

COLOUR CARE System



Echoline
the *vegan* way



THE NEW 100% VEGAN LINE
TAKES CARE OF THE SHINE OF YOUR HAIR!





**NEW BRIGHTNESS
TO COLOURED HAIR,
LONGER LASTING
RESULTS AT EVERY
SHAMPOO. FORMULAS
WITH HIGH PERCENTAGES
OF NATURAL ORIGIN
AND BIODEGRADABLE
INGREDIENTS**

**HOW CAN YOU MAKE THIS RESULT
LAST LONGER IN A SIMPLE AND
SMART WAY?**

Thanks to the innovative **Colour Protection Complex System** containing Sodium Gluconate and Green Walnut, the new Colour Care by Echosline **protects** colour from fading and changing tone with time, **improving the hair structure** at every application.

It prevents colour decay caused by external atmospheric agents, mechanical actions and chemical treatments that are neutralised by the **synergistic effect** of gentle cleansing, moisturising treatment and protective seal.

The colour shimmers **shiny** and well-groomed until the following service!

COLOUR CARE System

just 3 products

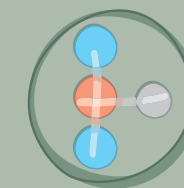
BALANCE AND CLEANSING
gentle stem protection
and longer
lasting colour

BRIGHTNESS
of the reflections,
softness
and body
of the hair

COLOUR PROTECTION AND BRIGHTNESS
well-groomed and
shiny colour structure



thanks to



**SODIUM
GLUCONATE**



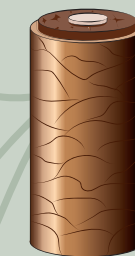
**GREEN WALNUT
EXTRACT**

BEFORE



**Synergistic action of
Colour Care treatments**

AFTER



**Effect of softness, shine
and protection**



300ml cod. 1024296
1000ml cod. 1024297

COLOUR CARE shampoo COLOURED TREATED HAIR

Its balanced formula, SLES and SLS free, adds shine and softness to the hair. Green Walnut in synergy with Sodium Gluconate helps to reduce fading of the cosmetic colour with an effective antioxidant action.

>90% natural origin ingredients*

*Natural origin ingredients according to ISO 16128

>90% biodegradable ingredients**

**Biodegradable ingredients according to OECD 301 or alternative tests

FREE FROM:

SILICONES - SLS - SLES - EDTA - MINERAL OILS

BENEFITS



AFTER THE COLOUR SERVICE IN SALON

Gently cleanses colour residue rebalancing the hair and scalp pH and leaving the hair shaft light and shiny.



COLOUR CARE AND PROTECTION AT HOME

Ideal for frequent use, its gentle action prevents fading and leaves the scalp hydrated and protected.

Echosline
the *vegan* way



300ml cod. 1024299
1000ml cod. 1024502

COLOUR CARE mask COLOURED TREATED HAIR

Its conditioning formula combined with Sodium Gluconate and Green Walnut protects the cosmetic colour, untangling and nourishing coloured hair and making it soft and easy to comb.

>95% natural origin ingredients*

*Natural origin ingredients according to ISO 16128

>90% biodegradable ingredients**

**Biodegradable ingredients according to OECD 301 or alternative tests

FREE FROM:

SULFATES - SILICONES - SLS - SLES - EDTA - MINERAL OILS

BENEFITS



AFTER THE COLOUR
SERVICE IN SALON

Acidifies and compacts the structure of freshly coloured hair giving softness and increasing brightness and shine.



COLOUR CARE AND
PROTECTION AT HOME

Makes colour last longer and the hair structure soft, full-bodied and shiny.



200ml cod. 1024503

COLOUR CARE sealing spray COLOURED TREATED HAIR

The combined action of Sodium Gluconate and Green Walnut helps make the cosmetic colour last longer while protecting its shine. Its silicone free formula is enriched with a special anti-odor molecule that leaves the hair pleasantly scented.

>90% natural origin ingredients*

*Natural origin ingredients according to ISO 16128

FREE FROM:

SILICONES - SLS - SLES - EDTA - MINERAL OILS

BENEFITS



AFTER THE COLOUR
SERVICE IN SALON

Neutralises the dye alkaline residue, seals the freshly developed colours completing the colouring process.



COLOUR CARE AND
PROTECTION AT HOME

Protects colour from external agents, seals the cuticle making colour last longer, enhances hair brightness and shine.



**DISCOVER THE SMART COLOUR TREATMENT SERVICES
IN SALON & AT HOME**



**Colour Locker
Colour Repair
Colour Protection**



**Colour Keeper
Colour Re-new**

Echosline
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SMART COLOUR TREATMENT SERVICES

BEFORE COLOUR SERVICE

AFTER COLOUR SERVICE

SHAMPOO




TREATMENT

SEAL



<p>Colour Locker</p>	<p>To seal pigments inside the hair after the colour service</p>		<p>Colour Care Sealing Spray </p>	<p>Colour Care Shampoo </p>	<p>Colour Care Mask  2-5 min</p>	<p>Colour Care Sealing Spray </p>
<p>Colour Repair</p>	<p>To soften and restructure very dry and coarse coloured hair</p>		<p>Colour Care Sealing Spray </p>	<p>Colour Care Shampoo </p>	<p>Maqui 3 Restoring Lotion  1-2 min + Colour Care Mask  2-5 min</p>	<p>Maqui 3 All In Oil </p>
<p>Colour Protection</p>	<p>To protect and even out the porosity of damaged hair before a colour service</p>	<p>Colour Care Sealing Spray </p>	<p>Colour Care Sealing Spray </p>	<p>Colour Care Shampoo </p>	<p>Colour Care Mask  2-5 min</p>	<p>Colour Care Sealing Spray </p>



<p>Colour Keeper</p>	<p>To make colour last longer</p>			<p>Colour Care Shampoo </p>	<p>Colour Care Mask  2-5 min</p>	<p>Colour Care Sealing Spray </p>
<p>Colour Re-new</p>	<p>To renew and brighten up colour when shampooing</p>			<p>Colour Care Shampoo </p>	<p>Mask Color Up  3-5 min</p>	<p>Colour Care Sealing Spray </p>

SMART COLOUR TREATMENT SERVICES

Colour Locker DURATION - SHINE - PROTECTION

POST COLOUR

Colour Care **Sealing Spray** Colour Care **Shampoo** Colour Care **Mask** Colour Care **Sealing Spray**

Colour Repair SOFTNESS - RESTRUCTURING - ANTI-FRIZZ

POST COLOUR

Colour Care **Sealing Spray** Colour Care **Shampoo** Maqui 3 **Restoring Lotion** Colour Care **Mask** Maqui 3 **All-In Oil**

Colour Protection BALANCING - PROTECTION - UNIFORMITY

PRE COLOUR x1
+
POST COLOUR x1

Colour Care **Sealing Spray** Colour Care **Shampoo** Colour Care **Mask** Colour Care **Sealing Spray**

Colour Keeper SHINE - PROTECTION

Colour Care **Shampoo** Colour Care **Mask** Colour Care **Sealing Spray**

Colour Re-New INTENSITY - BRIGHTNESS - PROTECTION

Colour Care **Shampoo** Mask **Color Up** Colour Care **Sealing Spray**

Discover
Color Up



- | | | | | |
|--|--|--------------------------------------|---|---|
|
ICY
150 ml
cod. 1024262 |
LAVENDER
150 ml
cod. 1024261 |
VIOLET
150 ml
cod. 1024259 |
RED
150 ml
cod. 1024258 |
GOLDEN ROSE
150 ml
cod. 1024260 |
|
INTENSE COPPER
150 ml
cod. 1024199 |
GOLD
150 ml
cod. 1024196 |
BEIGE
150 ml
cod. 1024197 |
CHOCOLATE
150 ml
cod. 1024198 |
NO YELLOW
150 ml
cod. 1024195 |



Discover
Maqui 3



Echosline
sustainability path
also passes through
packaging!

A sustainability approach that goes beyond the naturalness and biodegradability of formulas and that involves also the materials used for packaging.

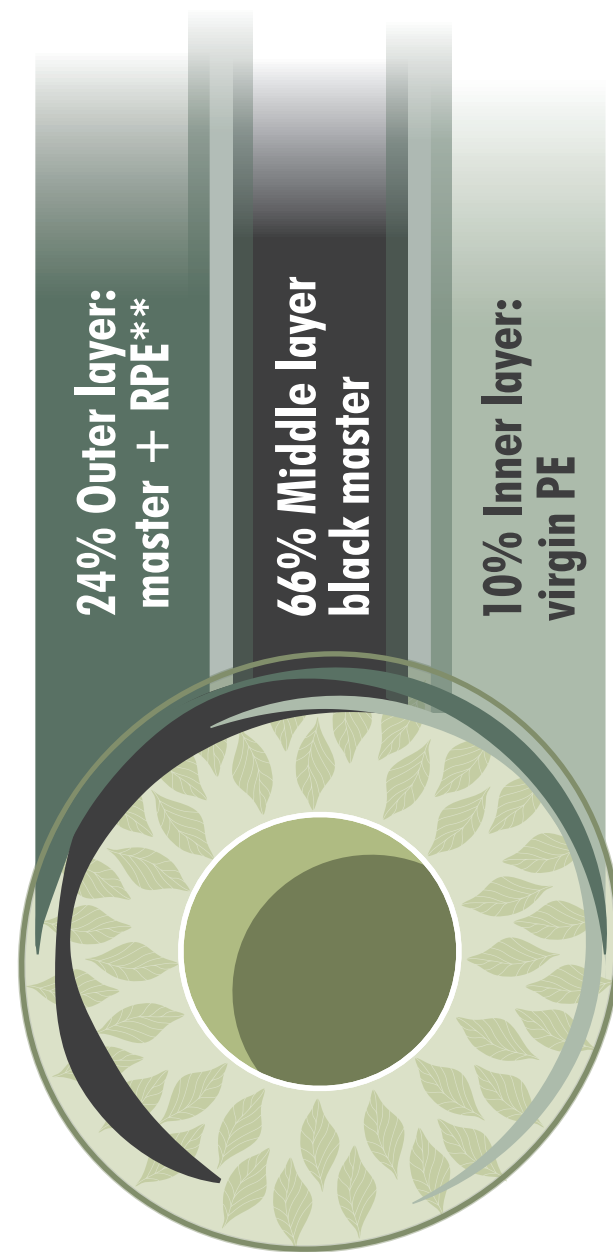
A linear and simple packaging that fully embodies the identity and philosophy of **Echosline**, that is compact and smart, in the name of continuous innovation in the field of sustainability.

The conscious choice of using a packaging that complies with parameters of specific percentages of recycled plastic is a must have throughout Echosline's **«The Vegan Way»** journey.

How is the shampoo pack made?



70% second life RPE



47% second life RPE



MEPLASTENE***





50% second life RPE

**The presence of any aesthetic defects is a guarantee that it is recycled material*

**RPE: recycled plastic

***Secondary raw material by recycling process obtained by sorting or other pre consume waste in the minimum quantity of 40%

Transport optimization

 <p>Previous Bottle 350 ml</p>	 <p>New Bottle 300 ml</p>
<p>BOX</p> <p>Length 225 mm Width 170 mm Height 230 mm N° pcs / Box 12</p>	<p>BOX</p> <p>Length 215 mm Width 165 mm Height 225 mm N° pcs / Box 12</p>
<p>PALLET</p> <p>Boxes / layer 21 N° layers 4 Boxes / Pallet 84 Pcs / Pallet 1008</p> <p>Litres / Pallet 352,8</p>	<p>PALLET</p> <p>Boxes / layer 24 N° layers 5 Boxes / Pallet 120 Pcs / Pallet 1440</p> <p>Litres / Pallet 430</p>

+79,2 ADDITIONAL LITRES TRANSPORTED



COLOUR CARE System

FOLLOW
Echosline
the *vegan* way

www.echosline.it



[echosline.official](https://www.instagram.com/echosline.official)

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