

Healing Color 10 MINUTE EXPRESS



L'ANZA

LOOKBOOK ————— *Volume 01 / 2026*

01.



INTIMATE LUXURY

We provide a boutique experience that's both indulgent and effortless, ensuring everyone has access to effective formulas that deliver hair health, strength, and shine. We empower everyone with the confidence that comes from healthy hair.

02.



MADE & LOVED BY EXPERTS

Our journey to create best-in-class hair treatments led us to collaborate with top stylists, those with an intimate knowledge of hair's deepest needs. This collaboration of stylists and scientists ensures a salon-quality transformation in the sanctuary of your home.

03.



ROOTED IN WELLNESS

Holistic health research is in our roots. Our products, formulated by expert chemists and embraced by professional stylists, feature highly concentrated, proprietary botanical blends to not only deliver results, but to transform daily hair care into an enriching ritual.

04.



SOPHISTICATED SCIENCE, REAL RESULTS

Our products are a fusion of expertly crafted botanicals and scientific innovation, designed to achieve healthier hair. Utilizing cutting-edge technology, our formulas provide immediate, noticeable results from the very first use.



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HEALING COLOR 10 MINUTE EXPRESS



UP TO

100% COVERAGE

in just 10 minutes

*Permanent, long-lasting results with
a glossy, true-to-tone finish*

IDEAL FOR ROOT TOUCH-UPS OR NEW GROWTH

COMPATIBLE WITH EXISTING L'ANZA 10 OR 20 VOLUME DEVELOPERS



Powered by proprietary

HIBISCUS VIBRANCY COMPLEX

locks in pigment, preserves color vibrancy and enhances shine

FAST & FLAWLESS RESULTS

*Available in
5 intermixable shades*



4NN

5NN

6NN

7NN

8NN

before



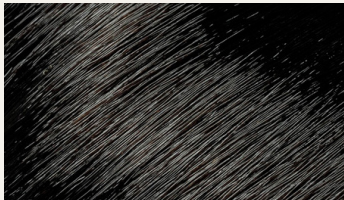
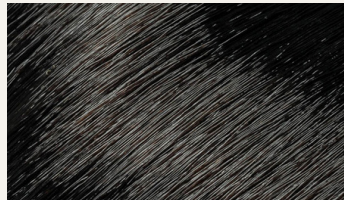
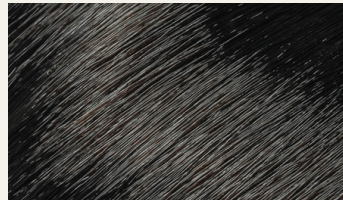
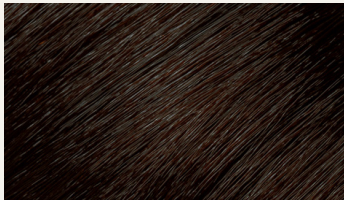
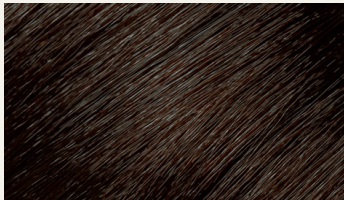
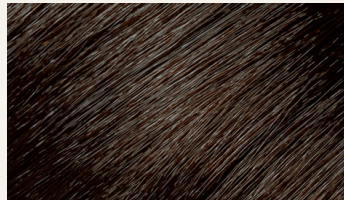
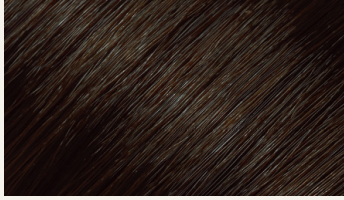
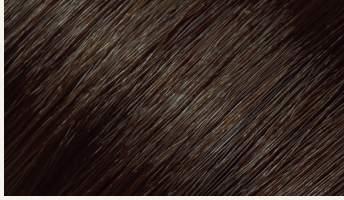
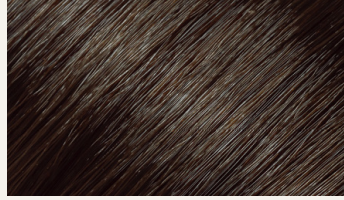
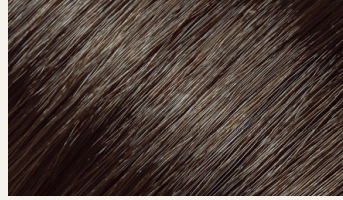
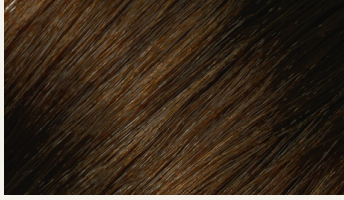
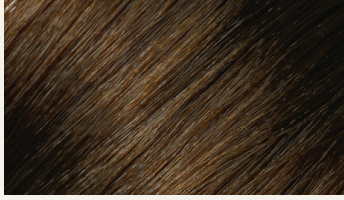
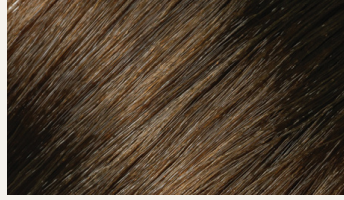
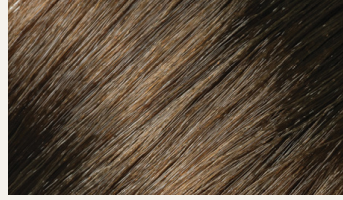
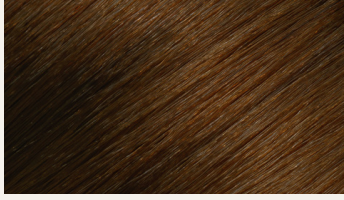
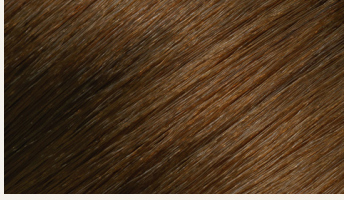
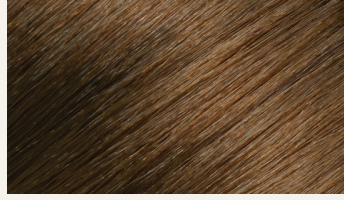
after with 4NN





FREQUENTLY ASKED QUESTIONS

How does 10 Minute Express develop and look when processed on different levels and percentages of gray?

	0-25%	25-50%	50-75%	75-100%
4NN				
5NN				
6NN				
7NN				
8NN				

FREQUENTLY ASKED QUESTIONS

Is 10 Minute Express progressive?

No, it utilizes the same technology as Healing Color and is therefore not progressive.

Pro Tip: 10 Minute Express processes for 100% gray coverage in 10 minutes. It will not “go black” in 10+ minutes; there is a grace period to allow for application, processing time and rinsing.

What developer should I use with 10 Minute Express?

As with our traditional Healing Color, 20 Volume Healing Developer or 10 Volume Healing Developer can be chosen, depending on hair type and service need.

Use 10 Volume Developer if:

- Your client is a level 5 or below
- Your client has a higher percentage of white

Use 20 Volume Developer if:

- Your client has a level 6 or above
- Your client has a lower percentage of gray
- You are trying to lift while covering your client's gray
- Your client has resistant gray hair

If I want to perform a blonding service or refresh the mid-lengths and ends, can I do it with a 10 Minute Express service?

If the application and processing time of your blonding or refresh service will take LESS THAN the 10 minute processing time, yes, you can perform both services at once.

If the application and processing time of your blonding or refresh services will take MORE THAN the 10 minute processing time, it is recommended to perform a root retouch with 10 Minute Express, then the blonding service or refresh as a separate service to ensure proper timing and color development.

Can I add Healing ColorCare Trauma Treatment or Keratin Healing Oil Rapid Bond Reconstructor to 10 Minute Express?

Do not add treatment products to the color as it can alter timing. Our treatments and masques work well as a pre-service or post-service ritual with 10 Minute Express Color.



MORE GUESTS.
MORE PRODUCTIVITY.
MORE REVENUE.

10 MINUTE EXPRESS COLOR

BUSINESS BENEFITS

BENEFITS *to your* SALON

Serving more guests per day

Reduce appointment overlaps

Increased revenue potential

Improved appointment flexibility

Accommodate busy guest needs

Results driven, loyal guests

BENEFITS *to your* CLIENT

Visible results in less time

Convenience and time back

Confidence in lasting coverage

10 MINUTE EXPRESS COLOR

SUCCESS STORIES



ERIN SILVER

Healing Center Owner
Silver Salon
Greenville, SC

@erinsilver
@silversalon

“Initially, I was honestly a little hesitant... I wasn’t sure if a 10 Minute color could truly deliver the same level of coverage and tone as a traditional service. But seeing it in action completely shifted my perspective. We’re able to achieve full gray coverage in just 10 minutes, without compromising the end result. What’s been really impactful for our team is that we’re still charging the same, but we’re doing it in half the time, which has completely elevated our efficiency and hourly rate. From a business standpoint, the profit margin is a game changer. And from a guest perspective, it’s opened the door for clients who were either coloring at home or avoiding the salon altogether... especially those who are busy and want a high-quality result without the time commitment.”

10 MINUTE EXPRESS COLOR

SUCCESS STORIES

JOSHUA EDEN-HANSON L'ANZA Artist

Healing Center Owner
Belle Salon and Spa
Sioux City, IA

@joshuaedenhanson
@bellesalonandspa

"I am having amazing results with the 10 Minute Express. As a hairdresser and L'ANZA Artist I love how I can customize the look with 10 or 20 volume. As a Healing Center Salon Owner I appreciate how efficient and time-saving our gray coverage services now are-high profits, elevated experiences."

Formulation: 50% gray
10 Minute Express 4NN + 10 Volume
Processed for 10 minutes

Formulation: 50% gray
10 Minute Express 7NN + 20 Volume
Processed for 10 minutes



Before



After



Before



After

10 MINUTE EXPRESS COLOR

SUCCESS STORIES



EMILY MANCO

L'ANZA Regional Education Trainer

@bay_beauty_24

“Precision and perfection — in just 10 minutes.
This is what modern color looks like: grays covered,
hair healed.”

Formulation: 25% gray
10 Minute Express 20g 4NN +
20g 5NN + 20 Volume
Processed for 10 minutes



10 MINUTE EXPRESS COLOR

SUCCESS STORIES

EMILY MION

L'ANZA Artist

@moodygirlhair

“10 Minute color that gives you incredible coverage, shine and that L'ANZA hair feeling. You get coverage for a busy lifestyle without sacrificing quality!”



Formulation: 50% gray
10 Minute Express 4NN + 20 Volume
Processed for 10 minutes



Before



After



After

10 MINUTE EXPRESS COLOR

SUCCESS STORIES



BETSY WITT

L'ANZA Artist

@beautyb.wilder

“Blink and it’s done. 10 Minute color is the new power move. Because not every transformation needs hours... just the right formula and 10 minutes of intention—and all L’ANZA.”

Formulation: 90% gray

10 Minute Express 8NN + 20 Volume

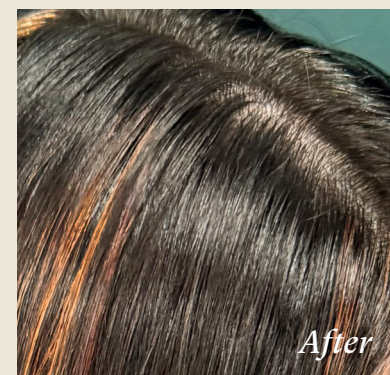
Processed for 10 minutes



Formulation: 75% gray

10 Minute Express 4NN + 20 Volume

Processed for 10 minutes



10 MINUTE EXPRESS COLOR

SUCCESS STORIES

SHANNON LARWA

L'ANZA ARTIST

@Mommaheart365



“As a professional stylist of 32 years, I was very excited to hear about my trusted hair color brand, L'ANZA HEALING HAIRCARE, coming out with a 10 Minute hair color. We all know TIME IS MONEY! I used it for the first time on a client that is very picky... I did a balayage deposit only on fine hair. I was very pleased with the immediate results but it was the 5 week return visit I was waiting on... and it was incredible. The texture, the shine, the feel of the hair and the color deposit were all still beautiful. I am the stylist that is hard to sell... and I'm sold on our L'ANZA HEALING 10 Minute HAIR COLOR. Time is money. Save yours and get this in your inventory today!”

Formulation: 90% gray
10 Minute Express 4NN + 20 Volume
Processed for 10 minutes



LEAH FREEMAN

GLOBAL ARTISTIC DIRECTOR

@LEAHFREEMAN1

Chicago, Illinois

“A 10 minute color that not only works, but also last in-between appointments. Stay true to tone and level! When I say I’m obsessed, I’m OBSESSED!!! “



COLLECTION TECHNIQUES

Choosing a Developer

10 Minute Express can be formulated with 10 or 20 volume Healing Developer

Leah recommends 10 volume for:

Guests who have more white than gray

Guests at a level 5 and below

For stylists looking for a longer timeframe to apply

Leah recommends 20 volume for:

Guests with both gray and white hair

Guests at a level 6 and above

Pro Tip:

We crafted the Ultra Natural (NN) Collection knowing not everyone wants to be warm or cool. Balanced between both, these shades can be used on their own to deliver beautiful, natural-looking color.

Additionally, using 10 Volume allows stylists to better control warmth, while 20 Volume can enhance warmth depending on the desired end result.



Before



After

Want to expand your 10 Minute Express color portfolio?

Red or Warm Gray Coverage:

Formulation: 30g of desired level of deposit +
5g of desired outcome + 35g of 10 or 20 volume Healing Developer

Timing: Process for 15-20 minutes

Example: 30g 6NN 10 Minute Express + 5g 6C Healing Color +
35g 20 volume Healing Developer

Timing: Process for 15-20 minutes

Pro Tip: This is for guests that are 75% gray or above.



NEED HELP FROM THE PROS?

HEALING COLOR HOTLINE

Call: (424) 388-0706

Email: colorhotline@lanza.com

HOURS

Monday - Friday
9am - 9pm CST

Saturday
9am - 6pm CST

@lanzahaircare 

@lanzahealinghaircare 

@lanzahaircare 

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