



REAL
Asian Blond Hair Color

| 人を美しく、地球を美しく |
Chemistry and Nature Working in Harmony

- Review precautionary information thoroughly before use and be sure to use products as intended.
- Be sure to conduct a skin allergy test (patch test) before each use.

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ASIAN BLOND



sakura



Ai



Matcha



Create a stylish lifestyle that’s all your own.

Introducing colors inspired by Japan’s beloved traditional culture.
Showcase your appeal as a dignified elegance woman as only Japanese color can.

COLOR LINEUP

- Chestnut* 【 栗 】 … The chestnut is used in many Japanese-style sweets that are eaten while enjoying the four seasons.
This deep brown color will add an air of natural beauty and calm.
- Walnut* 【胡桃】 … The walnut is said to have been eaten as early as 7,000 BCE,
making it the oldest nut to be consumed by humans.
This yellowish brown color with hints of gray will highlight your hair’s soft texture.
- Ai* 【 藍 】 … Indigo is one of the plant dyes used in an ancient Japanese dyeing technique known as kusaki-zome.
This elegant blue color is also expressed as “Japan Blue.”
- Sakura* 【 桜 】 … Both a symbol of Japan and the country’s national flower, the cherry tree produces beautiful blossoms.
This lovely, light red color evokes floating cherry blossom petals.
- Matcha* 【抹茶】 … Powdered green tea is used in the tea ceremony,
a traditional rite of Japanese culture that is focused on hospitality.
This soft, yellow-green color will give your hair a crisp and refreshing look.



REAL COLOR



These hair colors are designed to give hair a soft look and highlight Asians' glossy black hair. They will also highlight your human appeal by giving you a gorgeous and elegant look.

90g 15colors

REAL TREATMENT



Introducing a single treatment that incorporates all the functionality of conventional system treatments. This product repairs hair from the inside out, as well as from the outside in, while boosting luster so that you can enjoy your hair's new color longer.

200g

Ingredients

- Amino acid-type emollients**

These ingredients moisturize the hair, help prevent damage, and restore the strength of damaged hair.
- Keratin polypeptide**

This ingredient has moisturizing and coating effects. It gives the hair luster and elasticity while repairing damage.
- Royal jelly polypeptide**

This ingredient, an extract of royal jelly, works on the hair and scalp, reducing irritation of the scalp while the hair is colored.
- Field mustard oil**

This plant-derived oil makes the hair more manageable, giving it a soft texture as well as a luster that highlights its color.

Ingredients

- Penetrating high-moisturizing oil**

This plant-derived oil penetrates deep into the hair to soften and moisturize.
- Amur cork bark extract**

After being absorbed by the surface of the hair, this ingredient gives the hair a soft texture and luster while moisturizing it.
- Coating film**















This ingredient repairs the cuticle, locking in color pigments, oils, and extracts.
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Penetrating high-moisturizing oil

Amur cork bark extract

Coating film

Line up

	Chestnut [ch]	Walnut [wa]	Ai [Ai]	Matcha [Ma]	Sakura [Sa]
13 LV	Luster Shine [Ls]				
12 LV	Luster Shine : 10LV (1 : 1)				
10 LV	 [10ch]	 [10wa]	 [10Ai]	 [10Ma]	 [10Sa]
8 LV	 [8ch]	 [8wa]	 [8Ai]	 [8Ma]	 [8Sa]
6LV / Accent	 [6ch]		 [Ai]	 [Ma]	 [Sa]

process

Patch test >	Shampoo >	REAL COLOR application > Formula 1: Formula 2 (1:1)	Wait time > Allow to sit for 20 to 30 min.
Color check >	Shampoo >	REAL TREATMENT application >	Rinse >

