



COLOR THROUGH A NEW LENS

REVLON
PROFESSIONAL®

Create Boldly. Live Boldly.



COLOR THROUGH A NEW LENS

Revlon Professional invites you to see and create color as modern layers, introducing new Nutri Color™ Filters.

Our color **magnifying filters** will dare you to go well **beyond color**. Our unique **3-IN-1 INSTA-PIC TECHNOLOGY™** delivers **DIRECT** intense **COLOR, CARE** and **SHINE**, that opens a world of **multi-chromatic** possibilities.



ZOOM IN **CARE**
TO ZOOM OUT **COLOR** AND **SHINE**

MAGNIFYING
COLOR
THROUGH
CARE



ZOOM IN CARE TO ZOOM OUT COLOR AND SHINE



A FOCUS ON OUR
UNIQUE INSTA-PIC
TECHNOLOGY...

...AND ITS
EXCEPTIONAL
BENEFITS



A WORLD OF MULTI- CHROMATIC POSSIBILITIES

Nutri Color™ Filters now gives you **absolute creative control** over your color services. These **totally renewed color formulas** have been designed for color precision and excellent performance across the board.

Customization at its best, adapted to a new generation of more demanding clients. **A full range of 23 intermixable direct color shades** divided in 3 families:

FASHION FILTERS **TONING** FILTERS **MIXING** FILTERS

FOCUS ON CUSTOM COLOR

Now is time to play with Nutri Color™ Filters. Mix our shades with your creativity to achieve **unlimited color results** and surprise your clients with their own **personalized color filter**.

23 SHADES

FASHION FILTERS

		
	050 PINK	
		NEW
	054 CORAL	
		
	020 LAVENDER	
		NEW
	097 TURQUOISE	
		
	190 BLUE	
		
	200 VIOLET	
		
	300 YELLOW	
		
	400 TANGERINE	
		
	500 PURPLE RED	
		
	600 RED	

TONING FILTERS

		
	1022 INTENSE PLATINUM	
		
	1002 PALE PLATINUM	
		
	1011 INTENSE SILVER	
		
	1003 PALE GOLD	
		
	931 LIGHT BEIGE	
		
	821 SILVER BEIGE	
		
	740 LIGHT COPPER	
		NEW
	730 GOLDEN BLONDE	
		NEW
	642 CHESTNUT	
		NEW
	524 COPPERY PEARL BROWN	

MIXING FILTERS

		NEW
	SHADOW	
		NEW
	BLUSH	
		
	CLEAR	

FASHION FILTERS

Respond to any trend with this versatile and exciting fashion palette.

WHO?

For your **boldest** hair colors.

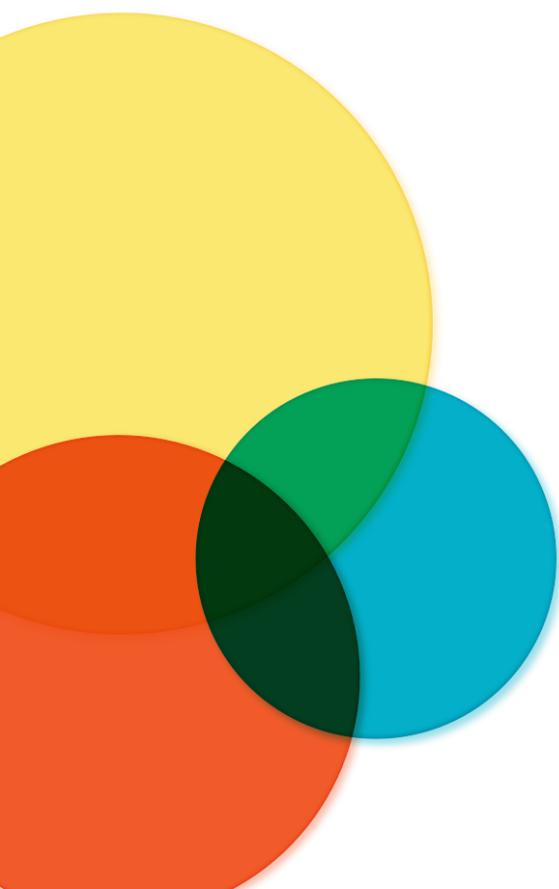
WHAT?

Expressive colorful filters, **excellent to intensify shades or to create a makeover.**

HOW?

3 minutes for color refresh.

15 minutes for fashion/intense colors on pre-lightened or bleached hair.



TONING FILTERS

Adjust the hair color temperature with our toning filters.

WHO?

Blondes and brunettes.

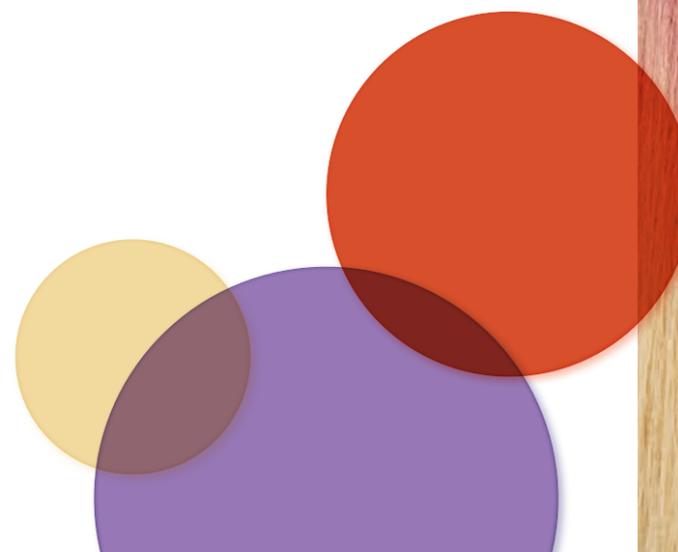
WHAT?

Tone up with greater precision using our wide range of toning filters, ensuring **flawless color** from roots to tips. Use in between color services, or right after pre-lightening the hair.

HOW?

3 minutes for color refresh.

15 minutes for fashion/intense colors on pre-lightened or bleached hair.





MIXING FILTERS

MULTIPLY YOUR COLOR RESULTS

Create the most modern color effects by mixing SHADOW, BLUSH or CLEAR with any of your Nutri Color™ Filters.

Final target shade is instantly visible in the bowl after mixing the chosen colors.



SHADOW
FILTER

WHO?

Advanced users and early adopters.

WHAT?

As a powerful SHADOW, this filter will generate a **smoky effect over any color** of your choice.

HOW?

A little goes a long way. You only need a small amount for a great result.

10 parts FASHION/TONING FILTER
+ **1 part** SHADOW.

3-15 minutes.



BLUSH
FILTER

WHO?

For those aiming to stand out by **powdering** their hair color.

WHAT?

The new BLUSH filter is the layer to use when looking for an **elegant vintage** hair color.

HOW?

Charge your direct color mixture with BLUSH to ensure a beautiful powdery result.

1 part FASHION/TONING FILTER
+ **10 parts** BLUSH.

3-15 minutes.



CLEAR
FILTER

WHO?

For those **attracted to pastel** shades.

WHAT?

Because the world is a lot kinder on a pastel palette. CLEAR will make the difference you are looking for by pastelizing any shade of your choice.

HOW?

Preset the level of pastel color you need by adjusting the mixing ratio.

1 part FASHION/TONING FILTER
+ **5 parts** CLEAR.

We suggest you use this ratio as a guide, then play and create your own.

15 minutes.

THE PACKAGING, NEW FOCUS ON EFFICIENCY AND SUSTAINABILITY

Nutri Color™ Filters is committed to you and the planet. That is why we have changed our packaging to offer the best balance between convenience, performance and sustainability.



RECYCLABLE
PLASTIC



240 ML TOP DOWN BOTTLE
designed for greater convenience



CARTON MADE WITH
FSC CERTIFIED PAPER



RECYCLABLE
ALUMINUM



100 ML TUBE



FEWER CAPS,
LESS PLASTIC

NUTRI COLOR™ FILTERS

JOIN THE #COLOR MAGNIFIERS

X-PRESION & REVLON PROFESSIONAL® NUTRI COLOR™ FILTERS

Revlon Professional® wants you to **go well beyond color**. Be inspired by the new Nutri Color™ Filters and the multi-awarded, disruptive, and creative team **X-PRESION**, co-creating the new **#LIGHTWAVES technique** inspired by the path of light through a filter. A **unique color placement** that adds dimension and **hypnotic movement**.

It's time to see color through a new lens and **join the #COLORMAGNIFIERS community**, where creativity travels at the speed of light.



X-PRESION



This is for color artists.

Those who want to shake up their creations.

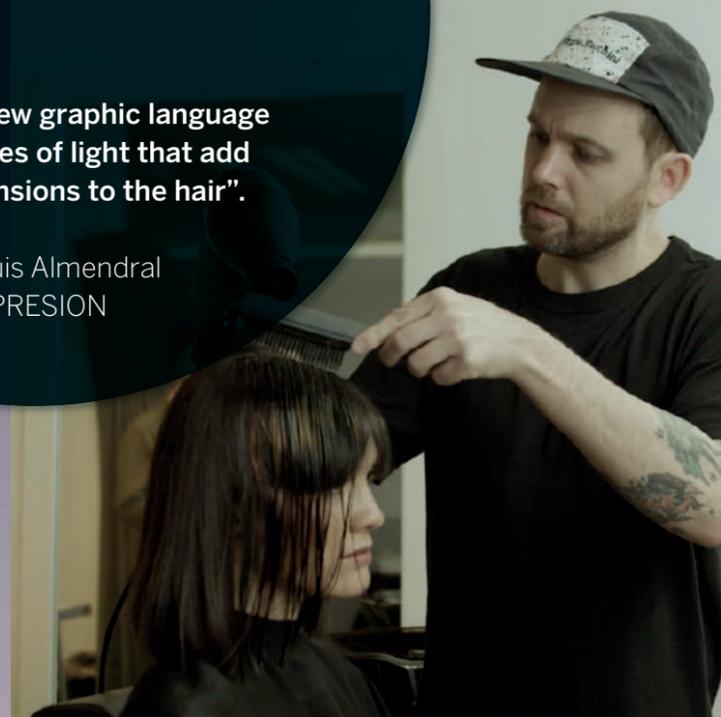
The non-conformists.

Innovative people willing to go beyond color and explore new territories.

Thinking of color as filters, applied layer by layer, opening up a new graphic language for hair.

“Filters are a new graphic language to create waves of light that add several dimensions to the hair”.

Jose Luis Almendral
X-PRESION



NUTRI COLOR™ FILTERS

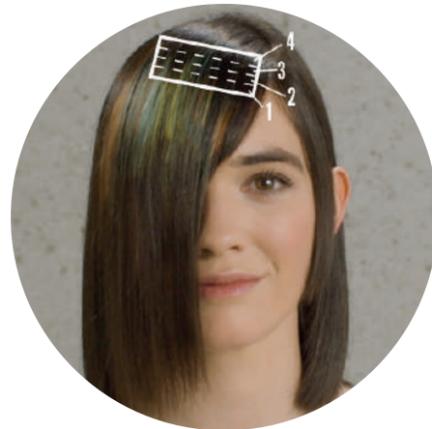
LIGHTWAVES TECHNIQUE A NEW GRAPHIC LANGUAGE

Light is extraordinary. If you look at it through a lens you see an infinite path of filtered colors. Inspired by this wonder, we have developed a **technique that generates hypnotic layered waves that fill hair with movement.**



STEP BY STEP OF THE LIGHTWAVES TECHNIQUE

Draw the shape and color harmony of your customized #LIGHTWAVES technique on a separate piece of paper beforehand.



- 1 Prepare the hair using a flat iron.
- 2 Take 4 thin sections above the fringe and pre-light to create the shape of the design.
- 3 **Section 1:** trace a thin, soft diagonal back section and apply the prelightener in a zig-zag shape creating a narrow size of the color design. Use Style Masters™ Modular to fix the hair to the transparent paper.
- 4 **Section 2:** create the same size of the color design like in section 1 on top of section 1. Repeat with sections 3 and 4 creating a bigger size of the color design. Leave the process until a prelightened level 10 is reached.

5 Shampoo, dry and flat iron hair prior to create the final color effect.

6 ● **Section 1 — Tangerine.** Apply the mixture on the pre-lightened area.

7 ● **Section 2 — Coral.** Apply the color shade horizontally on the pre-lightened area.

8 Using a wave technique, alternate applying the Nutri Color™ Filters desired shades on the wider pre-lightened areas.

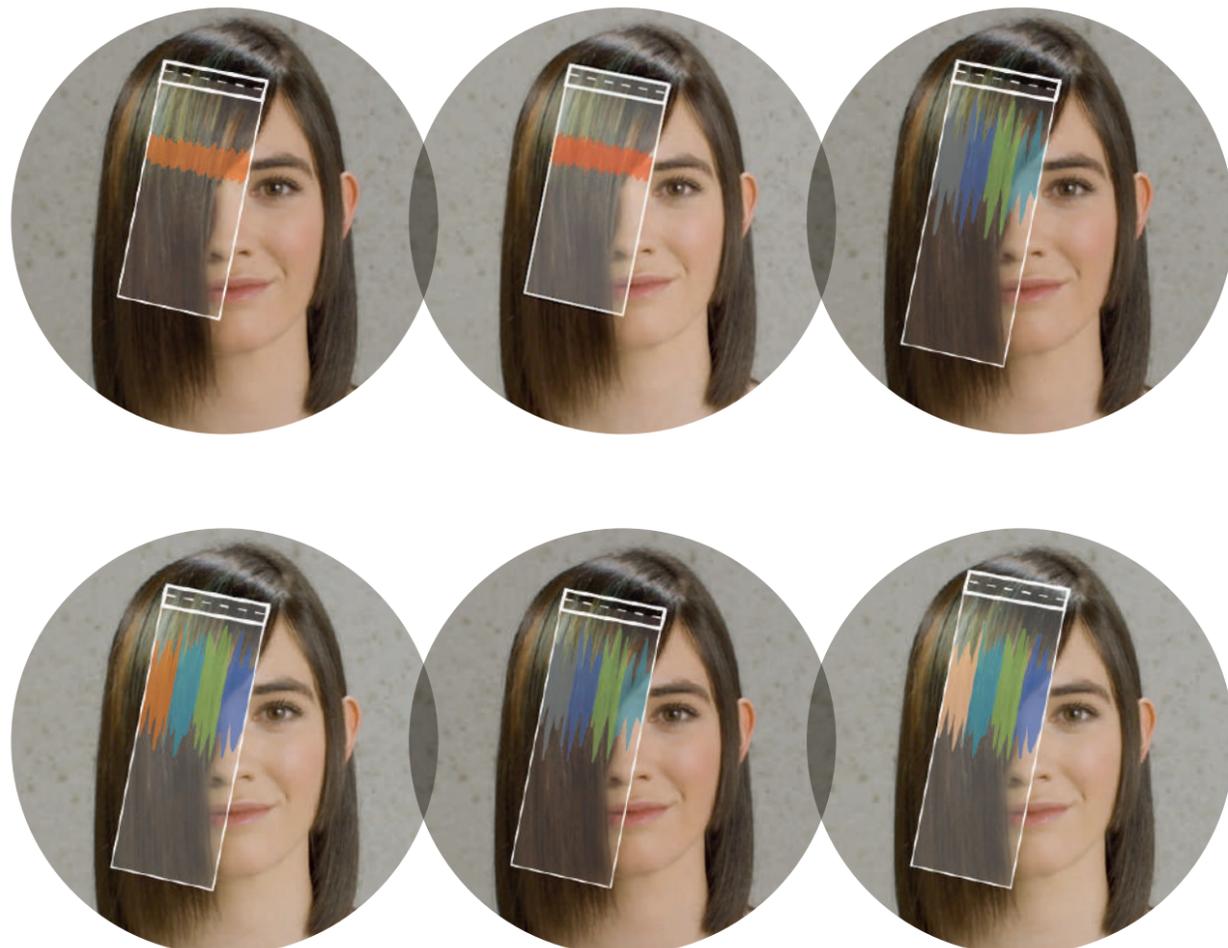
●●●● **Section 3**
Gray, Blue, Green, Turquoise.

●●●● **Section 4**
Orange, Turquoise, Green, Blue.

●●●● **Section 5**
Gray, Blue, Green, Turquoise.

●●●● **Section 6**
Coral, Turquoise, Green, Blue.

*For sections 4-5-6 — Apply the different color shades vertical, from back to front. Keep the width of the four color shades application the same size.



GET THE TOTAL
LOOK AT

@RevlonProNA
#lightwavestechique



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