



CHI[®]

IONIC

PERMANENT SHINE

Hue Definition
Technology[™]



FIRST AMMOINA-FREE
PERMANENT HAIUR COLOR
WITH HYALURONIC ACID



CHI[®] IONIC
PERMANENT SHINE

AMMONIA-FREE

With CHI Ionic Permanent Shine Hair Color, stylists and clients can achieve their desired color results, making it a go-to choice for long-lasting color retention and shine.

Target Market:

CHI Ionic Permanent Shine Hair Color is a range of ammonia-free permanent hair dyes that come in an extensive, intermixable color palette to meet coloring needs. As a solution for permanently altering the hair color, full-gray coverage, and root touchups, it is enriched with Hue Definition Technology to nourish the hair while providing deep color penetration with even, long-lasting results.

CHI Ionic Permanent Shine Hair Color is ideal for clients who are seeking to change their hair color with long-lasting results. It can be applied on hair to permanently change the color, lighten or darken hair, full-gray coverage, and root touchups. It leaves a vibrant, dimensional color that is full of shine, but without the damage.



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WHAT IT IS:

CHI Ionic Permanent Shine Hair Color is a collection of 100 ammonia-free permanent hair colors that deliver an intense and even color deposit. It gives colorists and stylists the ability to reach their desired shade without sustaining damage, resulting in a dimensional, long-lasting color with the ultimate shine.

HOW IT WORKS:

CHI Ionic Permanent Shine Hair Color is formulated with permanent hair dyes and is enriched with Hue Definition Technology. This groundbreaking formula possesses exceptional penetrability to lock in the color while enhancing depth and dimension between each strand, resulting in a more vibrant shine.

LINE DESCRIPTION:

Crafted by the iconic CHI brand who revolutionized the beauty industry with the first ammonia-free hair color, CHI Ionic Permanent Shine Hair Color continues the legacy of innovation to meet the Professionals' needs with the latest hair color technology.

Perfected by stylists for stylists, the reimagined line brings an extensive color portfolio of permanent cream hair colors in a multitude of intermixable shades. Formulated without ammonia and PPD, the formulas are easy to use and are true-to-tone, offering unparalleled performance and consistent results for the perfect color every time.

Featuring Hue Definition Technology, a unique complex of Aloe Vera, Hyaluronic Acid, and Silk Protein, the formulas are tailored to penetrate deep within the hair cortex to deposit color while at the same time, replenishing hydration and locking in moisture to avoid sustaining damage during processing and keep hair healthy.

The results are unmatched, delivering full saturation and deep color penetration. The color applies evenly and gently, leaving you with a color that has depth and dimension between each strand. Hair has a visibly vibrant, high-gloss shine that is fade-resistant for retention and longevity.



CHI IONIC Permanent Shine Hair Color features Hue Definition Technology, incorporating a powerful blend of high-performing ingredients such as Aloe Vera, Hyaluronic Acid, and Silk Protein. This unique combination promotes intense moisture, extends color longevity, enhances shine, and strengthens the hair, preserving its integrity during chemical services and preventing potential fragility.

In addition to these benefits, CHI Color Express is enriched with CHI's specialty ceramic ingredient and olive oil, providing conditioning properties while facilitating deep color penetration within the hair for comprehensive color oxidation. Moreover, this innovative formula acts as a protective shield, guarding the hair against damage and preventing color depletion.

The Hue Definition Technology's multi-faceted advantages further include locking in moisture and sealing the cuticle, ensuring the hair remains well-nourished and protected. Simultaneously, it adds depth and dimension to each individual strand, resulting in vibrant color and an impressive, high-gloss shine.

BENEFITS

- Full oxidation of hair dyes contributing to longer-lasting color
- Silk cream base has built-in protection for sensitive scalps
- Contains antioxidants to help prevent color fading
- Adds intense moisture to hair during coloring services for conditioning while providing natural smoothing agents
- Locks in moisture and seals cuticle to help protect hair and minimize damage and breakage
- Adds depth and dimension to each strand for light reflection, producing vibrant color and maximum shine



KEY INGREDIENTS - THE BREAKDOWN

HYDRATE HAIR WITH HYALURONIC ACID

Hyaluronic Acid, a naturally occurring polysaccharide (sugar molecule) in the body, is highly valued for its exceptional hydrating properties. Its water-retaining capacity enables it to form a thin film on the hair, preventing moisture loss and ensuring optimal hydration for both the hair and scalp, resulting in radiant and smooth hair.

BENEFITS

- Acts as a humectant, attracting and retaining moisture
- Its water-binding properties allow it to hold up to more than its weight in water
- Provides the ultimate level of moisture to hydrate the hair and skin
- Produced through a biomimetic process, it is non-irritating as it is naturally produced in the body
- Reduces frizz, increases elasticity, and adds shine, promoting overall healthier-looking hair
- Helps protect hair from mechanical damage, such as combing, brushing and heat styling

LOCK AND SEAL IN MOISTURE WITH ALOE VERA

Aloe Vera, widely known as nature's natural moisturizing agent, is rich in essential nutrients, amino acids and vitamins. It offers excellent conditioning properties and protection to hair while providing moisture to dry and sensitive scalps.

BENEFITS

- Contains essential nutrients such as vitamins, minerals, and polysaccharides
- Polysaccharides (sugar molecules) act as moisture magnets, attracting and sealing in moisture
- Amino acids present in Aloe Vera help strengthen the hair
- Forms a protective barrier on the strands, reducing frizz and adding shine
- Moisturizes dry, sensitive scalps

STRENGTHEN AND ADD SHINE WITH SILK PROTEIN

Silk Protein strengthens, moisturizes, adds shine, and protects the hair. It contains 17 out of the 19 amino acids found in human hair, making silk is one of the strongest fibers globally, capable of bonding with and repairing hair from the inside out.

BENEFITS

- Can absorb and hold moisture
- Provides long-lasting color results by enhancing color longevity
- The Triangular Molecule Structure of silk ensures unparalleled shine and reflection
- Helps protect against environmental stressors and color loss



CHI[®] IONIC
PERMANENT SHINE



100 SHADES

- Sulfate Free - Paraben Free - Ammonia Free
- Cruelty Free - Formulated without PPD



THE BUY-IN:

The cream base formula:

- Long-Lasting
- Easy to mix, ensuring quick application without any drips
- Gentle enough to avoid damage to delicate hair.
- Possesses perfect consistency to effectively saturate all hair textures.
- Can be used for a variety of coloring techniques.

SALON SERVICES CAPABILITIES

Coloring Applications

- **Virgin**
 - Depositing or going darker
 - Tinting Back
 - Lifting 1-3 levels
- **Retouches**
- **Gray Coverage**

Benefits

- 100 shades to meet your coloring needs.
- Deep color penetration and full saturation for even, long-lasting color results.
- Easy to use pre-mixed shades.
- True-to-tone, offering consistent results every time.
- Leaves dimensional color with a vibrant shine.
- Gentle formulas that nourish while processing it for healthy-looking hair.



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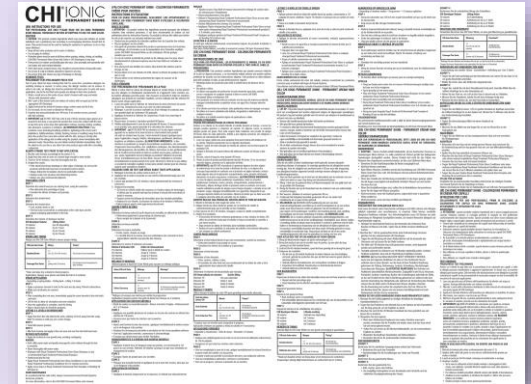
Mixing & Processing

Mixing Ratio: 1:1

CHI IONIC Permanent Shine
Hair Color + CHI Developer

Process for 30-35 minutes
depending on coloring series
being used

**refer to instruction sheet and
manual for complete directions*



1:1



+



UPC EA	UPC CASE	CASE QTY	SKU	PRODUCT DESCRIPTION	SIZE
(N) NATURAL - NEUTRALS					
633911864388	633911864395	12	CHI9000	CHI IONIC HAIR COLOR 1N - BLACK 3 OZ.	3 OZ.
633911864708	633911864715	12	CHI9001	CHI IONIC HAIR COLOR 2N - NATURAL BLACK 3 OZ.	3 OZ.
633911864746	633911864753	12	CHI9002	CHI IONIC HAIR COLOR 3N - DARKEST BROWN 3 OZ.	3 OZ.
633911864722	633911864739	12	CHI9003	CHI IONIC HAIR COLOR 4N - DARK BROWN 3 OZ.	3 OZ.
633911866900	633911866917	12	CHI9004	CHI IONIC HAIR COLOR 5N - MEDIUM BROWN 3 OZ.	3 OZ.
633911864760	633911864777	12	CHI9005	CHI IONIC HAIR COLOR 6N - LIGHT BROWN 3 OZ.	3 OZ.
633911864784	633911864791	12	CHI9006	CHI IONIC HAIR COLOR 7N - DARK BLONDE 3 OZ.	3 OZ.
633911864807	633911864814	12	CHI9007	CHI IONIC HAIR COLOR 8N - MEDIUM BLONDE 3 OZ.	3 OZ.
633911864821	633911864838	12	CHI9008	CHI IONIC HAIR COLOR 9N - LIGHT BLONDE 3 OZ.	3 OZ.
633911864845	633911864852	12	CHI9009	CHI IONIC HAIR COLOR 10N - EXTRA LIGHT BLONDE 3 OZ.	3 OZ.
633911864869	633911864876	12	CHI9010	CHI IONIC HAIR COLOR 11N - EXTRA LIGHT BLONDE PLUS 3 OZ.	3 OZ.
(A) ASH - COOLS					
633911864883	633911864890	12	CHI9011	CHI IONIC HAIR COLOR 4A - DARK ASH BROWN 3 OZ.	3 OZ.
633911864906	633911864913	12	CHI9012	CHI IONIC HAIR COLOR 5A - MEDIUM ASH BROWN 3 OZ.	3 OZ.
633911864920	633911864937	12	CHI9013	CHI IONIC HAIR COLOR 6A - LIGHT ASH BROWN 3 OZ.	3 OZ.
633911864616	633911864623	12	CHI9014	CHI IONIC HAIR COLOR 7A - DARK ASH BLONDE 3 OZ.	3 OZ.
633911864630	633911864647	12	CHI9015	CHI IONIC HAIR COLOR 8A - MEDIUM ASH BLONDE 3 OZ.	3 OZ.
633911864654	633911864661	12	CHI9016	CHI IONIC HAIR COLOR 9A - LIGHT ASH BLONDE 3 OZ.	3 OZ.
633911864678	633911864685	12	CHI9017	CHI IONIC HAIR COLOR 11A - EXTRA LIGHT ASH BLONDE PLUS 3 OZ.	3 OZ.
(CM) CHOCOLATE MOCHA - CHOCOLATE MOCHA					
633911864692	633911865002	12	CHI9018	CHI IONIC HAIR COLOR 4CM - DARK CHOCOLATE MOCHA BROWN 3 OZ.	3 OZ.
633911865019	633911865026	12	CHI9019	CHI IONIC HAIR COLOR 5CM - MEDIUM CHOCOLATE MOCHA BROWN 3 OZ.	3 OZ.
633911865033	633911865040	12	CHI9020	CHI IONIC HAIR COLOR 6CM - LIGHT CHOCOLATE MOCHA BROWN 3 OZ.	3 OZ.
633911865057	633911865064	12	CHI9021	CHI IONIC HAIR COLOR 7CM - DARK CHOCOLATE MOCHA BLONDE 3 OZ.	3 OZ.
633911865071	633911865088	12	CHI9022	CHI IONIC HAIR COLOR 8CM - MEDIUM CHOCOLATE MOCHA BLONDE 3 OZ.	3 OZ.
(B) BEIGE - BEIGES					
633911865095	633911865101	12	CHI9023	CHI IONIC HAIR COLOR 6B - LIGHT BEIGE BROWN 3 OZ.	3 OZ.
633911865118	633911865125	12	CHI9024	CHI IONIC HAIR COLOR 7B - DARK BEIGE BLONDE 3 OZ.	3 OZ.
633911865132	633911865149	12	CHI9025	CHI IONIC HAIR COLOR 8B - MEDIUM BEIGE BLONDE 3 OZ.	3 OZ.
633911865156	633911865163	12	CHI9026	CHI IONIC HAIR COLOR 9B - LIGHT BEIGE BLONDE 3 OZ.	3 OZ.
633911865170	633911865187	12	CHI9027	CHI IONIC HAIR COLOR 10B - EXTRA LIGHT BEIGE BLONDE 3 OZ.	3 OZ.

UPC EA	UPC CASE	CASE QTY	SKU	PRODUCT DESCRIPTION	SIZE
(I) IRIDESCENT - IRIDESCENTS					
633911865217	633911865224	12	CHI9028	CHI IONIC HAIR COLOR 7I - DARK IRIDESCENT BLONDE	3 OZ.
633911865194	633911865200	12	CHI9029	CHI IONIC HAIR COLOR 8I - MEDIUM IRIDESCENT BLONDE	3 OZ.
633911865231	633911865248	12	CHI9030	CHI IONIC HAIR COLOR 9I - LIGHT IRIDESCENT BLONDE	3 OZ.
633911865255	633911865262	12	CHI9031	CHI IONIC HAIR COLOR 11I EXTRA LIGHT IRIDESCENT BLONDE PLUS	3 OZ.
(S) SILVER - SILVERS					
633911865279	633911865286	12	CHI9032	CHI IONIC HAIR COLOR 8S - MEDIUM SILVER BLONDE 3 OZ.	3 OZ.
633911865293	633911865309	12	CHI9033	CHI IONIC HAIR COLOR 9S - LIGHT SILVER BLONDE 3 OZ.	3 OZ.
633911865316	633911865323	12	CHI9034	CHI IONIC HAIR COLOR 10S - EXTRA LIGHT SILVER BLONDE 3 OZ.	3 OZ.
(W) WARM - WARMS					
633911865330	633911865347	12	CHI9035	CHI IONIC HAIR COLOR 5W - MEDIUM WARM BROWN 3 OZ.	3 OZ.
633911865354	633911865361	12	CHI9036	CHI IONIC HAIR COLOR 6W - LIGHT WARM BROWN 3 OZ.	3 OZ.
633911865378	633911865385	12	CHI9037	CHI IONIC HAIR COLOR 7W - DARK WARM BLONDE 3 OZ.	3 OZ.
633911865392	633911865408	12	CHI9038	CHI IONIC HAIR COLOR 8W - MEDIUM WARM BLONDE 3 OZ.	3 OZ.
633911865415	633911865422	12	CHI9039	CHI IONIC HAIR COLOR 11W - EXTRA LIGHT WARM BLONDE PLUS 3 OZ.	3 OZ.
(G) GOLD - WARMS					
633911865439	633911865446	12	CHI9040	CHI IONIC HAIR COLOR 5G - MEDIUM GOLD BROWN 3 OZ.	3 OZ.
633911865453	633911865460	12	CHI9041	CHI IONIC HAIR COLOR 6G - LIGHT GOLD BROWN 3 OZ.	3 OZ.
633911865477	633911865484	12	CHI9042	CHI IONIC HAIR COLOR 7G - DARK GOLD BLONDE 3 OZ.	3 OZ.
633911865491	633911865507	12	CHI9043	CHI IONIC HAIR COLOR 8G - MEDIUM GOLD BLONDE 3 OZ.	3 OZ.
633911865514	633911865521	12	CHI9044	CHI IONIC HAIR COLOR 9G - LIGHT GOLDE BLONDE 3 OZ.	3 OZ.
633911865538	633911865545	12	CHI9045	CHI IONIC HAIR COLOR 10G - EXTRA LIGHT GOLD BLONDE 3 OZ.	3 OZ.
(CG) COPPER GOLD - WARMS					
633911865552	633911865569	12	CHI9046	CHI IONIC HAIR COLOR 5CG - MEDIUM COPPER GOLDEN BROWN 3 OZ.	3 OZ.
633911865576	633911865583	12	CHI9047	CHI IONIC HAIR COLOR 6CG - LIGHT COPPER GOLDEN BROWN 3 OZ.	3 OZ.
633911865590	633911865606	12	CHI9048	CHI IONIC HAIR COLOR 7CG - DARK COPPER GOLDEN BLONDE 3 OZ.	3 OZ.
633911866924	633911866931	12	CHI9049	CHI IONIC HAIR COLOR 8CG - MEDIUM COPPER GOLDEN BLONDE 3 OZ.	3 OZ.
633911865613	633911865620	12	CHI9050	CHI IONIC HAIR COLOR 9CG - LIGHT COPPER GOLDEN BLONDE 3 OZ.	3 OZ.
(C) COPPER - REDS					
633911865637	633911865644	12	CHI9051	CHI IONIC HAIR COLOR 4C - DARK COPPER BROWN 3 OZ.	3 OZ.
633911865651	633911865668	12	CHI9052	CHI IONIC HAIR COLOR 5C - MEDIUM COPPER BROWN 3 OZ.	3 OZ.
633911865675	633911865682	12	CHI9053	CHI IONIC HAIR COLOR 6C - LIGHT COPPER BROWN 3 OZ.	3 OZ.
633911865699	633911865705	12	CHI9054	CHI IONIC HAIR COLOR 7C - DARK COPPER BLONDE 3 OZ.	3 OZ.
633911865712	633911865729	12	CHI9055	CHI IONIC HAIR COLOR 8C - MEDIUM COPPER BLONDE 3 OZ.	3 OZ.

UPC EA	UPC CASE	CASE QTY	SKU	PRODUCT DESCRIPTION	SIZE
(RB) RED BROWN/BLONDE - REDS					
633911865736	633911865743	12	CHI9056	CHI IONIC HAIR COLOR 4RB - DARK RED BROWN 3 OZ.	3 OZ.
633911865750	633911865767	12	CHI9057	CHI IONIC HAIR COLOR 5RB - MEDIUM RED BROWN 3 OZ.	3 OZ.
633911865774	633911865781	12	CHI9058	CHI IONIC HAIR COLOR 6RB - LIGHT RED BROWN 3 OZ.	3 OZ.
633911865798	633911865804	12	CHI9059	CHI IONIC HAIR COLOR 7RB - DARK RED BLONDE 3 OZ.	3 OZ.
633911865811	633911865828	12	CHI9060	CHI IONIC HAIR COLOR 8RB - MEDIUM RED BLONDE 3 OZ.	3 OZ.
(RR) RED RED - REDS					
633911865835	633911865842	12	CHI9061	CHI IONIC HAIR COLOR 4RR - DARKEST RED 3 OZ.	3 OZ.
633911865859	633911865866	12	CHI9062	CHI IONIC HAIR COLOR 5RR - DARK RED 3 OZ.	3 OZ.
633911865873	633911865880	12	CHI9063	CHI IONIC HAIR COLOR 6RR - MEDIUM RED 3 OZ.	3 OZ.
633911865897	633911865903	12	CHI9064	CHI IONIC HAIR COLOR 7RR - LIGHT RED 3 OZ.	3 OZ.
633911865910	633911865927	12	CHI9065	CHI IONIC HAIR COLOR 8RR - EXTRA LIGHT RED 3 OZ.	3 OZ.
(RV) RED VIOLET - REDS					
633911865934	633911865941	12	CHI9066	CHI IONIC HAIR COLOR 4RV - DARK RED VIOLET 3 OZ.	3 OZ.
633911865958	633911865965	12	CHI9067	CHI IONIC HAIR COLOR 5RV - MEDIUM RED VIOLET 3 OZ.	3 OZ.
633911865972	633911865989	12	CHI9068	CHI IONIC HAIR COLOR 6RV - LIGHT RED VIOLET 3 OZ.	3 OZ.
633911865996	633911866009	12	CHI9069	CHI IONIC HAIR COLOR 7RV - EXTRA LIGHT RED VIOLET 3 OZ.	3 OZ.
633911866030	633911866047	12	CHI9070	CHI IONIC HAIR COLOR 8RV - EXTRA LIGHT RED VIOLET PLUS 3 OZ.	3 OZ.
(V) VIOLET - VIOLETS					
633911866016	633911866023	12	CHI9071	CHI IONIC HAIR COLOR 4V - DARK VIOLET 3 OZ.	3 OZ.
633911866054	633911866061	12	CHI9072	CHI IONIC HAIR COLOR 6V - MEDIUM VIOLET 3 OZ.	3 OZ.
633911866078	633911866085	12	CHI9073	CHI IONIC HAIR COLOR 8V - LIGHT VIOLET 3 OZ.	3 OZ.

UPC EA	UPC CASE	CASE QTY	SKU	PRODUCT DESCRIPTION	SIZE
GRAY COVERAGE NATURALS					
633911866092	633911866108	12	CHI9074	CHI IONIC HAIR COLOR 50-4N - DARK NATURAL BROWN 3 OZ.	3 OZ.
633911866115	633911866122	12	CHI9075	CHI IONIC HAIR COLOR 50-5N - MEDIUM NATURAL BROWN 3 OZ.	3 OZ.
633911866139	633911866146	12	CHI9076	CHI IONIC HAIR COLOR 50-6N - LIGHT NATURAL BROWN 3 OZ.	3 OZ.
633911866153	633911866160	12	CHI9077	CHI IONIC HAIR COLOR 50-7N - DARK NATURAL BLONDE 3 OZ.	3 OZ.
633911866177	633911866184	12	CHI9078	CHI IONIC HAIR COLOR 50-8N - MEDIUM NATURAL BLONDE 3 OZ.	3 OZ.
633911866191	633911866207	12	CHI9079	CHI IONIC HAIR COLOR 50-9N - LIGHT NATURAL BLONDE 3 OZ.	3 OZ.
GRAY COVERAGE WARMS					
633911866214	633911866221	12	CHI9080	CHI IONIC HAIR COLOR 50-4W - DARK NATURAL WARM BROWN	3 OZ.
633911866238	633911866245	12	CHI9081	CHI IONIC HAIR COLOR 50-5W - MEDIUM NATURAL WARM BROWN	3 OZ.
633911866252	633911866269	12	CHI9082	CHI IONIC HAIR COLOR 50-6W - LIGHT NATURAL WARM BROWN	3 OZ.
633911866276	633911866283	12	CHI9083	CHI IONIC HAIR COLOR 50-7W - DARK NATURAL WARM BLONDE	3 OZ.
633911866290	633911866306	12	CHI9084	CHI IONIC HAIR COLOR 50-8W - MEDIUM NATURAL WARM BLONDE	3 OZ.
GRAY COVERAGE REDS					
633911866313	633911866320	12	CHI9085	CHI IONIC HAIR COLOR 50-3R - DARKEST NATURAL RED BROWN	3 OZ.
633911866337	633911866344	12	CHI9086	CHI IONIC HAIR COLOR 50-4R - DARK NATURAL RED BROWN	3 OZ.
633911866351	633911866368	12	CHI9087	CHI IONIC HAIR COLOR 50-5R - MEDIUM NATURAL RED BROWN	3 OZ.
633911866405	633911866412	12	CHI9088	CHI IONIC HAIR COLOR 50-6R - LIGHT NATURAL RED BROWN	3 OZ.
633911866429	633911866436	12	CHI9089	CHI IONIC HAIR COLOR 50-7R - DARK NATURAL RED BLONDE	3 OZ.
633911866443	633911866450	12	CHI9090	CHI IONIC HAIR COLOR 50-8R - MEDIUM NATURAL RED BLONDE	3 OZ.
COLOR ADDITIVES					
633911866467	633911866474	12	CHI9091	CHI IONIC HAIR COLOR - BLUE ADDITIVE	3 OZ.
633911866481	633911866498	12	CHI9092	CHI IONIC HAIR COLOR - VIOLET ADDITIVE	3 OZ.
633911866504	633911866511	12	CHI9093	CHI IONIC HAIR COLOR - ASH ADDITIVE	3 OZ.
633911866528	633911866535	12	CHI9094	CHI IONIC HAIR COLOR - DOUBLE ASH ADDITIVE	3 OZ.
633911866542	633911866559	12	CHI9095	CHI IONIC HAIR COLOR - BEIGE ADDITIVE	3 OZ.
633911866566	633911866573	12	CHI9096	CHI IONIC HAIR COLOR - RED ADDITIVE	3 OZ.
633911866580	633911866597	12	CHI9097	CHI IONIC HAIR COLOR - ORANGE ADDITIVE	3 OZ.
633911866603	633911866610	12	CHI9098	CHI IONIC HAIR COLOR - YELLOW GOLD ADDITIVE	3 OZ.
633911866627	633911866634	12	CHI9099	CHI IONIC HAIR COLOR - CLEAR ADDITIVE	3 OZ.



COLORS

Tube



7443C

Ink



675C
Black

Box



CMYK



675C

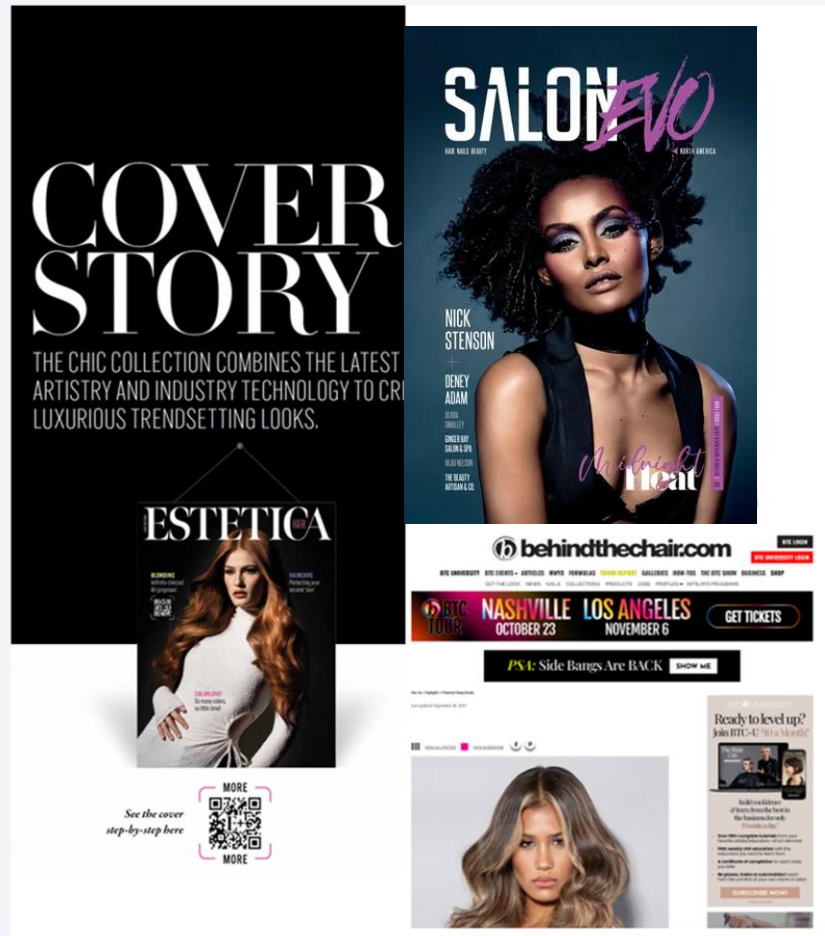


White (Knock out to Box color)

FONTS

Gotham Family
Light, Book, **Bold**, *Italic*, ***Bold Italic***

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&



PR & MEDIA CONTENT STRATEGY

- Trade Magazine Sponsorship
- Print & Digital Branded Content
- Print & Digital Ads
- Magazine Feature(s)
- E-Blasts
- Swipe-Up Articles Feat. Influencer-Created Content
- Cross Promotion via Social Media



Thank You!

