

delyGLOW

TRIPLE ACTION

1 AMMONIA FREE PERMANENT HAIR COLOR

No ammonia permanent color which guarantees 100% coverage of gray hair, up to 4 levels of lifting.

2 TONE-ON-TONE

Tone on tone to delicately color in a range of full and bright reflections.

3 TONER

Ideal shades for neutralizing and toning unwanted reflections or creating pastel effects. A unique range of colors that can be customized according to customer needs and hair type.

RICH COLOR SERIES



N .0



CC .11



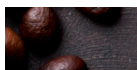
D .3



RF .5



NF .01



CF .72



DR .34



M .56



B .23



CH/CA .73



R .4



V .6

NEUTRA-TON



L .86



CV .16



PC .81



BASE	COLOR SERIES	Red /Yellow / Blue	Red /Yellow / Blue + Blue	Double Blue	Green /Yellow	Red /Yellow / Blue	Warm Brown /Yellow	Yellow	Orange	Red / Orange	Red	Violet	Red / Violet	Warm Violet	Blue / Violet	Cool Violet
		(N) NATURAL	(NF) COOL NATURALS	(CC) INTENSE ASH	(B) BEIGE	(CF) MOCHA	(CH/CA) CHOCOCARAMEL	(D) GOLD	(R) COPPER	(DR) INTENSE RED	(RF) INTENSE RED	(V) VIOLET	(M) MAHOGANY	(L) LAVENDER	(CV) VIOLET ASH	(PC) PEARL ASH
REFLECTION		.0	.01	.11	.23	.72	.73	.3	.4	.34	.5	.6	.56	.86	.16	.81
10+ SUPERLIGHT		SSN	SSC										SSM	SSL		
10 ULTRALIGHT BLONDE		10N						10D						10L	10CV	10PC
9 LIGHTEST BLONDE		9N	9NF	9CC	9B			9D						9L	9CV	9PC
8 LIGHT BLONDE		8N	8NF	8CC	8B	8CF		8D		8DR						
7 MEDIUM BLONDE		7N	7NF	7CC	7B	7CF	7CA	7D	7R	7DR	7RF			7L	7CV	7PC
6 DARK BLONDE		6N	6NF	6CC	6B	6CF	6CA	6D	6R	6DR	6RF	6V	6M			
5 LIGHT BROWN		5N	5NF	5CC	5B	5CF	5CH	5D	5R	5DR	5RF	5V	5M			
4 MEDIUM BROWN		4N	4NF			4CF	4CH									
3 DARK BROWN		3N														
2 DARKEST BROWN																
1 BLACK		1N														
PRIMARY PERCENTAGES																
Natural																
Natural, adds cool effect																
Neutralizes red and orange																
Neutralizes yellow and gold																
Adds controlled warmth without intense red																
Adds caramel brown tones																
Adds gold / yellow																
Adds copper / red																
Adds red / gold																
Add intense fire red																
Adds violet tone																
Adds mahogany / red tone																
Neutralizes yellow tones																
Neutralizes yellow / orange tones																
Neutralizes warm tones																

D EFFECT



1. Determine your client's Natural Level

Using the DelyGlow swatch chart, take the removable Natural Series swatch card, place it next to the clients hair (root area) and determine the natural level of your clients hair. Note your natural level on the Developer Usage Chart to the right (A). When finding the natural level, if the level falls between two levels and you can't truly determine the level, always formulate with the darker level.

2. Determine the Desired Level

First decide whether the client wishes to go lighter, darker, or match the Natural Level. Using the chart to the right, locate and note the desired level you wish to achieve (B).

3. Determine the Proper Developer to use

Using the chart on the right, locate the Natural Level you selected and the Desired Level you selected, and where the two numbers intersect. Where the two numbers intersect will determine the developer to use to achieve the results you desire.

EX: Natural Level 5 / Desired Level 8 intersect at 40 Volume.

USE CHART ON PREVIOUS PAGE

4. Identify the Natural Color Contribution at the desired level (C)

This is the underlying tone that the clients hair will contribute when lifting and this will affect the end result. Determine whether the client wants the desired level to be warm, cool or neutral. Then decide whether or not you need to refine/neutralize or enhance/intensify the natural color contribution. (D)

5. Determine Percentage of Gray

A. Using the DelyGlow swatch chart, take the removable swatch card, place it next to the clients hair (root area) to determine the percentage of gray in your clients hair.

B. If gray is less than 50% and mixed throughout the hair, no adjustment of formulation is necessary.

C. If client is more than 50% gray, your formula will include 50% of "N", "NF" or "CF" Series at your desired level.

EX: Desired level 8 Red. The formula would be equal parts 8R + 8N, 8NF or 8CF Depending on Desired Intensity

DEVELOPER USAGE CHART

(B)

DESIRED LEVEL

(A)

NATURAL LEVEL

	1	2	3	4	5	6	7	8	9	10
1	10/20	20	30	40	LIFT REQUIRED WITH ITELY HAIRFASHION DECOLORIZER					
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

APPLICATION

Option 1 –
CONVENTIONAL APPLICATION

DelyGlow can be applied by brush with standard professional application steps for treatment desired or apply with an applicator bottle.

Option 2 – ROOTS to ENDS

DelyGlow may also be applied ROOTS to ENDS as preferred or needed. This is made possible by DelyGlow's target sensitive shade calibration and conditioning base that is designed not to over-process or "grab base" unless hair is exceptionally overly-porous.

NOTE: When applying Roots to Ends Application, ITELY recommends the use of PROCOLORIST EQUALIZER to ensure optimum protein to balance moisture & even porosity in the hair.







MIXING & PROCESSING - DelyGlow Cream is mixed 1:1 for Permanent Color (*1:1.5 SS series*), 1:2 to deposit, and 1:2 as a toner.

- Squeeze the contents of the tube or tubes into your plastic mixing bowl
- Blend the cream before adding developer
- Add Developer in parts for smoothest consistency
- Apply & Process according to the following instructions:

Mixing: Itely Hairfashion recommends using a scale to weigh contents.

We recommend strand-testing to determine ideal formulation and processing time.

					
MIXING RATIO		DEVELOPER		PROCESS TIME	
PERMANENT COLOR		1:1	10	25' - 30'	½
		1:1	20	30' - 35'	1 - 2
		1:1	30	40'	2 - 3
		1:1	40	45'	3 - 4
		1:1.5 (SS)	40	45' - 50'	4 - 5
TONE ON TONE		1:2	5-10	20' - 25'	
TONER		1:2	5*	10' - 20'	

* For toning services with regrowth or natural hair, mix 2 ml of pH Modulator every 10 ml of DelyGlow