



NEW CITY BEATS

VIBRANT CONDITIONING COLOR CREAM

THE COLLECTION:

SEMI-PERMANENT HAIRCOLOR

- 12 vibrant stay-true hues plus Clear. No mess, no bleed
- Acidic cream formula conditions and seals the cuticle
- True-to-tone for up to 12 shampoos
- No developer required

COLOR REMOVER

- Perfect if you need to remove a light tint, dark spots or unwanted tones

APPLICATION & PROCESSING:

- Apply **City Beats** directly to pre-lightened, clean, towel-dried hair. The lighter your starting level, the brighter your end result will be.
- Apply with brush and bowl. Avoid direct application to the scalp as staining may occur.
- Process at room temperature for 20 minutes. Do not use heat. For more vibrancy, increase processing time to 30 minutes.

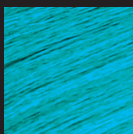
PRO TIP

As with any “topcoat” color, if the canvas is uneven, the end result will be uneven. Always even out their starting color with **Pre-Art Treatment** or **Shades EQ Gloss** before applying **City Beats**. Do not use over-compound henna or progressive color.

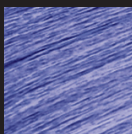
CITY BEATS

VIBRANT CONDITIONING COLOR CREAM

TIMES SQUARE TEAL



INDIGO SKYLINE



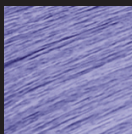
WEST VILLAGE SUNSET



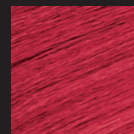
BROADWAY BLUE



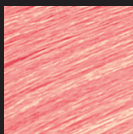
EAST VILLAGE VIOLET



BIG APPLE RED



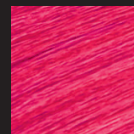
CHELSEA CORAL



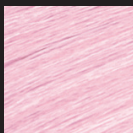
HIGH LINE GREEN



MIDTOWN MAGENTA



CITY BALLET PINK



YELLOW CAB



BROOKLYN BLUE



CLEAR



COLOR REMOVER

