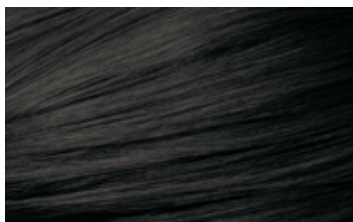


Steel BLONDES & Frosty BROWNS – the new COOL PURITY Shades.

*Experience the new IGORA Viviance shades that let you create modern cool color results.
Great for eliminating unwanted warmth!*



New IGORA Viviance 5-12



New IGORA Viviance 7-12



New IGORA Viviance 8-12

The coolest shades create reflections and shadows that shimmer through seasonal style. The trend, Cool Purity, meets the market demand for pared-down, muted color results as seen more and more throughout the fashion world. These modern tones enforce an understated but high impact image.