

# 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



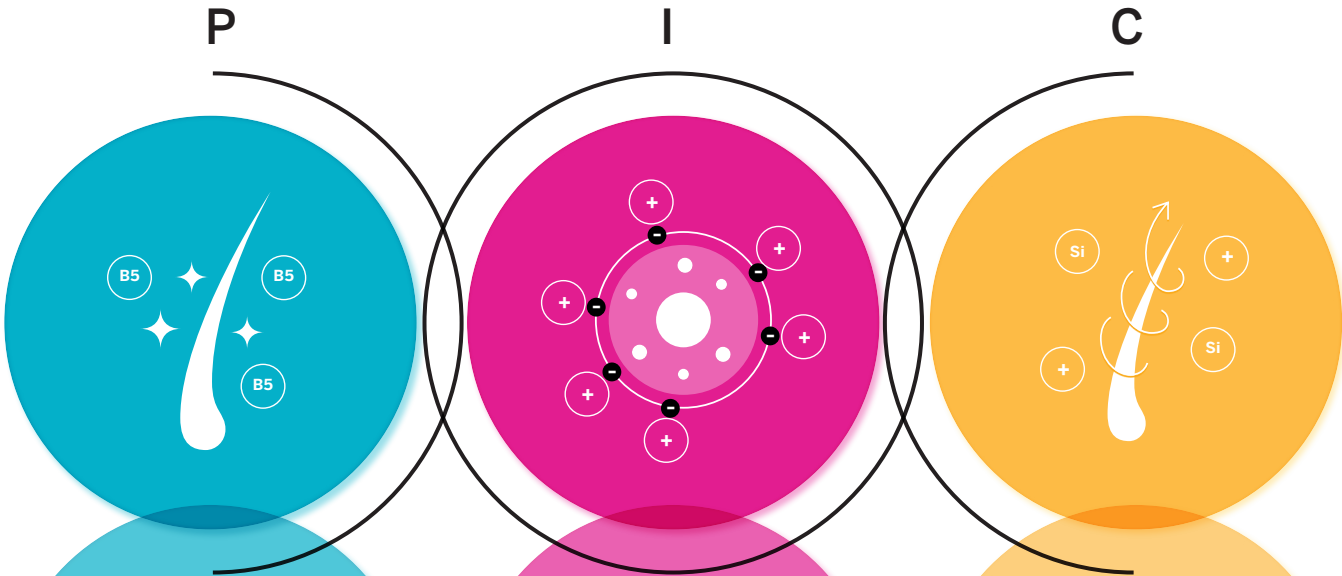
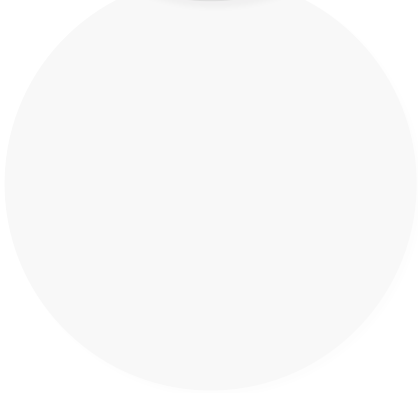


ZOOM IN CARE  
TO ZOOM OUT  
COLOR  
AND SHINE



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

...AND ITS  
EXCEPTIONAL  
BENEFITS



**PANTHENOL**  
(PROVITAMIN B5)  
Nourishes &  
moisturizes the hair.

INTENSE  
CARE

Our iconic **caring color mask** with vitamins conditions your hair, protecting and nourishing it for a healthier touch.

**IONIC**  
PIGMENTS  
Vibrant direct  
hair color.

INTENSE  
COLOR

Tone your hair color up & down with our ionic pigments. They attach to the hair cuticle with electrostatic interaction to deliver **instant** and **multidimensional color**.

**CONDITIONING**  
SYSTEM  
Smooths & seals  
the hair cuticle.

INTENSE  
SHINE

Nutri Color™ Filters gives a **healthy radiant shine** to your hair. Shine is the ultimate result of **perfect hair**.



# 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



054  
CORAL

NEW



020  
LAVENDER



097  
TURQUOISE


NEW



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



730  
GOLDEN BLONDE

NEW



642  
CHESTNUT

NEW



524  
COPPERY PEARL BROWN

NEW

MIXING  
FILTERS



SHADOW

NEW



BLUSH

NEW



CLEAR



# FASHION FILTERS

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

## WHO?

For your **boldest** hair colors.

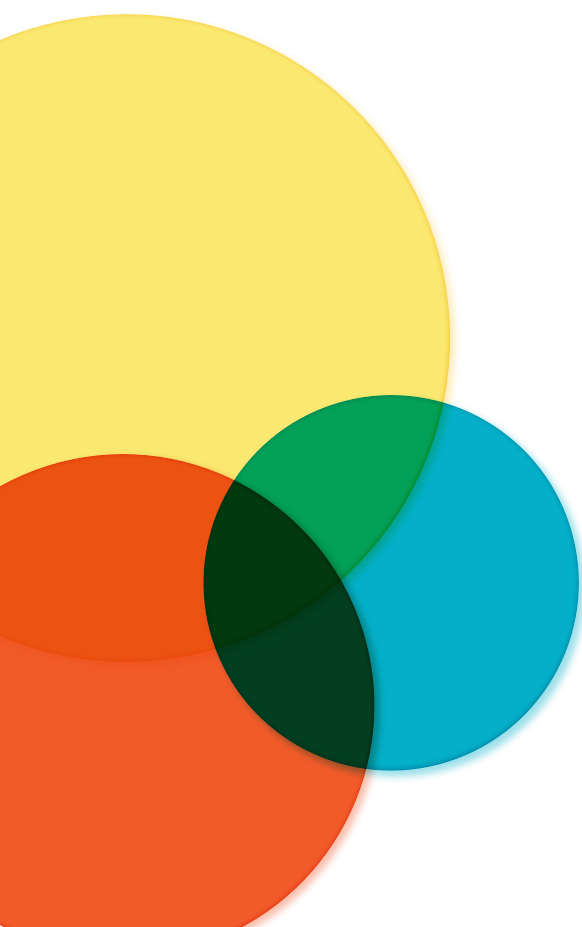
## WHAT?

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**.

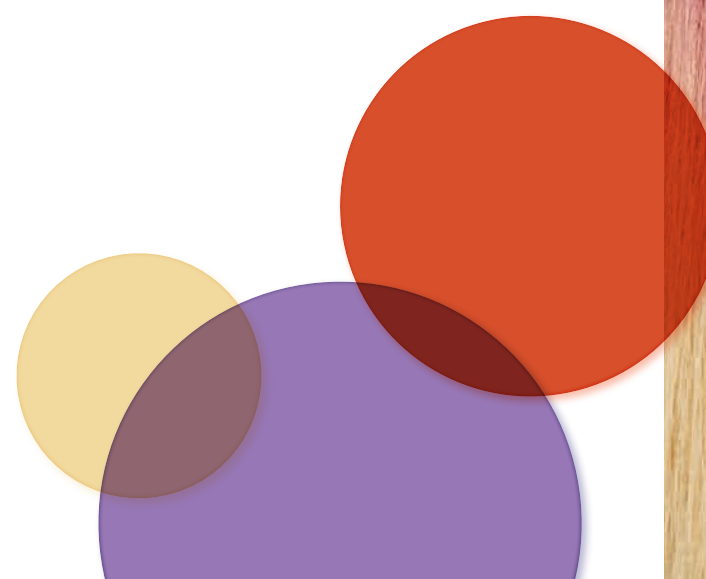
## WHAT?

**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.



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.



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





# 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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