

# NECTAYA

NURTURING, AMMONIA-FREE PERMANENT HAIR COLOR

## BENEFITS —

- » Up to 100% grey coverage, and natural, lively color results
- » With deep conditioning argan oil for smooth, exceptionally shiny hair with up to 45% more brilliance<sup>1</sup>
- » Nectaya Enriched Naturals are infused with keratin and silk proteins to recondition grey hair back to its natural smoothness and shine.

<sup>1</sup> Compared to conventional permanent hair color, internal study 2011.

## TECHNOLOGY —

Six years of extensive research. The first ever permanent hair color with patented IntraLipid Technology to replenish lost lipids within the hair structure.



### NECTAYA NURTURING COLOR CREAM

Super nurturing hair color for a notably healthier hair feeling. For refined, rich and deep color results with exceptional color brilliance.

### NECTAYA ENRICHED NATURALS

Natural smoothness, manageability and shine for an incredibly rejuvenated feeling hair.



**GOLDWELL.**