

VOILA<sup>3C</sup>  
INTENSE

TECHNOLOGY

COVERAGE/COLOUR/CARE

Acts on 3 levels of the hair structure guaranteeing up to 3 lightening tones and a coverage of over 5 tones with the superlight line.



## COLOUR SYMPHONY SYSTEM

FINALLY, BRILLIANCE & COVERAGE CAN HOLD ON TOGETHER

A perfect equilibrium between primary and secondary pigments that assure the existence of both **INTENSE COLOR** of multi-faceted reflexes and **LONG LASTING COVERAGE**.

## HYDROMIX SYSTEM

FINALLY, SOFT & SILKY HAIR, EVEN AFTER COLORING

A special & triple mix composed of a specific conditioner, hydrolyzed keratin and keratin amino acids for **ABSOLUTE CARE**.

## RED COUPLE SYSTEM

FINALLY, INTENSE REDS & COPPERS, THAT DO NOT FADE

Special technology for Reds & Coppers that guarantees **PROFOUND REFLEXES** and **INTENSITY, COVERAGE** without the need for a base color and **LONG DURATION**.



**NEW VOILAPP FOR SALONS AND HAIRDRESSERS**  
AVAILABLE FOR ALL TABLETS

REVLON  
PROFESSIONAL

VOILA

INTERCOSMO

REVLON  
PROFESSIONAL

## NEW ROSE & JASMINE FRAGRANCE

INNOVATIVE FORMULA  
WITH REDUCED PH  
Reduced ph kinder for the hair  
STABILIZER  
Keeps longer and doesn't lose  
its strength

## BISABOLOL

Camomile soothes the scalp during the colouring process



# 'SPARKLE'

with NEW Voila Colour!



## A UNIQUE FORMULA 3C X 3 EFFECTS

### SEALING EFFECT COVERAGE

Pigments with low molecular weight penetrate in-depth. The pigments react with the peroxide, making them swell so that they remain sealed within the hair, for high coverage and long lasting color.

**Hydrolyzed keratin offers body to the hair.**

### SYMPHONY EFFECT COLOR

Perfect harmony between primary & secondary color pigments obtaining maximum harmony between color & reflex.

**The pool of 18 amino acids of keratin hydration.**

### BRILLIANT EFFECT CARE

Special intense conditioner with positive charges that adhere to the hair, offering softness & care and highlighting the color & its reflexes

### BENEFITS:

**MAXIMUM COVERAGE** even in the presence of a high %age of white hair, for all the nuances.

It is not necessary to add a base color: perfect balance between coverage, high hold & intense reflex

It is **NOT** necessary anymore to apply a tone that is more darker than the desired one, to obtain a total coverage

Body & elasticity, profound hydration, soft hair, easy to comb thanks to **HYDROMIX SYSTEM** present in the formula.

### INTENSIFIED REDS & COPPERS

Thanks to Red Couple System technology

New **ROSE & JASMINE FRAGRANCE** to give a pleasant sensation & cover the ammonia smell during application.

### DELAYED OXIDATION

**NEW SYSTEM OF ANTI-OXIDANTS:** improvement of the olfactory note & even more lead time before oxidation of the cream mix

**LOW AMMONIA CONTENT & LOW pH OF PEROXIDE:** Voila 3C Intense has maintained its low ammonia content which is more low than the average of most respected competitors.

**PEARLY EFFECT OF THE TEXTURE COLOR CHART PROXIMITY:** Helps to facilitate the choice of shades and the daily work of the hair dresser.

**PEROXIDE: INNOVATIVE FORMULA WITH REDUCED pH** => improved product stability & maintenance of Bisabolol for its lenitive properties

