

electric
LONDON

**THE EVOLUTION OF
BEAUTIFUL COLOUR**

E - COLOUR

A revolutionary product for an unmistakable colour. Our Plant Protein Fusion is the essential element at the basis of E-Colour. This innovative technology protects, reconstructs and nourishes during the colouring process.

This latest generation complex contains naturally derived proteins from soy, wheat and oat which work on the strength, elasticity and flexibility of the cuticle.

The unique chemical composition of Plant Protein Fusion penetrates the cortex, strengthening and protecting the hair from within. At the same time, it also forms an outer protective film to reinforce, lubricate and nourish the surface of the hair preventing breakage.



TRUE TONE FOR ALL HAIR TYPES:



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Hair: Mark Woolley
Photographer: Tim Bret-Day
Make up: Jansen Witherspoon
Styling: Ashley Adventist
Location: **electric**SPACE



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Hair: Mark Woolley
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E-USPs

Low Level PPD Yet True Tone

Low Level Ammonia (Trace)

All shades can make a permanent colour as well as a gloss

100ml tube & 1 : 1.5 mixing ratio

Sustainable & Cost-effective



E COLOUR SHADES:



Colour For A New Era

Are you ready for a colour system that works in a completely new way? Where the same shades can be used to create permanent colours, gloss colours or toners, depending on the oxidant you choose? New **E-COLOUR** from **Electric London** not only delivers the beautiful, translucent results your clients demand, it will save you money, whether you're a salon owner or an independent. Discover it here...

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CREATIVE HEAD

PROMOTION

"One of the biggest challenges we face as business owners is the amount of stock we have to carry – it's massive. E-COLOUR solves that problem"

Mark Woolley



HAIR Mark Woolley PHOTOGRAPHY Tim Bret-Day

CREATIVE HEAD

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With 92 shades – and four more in development – E-COLOUR is a full colour system that can be used on all hair types to create permanent or gloss results. Innovative, economical and sustainable, it's equally attractive to busy salons and independents, offering a credible alternative to the colour ranges of major manufacturers.

HAIR Mark Woolley PHOTOGRAPHY Tim Brae-Dry



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CREATIVE HEAD

MARK WOOLLEY, FOUNDER of Electric London, the pioneering hair brand that's been delivering exhilarating salon experiences and world class education alongside hand-crafted professional products since 2007, has announced his most advanced innovation to date.

It's E-COLOUR – a brand-new colour system that's designed differently and performs differently to the major brands you might have used in the past, giving you the ability to create the beauty-led, high-shine, translucent colour results your clients demand, while delivering significant cost savings to your business, whether you're the owner of a busy salon or a freelancer working solo.

Allow us to talk you through. Firstly, E-COLOUR is a full colour system comprising 92 permanent shades, including eight high-lift tints, true-to-tone coppers and reds and some beautiful iridescent (0.8) mocha and chocolate shades that tap into this year's biggest colour trends.

But here's the clever part. You can use those shades in the usual way to create permanent colour results using E-COLOUR's 10, 20, 30 and 40 vol oxidants. But when you combine them with the unique E-GLOSS developer (similar to a 5 vol oxidant) or E-GLOSS INTENSE developer (similar to a 15 vol oxidant), those same shades will activate in a different way, creating stunning gloss colour results that cover up to 90 per cent grey without compromising on shine, or, as in the case of the high-lift shades, acting as toners. This multi-purpose approach is what makes E-COLOUR such an attractive prospect – you don't have to carry as much stock and that means you can make significant savings versus traditional colour ranges.

"The major manufacturers keep adding to their ranges because they want you to buy more product from them," says Woolley. "Ours is a very different business model that's designed to create advantages for the hairdresser. And that's because I'm a salon

owner, too, so I've stood in my customer's shoes and I know that one of the biggest problems we face is the amount of stock we have to carry – it's massive. E-COLOUR solves that problem. We're using it in my three Electric salons and we reckon we'll save up to £90,000 a year."

Woolley spent the best part of five years working with a leading Italian colour house to develop E-COLOUR according to his results-driven vision, and from a technological standpoint the range is highly advanced. The shades contain an innovative plant-based activator that protects, reconstructs and nourishes during the colouring process. The E-10 hair lightener (so-called because it lifts up to 10 levels, rather than the industry-standard nine), not only ensures clean, light blondes but contains a combination of amino acids and sugars along with in-built bond protectors, so is safe enough to be applied onto the scalp. And while PPD and ammonia levels throughout are incredibly low, colour results are true to tone ("We're not trying to be an organic colour," says Woolley, "but scalp health and safety were major priorities.")

Add to this tube size of 100ml (versus industry standard 50ml), priced at £6.78, a 1 to 1.5 mixing ratio and a bespoke programme for using and measuring the product to help eliminate waste, and you see that E-COLOUR is not only economical, it ticks all the sustainability boxes, too.

"It's exciting," says Woolley of E-COLOUR, "and it's been a very natural development. Over the years we've ended up providing a lot of business advice to the salon owners and independents within the Electric community, and that's what's helped us in the development of this range – it fits our ethos of supporting every hairdresser to be creatively and financially successful. E-COLOUR offers a new approach – and this time, it's your business that will benefit."

E-COLOUR – WHAT'S DIFFERENT?

- Low-level PPD yet true to tone
- The same shades can make a permanent colour, as well as a gloss
- Unique E-GLOSS Developer Intense creates gloss colour that covers up to 90 per cent grey without compromising on shine
- 100ml tube and 1 to 1.5 mixing ratio (double the amount of one of the major manufacturers)
- Sustainable and cost-effective



Want To Try
E-COLOUR
For Yourself?

The first 50 readers to apply will receive an E-COLOUR Test Kit containing:

- E-10 Lightener
- 30 vol Activator
- E-GLOSS Developer
- 2x E-COLOUR shades

To apply, visit
creativeheadmag.com/ECOLOUR

For more information about E-COLOUR email Tracey Luhr at tjluhr@electric-hair.com

CREATIVE HEAD

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E-GLOSS

High Shine & Condition using the entire range
of colours with our unique activator:



TRUE TONE STRENGTH:



E-10

10 levels lightning System with built-in bond repair plex.

E-10 Hair Lightener is an innovative blue professional lightening powder with a low ammonia content and the power to lift up to 10 levels.

The formulation contains a combination of amino acids and sugars that promotes the adhesion of water molecule to hair, maintaining a high level of hydration.

E-10 creates a protective film against excessive damage and ensures clean lightness.



E-COLOUR OXYDANT:





AFTER CARE:



MADE IN ENGLAND CAMPAIGN:



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**E-COLOUR
PROFESSIONAL
COLOUR RANGE**

PRICES

E COLOUR: - Tube £6.78

E-10 - Lightening Powder: (500g) - £25.85

E Developer - Oxydent: (10,20,30,40 vol) - £7.10

E-Gloss developer: - £7.10

E-Gloss developer Intense: - £7.10



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