

Experience the Difference of *L'ANZA Healing Color*

	WHAT YOU HAD WITH BELAVANCE	WHAT YOU GET WITH L'ANZA HEALING COLOR	WHAT L'ANZA HEALING COLOR MEANS TO YOU
COLOR ATTACHMENT TECHNOLOGY	NO	YES	<ul style="list-style-type: none"> • True-to-tone, vivid color results • Brilliant shine • Better color depth and coverage, including resistant gray hair
KERATIN HEALING SYSTEM	NO Only had the Keratin Bond system in the decolorizer	YES In Color, Developers, & Decolorizer	<ul style="list-style-type: none"> • Maximum healing at all stages • Keeps hair in the best condition
FLOWER SHIELD COMPLEX	NO	YES In Color & Developers	<ul style="list-style-type: none"> • Full spectrum Color Protection • Richer, longer-lasting color
AMMONIA CONTENT	Ranges from .4% to 2%	Constant of 1.68% in all color shades	<ul style="list-style-type: none"> • More consistent results • Improved compatibility with all shades
SHADES	68 shades - with unlimited palette	50 shades - with unlimited palette	<ul style="list-style-type: none"> • Lower inventory and cost • Takes up less space • Full spectrum of colors • Versatile/unlimited palette
COLOR TUBES	90 ml / 3 oz • Inconsistent markings on tube	90 ml / 3 oz (same) • Both mL and oz markings on tube	<ul style="list-style-type: none"> • Consistency • Easy to formulate
DECOLORIZER	Powder, dust-free, violet base • Keratin Bond System	Powder, dust-free, violet base • Keratin Healing System	<ul style="list-style-type: none"> • Easy to use • Prevents undesired warmth • Improved healing & conditioning
PERMANENT COLOR	CREAM DEVELOPER Select 10-40 volume Mixing ratio 1:1 ½	CREAM DEVELOPER Select 10-40 volume Also contains: Keratin Healing System Flower Shield Complex Mixing ratio 1:1	<ul style="list-style-type: none"> • Full formulation flexibility • Heals & conditions hair • Richer, longer-lasting color • Easier mixing ratio
DEMI-PERMANENT COLOR	DEMI-LOTION Mix 1:2	DEMI-CREAM DEVELOPER Also contains: Keratin Healing System Flower Shield Complex Mix 1:2 (same)	<ul style="list-style-type: none"> • Heals while depositing color • Richer, longer-lasting color • Use as a filler or toner
TRANSLUCENT COLOR	DEMI-TRANSLUCENT ACTIVATOR Mix 1 : 1 : 2	TRANSLUCENT COLOR CATALYST Also contains: Keratin Healing System Flower Shield Complex Mix 1 : 1 : 2 (same)	<ul style="list-style-type: none"> • Heals while depositing color • Richer, longer lasting color • Gentle enough to use after a chemical service (perm/relaxer)

SWATCH BOOK	True-to-tone color swatches plus added Natural Level Finder swatches to aid in formulation.
TECHNICAL GUIDE	Clear & easy-to-read formulation guides. True-to-tone color charts and Natural Level Finder to aid in formulation.
CONVERSION CHART	Chart will provide easy, clear formulation guides to Belavance and other color brands.
WALL CHART	Wall chart will have larger color swatches, combined with easy to follow formulation and mixing guides.
ACCESSORIES	Scale, bowls, and brushes will be consistent. No need to purchase additional accessories if not required.
EDUCATION	Healing Color DVD will assist with basic instructions on formulation and application. On-going education support.
HOTLINE	Dedicated Hot-Line for Healing Color 888-831-5325