



## Goldwell Topchic Asia Smoky Cool Pastel Launch

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10 September 2020



Goldwell launched its new TOPCHIC ASIA SMOKY COOL PASTELS on 10 September 2020 in a live stream launch event by Master Colorist, Hardy Tsai from Taiwan.

Hardy did a live presentation on three out of the eight new TOPCHIC SMOKY COOL PASTEL shades. The completed looks on the models did not disappoint; the color were as smoky as promised, without compromising the smooth texture of the hair.

By subduing the strong warm undertone in Asian hair, the new TOPCHIC SMOKY COOL PASTELS deliver customized cool, smoky color expression in just one step. Subtle violet, ash or matte undertones, soft nuance and shine and a visible smoky effect are guaranteed, thanks to the TOPCHIC TECHNOLOGY.

The new TOPCHIC SMOKY COOL PASTELS include COOL ASH, COOL VIOLET and COOL MATT. The easy-to-apply color promises to achieve lighter shades without bleaching.

Stylish pastel tones build up on a cool-blonde base and guarantee an unseen smokiness for unique yet wearable looks.

