

JOHN FRIEDA®  
COLLECTION  
LONDON PARIS NEW YORK

NEW

sheer blonde®  
lustrous touch™

Shampoo and conditioner with fortifying *Satin Finishers* reinforce strands, mend split ends and help reduce breakage for blonde that feels as silky as it looks.

The Beauty of Invention™



the strong  
blonde

Styled by Serge Normant with the John Frieda® Collection

For more information on John Frieda® Collection products visit [johnfrieda.com](http://johnfrieda.com)