



CHI[®]

TONE & GLOSS[™]

Hue Definition
Technology[™]





***SAFE. LONG LASTING.
HIGH SHINE.
COLOR PERFECTION.***

Target Market:

CHI Tone & Gloss is a range of ammonia-free demi-permanent cream hair toners meticulously crafted for professional stylists seeking to fine tune the tones on pre-lightened hair to achieve their desired color. This versatile range caters to all hair types and serves a broad spectrum of purposes, including neutralizing unwanted undertones, introducing tones, glossing, enhancing, and refreshing hair color.

CHI Tone & Gloss is ideal for clients who are seeking color perfection following lightening services. It aids in balancing overall hair color for consistent results, provides seamless blending between shades for a personalized look, and leaves hair glossy, sleek, and visibly healthier after each use.





CHI[®] TONE & GLOSS[™]

WHAT IT IS:

CHI Tone & Gloss is a line of ammonia-free demi-permanent cream hair toners that empower hairstylists to fine-tune tones and shape the desired hair color for their clients.

HOW IT WORKS:

As the final step for pre-lightened hair, it adds a tone over hair to balance and/or enhance hair color to achieve the envisioned color while leaving hair with a high-gloss shine. It eliminates undesired tones, ensures uniform color results on full-coverage hair color, and/or offers seamless blending for multi-tonal coloring techniques in just 20 minutes.

Enriched with Hue Definition Technology, this groundbreaking formula enhances depth and dimension between each strand, resulting in a more vibrant shine.

LINE DESCRIPTION:

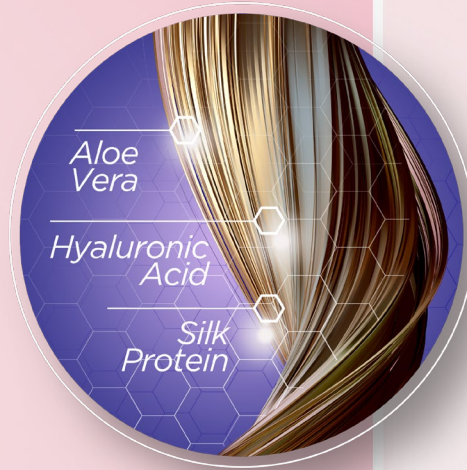
CHI Tone & Gloss is a gentle line of ammonia-free demi-permanent cream toners that allow professional stylists to adjust the undertones in pre-lightened hair.

The gentle formula allows professional stylists to achieve the envisioned hair color on even the lightest shades with depth and dimension between each strand for a vibrant, high-gloss shine.

Achieving impeccable results during coloring services is a breeze, with the easy-to-use, no-drip application.

Benefits: Although ideal for pre-lightened hair, the range's versatility can be applied during coloring and toning techniques to influence the overall color results by:

- balancing the tones in the hair for the desired color effects
- enhancing hair color and natural hair color
- refreshing hair color
- Features Hue Definition Technology for hydration, moisture, strength, and shine.



CHI Tone & Gloss features Hue Definition Technology, incorporating a powerful blend of high-performing ingredients such as Hyaluronic Acid, Aloe Vera 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.

CHI Tone & Gloss is a range of ammonia-free demi-permanent cream hair toners meticulously crafted for professional stylists seeking to fine tune the tones on pre-lightened hair to achieve their desired color. This versatile range caters to all hair types and serves a broad spectrum of purposes, including neutralizing unwanted undertones, introducing tones, glossing, enhancing, and refreshing hair color.

CHI Tone & Gloss is ideal for clients who are seeking color perfection following lightening services. It aids in balancing overall hair color for consistent results, provides seamless blending between shades for a personalized look, and leaves hair glossy, sleek, and visibly healthier after each use.

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



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THE BUY-IN:

The cream base formula:

- Easy to mix, ensuring quick, no-drip application.
- Gentle enough to avoid damage to delicate, pre-lightened hair.
- Possesses perfect consistency to effectively saturate all hair textures.
- Can be used for a variety of coloring techniques.

SALON SERVICES CAPABILITIES

Achieving Color Perfection, Personalized for Your Client

Post lightening services:

- **Color Correction:** Deposits color to balance unwanted tones, achieve a more desirable shade, and brighten pre-lightened or naturally blonde hair.
- **Full Color:** Balances overall hair color from roots to ends for full coverage color results.
- **Multi-tonal Coloring:** Allows for creative coloring techniques to targeted areas for seamless transitions and blending between shades. (Ex: Balayage, Highlights, Baby Lights, etc.)
- **Glossing:** Formula is equipped with Hue Definition Technology, adding a high-gloss barrier over hair color to boost color vibrancy, condition hair, and shield against damage.
 - *(Expert Tip: Use with Clear Additive from our CHI Ionic Permanent Cream Hair Color line for added shine. – Coming soon!)*

Enhancing Hair Color

- Can be used on existing color and/or natural hair color to add dimension and shine.

Refreshing Hair Color:

- Deposits color to balance tones and restore color that may be fading for a salon, fresh look.

Finished SKU	UPC EA	UPC CV36	Description	Size
				(fl. oz.)
CHITGAH3	633911862636	633911862643	AMETHYST HAZE	3
CHITGCD3	633911862650	633911862667	COFFEE DIVA	3
CHITGAS3	633911862674	633911862681	ANTIQUE STEEL	3
CHITGML3	633911862698	633911862803	MYSTIC LILAC	3
CHITGIC3	633911862810	633911862827	ICED COFFEE	3
CHITGCM3	633911862834	633911862841	CELESTIAL MINT	3
CHITGSTEB3	633911860007	633911860014	STEEL BLUE	3
CHITGICE3	633911860021	633911860038	ICE	3
CHITGST3	633911862858	633911862865	SOFT TRUFFLE	3
CHITGS3	633911862872	633911862865	SANDCASTLE	3
CHITGCB3	633911862896	633911862889	CHAMPAGNE BUBBLES	3
CHITGE3	633911862919	633911862926	ESPRESSO	3
CHITGMC3	633911862933	633911862940	MACCHIATO	3
CHITGSS3	633911862957	633911862964	SEA SAND	3
CHITGLP3	633911859926	633911859933	LAVENDER PLUM	3
CHITGPP3	633911862971	633911862988	PALE PETAL	3
CHITGCR3	633911862995	633911863008	CORAL ROSE	3
CHITGC3	633911859841	633911859858	CINNAMON	3
CHITGCC3	633911863015	633911863022	CACAO	3
CHITGB3	633911863039	633911863046	BISCOTTI	3
CHITGVS3	633911863053	633911863060	VELVET SAND	3
CHITGL3	633911863077	633911863084	LATTE	3



COLORS

Tube



502C

Ink



7677C

Tube



495C

Ink



7677C

Box



CMYK

Thank You!

