

# NEW GOODBYE ORANGE



  
**Schwarzkopf**  
PROFESSIONAL

## WHAT IT IS:

- Highly pigmented neutralising wash to work against unwanted orange and red undertones.
- Hair base: medium brown to dark blonde
- Gentle cleansing with integrated Bonding Technology
- The formulation is adjusted to a pH level of 4.5 for effective and long-lasting results
- Vegan formula & free of SLS/SLES Sulfates\*

## WHAT IT DOES:

- BW\_Poster

## HOW TO USE?

### IN – SALON SERVICE

- Use on **base 4 up to 6 to balance anti orange / red corrective** techniques
- Quick & easy to apply at the backwash
- Apply as a shampoo on wet hair and leave in for up to 5 minutes
- Rinse hair thoroughly after application
- Development time could be slightly increased on non-porous hair to intensify the result
- Colour result and longevity vary depending on hair condition and processing time
- Use professional gloves, protect clothes, surface and skin from staining and discolouration

### HOME MAINTENANCE:

- Use 1 - 2 times per week for tonal maintenance

\* SLS/SLES Sulfates = Sodium Lauryl Sulfate & Sodium Laureth Sulfate

## RECOMMENDATION FOR APPLICATION

HAIR BASE	4-5	6-7	8-9-10
UNDERTONE	RED - ORANGE	ORANGE - YELLOW	YELLOW
RECOMMENDED PRODUCT			
RESULTS			
IN-SALON: APPLICATION RECOMMENDATION	Apply pure and allow eye control, leave in for up to 5 min	<b>Soft neutralisation:</b> Dilute with water (1:1) <b>Strong neutralisation:</b> Apply pure and allow eye control, leave in for up to 5 min	Use of Good Bye Yellow recommended
EXPECTED END RESULT	Neutral colour result vs. GBY	Cool Stone-washed reflex on clear bleached base 7 vs GBY	Use of Good Bye Yellow recommended
AT HOME: APPLICATION RECOMMENDATION	Apply 1 or 2 times a week, leave in for up to 5 min	Apply maximum 1 time per week, leave in for up to 3 min	Use of Good Bye Yellow recommended

### HINTS & TIPS

Goodbye Orange is much more intense than regular pigmented shampoos. Therefore, processing time is the key to achieve desired results. Depending on hair base & hair condition, too long exposure time can turn the colour result into a greenish / blueish undertone. To remove these unwanted undertones, please wash the hair with BC Deep Cleansing Shampoo at the backwash.

*Together. A passion for hair.*