

SHATUSH

COOL
BLOND

COOL
BLOND
ND



BLOND IS COOL



Really cool blond hair is no easy feat. Once the perfect result has been achieved – bright and cool to the right degree – blond hair needs special care. Whether it's light hair that has been slightly bleached using the shatush technique, or a more evident and all-over color. Blond hair is delicate and needs to be protected and nourished so that it does not lose its vitality. Exposure to light, heat and subsequent washes stress the fiber and easily modify its hue, generating REFLECTIONS THAT ARE TOO WARM OR EVEN YELLOWISH.

Even NATURALLY BLOND HAIR can weaken and lose its shine due to excessive exposure to the sun and other aggressive agents.

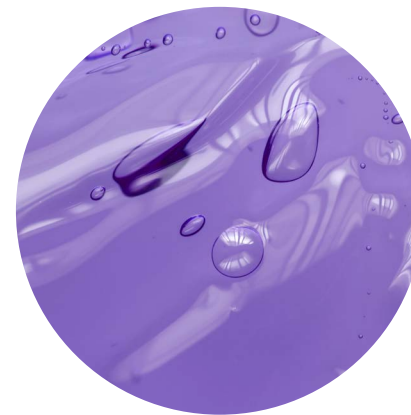
NATURALLY GREY OR WHITE HAIR can also sometimes take on an unwanted hue.

There are things you can do to keep your hair in excellent health and to preserve the bright blond color, subtlety of its infinite hues and original beauty.

COOL BLOND ND



REVIVING AND
ILLUMINATING
natural blond hair



CORRECTING
THE WARM TONES
of bleached hair



NEUTRALIZING
UNPLEASANT YELLOW
HIGHLIGHTS
in grey or white hair

Shatush Cool Blond enhances the beauty of blond hair.

Products created to achieve and maintain the perfect balance in the lightest and most delicate shades.

B L O N D B E A U T Y R O U T I N E

The daily beauty routine for blond hair includes three products:
Neutralizing Shampoo, Neutralizing Mask and Power Color Mask.

AIM:

GENTLE CLEANSING

INTENSE NOURISHMENT

COLOR CORRECTION



NEUTRALIZING SHAMPOO & MASK

Neutralizing Shampoo and Mask are suitable for every wash, even for frequent use. **Delicate and nourishing**, they are created to enhance the beauty of shatush treatments, maintaining the **naturalness and brightness** of blond hair, without the risk of color overload. Application after application, they ensure **healthy and radiant** hair that is easy to comb and style when drying.



POWER MASK

COLOR CORRECTION

The Power Color Mask is an **intense toning** agent to be used once a week in place of the neutralizing mask. Created to **revive cool tones** and to dull unwanted yellow tones from bleached or grey hair, it does not stain and leaves no residue. **It keeps very light to light blond shades unaltered** for a long time. Due to the high concentration of pigments, the intensity of the toning result increases with the application time.



COLOR CORRECTION & CARE

The toning effect in the Shatush Cool Blond treatment system is combined with intensive restructuring and nourishing care that enhances the radiance and softness of the hair.



SWEET ALMOND OIL

Plays a leading role in all three formulas to add softness, protection and radiance to the final result. A rich content of natural extracts and vegetable oils, all from the Mediterranean supply chain, aids the cosmetic action during the washing and nourishing phases. In this way, the **toning effect is combined with an effective cosmetic action** which does not damage the hair fiber and skin balance.

FLOWER EXTRACT OF ARNICA MONTANA, MALLOW, ROSEMARY AND SAGE

Ingredients rich in plant proteins and essential oils.
Restructuring, sanitizing and sebum-normalizing action.

TANGERINE, ORANGE, LEMON AND PEACH EXTRACTS

Obtained by macerating fruit, these extracts are rich in sugars and vitamins A, B and C, fundamental elements for skin and hair health and wellbeing.

SWEET ALMOND, OLIVE AND GRAPE SEED OILS

Not only do they protect, nourish and brighten hair, but they are also excellent cell regenerators as they contain essential fatty acids.

COOL BLOND ND

NEUTRALIZING
SHAMPOO

250 ml - 1000 ml

NEUTRALIZING
MASK

200 ml - 500 ml

COLOR
MASK

200 ml - 500 ml

