

LIQUIDS REFERENCE GUIDE

Use the following guide to get optimal results.

STONE	LETTER	RECOMMENDED FOR
Natural	N	Create balanced natural looking blonde and brunette results. Recommend mixing with other LIQUIDS to soften hair color results. Great for use in Gray blending. Perfectly balanced to glaze and gloss after new color applications. Use to balance blonde hair effectively.
Beige Natural	BN	Beige Natural tones are perfect for creating multi-dimensional blonde tones and warm brunette colors. Great for clients desiring subtle warmth in their color results.
Gold	G	Use to create stunning golden blondes and warm brunettes.
Copper	C	Enhance blonde, copper or brunette hair. Use in color correction services to fill in missing pigments.
Ultra-Copper	CC	Excellent for adding ultra-vibrancy and richness to coppers, blondes or brunettes.
Ultra-Red	RR	Create exciting and robust reds or add to blondes and brunettes for a bright pop of color.
Ash	A	Counteract warmth or use as a glaze to create cool, ash tones on blondes. Great to balance warmth on brunettes.
Extra Ash	AX	Use alone to provide additional control of unwanted warmth or mix with Natural shades for softer control of warmth.
Violet	V	Neutralize yellow with our beautiful rich violet. Use to tone, cool and neutralize brass and warmth on blondes. Adds a cool element to Natural shades.
Pearl	P	Use to refine unwanted warmth and maximize coolness for exceptional platinum blondes.



GLAZE | TONE | CORRECT



Leah Freeman
L'ANZA Global
Color Director

LEAH'S TIPS + TRICKS

- To create a multi-dimensional refresh, mix 2 different LIQUIDS Demi Gloss tones. Take a clean brush and smudge the 2 colors together. This will create depth at the base with slight depth at the ends.
- For powerhouse reds that make a statement, try a L'ANZA Beauty Bath, then refresh with any red tone to create amazing vibrance without any brown.
- Use LIQUIDS for filling before a final glaze for corrective color.



Questions? Call the L'ANZA Healing Color Hotline at 888-831-5325

#A91202



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#lanzaliquids

#makeasplash



SELLING BROCHURE



DISCOVER LIQUIDS!

Whether you are a dedicated L'ANZANISTA or completely new to L'ANZA, get ready to MAKE A SPLASH with LIQUIDS Demi Gloss.

LIQUIDS can be used alone or intermixed with other LIQUIDS Demi Gloss Colors for outstanding color, shine and condition in under 20 minutes!

FEATURES & BENEFITS:

- No-lift, ammonia-free formula – won't lift natural or previously colored pigment
- Gentle pH balanced and processing
- Gradually fades on tone, lasts up to 24 shampoos
- Long-lasting dyes – for vibrant colors that fade on tone and won't stain the scalp
- Formulated with Lumiplex C, a blend of Vitamin C & Antioxidants that adds incredible shine & condition
- Flower Shield prevents color fade
- Fast, easy color service – up to 20-minute processing time with NO HEAT
- Can be applied using an applicator bottle or bowl and brush
- Refreshing fragrance



LIQUIDS DEMI GLOSS CHART

Expand your service menu while increasing salon revenue with a versatile palette of 26 intermixable Demi Gloss Tones that deliver AMAZING & PREDICTABLE results.

	N Natural	BN Beige Natural	G Gold	C/CC Copper Ultra Copper	RR Ultra Red	A/AX Ash Extra Ash	V Violet	P Pearl	M Mix
10			010G Gold	010C Copper	010RR Strawberry Blonde	010A Ash	010V Pale Platinum	010P Pearl	G Gold
9	09N Natural	09BN Beige Natural					09V Platinum	09P Pearl	R Red
8						08A Ash			CLEAR
7			07G Gold						
6		06BN Beige Natural		06CC Ultra Copper	06RR Ultra Red	06AX Extra Ash		06P Pearl	
5	05N Natural		05G Gold						
4		Understanding L'ANZA LIQUIDS Shades			04RR Ultra Red				
3	03N Natural						03V Violet		
1	01N Blue/Black								

06RR
0 = no lift
6 = depth
RR = shade family

No Lift ← **06RR** → Family (Red)
Depth

*Swatch Colors Shown are for representation only. Actual results may vary.

LIQUIDS DEMI GLOSS
DEMI PERMANENT
Glaze • Tone • Correct

1:1

1 Part Liquids Demi Gloss
1 Part Liquids Demi Gloss Activator

Processing Time **TIMING** up to 20 min

PROFIT | CREATIVITY | EFFICIENCY

Explore all the amazing ways to use L'ANZA LIQUIDS and increase your Salon Services!

SALON SERVICE	APPLICATION
GLOSS: Enhance tonality on color-treated hair or enrich natural color. Also recommended for use after a decolorizing service to tone down unwanted warmth or add an exciting pop of color.	Apply LIQUIDS through hair starting from scalp and distribute evenly through mid-lengths and ends. Process at room temperature for up to 20 minutes or until desired shade is achieved.
COLOR REFRESH: Revive faded color from mid-shaft through the ends when coloring with permanent color at the new growth. Enhance highlights and re-deposit color.	After application to regrowth area on damp hair, apply LIQUIDS through mid-lengths and ends, distributing evenly. Process at room temperature for up to 20 minutes or until desired shade is achieved.
COLOR CORRECTION: Use LIQUIDS to rebalance uneven color or when correcting colors that are too vibrant. Excellent to fill hair when the target color is 3 or more levels darker.	Apply LIQUIDS through damp or dry hair starting from scalp and distribute evenly through mid-lengths and ends. Process at room temperature for 10-20 minutes depending on the hair porosity.
DIMENSIONAL LOW-LIGHTING: Add darker shades to highlighted or pre-lightened hair to add depth and contrast.	Using a bowl/brush application, apply LIQUIDS inside a foil or L'ANZA Color Film from scalp to ends. Process at room temperature for up to 20 minutes.
GRAY BLENDING: Achieve a gray-blending effect for clients who aren't willing to commit to permanent color – especially great for a men's gray blending service, as the color will fade on tone with no line of demarcation.	Apply to scalp or grayest area first and then distribute evenly through the hair. Process at room temperature for up to 20 minutes.
SHINE SERVICE: Use clear to add shine to dull hair to bring back its luster and enhance its natural color. NOTE: Clear can also be used to adjust the intensity of any LIQUIDS formula.	Apply LIQUIDS through damp or dry hair starting from scalp and distribute evenly through mid-lengths and ends. Process at room temperature for up to 20 minutes.