



TECHNICAL

MANUAL

ITOLY
HAIR FASHION
MILANO 1987



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THE FUTURE OF BEAUTY IN THE WORLD



ITELY HAIRFASHION

Since its inception in 1987, ITELY HAIRFASHION has produced some of the most predictable, reliable and artistic hair color in the industry.

We are an Italian Manufacturer of dynamic, dependable & innovative Hair Color. ITELY HAIRFASHION provides authentic Italian ingredients, style, and artistic opportunities in every aspect of our family of premium hair color brands.

Whenever opportunities arise, ITELY changes and continues to create sustainable, environmentally conscious manufacturing processes for our health and our planets health. It all starts with a central location for Training, Quality Control, R&D, Marketing and Manufacturing called “The BioLife Beauty Village” in Milano Italy.

ITELY fully supports the Green Initiative and the proud holder of 2 Italian certifications for high health and hygiene safety as well as stringent GMP “Good Manufacturing Process” criteria. Our standards for performance and perfection are expressed through artistry on a global scale creating an elegant and sustainable Future of Beauty in the World.

GUEST NEEDS ASSESSMENT

STEP 1 Listen to what your guest desires

Listening to your guest requires:

1. Asking specific questions to clearly evaluate what they want.
2. Creating a plan **WITH YOUR GUEST** for the service: to achieve the desired (agreed upon) result.
3. Advising use of a proper home-care maintenance plan to maintain the service.

STEP 2 Share what you heard

After hearing your guest's desires, take time to share your professional expertise. This will reinforce your image as a professional and build your guests trust in your skill. Take your time. This is the most important step, because this is where your guest will make a decision about the color service.

- Analyze your guests face: Is it Oval, Round, Square, Oblong or Diamond?
- Analyze your guests features: Eye placement - nose shape - mouth size - etc.

Cut and hair color techniques should bring out the best features and minimize less desirable ones. Use descriptive words or phrases that make the color service more appealing to your guest's senses, such as *subtle brown – dynamic yet delicate blonde - spicy red*, etc. Your guest should be able to visualize a picture of her new color from the words you use to describe it.

BE HONEST with your guest and discuss the following:

1. The service and in-salon treatments – How much will it cost and how much time will it take.
2. Pre-booking and how often your guest needs to visit the salon to maintain the new look.
3. Home maintenance: recommend necessary ITELY HAIRFASHION retail products for your guest to properly maintain their hair color.

STEP 3 Clarify that you are correct in what you heard

Confirm that your guest completely understands what is involved in performing the service they desire, along with the final costs involved, including a home-care maintenance plan.

STEP 4 Ask for Permission

When the guest's expectations match your own, and they fully understand the cost and procedure of the color service, simply ask, "May we proceed?"

STEP 5 Proceed

The color service can begin. By mastering the five simple consultation steps, and sharing the quality of ITELY, your guest will be 100% satisfied, and your image as a salon professional will be enhanced.



www.COLORLYoptimus.com



&-PLEX™
BOND REPAIR

COLORLY OPTIMUS



HISTORY

To better understand COLORLY OPTIMUS, it is helpful to first know the history of the COLORLY Brand.

1987: COLORLY was introduced in the United States and was recognized immediately for its high quality ingredients and superior results.

1999: COLORLY Advanced Formula was introduced with technological advancements. COLORLY Advanced Formula was created with a new generation of pigments and more advanced scalp and hair protective ingredients.

2008: Technological advancements continue and COLORLY 2020 is introduced with the ACP (Advanced Color Protection) Complex which works to protect, strengthen and extend the longevity of hair color while increasing the intensity of the color with perfect tonal accuracy.

2022: The 4th generation COLORLY OPTIMUS, with superior technological advancements, is created. The addition of E-PLEX Bond Repair and Mediterranean Blend make COLORLY OPTIMUS the most technologically advanced hair color brand on the market. Featuring 12% lower ammonia content than COLORLY 2020 (ranging from 0.5% to 2.2%) also becoming even more environmentally and ecologically friendly with ingredients from the circular economy and being **Vegan, Cruelty Free, Paraben Free, SLES Free, Silicone Free, Phthalate Free, Nickel Tested, Heavy Metal Tested and Dermatologically tested.**

COLORLY OPTIMUS

FEATURE	BENEFIT
E-PLEX Bond & Repair	<p>A proven technology designed to restructure and protect the bonds broken or damaged during the service. E-PLEX bond repair also contains 7 precious oil & butters that strengthen, add shine and protect the hair during the service and after:</p> <ul style="list-style-type: none"> • Rebalances porosity from roots to ends • Improves Strength • Improves brightness and elasticity • Nourishes for better hair health • Protection against free radicals • Longer lasting, more vibrant hair color
Mediterranean Blend	<ul style="list-style-type: none"> • Prepares the hair to accept hair color with great efficacy • Lower ammonia content of 0.5 - 2.2% • Seals the cuticle after color reaches its target level • Keeps mineral deposits from entering the hair shaft between services • Perfect color accuracy • More brilliant final results
New Fragrance	Better hair coloring experience
Easier to Mix	Faster application
Lower Ammonia Content	<ul style="list-style-type: none"> • Less damage • Less fading
96 Shades / 23 Color Families	Artistic freedom
New Texture	Softer, smoother, easier mixing & application
Molar Formulation	Perfectly balanced pigments for brighter results
Vegan and Paraben Free	Safer and Healthier ingredients

COLORLY OPTIMUS

FORMULATION PROCESS

Hair Coloring and formulation is based on a Numeric Level System, 1 through 10, with 1 being the darkest and 10 being the lightest. The industry has used this numbering system as a way to identify the natural level of your client's hair. Without this system we would not have a starting point from which to formulate.

This level system simply identifies the natural level of your clients hair from dark to light, not the tone or how warm or cool the color is. Knowing the Natural Level of hair is the most important factor in formulating your client's hair color. Formulation includes FIVE STEPS:

STEP ONE DETERMINE YOUR CLIENT'S NATURAL LEVEL

Using the N (Natural) Series on the removable tab in the COLORLY OPTIMUS Swatch Book, we can determine the natural color level of the hair.



COLORLY OPTIMUS LEVEL VALUES

ULTRALIGHT BLONDE BIONDO ULTRACHIARO	10
LIGHTEST BLONDE BIONDO CHIARISSIMO	9
LIGHT BLONDE BIONDO CHIARO	8
MEDIUM BLONDE BIONDO	7
DARK BLONDE BIONDO SCURO	6
LIGHT BROWN CASTANO CHIARO	5
MEDIUM BROWN CASTANO	4
DARK BROWN CASTANO SCURO	3
DARKEST BROWN BRUNO	2
BLACK NERO	1

Place the correct color swatch at the back of the head, close to the scalp to determine the natural level. Lifting the natural hair slightly off the scalp will help better determine the natural level.

If the Natural Level falls between 2 levels, for example 4 and 5, always formulate from the darker level.

COLORLY OPTIMUS

STEP TWO DETERMINE THE DESIRED LEVEL

Once you have determined the client's natural level, you now need to decide what new hair color choice you and your client wish to achieve. At this point you're deciding whether the client wishes to go darker, lighter or match the Natural Level.

Use the chart below to determine your starting natural level and your desired level only. You will determine the tonal value later.

STEP THREE DETERMINE THE PROPER DEVELOPER TO USE

Using the Chart on the right locate the natural level and the desired level. Where the two numbers intersect will determine the Volume of Developer to use.

Most of the time when coloring hair, you are lifting hair from a darker shade to a lighter shade. To achieve this lift you need to use the proper volume of developer.

When lifting, you need to pay attention to the Natural Color (remaining pigment) Contribution since the natural hair will contribute to the final results (this is ALWAYS a warmer tone)

DEVELOPER USAGE CHART

		DESIRED LEVEL										
		1	2	3	4	5	6	7	8	9	10	
NATURAL LEVEL	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

COLORLY OPTIMUS

STEP FOUR IDENTIFY THE NATURAL (REMAINING) COLOR CONTRIBUTION AT THE DESIRED LEVEL.

The underlying tone that the clients natural hair will contribute when lifting will ultimately affect the end result.

When properly formulating hair color, you must employ basic color theory. Basic color theory states that Blue, Red, and Yellow are the three primary colors and can be mixed together to create any imaginable color. For a color to be considered warm or cool merely depends on how much blue, red or yellow is in the formula.



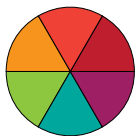
Blue is the darkest and cool primary color
Red is a medium primary color and is warm
Yellow is the lightest primary and is warm

From these three primary colors we create our secondary colors



- Yellow + Red = Orange, which is the only warm secondary color
- Red + Blue = Violet, which is a cool secondary color because Blue is the strongest primary
- Blue + Yellow = Green, which is the coolest secondary color because Blue is stronger than the lighter Yellow.

And finally the Tertiary Colors are created by mixing Primary and Secondary Colors



Y+O = Yellow Orange, a warm tertiary
R+O = Red Orange, a warm tertiary
R+V = Red Violet, a warm Tertiary
B+V = Blue Violet, a cool Tertiary
B+G = Blue Green, a cool tertiary
Y+G = Yellow Green a cool Tertiary

NATURAL COLOR CONTRIBUTION	
PALE YELLOW GIALLO CHIARO	10
YELLOW GIALLO	9
YELLOW ORANGE GIALLO ARANCIO	8
ORANGE ARANCIO	7
RED ORANGE ROSSO ARANCIO	6
RED ROSSO	5
RED VIOLET ROSSO VIOLA	4
VIOLET VIOLA	3
BLUE VIOLET BLU VIOLA	2
BLUE BLU	1

COLORLY OPTIMUS

COLOR SELECTION

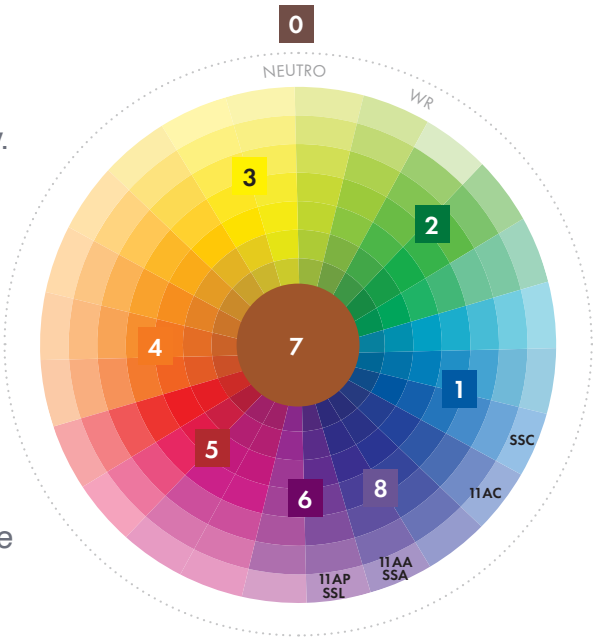
The Color Wheel is another tool used to help visualize color theory.

When coloring hair determine whether the client wants the desired level to be warm, cool or neutral. Then decide whether you need to refine, neutralize or enhance/intensify the Natural (Remaining) Color Contribution.

The charts below represent the primary & secondary reflections within each series.

To the right, the corresponding reflection within each series is represented on the color wheel.

To enhance the remaining color, use colors in the same sectors on the color wheel. To counteract or refine the remaining color, choose a color opposite on the color wheel.



Series	Description	Reflection	Series	Description	Reflection
N	Natural	.0	I	Matt	.2
NI	Natural Intense	.00	K	Smoky	.21
TN	Mediterranean	.7	D	Gold	.3
CH	Chocolate	.73	RD	Autumn	.43
CP	Chocolate Red Hot Chili Pepper	.75	R	Copper	.4
CS	Chestnut	.17	RT	Intense Copper	.44
C	Ash	.1	RF	Red	.55
CV	Ash Violet	.16	M	Mahogany	.56
B	Beige	.31	V	Irisée	.6
			L	Lavender	.86
			PC	Pearl Ash	.81

Reflection	Color
0	Neutral Brown
1	Blue
2	Green
3	Yellow
4	Orange
5	Red
6	Violet
7	Warm Brown
Designer Series	
.81	Cool Violet
.86	Warm Violet

COLORLY offers 96 shades within 21 series.

NATURAL



NATURAL INTENSE



MEDITERANNEAN



CHOCOLATE



CHESTNUT



ASH



ASH VIOLET



BEIGE



SMOKY



GOLDEN



AUTUMN



COPPER



RED



MAHOGANY



IRISÉE



LAVENDER



CHOCOLATE RED HOT CHILI PEPPER



MATT



INTENSE COPPER

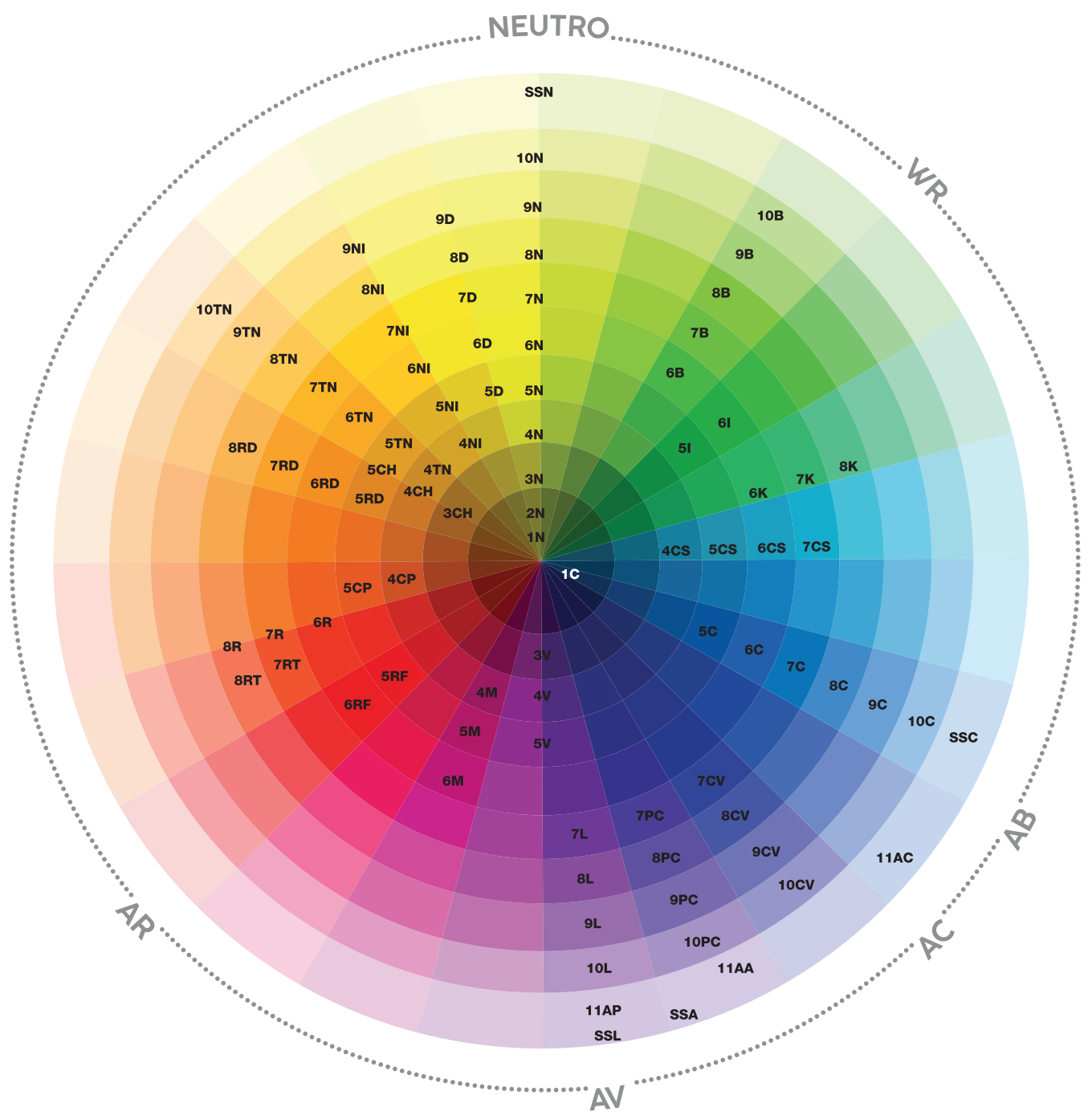
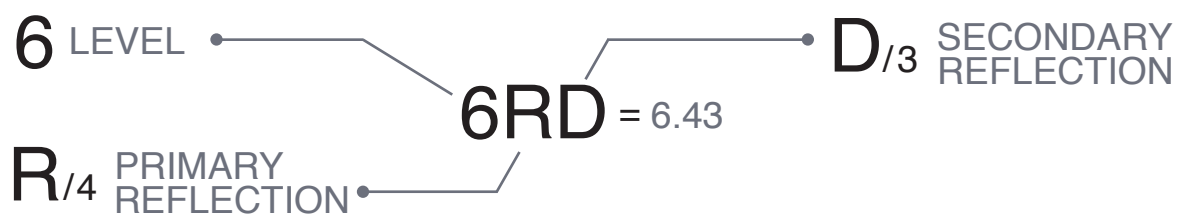


PEARL ASH



COLORLY OPTIMUS

EXAMPLE



COLORLY OPTIMUS

The Shade selection chart on page 15 will assist you in finalizing your shade selection

STEP FIVE DETERMINE THE PERCENTAGE OF GRAY

The final step in properly formulating a new color is the presence of Gray Hair. To determine the percentage of gray the client has, take the removable swatch from the swatch chart, place it at the root area to determine if the client has 25%, 50% or 75% or more gray.

We need to compensate for the lack of pigment. To achieve our best desired results, we recommend adding the N, TN or the NI series to your formula in the following proportions. If the client is more than 50% gray, then 50% of your formula will contain 50% of the N, TN or NI Series.

If your client has less than 50% gray hair, no adjustment to your formula is necessary.



MIXING AND PROCESSING

COLORLY OPTIMUS is mixed (1:1) with equal parts of color and developer. Mix 2oz (60ml) Oxily Developer for each full 2.02oz (60ml) tube of color.

COLORLY OPTIMUS SS / Superlight Series is mixed (1:1 ½) Mix 3oz (90ml) 40 volume Oxily Developer for each full 2.02oz (60ml) tube of SS Series.

Using a scale to measure the product ensures greater accuracy and is more cost effective. If you do not have a scale, simply use a beaker or other measuring device that will measure ounces or ml's.

DEVELOPER USAGE/TIMING CHART

MIXING RATIO	VOL	PROCESSING TIME	LEVELS OF LIFT
1:1	10	25-30	.5
1:1	20	30-35	1-2
1:1	30	40-45	2-3
1:1	40	45-50	3-4
1:1.5 (ss)	40	50	4-5

ARCTIC SERIES

For perfect 11 Series Nordic Blondes. Ideal for single lift blondes, deposit or stunning soft coverage on gray when a Pearl, Ash or Silver tone is desired.

ACCENTS/BOOSTERS

SHADE	NAME	BASE	TONE PRODUCED	USAGE
N	Neutral	clear	clear shine	For diluting pigment intensity / As a shine, clear overlay
AB	Accent Blue	blue	blue	Cancels red / orange tones
AR	Accent Red	red	red	Adds intense fire tone
AV	Accent Violet	violet	violet	Adds violet / plum tones
AC	Accent Graphite	blue / violet	gray	Cancels yellow & orange tones
WR	Without Red	green	green	Cancels red tones

[illegible]

COLORLY OPTIMUS

APPLICATION

All ITELY HAIRFASHION color brands are designed to be used with a bowl and brush. Application of product and proper sectioning will ensure professional results.

- Squeeze contents of the tube into your plastic mixing bowl
- Blend the cream before adding the developer.
- Add developer in thirds and mix for creamy consistency
- Apply product to hair
- Process accordingly

TYPES OF APPLICATIONS

1. Virgin Application going lighter
2. Virgin Application going darker
3. Root to end Application
4. Root retouch

For these applications, processing with NO HEAT is recommended.

VIRGIN APPLICATION / GOING LIGHTER

1. Perform a Patch Test
2. Using ¼ inch partings, apply color ½ inch from the scalp through the mid shaft to the ends.
3. Apply color on both sides of the parting.
4. Process half the total processing time based on the developer used.
5. Mix a fresh formula and using ¼ inch partings, apply to the scalp area.
6. Process the full processing time, based on the developer used.
7. After processing is complete, rinse & Shampoo hair with ITELY PROCOLORIST After Color Shampoo, then rinse.
8. Apply ITELY PROCOLORIST Revivor Conditioner, leave on 3-5 minutes then rinse.
9. Style and finish hair.

VIRGIN APPLICATION GOING DARKER

1. Perform a patch test
2. Section hair into 4 sections
3. Apply the color to the sections, using ¼ inch partings to the scalp area then immediately work through the ends.
4. Process the required time based on the developer used. No heat required.
5. When processing is complete, rinse and shampoo with ITELY PROCOLORIST After Color Shampoo
6. Apply ITELY PROCOLORIST Revivor Conditioner, leave on 3-5 minutes then rinse
7. Proceed with styling.

COLORLY OPTIMUS

ROOT TO END APPLICATION

1. Perform a patch test.
2. Section hair into 4 sections
3. Apply / spray Equalizer to the hair
4. Working in 1 section at a time, take ¼ partings and apply color roots to ends.
5. Process full processing time based on developer used.
6. When processing is complete, rinse and shampoo with ITELY PROCOLORIST After Color Shampoo, then rinse
7. Apply ITELY PROCOLORIST Revivor Conditioner, leave on 3-5 minutes, then rinse.
8. Proceed with styling.

ROOT RETOUCH

1. Perform a patch test
2. Section hair into 4 sections
3. Apply color to each section using ¼ inch partings to the regrowth area
4. Process the full processing time based on the developer used, without heat
5. When processing is complete, rinse and shampoo with ITELY PROCOLORIST After Color Shampoo
6. Apply ITELY PROCOLORIST Revivor Conditioner, wait 3-5 minutes then rinse
7. Proceed with Styling

PERFORMING A PATCH / SENSITIVITY TEST

Remember, the FDA requires that a patch test or sensitivity test be given to the client 24-48 hours prior to each application of color. This is done to determine any possible allergic reaction to the product.

Clients can become allergic to any ingredient at any time. Performing a patch test is important for the safety of the client.

The following instructions should be followed:

1. The patch test should contain the same product or formula intended to be used on the scalp.
2. A clean, cotton-tipped applicator should be used to apply the test product to the skin.
3. The test product should be applied behind the ear or on the inside fold of the arm not less than ¼ of an inch wide and ½ inch long.
4. The test product should remain behind the ear or the inside fold of the arm not less than 24-48 hours.
5. **WARNING:** if any redness, burning, itching, small blisters appears in the general area used for the test, the individual has had an allergic reaction and under no circumstances should the service be performed. Hair dyes should also never be used when visible disease, scrapes, scratches or eruptions appear on the scalp. Hair dyes are also not to be used to color eye lashes, eye brows, beards, or any facial hair.

Mixing for a Patch Test: 5 cc of COLORLY OPTIMUS + 5 cc of Developer
Blend product and apply. Let sit 24-48 hours.

*dely***TON** *ADVANCED*
*with Phyto Conditioning
Complex*

TONE ON TONE
COLOR

AMMONIA FREE

delyTON ADVANCED



DEPOSIT ONLY / TONE ON TONE COLOR

ITELY HAIRFASHION's delyTON Demi Permanent Hair Color is an ammonia free, deposit only, tone on tone hair color that offers Hair colorists a world of options for those clients looking for flexibility in hair color.

delyTON provides 47 luminous shades with tonal depth and intense reflections.

delyTON ADVANCED

FEATURE	BENEFIT
Ammonia Free	<ul style="list-style-type: none"> • Delicate Color / doesn't open the cuticle • Non-Progressive (level calibrated) • Non-committal hair color • Flexibility to easily change tones • Can be used same day as Perms and relaxers
Phyto Conditioning Complex	<ul style="list-style-type: none"> • Scalp and hair protection • Improved hydration and elasticity • Adds softness
Exclusive Pigments	<ul style="list-style-type: none"> • Ensures perfect tonal balance • Intense and Brilliant reflections
47 Shades	Ability to create unlimited tones
Gray Blending	Covers gray up to 70% with 100% gray blending
Fades on tone	No line of demarcation

delyTON offers 47 shades within 12 series

NATURAL



BLACK MAGIC



ASH



GOLD



SILVER



CAFÉ



NEUTRAL



CHOCOLATE



MAHOGANY



COLONIAL



COPPER



VIOLET



delyTON USAGE

ONE ON ONE APPLICATION

1. Identify the client's natural level
2. Choose the tonal value the client wishes to see reflected in the hair. (reds, gold, chocolates, etc)
3. Section the hair into 4 sections
4. Taking ¼ inch sections, apply color roots to ends on dry hair.
5. Process depending on hair texture, porosity and condition. (see processing times below)
6. After processing, rinse, shampoo with ITELY PROCOLORIST After Color Shampoo
7. Apply ITELY PROCOLORIST Revivor conditioner for 3-5 minutes, rinse
8. Proceed with finishing and styling.

delyTON ADVANCED

TONING HIGHLIGHTS

1. Select the desired shade to tone with
2. Section the hair into 4 sections
3. Taking ¼ inch sections, apply color to very well towel dried hair
4. Process color 10-15 minutes or until desired results are achieved
5. After processing, rinse, lightly shampoo with ITELY PROCOLORIST After Color Shampoo
6. Apply ITELY PROCOLORIST Revivor Conditioner leave on 3-5 minutes, rinse
7. Proceed with finishing and styling

RETOUCH APPLICATION

1. Select desired shade
2. Section hair into 4 sections
3. Take ¼ inch partings and apply to regrowth area on dry hair
4. Process 15 minutes
5. After 15 minutes, massage remaining product through to the ends, process 10 more minutes
6. Rinse and lightly shampoo with ITELY PROCOLORIST After Color Shampoo
7. Apply ITELY PROCOLORIST Revivor conditioner, leave on 3-5 minutes, rinse
8. Proceed with finishing and styling

AFTER PERMING / RELAXED COLORING

1. Color to be applied after Neutralizer has been completely rinsed
2. Towel dry and remove excess water from the hair
3. Select desired shade
4. Section hair into 4 sections
5. Take ¼ inch partings, gently apply color without over stretching the hair
6. Process 10-15 minutes
7. Lightly shampoo with ITELY PROCOLORIST After Color Shampoo, then rinse
8. Apply ITELY PROCOLORIST Revivor conditioner, leave on 3-5 minutes, rinse
9. Proceed with finishing and styling

MIXING AND PROCESSING

Mix delyTON Color with the delyTON Activator in a mixing ratio of 1:2, one part color to two parts delyTON Activator. Squeeze 30ml (1 oz) delyTON Color into a plastic bowl and add 60 ml (2oz) of delyTON Activator. Mix to a creamy consistency.

Processing Time Table

- | | |
|------------------------|----------------|
| 1. Virgin Hair | 20 minutes |
| 2. Color-Treated Hair | 15-20 minutes |
| 3. High-Lift, Bleached | 5-15 minutes |
| 4. Permed / Relaxed | 15 min maximum |
| 5. Gray Blending | 25-30 minutes |



HAIR COLOR CREAM WITH
INTENSE MICRO PIGMENTS

LOW AMMONIA FORMULA

AQUARELY



AQUARELY Permanent Hair color provides gorgeous, dependable, predictable hair color with a deeper, denser and cooler finish. AQUARELY is a 100ml tube that offers the stylists more product at a lessor cost per application, thus saving time and lowering your inventory costs.

AQUARELY advantages include 118 shades in 23 color families, rich in Hydrolyzed Wheat Proteins for condition and shine along with Intense Micro Pigments.

AQUARELY Permanent Hair color is rapidly gaining in popularity in the industry in the 100ml tube category due to its superior shine, condition and dependability time and time again.

AQUARELY

FEATURE	BENEFIT
Intense Micro Pigment	<ul style="list-style-type: none"> • Binds to the Keratin Fibers of the hair • Requires only a small opening of the cuticle • Balanced Pigments
Hydrolyzed Wheat Proteins	<ul style="list-style-type: none"> • Anti-Oxidant rich • Conditioning and restructuring • Scalp and hair protectant
Tri-Color Base	<ul style="list-style-type: none"> • True to Tone Results • Perfectly balanced Color Families • Mimics Natural Hair for natural end results
Low Dissipating Ammonia	0.6 to 2.5 %
118 Shades / 23 Families	No Creative restrictions

FORMULATION PROCESS

Hair Coloring and formulation is based on a Numeric Level System, 1 through 10, with 1 being the darkest and 10 being the lightest. The industry has used this numbering system as a way to identify the natural level or your clients hair. Without this system we would not have a starting point to formulate from.

This level system simply identifies the natural level of your clients hair from dark to light, not the tone or how warm or cool the color is. Determining the Natural Level of hair is the most important factor in formulating your client's hair color. Formulation includes FIVE STEPS:

STEP ONE DETERMINE YOUR CLIENT'S NATURAL LEVEL



Using the N (Natural) Series on the Swatch Chart we can determine the current natural color level of the hair.

Determine natural level from the back of the head, close to the scalp, to determine the natural level. Lifting hair off the scalp will better help to determine the natural level.

If the Natural Level falls between 2 levels, for example 4 and 5, always formulate towards the darker level.

ULTRALIGHT BLONDE BIONDO ULTRACHIARO	10
LIGHTEST BLONDE BIONDO CHIARISSIMO	9
LIGHT BLONDE BIONDO CHIARO	8
MEDIUM BLONDE BIONDO	7
DARK BLONDE BIONDO SCURO	6
LIGHT BROWN CASTANO CHIARO	5
MEDIUM BROWN CASTANO	4
DARK BROWN CASTANO SCURO	3
DARKEST BROWN BRUNO	2
BLACK NERO	1

AQUARELY

STEP TWO DETERMINE THE DESIRED LEVEL

Once you have determined the client's natural level, you now need to decide what new hair color choice you and your client wish to achieve. At this point you're deciding whether the client wishes to go darker, lighter or match the Natural Level. Use the chart below to determine your starting natural level and your desired level only. We will determine to the tonal value of the formula later.

STEP THREE DETERMINE THE PROPER DEVELOPER TO USE

Using the Chart [to the right], locate the natural level and the desired level. Where the two numbers intersect will determine the Volume of Developer to use.

Most of the time when coloring hair, we are lifting Hair from a darker shade to a lighter shade. To achieve this lift we need to use the proper volume of developer.

When lifting, we need to pay attention to the remaining Pigment Contribution that the natural hair will contribute to the final results.

PALE YELLOW	10
GIALLO CHIARO	
YELLOW	9
GIALLO	
YELLOW ORANGE	8
GIALLO ARANCIO	
ORANGE	7
ARANCIO	
RED ORANGE	6
ROSSO ARANCIO	
RED	5
ROSSO	
RED VIOLET	4
ROSSO VIOLA	
VIOLET	3
VIOLA	
BLUE VIOLET	2
BLU VIOLA	
BLUE	1
BLU	

NATURAL COLOR CONTRIBUTION

DEVELOPER USAGE CHART

		DESIRED LEVEL									
		1	2	3	4	5	6	7	8	9	10
NATURAL 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

Lift Required with
ITELY Hairfashion
Decolorizer

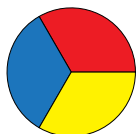
Deposit
Only

STEP FOUR IDENTIFY THE NATURAL (REMAINING) COLOR CONTRIBUTION AT THE DESIRED LEVEL

The underlying tone that the clients natural hair will contribute when lifting will ultimately affect the end result.

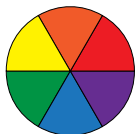
AQUARELY

Properly formulating hair color, one must first have a basic understanding of color theory. Basic color theory tells us that Blue, Red, and Yellow are the three primary colors and can be mixed together to create any imaginable color. For a color to be considered warm or cool only depends on how much blue, red or yellow is in the formula.



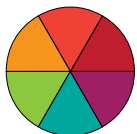
Blue is the darkest and cool primary color
Red is a medium primary color and is warm
Yellow is the lightest primary and is warm

From these three primary colors we can mix them to create secondary colors



- Yellow + Red = Orange, which is the only warm secondary color
- Red + Blue = Violet, which is a cool secondary color because Blue is the strongest primary
- Blue + Yellow = Green, which is the coolest secondary color because Blue is stronger than the lighter Yellow.

And finally the Tertiary Colors that are created by mixing Primary and Secondary Colors



Y+O = Yellow Orange, a warm tertiary
R+O = Red Orange, a warm tertiary
R+V = Red Violet, a warm Tertiary
B+V = Blue Violet, a cool Tertiary
B+G = Blue Green, a warm tertiary
Y+G = Yellow Green, a cool Tertiary

STEP FIVE DETERMINE THE PERCENTAGE OF GRAY

The final step in properly formulating a new color is the presence of Gray Hair. Since gray hair is absent of all pigment, we need to compensate for the lack of pigment. To achieve our best desired results, we recommend adding the N, CL, or the NI series to your formula in the following proportions. If the client is more than 50% gray, then 50% of your formula will contain 50% of the N, CL or NI Series. If the clients hair has less than 50% gray hair, no adjustments to your formula is necessary.

MIXING AND PROCESSING

AQUARELY is mixed (1:1 ½) parts color to developer. A full tube of AQUARELY 100 ml, would be mixed with 150 ml of Developer. A half tube of AQUARELY [50 ml] would be mixed with 75 ml of developer. AQUARELY SS / Superlight Series is mixed (1:1 ½) , same as stated above but only with 40 volume developer. Using a scale to measure the product ensures greater accuracy and is more cost effective. If you do not have a scale, simply use a beaker or other measuring device that will measure ounces or milliliters.

AQUARELY

All ITELY HAIRFASHION color brands are designed to be used with the brush and bowl application method.

- Application of product and proper sectioning will ensure professional results
- Squeeze contents of the tube into your plastic mixing bowl
- Blend the cream before adding the developer
- Add developer in thirds and mix for creamy consistency
- Apply product to hair
- Process accordingly

TYPES OF APPLICATIONS

1. Virgin Application going lighter
2. Virgin Application going darker
3. Root to end Application
4. Root retouch

VIRGIN APPLICATION / GOING LIGHTER

For these applications, processing with NO HEAT is recommended.

1. Perform a Patch Test
2. Using ¼ inch partings, apply color ½ inch from the scalp through the mid shaft to the ends
3. Apply color on both sides of the parting
4. Process half the total processing time based on the developer used
5. Mix a fresh formula and using ¼ inch partings, apply to the scalp area
6. Process the full processing time, based on the developer used
7. After processing is complete, rinse and Shampoo the hair with ITELY PROCOLORIST After Color Shampoo, then rinse
8. Apply ITELY PROCOLORIST Revivor Conditioner, leave on 3-5 minutes then rinse
9. Style and finish hair

VIRGIN APPLICATION GOING DARKER

1. Perform a patch test
2. Section hair into 4 sections
3. Apply the color to the sections, using ¼ inch partings to the scalp area then immediately work through the ends
4. Process the required time based on the developer used. No heat required
5. When processing is complete, rinse and shampoo with ITELY PROCOLORIST After Color Shampoo
6. Apply ITELY PROCOLORIST Revivor Conditioner, leave on 3-5 minutes then rinse
7. Proceed with styling

AQUARELY

RETOUCH APPLICATION

1. Perform a patch test
2. Section hair into 4 sections
3. Apply color to each section using ¼ inch partings to the regrowth area
4. Process the full processing time based on the developer used, without heat
5. When processing is complete, rinse and shampoo with ITELY PROCOLORIST After Color Shampoo
6. Apply ITELY PROCOLORIST Revivor Conditioner, wait 3-5 minutes then rinse
7. Proceed with Styling

ROOT TO END APPLICATION

1. Perform a patch a test
2. Section hair into 4 sections
3. Apply / spray Equalizer to the hair
4. Working in 1 section at a time, take ¼ partings and apply color roots to ends
5. Process full processing time based on developer used
6. When processing is complete, rinse and shampoo with ITELY PROCOLORIST After Color Shampoo, then rinse
7. Apply ITELY PROCOLORIST Revivor Conditioner, leave on 3-5 minutes, then rinse
8. Proceed with styling

PERFORMING A PATCH / SENSITIVITY TEST

Remember, the FDA requires that a patch test or sensitivity test be given to the client 24-48 prior to each application of color. This is done to determine any possible allergic reaction to the ingredients in the product.

Clients can become allergic to any ingredient at any time. Performing a patch test is important for the safety of the client.

The following instructions should be followed.

1. The patch test should contain the same product or formula intended to be used on the scalp
2. A clean, cotton- tipped applicator should be used to apply the test product to the skin
3. The test product should be applied behind the ear or on the inside fold of the arm not less than ¼ of an inch wide and ½ inch long
4. The test product should remain behind the ear or the inside fold of the arm not less than 24-48 hours
5. WARNING: if any redness, burning, itching, small blisters appears in the general area used for the test, the individual has had an allergic reaction and under no circumstances should the service be performed. Hair dyes should also never be used when visible disease, scrapes , scratches or eruptions appear on the scalp. Hair dyes are also not to be used to color eye lashes, eye brows, beards, or any facial hair.

AQUARELY

MIXING FOR A PATCH TEST:

5 cc of AQUARELY

5 cc of Developer

Blend product and apply. Let sit 24-48 hours.

AQUARELY offers 118 shades within 23 series.

NATURAL



NATURAL INTENSE



ASH



CHOCOLATE



COLONIAL



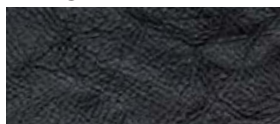
SUPERLIGHT



CARAMEL



BLACK



TUTTI FRUTTI



BEIGE



MATT



INTENSE MATT



SMOKY



GOLDEN



AUTUMN



COPPER



TITAIN



ACCENT / REGULATOR



FLAMING RED



ULTRA RED



MAHOGANY



VIOLET



ARCTIC



AQUARELY

AQUARELY LEVEL VALUES

Intensity Regulator	N						WR											
Accent					AB	AV										AG		
COLOR SERIES	NATURALI (N)	NATURALI INTENSI (NI)	CENERE (C)	NERI MAGICI			MATT (I)	INTENSE MATT (II)	BEIGE (B)	SMOKY (K)	COLONIALI (CL)	CARAMELLO (CA)	CIOCCOLATI (CH, CP)			AUTUNNO (RD)	DORATI (D)	RAMATI (R)
SUPER LIGHT SUPERSCHIARENTI	12	SSN		SSC					SSB								SSD	SSR
ARCTIC BIONDO ARTICO	11																	
ULTRALIGHT BLONDE BIONDO ULTRACHIAIRO	10	10N		10C			10I			10K								
LIGHTEST BLONDE BIONDO CHIARISSIMO	9	9N	9NI	9C			9I	9II	9B	9K	9CL						9D	
LIGHT BLONDE BIONDO CHIARO	8	8N	8NI	8C			8I	8II	8B	8K	8CL					8RD	8D	8R
MEDIUM BLONDE BIONDO	7	7N	7NI	7C			7I	7II	7B	7K	7CL	7CA				7RD	7D	7R
DARK BLONDE BIONDO SCURO	6	6N	6NI	6C			6I	6II	6B	6K	6CL	6CA					6D	6R
LIGHT BROWN CASTANO CHIARO	5	5N	5NI	5C			5I	5II			5CL	5CA	5CH	5CP				5R
MEDIUM BROWN CASTANO	4	4N	4NI				4I				4CL		4CH	4CP				4R
DARK BROWN CASTANO SCURO	3	3N											3CH					
DARKEST BROWN BRUNO	2	2N																
BLACK NERO	1	1N			1C	1B	1V											
Percentages of Blue, Red and Yellow																		
<i>Neutral, slightly cool</i> Naturale, leggermente freddo																		
<i>Intense natural for very resistant hair</i> Naturale intenso per capelli molto resistenti																		
<i>Cancels red and orange</i> Annulla rosso e arancione																		
<i>Deep midnight blue, violet and blue black</i> Profondo blu notte, viola e nero blu																		
<i>Cancels red tones</i> Annulla i toni rossi																		
<i>Counterbalance red/orange/yellow</i> Controbilanciano il rosso/arancione/giallo																		
<i>Cancels yellow and gold</i> Annulla giallo e oro																		
<i>Lightly cancels red and orange shades</i> Annulla debolmente le sfumature rosse e arancioni																		
<i>Adds warmth without red</i> Aggiunge calore senza rosso																		
<i>Adds a caramel brown tone</i> Aggiunge una sfumatura marrone caramello																		
<i>Rich, dimensional chocolate Browns</i> Marroni cioccolato intensi e tridimensionali																		
<i>Chocolate spiced with chili pepper</i> Cioccolato speziato con peperoncino																		
<i>Adds rich autumn to brown & blond</i> Aggiunge toni rame dorati ai marroni ed ai blondi																		
<i>Adds golden tone</i> Aggiunge toni dorati																		
<i>Adds copper red tone</i> Aggiunge toni rame rosso																		

AQUARELY

											R3D							Intensity Regulator															
						AR												Accent															
IRISÉE (V, P, RU)		MOGANO (M)		TIZIANI (T)		TUTTI FRUTTI (A, AD)		ROSSI FIAMMANTI (RF, RR)		ROSSI INTENSI (RI)		ULTRA RED (U/R, U/RF, U/RU, U/RV, U/V)				ARCTIC (AP, AA, AC)			FAMIGLIE														
				SSM													SSA	SUPER LIGHT SUPERSCHIARENTI	12														
																11AP	11AA	11AC	ARCTIC BIONDO ARTICO	11													
																			PALE YELLOW GIALLO CHIARO	10													
					9AD														YELLOW GIALLO	9													
			8T	8A	8AD					8U/R									YELLOW ORANGE GIALLO ARANCIO	8													
7P	7RU		7T	7A		7RF	7RR			7U/RF	7U/RU	7U/RV							ORANGE ARANCIO	7													
6P	6RU	6M	6T			6RF		6RI						6U/V					RED ORANGE ROSSO ARANCIO	6													
		5M						5RI											RED ROSSO	5													
		4M																	RED VIOLET ROSSO VIOLA	4													
																			VIOLET VIOLA	3													
																			BLUE VIOLET BLU VIOLA	2													
																				1													
																																Percentuali di Blu, Rosso e Giallo	
Adds violet plum tone Aggiunge toni viola prugna		Adds mahogany tones Aggiunge toni mogano		Adds golden orange tones Aggiunge toni arancione dorato		Adds intense tangerine & apricot tone Aggiunge toni mandarino intenso e albicocca		Adds intense fire red tone Aggiunge toni rosso fuoco intenso		Adds intense red tones Aggiunge toni rossi intensi		Adds new light and intensity to your reds Aggiunge nuova luce ed intensità ai tuoi rossi				Soft rich cool & pearlescent-blondes Biondi nordici freddi e perlescenti																	

OH
-PLEX
BOND REPAIR MY
BLONDE!

easily blond

AQUARLY[®]
BLOND COMPACT

BLONDING PRODUCTS



ITELY HAIRFASHION offers many successful options when it comes to lightening hair, whether it's the SS Series, (high Lift) powder decolorizers, oil or cream bleaches, ITELY has the perfect product to ensure safe and beautiful results.

BLONDING PRODUCTS

The key to any successful lightening procedure or application is a complete and thorough client consultation determining exactly what the client's needs and expectations are.

Bleaching can be stressful on the hair and the ingredients in bleaching products are designed to remove natural melanin, which is the pigment in the hair.

Decolorizing hair goes through the following 7 stages of lightening, or bleaching.

1. Red
2. Red-Orange
3. Orange
4. Orange-Yellow
5. Yellow-Gold
6. Yellow
7. Pale Yellow

To achieve the perfect end result, hair must be lightened according to the clients desired end result. ITALY HAIRFASHION offers many superior options in the Blonding / Bleaching Category.

BLEACHING / BLONDING PRODUCTS

Easily Blond: An innovative off the scalp bleaching powder formulated with micro-granular technology which allows for uniform consistency and distribution of product. Remains moist during processing and lifts up to 6 levels. Dust-free formula. Ammonia content is 3%. NO HEAT RECOMMENDED

AQUARELY Blond Compact: Formulated with Phyto-Wheat proteins, which protects the hair from structural damage. Fast acting, for all hair types and techniques. Contains Lavender Essential oil with a pleasant fragrance. Lifts up to 6 levels. Dust-free formula. Ammonia content is 3%. NO HEAT RECOMMENDED

MIXING EASILY BLOND OR AQUARELY BLOND COMPACT

1. Add desired amount of decolorizer into a non-metallic bowl 2 scoops of decolorizer mixed with 90cc of developer.

3 Levels of lift	20 volume	20 minutes
4 levels of lift	30 volume	30 minutes
6 levels of lift	40 volume	40 minutes

2. Combine and mix thoroughly to desired consistency
3. Apply decolorizer to hair based on technique being used
4. Process appropriate time
5. Test strand frequently to ensure accurate results
6. When desired lift is achieved, rinse, shampoo
7. Prepare for toner application
8. If no toner is being applied - Condition the hair, rinse and proceed with styling

BLONDING PRODUCTS

Since every hair type is different and will process differently, processing times and volumes of developer may be adjusted.

Special Note: A thicker bleach mixture will sometimes work faster than a thinner bleach simply due to the addition of more developer, resulting in a slower lift.

BLONDING PRODUCTS

OH MY BLONDE LINE OF DECOLORIZERS

All of the Oh My Blonde Decolorizers contains a new protective technology called E-PLEX Bond Repair. E-PLEX Bond Repair is a complex of precious oils and vegetable butters that protect the hair and scalp during the lightening stages along with increasing the condition and shine of the hair for incredible results.

Iconic Blonde: An ultra-performing, off the scalp decolorizer designed to eliminate yellow during the lifting stages. Excellent everyday bleach capable of lifting up to 9 levels. Mix ratio is 1 part bleach to 2 parts 10-20-30 or 40 volume developer with a maximum timing of 40 minutes. No heat source required.

Dely Blonde: An Ammonia Free, delicate decolorizing powder ideal for natural or color treated hair. Mixes to a very creamy consistency with virtually no odor. Mixing ratio is 1 part bleach to 2 parts 10-20-30 or 40 volume developers with a maximum processing time of 40 minutes. Lifts 6-7 levels and no heat source required. Off the scalp lightener.

Clay Blonde: The ideal powder lightener for free hand techniques such as Balayage, Ombre or Shatush. Once mixed this product takes on a Clay like consistency meaning it can be used without foils. Mixing ratio is 1 part bleach to 1 ½ parts 10-20-30 or 40 volume developer. Maximum processing time is 40 minutes and lifts up to 6 levels. No heat source required. Off the scalp lightener.

Silky Blonde: A decolorizing Cream Bleach ideal for stressed, damaged, or fragile hair. The concentration of conditioning agents allows this product to be used on the scalp. Mixing ratio is 1 part bleach to 2 parts 10-20-30 or 40 volume developer with a maximum processing time of 40 minutes. No heat is required.

Sun Light Oil: An ammonia free lightening oil that will only lift 2-3 levels. Excellent tool to introduce soft dimensional highlights to the hair. Mixing ratio is 1 part bleach to 2 parts 10-20-30 or 40 volume developer. Processing times range from 5-50 minutes. No heat source required. Off the scalp lightener.

MIXING AND PROCESSING GUIDELINES

1. All ITELY powder bleaches are to be applied OFF THE SCALP
2. ITELY does not recommend any heat sources be applied to any decolorizer
3. Process at room temperature
4. Always mix your decolorizers in a non-metallic bowl
5. Test strand frequently to ensure desired results
6. When desired lift is achieved, rinse & shampoo with After Color Shampoo or Oh My Blonde Shampoo
7. Prepare the hair for Toning if applicable

BLONDING PRODUCTS

OH MY BLONDE TONERS

Available in a palette of 5 tones which can be mixed together. Ideal for neutralizing unwanted highlights or creating pastel effects. BLONDE TONER, enriched with the exclusive &-PLEX™ Bond Repair, offers a unique range of completely customizable colors based on the customer's preference and hair type. 5 easy-to-use toners that provide customizable results;

Diamond
Sand
Caramel
Denim
Rose Gold

Mix 1 part Blonde Toner + 2 parts Oh My Blonde 5 VOL. Activator or 10 VOL. Developer, apply to damp hair after shampooing. Leave on from 10 to 20 minutes with no heat source, checking the result based on the desired effect. Thoroughly rinse and follow up with BLONDE SEALER. For a more intense color effect, BLONDE TONER can be applied to dry hair. The intensity of the color result may vary depending on the nuance applied, the level of bleaching achieved, and overall condition of the hair. The tone fades gradually when washed.

BLONDING PRODUCTS

SS SUPER LIGHT SERIES: (AQUARELY)

This series of colors are designed to give the highest level of lift with a single process tint, without using decolorizers. The SS Series are not toners. They are designed for lifting due to the ammonia content being 2.5%.

SS Series are to be used starting at a level 5 and lighter. The mixing ratio is 1 to 1 ½ , 60 cc of color to 90 cc of 40 Volume of developer. Processing time is 50 minutes. No heat required.

The available AQUARELY SS Series shades available are:

AQUARELY

Recommended Use

- 1. SSA / Silver** Natural Level 7 or lighter
Lifts through Orange & Yellow stages of natural contribution. Contains high intensity of Blue pigment in this Silver shade, achieve cool winter blondes or highlights when using SSA for special effects.
- 2. SSB / Beige** Natural Level 6 or lighter
Ideal for moderate warmth control while achieving beige tones. Control yellow without pink overtones.
- 3. SSC / Ash** Natural Level 5 or lighter
Effective lift & control on natural light brown levels of 5 and lighter. The Superlight Ash series controls warmth exceptionally well.
- 4. SSD / Gold** Natural Level 5 or lighter
Ideal to achieve a light golden blonde at level 5 or higher.
- 5. SSR / Copper Red** Natural Level 5 or lighter
Copper blonde at the highest level. Perfectly balanced for soft strawberry shade without fear of pink.
- 6. SSM / Honey** Natural Level 5 or lighter
Perfect honey. Pastel honey with a hint of warmth.
- 7. SSN / Natural** Natural Level 5 or lighter
Ultralight balanced natural blonde.

BLONDING PRODUCTS

SS SUPER LIGHT SERIES: (COLORLY OPTIMUS)

This series of colors are designed to give the highest level of lift with a single process tint, without using decolorizers. The SS Series are not toners. They are designed for lifting due to the ammonia content being 2.5%.

SS Series are to be used starting at a level 5 and lighter. The mixing ratio is 1 to 1 ½ , 60 cc of color to 90 cc of 40 Volume of developer. Processing time is 50 minutes. No heat required

The available SS Series shades available are:

COLORLY OPTIMUS

Recommended Use

- | | |
|--|----------------------------|
| 1. SSA / Silver | Natural Level 7 or lighter |
| Controls warmth through Orange and Yellow stages of lifting, creating cool winter blondes. | |
| 2. SSC / Ash | Natural Level 5 or lighter |
| Controls warmth the best during lifting at a level 5 and lighter. | |
| 3. SSN / Natural | Natural Level 6 or lighter |
| Creates natural looking blondes. | |
| 4. SSL / Lavender | Natural Level 7 or lighter |
| Cancels yellow tones while creating very Nordic looking blonde. | |

Proshape

TEXTURE



ITELY HAIRFASHION recognizes Texture products as another creative tool the Hairstylists can use to offer clients another option to enhance or change a look.

Through a Client's Needs Assessment (Page 5) we learn about our client's wishes & Desires when it comes to change, how change will affect their lives and how to care for their new look. As with any type of visual marketing, our clients will market their new look every day at work, school, or play, so they look great. All Texture products are not created equally, so thoroughly understanding the principles of Texture Products ensures your success and your client's happiness.

TEXTURE

UNDERSTANDING THE STRUCTURE OF HAIR :

Understanding the basic composition and structure of hair will give you confidence when using Texture Products.

THE PHYSICAL STRUCTURE OF THE HAIR IS MADE UP OF:

1. Cuticle
2. Cortex
3. Medulla

The Cuticle :

1. Protective outer layer
2. Can open and close
3. Protects against environmental stresses
4. Gives hair shine

The Cortex:

1. Middle Section of the hair
2. Most important part of the hair when we use Texture products
3. Provides strength
4. Contains Natural Melanin
5. Permanent changes in hair occur in the Cortex.

Finally, when we talk about Texture products, the Cortex contains Sulfur, Hydrogen and Salt Bonds that are affected and changed when we Perm or Relax Hair.

The Medulla:

1. The Center of the hair structure
2. Has a hollow core
3. Unknown characteristics
4. Plays no role when we Perm or Texture Hair

TEXTURE

When using Texture Products we alter or change the patterns of chemical bonds in the cortex. There are three types of Cross Bonds that we can discuss and learn how they react during the chemical service.

1. Sulfur Bonds/ Disulfide Bonds / Cystine Bonds

A very strong bond that is most affected by Perm Lotion or Relaxers. The Sulfur bond accounts for 1/3 of the hairs total strength. When the Sulfur Bond is broken and rearranged during Perming or Relaxing, we have to be careful not to break this bond completely. The rule of thumb by manufacturers is to create products that won't break more than 80% of the sulfur bond.

2. Hydrogen Bond

A weaker bond compared to the sulfur bond. Hydrogen Bonds are separated by water and easily rearranged when the hair is dried and styled . The Hydrogen Bond also gives the hair about 1/3 of its total strength when dry. When we Perm or Relax hair, the Hydrogen Bond does not play that big of a role when processing or achieving a final result

3. Salt Bond

Salt Bonds have some medium strength to them but are also broken by water. The Salt Bond exists between the positive and negative charges in the amino acid chain. When a molecule takes on an electrical charge it is commonly known as being ionized. The Salt Bond can be changed by styling and drying the hair.

The role Electrical charges play in the hair, is an important one, especially how different products react in the hair.

The electrical charges are, Cationic (+) charges and Anionic (-) charges. Damaged hair carries and Anionic Charge while some conditioning agents carry the Cationic charge. The negative charge attracts the positive charge and creates an Ionic bond. At this point the hair is considered in its healthiest state.

BALANCE

The PH of the hair changes every time it comes in contact with a chemical like a Perm or Relaxer. We all learned that a PH around 7 means neutral or balanced. A PH of 0-6 equals acidic and a PH range higher than 7 equals alkaline.

The scalp and hair are in perfect balance with a normal PH of 5.5. ITELY creates products that in part prepare , alter the structure, and condition the hair to such a degree during the chemical process to maintain the balance of the hair scalp before during and after the chemical service.

TEXTURE

ITELY HAIRFASHION PRO SHAPE TEXTURE SYSTEM

ITELY HAIRFASHION offers several types of products in the Pro Shape Texture System to offer clients a wide variety of options when texturizing hair.

All of the products in the ProShape Texturizing System include the unique Split End Complex. This complex creates a protective shield that helps the hair’s keratin structure.

Texturizing encompasses a wide variety options to stylists and clients. We talk about Perming and how to create different levels of volume and curl with options in techniques and tools. Another option in Texturizing is with Relaxers and changing the curl patterns of hair or reducing the natural curl to create softer and looser curl patterns.

ITELY HAIRFASHION Onda Soft Perms are a Thio Free wave with organic bio-reducer, shea butter, sweet almond oil and our unique Split End Complex, Cysteamine makes it particularly suitable for previously chemically treated hair.

Sweet Almond Oil and Shea Butter are emollients and offer protective properties to give the curls a more natural and softer curl pattern. The Split End Complex seals any split ends creating a protective barrier around the hair improving smoothness and comb ability. ONDASOFT Perms are formulated with the special organic bio-reducer, Cysteamine.

Cysteamine is important for the fact it allows the ONDASOFT Perms to be used on previously chemically treated hair. Hair will take on the desired new shape while maintaining softness, smoothness and elasticity.

Onda Soft Perms kits are available in two strengths. Each kit contains (1) Processing Solution and (1) Neutralizer.

- | | |
|--|--------------------|
| 1. Onda Soft #1 for Natural and course hair. | PH Level 7.9 - 8.6 |
| 2. Onda Soft #2 For Processed and double processed hair. | PH Level 7.9 - 8.6 |
| 3. Neutralizer. | PH Level 2.0 - 3.0 |

TEXTURE

ONDASOFT APPLICATION METHOD

1. Wash hair, rinse and towel dry to remove excess water
2. Spray Preonda throughout the hair and evenly distribute
3. Choose the suitable type of roller and technique to use for the ideal curl you desire
4. Wear gloves. Choose the ONDASOFT Perm #1 or # 2 depending on the type of hair. Snip the top of the Processing Solution bottle and begin apply the lotion from the back of the head on each rod, saturating each rod.
5. Begin Processing Time based on which ONDASOFT Perm used. Check rods periodically until desired "S" curl pattern is achieved.
6. Once desired curl pattern is achieved, rinse with warm water until the water runs clear and towel blot dry.
7. Apply the Neutrasoft neutralizing lotion to all of the rods starting in the back of the head. Keep ¼ of the neutralizing lotion in the bottle. Leave on for 5 minutes.
8. Remove all of the rods from the hair. Apply the remaining neutralizing lotion to the hair and leave on additional 5 minutes.
9. Rinse thoroughly with warm water. Apply Plusonda and evenly distribute through the hair, leaving it on for 5 minutes. Rinse and towel dry.
10. Apply Curl Definer Mousse evenly on the hair. Blow dry with a diffuser or allow to air dry.

PROCESSING TIMES

- ONDASOFT 1 for natural or course hair: 20-25 minutes.
- ONDASOFT 2 for processed and double processed hair: 10-15 minutes.

Processing times should take into consideration the overall condition of the hair and the wave pattern you wish to achieve. Each hair type will respond differently to the processing times so it is suggested to monitor and perform a test curl during processing.

CAUTIONS

1. Do not perform this service if the scalp irritated or sensitive in any manner.
2. Do not apply if client is subject to allergies.
3. Do not apply to hair that is bleached more than 40%-50%.
4. Wait 15 days after the application of permanent color before applying ONDASOFT.
5. Wait 15 days before apply permanent hair color after using ONDASOFT .
6. Do not apply ONDASOFT Perm Solution to hair that has:
 - a. Been treated with a metallic salt based hair color
 - b. Hair straightened with products containing;
 1. Sodium Hydroxide
 2. An Alkaline cream based on sodium hydrate (soda)
 3. Or a "no soda" product based on Potassium Hydrate, Lithium Hydroxide or Carbonate Guanidine.
7. Do not wash hair for 72 hours after an ONDASOFT service

TEXTURE

PROSHAPE SUPPORT PRODUCTS

Professional use only

PREONDA: PH of 6.0-6.9

A light weight protective leave in spray to be used before a waving or straightening service. The Split End Complex creates a protective barrier that helps restore the keratin structure of the hair during the chemical service. Ideal for processed or treated hair. Directions: Spray evenly on the hair before perming or relaxing services. Do not rinse out.

Professional use only

PLUSONDA: PH of 5.0-5.5

A reacidifier emulsion enriched with shea butter, sweet almond oil and the Split End Complex that reintegrates the keratin structure after a perming or straightening service. It keeps hair strong, hydrated and soft. Directions: Apply to wet hair. Leave on 2-3 minutes. Rinse.

Professional use only

Thermoflat: PH of 3.9-4.5

A multiactive smoothing fluid that protects the hair from thermal shock after a straightening service. Phytokeratin, heat activated restructures the hair from the inside and protects against breakage and eliminate frizz. Directions: Apply to damp hair. Do not rinse. Proceed with styling with blow dryer and flat iron.

TEXTURE

PROSHAPE I RELAXARE STRAIGHTENING PRODUCTS

ITELY HAIRFASHION offers several options when temporarily or permanently straightening hair or reducing or redirecting natural curls patterns.

1. Relaxare Medium, a Thio Free product designed to be used on processed and double processed hair that will relax unwanted curl or waves.
2. Relaxare Strong, a Thio Free product designed to be used on natural and course hair that will relax unwanted curl or waves.
3. Total Straight, an extra strong, Ammonia Thioglycolate product used to straighten hair.

Directions for use: Relaxare Medium or Soft. After the client consultation you will make the decision on which Relaxare to use. The directions on application will be the same, only the processing time will vary.

1. Wash hair, rinse and towel dry to remove excess water
2. Apply Preonda scalp to ends, comb through to evenly distribute
3. Dry the hair leaving the hair slightly damp
4. Wear gloves. Pour Relaxare cream into a non-metallic bowl and mix. With a brush, starting at the nape area, distribute the cream over the entire length of the hair making sure to keep the hair taut. Keep ½ inch to 1 inch away from the root area. Do not apply on previously straightened hair.
5. Proceed application throughout the entire head and process.

Processing Time:

Relaxare Medium: 5-20 minutes

Strong: 10-30 minutes

Processing time will depend on the condition of the hair. Condition of the hair may create variations in the processing times.

It is important to monitor the processing time using the “knot method”: take a very thin section of hair, wipe the cream from the hair and make a knot. If the knot “releases” keep processing. If the knot remains “closed” processing time has been reached and you can proceed to rinse.

6. Rinse thoroughly with warm water until the water runs clear. Towel dry the hair very well
7. Apply Plusonda throughout the hair and leave on 5 minutes. Rinse with warm water
8. Blow dry the hair. Using a flat iron, set the temperature to 180 degrees, section the hair in fine sections and pass the flat iron over the sections 3 times each
9. Pour Relaxare Neutral into a non-metallic bowl. Starting at the nape area, section the hair and apply Relaxare Neutral being sure to keep tension on the hair while applying. Leave on hair for 10 minutes.
10. After 10 minutes rinse thoroughly and apply Plusonda and leave on 3 minutes. Comb to distribute the product evenly on the hair. Rinse and towel dry.
11. Apply Thermoflat on the hair and blow dry. If necessary you can pass the flat iron again over the hair.

TEXTURE

WARNINGS

Do not use product in cases of irritated scalp, redness, sensitive scalp or skin. Do not straighten hair if hair has been treated with metallic salt based colors, hair straightened with products based on sodium hydroxide or an alkaline cream based on sodium hydrate (soda) or with a “no soda” product based on potassium hydrate, lithium hydroxide or carbonate Guanidine. Do not apply this product to clients if they are allergic to the ingredients in this product. Do not apply this product to hair that has been bleached more than 40% to 50%. Wait 15 days after the application of permanent hair color before applying this product to the hair. Wait 15 days before applying permanent color on freshly straightened hair. Keep out of reach of children. Wear gloves. Avoid contact between product and eyes. In case of contact with eyes, rinse immediately with plenty of water and contact a doctor.

ADVICE

Do not wash the hair or wet the hair for 72 hours after the service. Do not wear any clips in the hair at least until the first shampoo, this will avoid any undesirable clip marks in the hair. After the first shampoo (and subsequent) shampoo, apply Thermoflat before drying the hair and using a flat iron. For Retouch applications, the hair must have a t least 2 inches of regrowth or 2 to 3 months after the initial service.

GLOSSARY

ACID – A compound that contains hydrogen replaceable by metallic elements.

ALKALI – A hydroxide base having the power to neutralize an acid.

ALKALINE – Having properties of an alkaline. An aqueous solution having a pH higher than 7.0.

ALKYL – An organic group of carbon, hydrogen, and nitrogen.

AMINO ACID – An organic acid containing the amino group, the chief components of protein. Composed also of carbon, oxygen and sometimes sulfur (salt or iron). There are a variety of 19-22 amino acids, 13-15 are found in hair.

AMINE – Any of a class of organic compounds derived from ammonia with one or more alkyl groups.

AMMINE – A molecule of ammonia as it exists in a coordination complex.

AMMONIA – An alkaline compound of nitrogen and hydrogen that is water-soluble and is easily condensed by cold or pressure.

AMMONIUM LAURETH SULFATE – Primary cleansing and foaming agent used in shampoos. Ammonium Laureth Sulfate is milder and less irritating to the skin than their counterpart Ammonium Lauryl Sulfate.

AMMONIUM LAURYL SULFATE – Primary cleansing and foaming agent used in shampoos. Can be irritating to the scalp more than Ammonium Laureth Sulfate.

AMMONIUM PERSULFATE – An inorganic salt that is used in powdered bleaches and hair lightening products.

AMMONIUM THIOGLYCOLATE – is the ammonium salt of thioglycolic acid along with ammonia which is used as a reducing agent in permanent waves and hair straighteners.

ANIONIC – A negatively charged ion in an electrolyzed solution.

BISABOLO – 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.

GLOSSARY

CARBON – An electropositive (negatively charged) element composing an amino acid group.

CATIONIC – A positively charged ion in an electrolyzed solution.

CHELATING AGENTS – Also called sequestrants, are ingredients that have the ability to combine with and deactivate metallic ions to eliminate unwanted reactions and stabilize the product. Chelating agents prevent the formation of metal precipitates, stabilize the product's color, and prevent oils from becoming rancid. Chelating agents aid in the removal of products that leave a coating or buildup on the hair.

COCONUT – A fluid high in lactic acid.

CORTEX – A cortical fiber system comprised of photo, micro, and macro bundles. Hydrophilic, (water loving) protein with mucopolysaccharides

CUTICLE – A translucent layer of cells comprised of cystine, serine and proline. The cuticle is isotropic and less hydrophilic than the cortex.

CYSTINE – A two-sided amino acid molecule that is widespread in proteins (as keratins) and is a major sulfur source.

CYSTEAMINE – A molecule comprised of sulfur, carbon, hydrogen, and nitrogen. This is derived from ammonia.

DENSITY – The mass per unit measurement.

DIMETHICONE – is a mixture of fully methylated linear siloxane polymers that are end blocked trimethylsiloxy units. Dimethicone refers to various blends of a series of polydimethylsiloxanes of varying viscosity. Dimethicones impart a soft feel and a shiny, water repellent, breathable film.

EDTA – is used as a chelating agent to prevent unwanted reaction with the trace metals that are inevitably present in hair care products. It stabilizes product color and keeps clear products clear. It prevents unsaturated oils from becoming rancid.

ELASTICITY – The inherent property of recovery from pressure, tension or distortion.

ENZYME – An organic protein catalyst produced by a living cell.

E-PLEX Bond Repair - a complex of precious oils and vegetable butters that protect the hair and scalp that consists of almond oil, avocado oil, cocoa butter, cottonseed oil, mango butter, olive oil and soybean oil.

ESSENTIAL FATTY ACID – EFA's are positively charged and act as a magnet to a toxic (negatively charged) amino acid.

GLOSSARY

ETHANOLIMINE – is a monoamine, organic alkali. It is used as an ammonia substitute in hair colorants and permanent waving, also known as MEA or monoethanolimine.

FREE RADICAL – An especially reactive atom or group of atoms that has one or more unpaired electron (negative electricity).

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.

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.

HYDROGEN PEROXIDE – An oxidizing agent, an antiseptic.

ION – A particle that facilitates the process or act of relating negatively or positively. Atom, electron, and proton connection of the elements of amino acids.

KERATIN – A sulfur containing fibrous protein that forms the chemical basis of horny epidermal tissues such as hair and nails.

LACTIC – A liquid containing carbon, hydrogen, and oxygen.

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

LIPIDS – A group of organic substances, which are insoluble in water. Soluble by alcohol, ether, and other fatty solvents.

MEA Mono-ethanolamine – An alkaline reactive compound that can replace ammonia to open the cuticle. It is 3.5 times larger than ammonia. The amount used can create negative results producing dull, drab finish to the hair color. Can also coat the hair.

MEDULLA – A protein material of the trichohyalin type. This may not be present in all hair, innermost protein in hair follicle.

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 of color.

MOLECULAR SIZE and WEIGHT – The molecules dimension is determined by the atomic weight of all the atoms in the compound. This is a measurement of penetration.

OXIDATION – To combine with oxygen. The dehydration of oxygen by increasing another element and decreasing electrons.

GLOSSARY

PEPTIDE – Any of various amines that are derived from amino acids.

PEPTIDE BOND – A chemical bond of carbon and nitrogen.

pH – “Potential of Hydrogen” A symbol, which expresses the hydrogen ion concentration and is the basis of the logarithmic ICS - A science that deals with matter, energy, and their interactions.

PHYTO – Plant derived.

PHYTOKERATINE – Simulated hair keratin protein, or plant origin.

POLYPEPTIDE – A molecular chain of amino acids.

POLYSTRUCTURED – A substance or structure containing many. A molecule structured with multi-parts of sides.

POROSITY – The degree of allowance relative to the passage of liquid or gas through pores.

PRISM – A transparent body that is bounded in part by two nonparallel plane faces and is used to refract or disperse a beam of light.

PROTEIN – A naturally occurring substance of amino acid joined by peptide bonds contains the elements carbon, hydrogen, nitrogen, oxygen, and sometimes sulfur.

PSYCHOLOGY – The science of the mind and the behavioral reaction.

RADICAL – A group of atoms having an unsatisfied valance and acting as a single unit.

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

SODIUM LAURETH SULFATE – Primary cleansing agent used in most shampoos as well as other hair care products. It is much milder than Sodium Lauryl Sulfate.

SODIUM LAURYL SULFATE – Excellent foaming agent known for its ability for producing rich, thick suds. Used in shampoos, conditioners, hairsprays, haircolors, and misc., it can be very irritating to those with sensitive scalps. It is also known as Sodium Dodecyl Sulfate.

SODIUM PERSULFATE – is an inorganic salt used as an oxidizing agent. Found in powered bleaches and lighteners.

GLOSSARY

SOYBEAN – A natural protein comprised of 11 of the known 13 amino acids found in hair.

TENACITY – Holding or tending to hold firmly, cohesive.

PRODUCT pH LEVELS

ACIDIC 7.0 & below
ALKALINE 7.0 & above

(skin pH ranges from 4.5 - 5.5)

COLORLY OPTIMUS	9.0 - 10 Mixed
Blossom (colors)	4.5 - 5
Blossom Clear	3.5 - 4.5
DEVELOPERS	2.0 - 2.5
EASILY BLONDE	9.5 - 10 Mixed
AQUARELY Blonde Compact	9.5 - 10 Mixed
AQUARELY	9.0 - 10 Mixed

delyTON Advanced	9.5 Mixed
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PROSHAPE	
Preonda	6.0 - 6.9
Ondasoft Perms	7.9 - 8.6
Thermoflat	3.9 - 4.5
Relaxare	9.0 - 9.5
Proshape Neutralizer	2.0 - 3.0

Revivor	4.5 - 5.0
Equalizer	5.5

OH MY BLONDE	
CLAY Blonde	9.6 - 10.6 Mixed
DELY Blonde	10.8 - 11.5 Mixed
ICONIC Blonde	9.6 - 10.6 Mixed
SILKY Blonde	9.3 - 10.3 Mixed
Sun Light Oil	10.8 - 11.4
Activator (5 vol.)	2.1 - 2.4
Blonde Sealer	3.5 - 4.5
Toners	10.8 - 11.4
pH Modulator	1.2 - 1.8
Blonde Shampoo	5.0 - 5.5
Blonde Conditioner	3.5 - 4.5
Cool Blonde Spray	4.5 - 5.3

PROCOLORIST	
After Color Shampoo	4.5 - 5.5
Chelating Shampoo	6.0 - 7.0
Silver Shampoo	5.0 - 6.0
Revivor Pro	4.0 - 5.0
Equalizer	4.0 - 5.0
Derma Shield	N/A
Scalp Protector	5.5 - 6.5
Color Cleaner	9.5 - 11.0
XtraOrdinHair	4.0 - 4.7

