



2020

V I S I O N

A VISION REALIZED IN THE HERE AND NOW.

ARTISTICALLY INSPIRED – NATURALLY DERIVED – TECHNOLOGICALLY SUPERIOR

## COLORLY 2020 with ACP/ADVANCED COLOR PROTECTION COMPLEX®

WHAT WOULD HAPPEN if the Vision began and ended with an accomplishment instead of a wish to accomplish – a creation instead of a promise to create – a product that is a Vision Realized?

What would happen is COLORLY 2020 –  
**A VISION REALIZED IN THE HERE AND NOW.**

*ARTISTICALLY INSPIRED – NATURALLY DERIVED – TECHNOLOGICALLY SUPERIOR*

### Perfect Color

- 100% Gray Coverage at any level
- Easy to Formulate and mix
- Unparalleled Condition, Shine and Manageability
- Always on Target with tonal and intensity accuracy

COLORLY 2020 incorporates the most advanced “next generation” pure pigments supported by natural Melanin (nature’s natural pigment) on-target accuracy and tonal balance and maximum color longevity.

This means deeper penetration, consistent color undertones, incomparable tonal balance and intensity throughout the entire hair shaft and color that does not fade to unsightly “off-tones”

### Perfect Condition

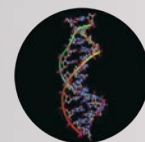
Naturally Derived Phyto (Plant) Micro-Proteins, Restructuring and Conditioning agents for hair that looks and feels healthier, stronger and more manageable.

COLORLY 2020 is formulated with Wheat, Silk and Soy Proteins, Coconut Oils and Essential Fatty Acids in a true cream for uncompromising hair and scalp protection and conditioning. Combined with the conditioning agents in Oxily 2020 Developers, Colorly 2020’s conditioning agents condition, strengthen and protect the scalp and hair during and after the color process, resulting in undeniably shinier, healthier and more manageable hair.

### Perfect Color Protection

The remarkable superiority of botanical protection COLORLY 2020 is fortified with IT&LY’s exclusive ACP/ADVANCED COLOR PROTECTION COMPLEX®.

This exclusive botanically derived color protection and strengthening formula combines nature’s most effective botanical extracts to protect and extend hair color assuring salon fresh color intensity, shine and condition between regularly scheduled salon color services.

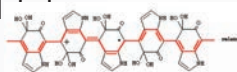


INSIDE COLORLY 2020 CREAM, DEVELOPERS AND SUPPORT PRODUCT  
PERFECT COLOR REQUIRES PERFECT CONDITION & PROTECTION ACP  
COMPLEX -

*The facts revealed about the ULTIMATE COLOR PROTECTION COMPLEX*

**HELIANTHUS ANNUUS** – Derived from SUNFLOWER, Nature's most protective anti-oxidant and UV filter extends color longevity, condition and vibrancy 4 times more than previous generation chemical compounds.

**MELANIN** – Derived from Natural Melanin extract – Nature's pigment found in human hair cortex, responsible for color and pigmentation. Stabilizes pigment and creates a direct bond



**BISABOLOL** – Derived from the essential oil of GERMAN CHAMOMILE. Recognized for its effective Anti-Irritant, Anti-Inflammatory and Anti-Microbial properties. Excellent scalp and skin protectant.



**LIMNANTHES ALBA** – Derived from MEADOWFOAM SEED OIL. Contains 98% fatty acids to add moisture and shine with outstanding oxidative stability.

**PHYTO-KERATIN/Micro-Proteins** – Plant derived wheat and soy base restructuring agent that bonds and assimilates directly with human hair keratin to strengthen, increase hair resistance and reduce breakage. ACP's Phyto-Keratin Micro proteins leave hair stronger than virgin natural, non-treated hair.



**VITAMIN B5** – Converts to Pantothenic Acid, which becomes integrated into "Coenzyme A" which is vitally important to cellular metabolism. Helps to maintain protein and moisture balance while supporting structural integrity of hair.

**SILK PROTEINS** – Soft, luxurious and strong structural protein naturally found in silk recognized for its reinforcement and protection of hair fibers.



# FORMULATION & MIXING

## EASY, FAST & ACCURATE

**1. Determine the hair's Natural Level** by referring to the Natural "N" Series Swatches on your COLORLY 2020 Swatch Chart. Remember, you are determining only how light or dark the natural level is and not it's presence of warmth or ash tones.

**2. Determine the Target or "Desired" Level.** Do you wish to match or blend the natural level, lighten or go darker?

*If your Natural or current level is not exact or between levels on the "N" Series Swatches, and your Desired Level requires lift, formulate by using the predominant darker level as a starting point. This will allow you to avoid unwanted warmth in the final result.*

Now, refer to the Developer Usage Chart to determine the Oxily 2020 Developer required to achieve the deposit or levels of lightening you require. Simply follow the Natural Level on the side of the chart to the Desired Level on the top of the chart and follow to the point at which they intersect. Use the volume of Oxily 2020 recommended.

*PROCESSING TIMES ARE INDICATED DIRECTLY UNDER THE DEVELOPER USAGE CHART. PROCESSING GUIDELINES ARE EASY TO REMEMBER – JUST ADD 10 MINUTES TO YOUR DEVELOPER VOLUME NUMBER AND YOU'VE GOT IT RIGHT.*

COLORLY 2020 WILL NOT OVER-PROCESS, SO THERE IS NO NEED TO WORRY OR RINSE THE PROCESSED SECTION BEFORE THE REMAINING SECTION IS FULLY PROCESSED

*THEREFORE, IF YOU ARE USING 2 DIFFERENT VOLUMES IN 2 SEPARATE SECTIONS OF YOUR APPLICATION, PROCESS THE ENTIRE APPLICATION FOR THE PROCESSING TIME OF THE HIGHER VOLUME DEVELOPER.*

**CAUTION: NEVER MIX COLORLY 2020 CREAM WITH DEVELOPERS OR ADDITIVES NOT PART OF THE COLORLY 2020 SYSTEM.** Oxily 2020 and 2020 Support Products are formulated with the same and additionally synergistic conditioning and protecting agents that support color penetration, hold, tonal balance and scalp and hair protection.

**3. Once you have determined your Desired Level** and the proper Oxily 2020 Developer to use in your color formulation;

*Refer to the COLORLY 2020 Color Selection Chart in this Reference Guide;*

**First** - Identify the Natural Color Contribution at that level. This is the underlying tonality that naturally occurs in all hair regardless of its degree of warmth or ash tones prior to applying permanent hair color.

**Second** – Refer to the Color Selection Chart or your COLORLY 2020 Swatch Book to identify the shades that are most suitable to use at your Desired level. Decide if your primary goal is to Refine/Neutralize or to Enhance/Intensify the Natural Color Contribution at that level. Choose the COLORLY 2020 shade or shades recommended for that purpose and feel free to Create your customized and most creative formulas by adding the percentages of secondary Shades that will reflect your PERFECT VISION.

### DEVELOPER USAGE CHART

		DESIRED COLOR LEVEL									
		1	2	3	4	5	6	7	8	9	10
NATURAL COLOR LEVEL	1	10/20	20	30	40						
	2		10/20	20	30	40					
	3			10/20	20	30	40				
	4				10/20	20	30	40			
	5					10/20	20	30	40	40 SS	
	6						10/20	20	30	40	40 SS
	7							10/20	20	30	40
	8								10/20	20	30
	9									10/20	20
	10										10/20

Deposit Only

## PROCOLORIST EQUALIZER THE ULTIMATE INSURANCE

EQUALIZER is far more than a Porosity Equalizer. Equalizer is a unique re-balancer formulated with a myriad of naturally derived phyto and micro-proteins and moisture balancing ingredients that reintegrate protein and moisture deep into the hair's structure.

EQUALIZER 2020 is very easy to use. Simply mist the hair in the same manner that you would with any porosity balancing product and apply your color formula directly over.

## 100% GRAY COVERAGE AT ANY LEVEL

To ensure Optimum Gray Coverage –

1. Determine percentage of gray.
2. If gray is less than 50% and mixed throughout the hair, no adjustment of formulation is necessary. The gray will simply reflect naturally highlighted tones. Exceptions based on personal preference may lead you to adjust to the recommendation immediately following.
3. If gray percentage is 50% or more, your formula should include 50% "N", "TN" or "NI" Series. TN is recommended in formulas seeking warmer (red, gold or combination) -

*NOTE: Each of these series as well as others will offer 100% gray coverage when added to a*

*formulation or used alone however these 3 particular series when added to formulation will take on the characteristics of the remaining formula and not mute the desired tonality.*

## PROCESSING SOLUTIONS FOR EXTREMELY RESISTANT HAIR

In most instances, extremely resistant hair is generally identified with white/gray coverage. The fact is, that resistant hair can come in several varieties including wire-like white/gray, extremely fine or extremely coarse textures. In many cases, the resistant hair may be a result of a combination of pigmentation and texture. Either way, even the most effective permanent color and experienced Colorist will occasionally face the challenge of exceptional hair types.

There are 2 very simple and effective options;

### **OPTION 1 - PRE-SOFTENING WITH HEAT**

STEP 1: Apply formula to entire head or retouch area

STEP 2: Place plastic bag over hair

STEP 3: Place client under warm, pre-heated dryer for 5 minutes

STEP 4: Remove client from dryer and remove bag

STEP 5: Allow client to process at room temperature for the entire processing time recommended for the volume used. **THIS TIME IS IN ADDITION TO AND NOT MINUS THE 5 MINUTES SPENT UNDER THE DRYER.**

### **OPTION 2 – COLORLY 2020 NI**

COLORLY 2020 NI is specifically formulated to cover extremely resistant hair types. In most cases simply adding 50% of COLORLY 2020 "NI" (at your target level) to your formula will offer outstanding and complete coverage and color longevity. No heat necessary – follow processing times based on volume.



# PROCOLORIST

PROCOLORIST is a complete line designed to provide perfect support to hairstylists in their technical services, guaranteeing the utmost success and quality results for their clients. PROCOLORIST is an innovative integrated system specifically focused on technical services.

PROCOLORIST offers 3 simple phases:

## PREPARATION PROTECTION ENHANCEMENT

Before, during and after, PROCOLORIST takes care of the color, skin and hair, guaranteeing spectacular results.

**Hair is stronger, shinier & easier to style**  
**Vibrant long-lasting color**  
**The scalp is protected and moisturized**

PROCOLORIST has been designed to enhance and support all technical services:

**Coloring:**  
COLORLY 2020, AQUARELY, DELYTON

**Bleaching:**  
BLONDLY, EASILY BLOND 2020, AQUARELY BLOND COMPACT

**Perming:**  
ONDASOFT

**Straightening:**  
RELAXARE

Better ingredients lead to better results:

PROCOLORIST is formulated with highly effective ingredients which protect the scalp and hair from the stress of technical services and enable the stylist to achieve impeccable results.

HYALU COLORPLEX is derived from hyaluronic acid and penetrates deep into the hair shaft. It offers a repairing effect by smoothing the hair cuticles, immediately providing more intense reflective properties to the hair. The anti-aging properties of hyaluronic acid add body and volume to the hair while taming frizz and unruliness.

AC COLORPLEX is an ultra protective active ingredient based on Melanin and Wasabia Japonica. As an antioxidant it neutralizes damage from free radicals and protects color from fading. With its advanced barrier effect, it defends hair from the oxidizing effect of UV rays. Its powerful moisturizing effect leaves hair surprisingly soft.

SILKY A.S. (Silky Advanced System) is an emulsion based on silk protein with amazing rebuilding power. It untangles and eliminates frizz without breaking hair. Silky A.S. offers advanced conditioning and incredible softness, hair becomes easier to control and style.

**EQUALIZER** - Instant rebalancing paraben fluid for damaged hair enriched with the exclusive Hyalu Colorplex.

**SCALP PROTECTOR** - Protective fluid for the skin enriched with the exclusive Hyalu Colorplex and calming agents.

**DERMA SHIELD** - Enriched with the exclusive Hyalu Colorplex, it protects the the face, creating an anti-stain shield.

**COLOR CLEANER** - Specific double-action fluid: eliminates traces of color on the skin after color application delivering decongestant and soothing action.

**CHELATING SHAMPOO** - Exclusive shampoo free of sulfates and parabens for use as pre-technical dual-action service. Removes excessive styling build-up and neutralizes the deposits of previous technical services before any new service. Guarantees a perfect cleaning of the hair to deliver uniform penetration of color.

**AFTER COLOR SHAMPOO** - Sulfate and paraben free mild shampoo. Designed for post technical service with exclusive Hyalu Colorplex, After Color Shampoo prolongs color intensity and improves brilliance.

**REVIVOR PRO** - Precious nutritious post technical conditioning service. Apply after dyes, bleaches, permanent and ironing services. Ideal for all hair types that need to be restructured.

**XTRAORDINHAIR** - Xtraordinary 10 in 1 spray, this amazing multifunctional and biphasic, no-rinse solution contains 10 restructuring actions. With Hyalu Colorplex, color is always protected.

1. Deep hydration
2. Fiber restructuring
3. Adds body and volume
4. Nourishes the stem
5. Detangles without damaging
6. Protects from UV rays
7. Lightens up with new splendor
8. Protects color
9. Conditions the hair
10. Prevents split ends





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ITEM #502

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