

# PERMANENT GEL VS. NEW PERMANENT CREAM



COLORCHARM



FEATURES & BENEFITS	PERMANENT GEL	PERMANENT CREAM
Bond Protection		✓
Damage Reduction		✓
Moisturizes & Smoothens Hair		✓
Adds Shine		✓
Nourishing Lipids		✓
Natural Ingredients		✓
Pleasant Aroma		✓
Vegan*	✓	✓
Free of Phthalates & Parabens	✓	✓
1:2 Mixing Ratio	✓	✓
Bowl & Brush or Bottle Application	✓	✓
Easy To Mix		✓
Up to 100% Gray Coverage	✓	✓
Long-Lasting	✓	✓
Even Tone from Root to Tip		✓
Saturated/Opaque Result		✓

\*Free of Animal-Derived Ingredients