

# AQUAR & LY<sup>®</sup>

*Hair Color Cream  
with Intense Micro Pigments and Wheat Proteins*



**97**  
Intense Colors

**IT & LY<sup>®</sup>**  
HAIR FASHION

## NATURA (NATURALI)



## ASH (CENERI)



## BEIGE



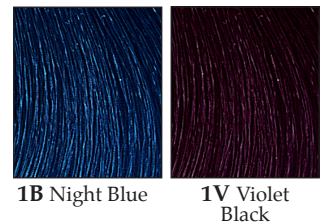
## MATT



## COLONIALI



## NERI MAGICI



## SMOKY



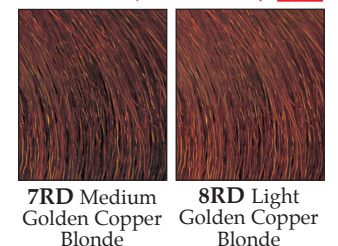
## CARAMEL (CAREMELLO)



## CHOCOLATE & CHILI PEPPER (CIOCCOLATI)



## AUTUMN (AUTUNNO)

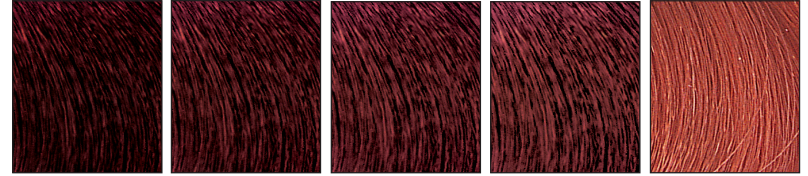


**GOLD (DORATI)**



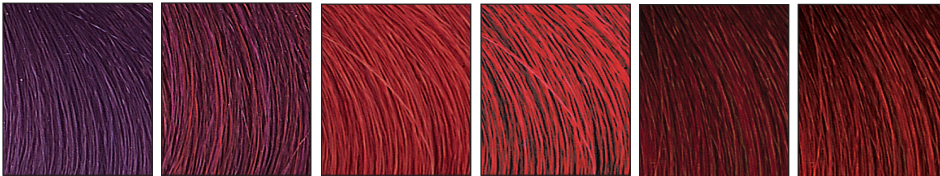
**6D** Dark Gold Blonde    **7D** Medium Gold Blonde    **8D** Light Gold Blonde    **9D** Lightest Gold Blonde

**COPPER (RAMATI)**



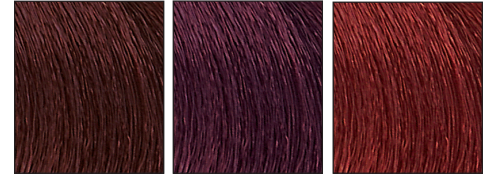
**4R** Medium Copper Brown    **5R** Light Copper Brown    **6R** Dark Copper Blonde    **7R** Medium Copper Blonde    **8R** Light Copper Blonde

**VIOLET (IRISÉE)**



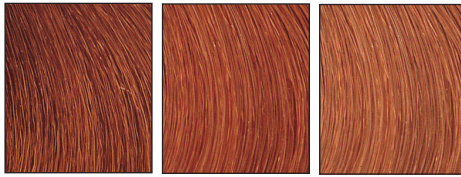
**4V** Violet Medium Brown    **5V** Violet Light Brown    **6P** Red Purple Dark Blonde    **7P** Red Purple Medium Blonde    **6RU** Ruby Red Dark Blonde    **7RU** Ruby Red Medium Blonde

**MAHOGANY (MOGANO)**



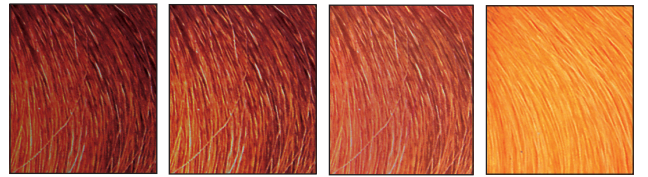
**4M** Mahogany Medium Brown    **5M** Mahogany Light Brown    **6M** Mahogany Dark Blonde

**TITIAN (TIZIANI)**



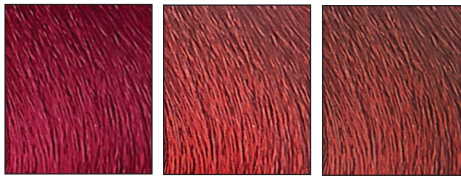
**6T** Dark Titian Blonde    **7T** Medium Titian Blonde    **8T** Light Titian Blonde

**TUTTI FRUTTI**



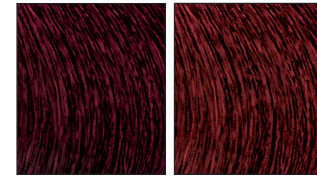
**7A** Medium Intensive Orange Blonde    **8A** Light Orange Blonde    **8AD** Light Gold Orange Blonde    **9AD** Lightest Gold Orange Blonde

**FLAMING RED (ROSSI FIAMMANTI)**



**6RF** Flaming Red Dark Blonde    **7RF** Flaming Red Medium Blonde    **7RR** Copper Red Medium Blonde

**RED INTENSE (ROSSI INTENSI)**



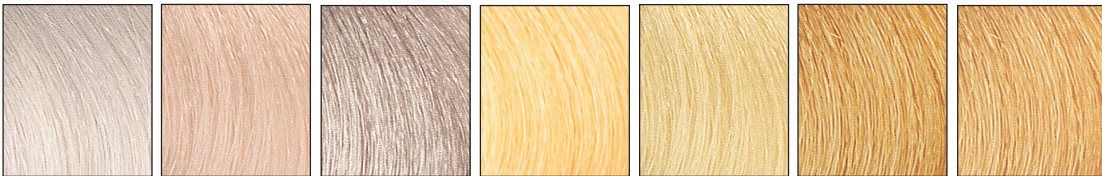
**5RI** Intense Red Light Brown    **6RI** Intense Red Dark Blonde

**ARCTIC (ARTICI)**



**11AP** Arctic Pearl    **11AA** Arctic Silver    **11AC** Arctic Ash

**SUPERLIGHT (SUPERSCHIARENTI)**



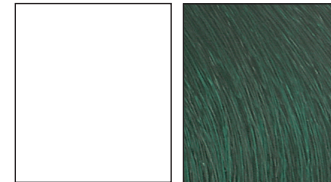
**SSA** Silver Superlight    **SSB** Beige Superlight    **SSC** Ash Superlight    **SSD** Superlight Gold    **SSN** Natural Superlight    **SSM** Honey Superlight    **SSR** Superlight Copper Red

**ACCENTUATORI**



**AR** Red Accent    **AG** Yellow Accent    **AB** Blue Accent    **AV** Violet Accent

**REGOLATORI D'INTENSITÀ**



**N** Neutral    **WR** Without Red

# THE NEW GENERATION OF STATE-OF-THE-ART PROFESSIONAL ITALIAN COLOR CREATIVITY WITHOUT BOUNDARIES — RESULTS BEYOND COMPARE

AQUAR&LY represents an entirely new generation of state-of-the-art haircolor technology. An exciting and complete new system that offers incomparable color stability, coverage, condition and range, AQUAR&LY's superior features and benefits are apparent from its first application. Use it the first time to prove it to yourself — Use it again because you and your color clients see and feel the difference.

## FORMULATION-

1. Determine the hair's Natural or "Starting" level by referring to the Natural Series Swatches on your AQUAR&LY Swatch Chart. Remember, you are determining only how light or dark the Natural level is not its specific hue or tone.
2. Choose the Desired or "Target" level - How light or dark you want your end result to be.
3. Referring to the **DEVELOPER AND FORMULATION CHART** - determine the recommended AQUAR&LY Developer required to achieve your desired level.

## USING THE DEVELOPER AND FORMULATION CHART -

- A. Find the Natural Level as indicated on the left side of the chart
- B. Find the desired level as indicated at the top of the chart.
- C. Follow your Natural Level and Desired Level to the point on the chart that they intersect. The number indicated is the recommended volume of developer for your formulation.

## FORMULATION FOR GRAY

**100% GRAY COVERAGE AT ANY LEVEL** - To ensure optimum gray coverage;

1. Determine the percentage of gray. If the first thing you see when you look at the clients hair is gray, then they're more than 50% gray.
2. If gray percentage is 50% or more, 50% of your formulation should be an N or CL shade. If your desired end result is a warm hue, use CL to insure the intensity of the warmth while granting the tonal balance necessary for complete gray coverage. If your desired end result is neutral or cool, use the N series to balance your cooler shade.
3. If the gray percentage is less than 50%, formulation adjustment is unnecessary.

## IF GRAY IS EXTREMELY RESISTANT;

1. Mix and Apply color formula to area that you wish to color. This may be the entire head or regrowth only.
2. Place a plastic cap on the clients head and place client under a pre-heated dryer for 5-10 minutes.
3. Remove client from dryer and REMOVE PLASTIC CAP.
4. Allow client to process the ENTIRE RECOMMENDED PROCESSING TIME determined by the volume of the developer (See Developer Usage Chart) at ROOM TEMPERATURE.

**Example;** Formula is color + 20 volume AQUAR&LY Developer. Process 5-10 minutes under dryer + total recommended processing time of 30 minutes. Total processing time = 35-40 minutes

## DEVELOPER AND MIXING USAGE CHART

### DEVELOPER USAGE

AQUAR&LY DEVELOPER is triple stabilized for longer shelf life, consistent pH and ingredient suspension. Formulated with ingredients to impart maximum hydration while granting optimum lift and deposit with AQUAR&LY Color. Do not use other developers or add any additives as this will destabilize the color resulting in less than optimum results.

### INSTRUCTIONS:

Choose the shade of AQUAR&LY Color Cream to apply. Squeeze 50ml of AQUAR&LY Color Cream (equal to 1/2 of the tube contents) into a plastic bowl. Mix with 75ml of AQUAR&LY Oxidizing Emulsion until a creamy consistency is obtained. Follow the instructions in the table below:

Treatment	AQUAR&LY Color Cream	AQUAR&LY Oxidizing Emulsion	Processing Time
Tone on Tone	50ml	75ml of 10 vol.	25 minutes
For Lightening 1 Level	50ml	75ml of 20 vol.	30 minutes
For Lightening 2 Levels	50ml	75ml of 30 vol.	35 minutes
For Lightening 3 Levels	50ml	75ml of 40 vol.	40 minutes
For Superlight Series	50ml	100ml of 40 vol.	45 minutes

### NOTES:

When using AQUAR&LY BLOND COMPACT on-the-scalp you must perform a sensitivity test and use AQUAR&LY DEVELOPER.

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



### IMPORTANT TIPS:

1. If hair appears porous or uneven in porosity pre-treat with EQUALIZER to grant optimum protein to moisture balance and ensure even and longer lasting coverage.
2. When process is complete shampoo color with one of the new Eudermal pH Shampoos to remove trace alkalinity and color residue from scalp. Condition with AQUAR&LY BALSAM in original WHEAT PROTEIN formula or your choice ALOE VERA or SHEA BUTTER formulations.
3. TO GUARANTEE OPTIMUM COLOR LONGEVITY AND TO PROTECT YOUR HAIRCOLOR AGAINST ALL FOUR CAUSES OF HAIRCOLOR FADE PRESCRIBE IT&LY HAIRFASHION'S ADVANCED COLOR PROTECTION PRODUCTS.



**AQUAR&LY WITH INTENSE MICRO PIGMENTS** is the result of years of scientific studies and collaboration with international research laboratories.

The Intense Micro Pigments (IMP) are micro-emulsified nano-pigments able to deeply penetrate into keratin cavities and bind to the hair fibers. Thanks to the smaller dimensions, these IMP effectively penetrate far deeper into the hair fibre resulting in **more durable, uniform and brilliant color**.

Another important benefit that arises from usage of this innovative technology is the reduction of the already low ammonia in the formula. The small size of the IMP, in fact, requires only the minimum opening of the cuticle layer for highly effective yet extraordinarily gentle delivery and maximum adherence.

**AQUAR&LY WITH INTENSE MICRO PIGMENTS** represents the synthesis between nature and scientific research: in synergy with the Hydrolysates Wheat Proteins, it has born a new concept of color and at the same time of protection, hydration and healthy hair.

The conditioning and restructuring actions of Wheat Proteins protect the scalp and the capillary fibers, giving softness and smoothness to the hair. Wheat Proteins also have conducting properties. By fixing to them, micro pigments can penetrate more deeply into the hair.

**AQUAR&LY WITH INTENSE MICRO PIGMENTS** is the complete answer to all the needs of professional hairstylists everywhere by offering the perfect tool to fully express their creativity and artistic sense.

## SERIES DESCRIPTIONS

**N – NATURALI** – Perfectly balanced to reflect naturally occurring tonal value and deliver maximum gray coverage at any level.

**I – MATT** – Specifically designed to produce cooler, naturally opaque tones with less vivid undertone reflections.

**CH – CIOCCOLATI (Chocolate)** – The rich and simply sensuous blend of the most desirable and dimensional chocolate browns. Beautiful alone or as a formula base. Delivers exceptional gray coverage.

**CP – CIOCCOLATI (Chocolate Chili Pepper)** – The perfect blend of chili pepper red added to the rich CH Chocolate base. Rich in dimension and balance for almost any skin tone. Delivers beautiful dimensional highlights when applied for gray coverage.

**CA – CARAMELLO** – A rich and elegant blend of true caramel gold and chocolate perfectly formulated to deliver luxurious and complex brunette nuances.

**K – SMOKY** – A unique cooler series with a slightly reduced concentration of ash designed to deliver a perfect blend of tonal refinement and natural shade balance.

**CL – COLONIALI** – Natural balance enriched with vibrant warmth. Formulated to deliver rich golden-browns and warm blondes. The perfect addition for maximum gray coverage in warmer red/gold formulas.

**C – CENERI** – Perfectly balanced to deliver natural ash and consistent control against unwanted warmth without creating overly-drab results.

**B – BEIGE** – True, natural beige without unwanted red or ash undertones. Ideal for classic blondes and delicate control against warmth or soft coverage of gray.

**D – DORATI** – Brilliant gold, perfectly balanced to deliver vibrant warmth when used alone or rich golden tonal balance when supporting additional series or gray coverage formulation.

**R – RAMATI** – Fiery red tones with rich translucent depth and reflection. Perfect to add controlled copper tones for warm based formulations or to add rich but subtle red to gray coverage formulations.

**RF, RR – ROSSI FIAMMANTI** – Fire-breathing red! A beautiful and bold intense red series designed to add a complex fire-like reflection to any formulation or alone as a brilliant signature red.

**RI – ROSSI INTENSI** – Intense darker reds designed to maintain intensity and reflective value when combined with level 6 or darker formulations.

**T – TIZIANI** – The rich blend of brilliant woven gold and fiery copper preferred by the Renaissance Master. Ideal to create the truest naturally occurring golden-red tones.

**V, P, RU – IRISÉE** – Violet/Irisée – A rich series in reflective Violet, Plum and Ruby reds. Ideal for fashion color or to impart distinct richness and reflection in more subtle formulations.

**FM, FA – TUTTI-FRUTTI** – The perfect reflection of delicious Tangerine orange-red and Apricot golden-orange tonality.

**M – MOGANO** – Mahogany perfectly blended to rich 4th, 5th and 6th level depth for excellent coverage and reflection.

**RD – AUTUNNO** – Rich reds with complex autumn gold undertones in level 7-8.

**AP, AA, AC – ARTICI** – The perfect 11 Series Nordic Blondes, as soft, rich, cool and pearlescent as the names indicate. Ideal for lift, deposit or stunning soft coverage on gray.

**SS – SUPERSCHIARENTI** – A full range of exceptional high-lift blondes from delicate warmth to platinum. Maximum lift combined with outstanding tonal refinement while maintaining perfect AQUAR&LY condition.

**1B, 1V – NERI MAGICI** – Daring Black with the deepest reflection of night blue or violet black.

**A – ACCENTUTONES** – The three primary color base concentrates and violet. Ideal to add primary color intensity or to support color correction.

**N – REGOLATORI D'INTENSITÀ** – Concentrated green base pigment designed for maximum anti-red refinement.

**N – REGOLATORI D'INTENSITÀ** – A unique clear base, designed to reduce intensity or depth to formulations or to offer lift, shine and body without altering underlying pigment contribution.