Billings, MT – Monday, September 17<sup>th</sup>

Missoula, MT – To Be Announced

Bozeman, MT – To Be Announced