





35 YEARS OF EXCELLENCE

ITELY HAIRFASHION is an Italian manufacturer of dynamic, dependable, and innovative hair color products. Our strength lies in color while offering a wide range of methods & solutions that protect the hair & scalp that enhance the natural brilliance of healthy hair.

ITELY HAIRFASHION provides authentic Italian ingredients, style, and a legacy of unparalleled tradition in every aspect of our family of premium brands. Our standards for performance and perfection are expressed through artistry on a global scale creating an elegant & sustainable Future of Beauty in the World.

MADE IN ITALY. EXPERIENCED AROUND THE WORLD.



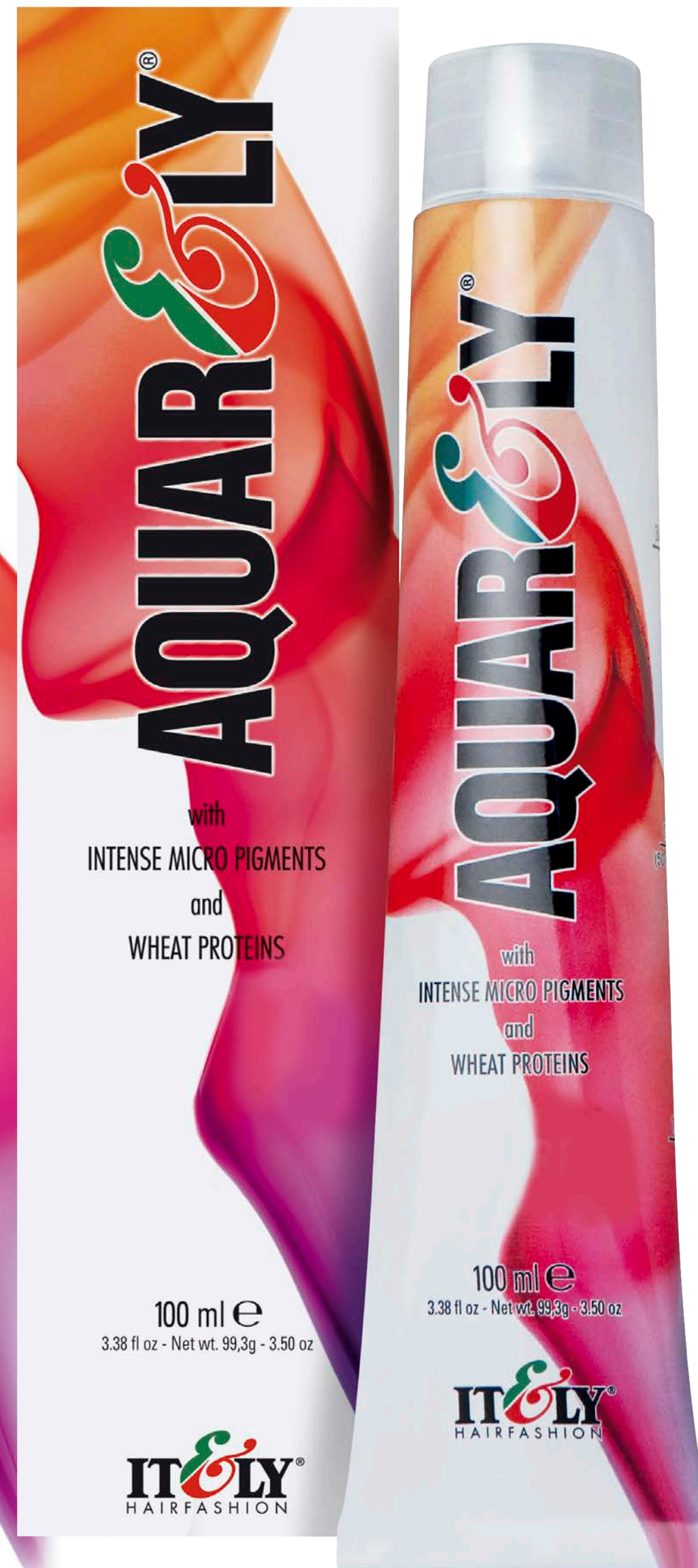


IT'S ALL ABOUT THE FINISH

AQUARELY provides gorgeous and dynamic results with a deeper, denser, & cooler finish.

It's available in a 3 oz. (100 ml) tube

TECHNOLOGICAL ADVANTAGES



KEY ADVANTAGES

INTENSE MICRO PIGMENTS
HYDROLYZED WHEAT PROTEINS
LAVENDER ESSENTIAL OIL
TRI COLOR BASE
DISSIPATING LOW AMMONIA

A detailed microscopic image of hair cross-sections, showing numerous small, irregular cavities. These cavities are filled with small, spherical droplets of a vibrant purple pigment, illustrating the 'Intense Micro-Pigment' technology. The droplets vary in size and are densely packed within the hair structure.

TECHNOLOGY

INTENSE MICRO-PIGMENT TECHNOLOGY

Intense Micro Pigments penetrate into the keratin cavities and bind to hair fibers. An advantage of this innovative technology is the low ammonia content (small pigment size) which requires only a partial opening of the cuticle, increasing its cosmetic effect.



TECHNOLOGY

HYDROLYZED WHEAT PROTEINS

Hydrolyzed Wheat Proteins provide anti-oxidant conditioning & restructuring action that protect the scalp and capillary fibers, leaving hair soft and silky. In addition, they have effective anti-oxidant properties, reducing the formation of free radicals.

TECHNOLOGY

LAVENDER ESSENTIAL OILS

The delicate Lavender Essential Oil finds its best application in capillary treatments, where the calming and soothing properties allow for the use of decolorizing powder, even when applied on more sensitive scalps.





TECHNOLOGY

TRI COLOR BASE

AQUARELY provides a unique dye load that mimics natural hair for a natural look.

The base of Blue, Red and Yellow with a smaller concentration of yellow helps to create a cooler base to provide predictable results.

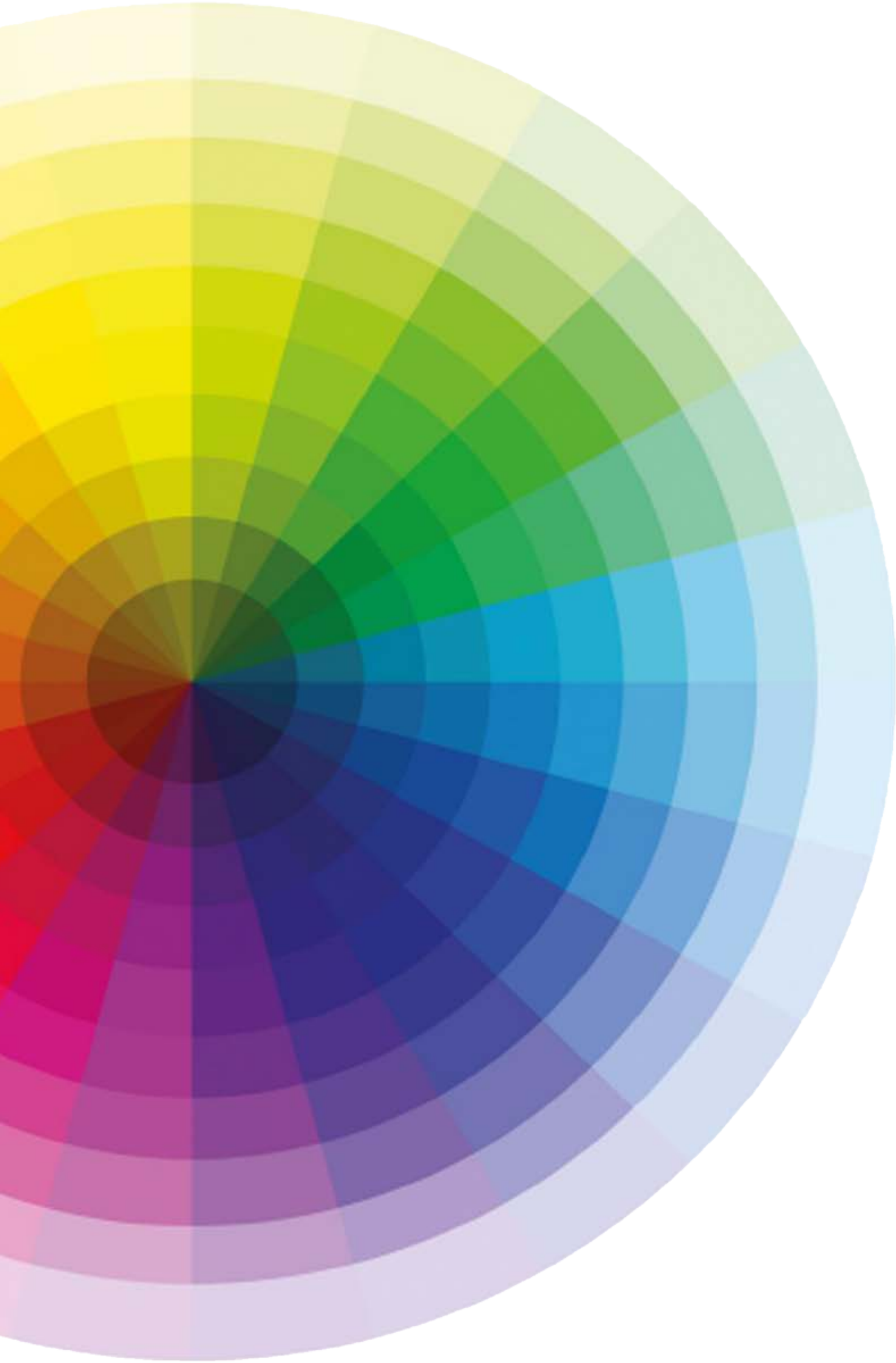
A superior choice for color correction.
Color stays true to tone and won't over-process.



TECHNOLOGY

AQUARELY contains dissipating low ammonia
0.6 - 2.5%

COLOR SYSTEM



COLOR SYSTEM

Comprised of 118 Shades
23 Color Series

AQUARELY's Mixing Ratio:
1 part color: 1.5 parts Developer

22 COLOR SERIES + Regulatori + Accentuatori

COLOR SERIES

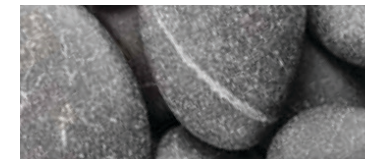
NATURAL



CARAMEL



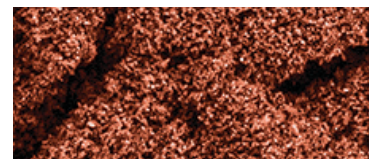
SMOKY



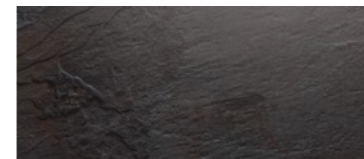
FLAMING RED



NATURAL INTENSE



BLACK



GOLD



ULTRA RED



ASH



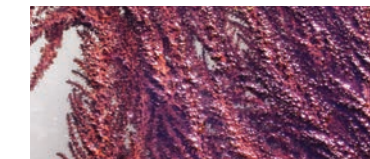
TUTTI FRUTTI



AUTUMN



MAHOGANY



CHOCOLATE



BEIGE



COPPER



VIOLET



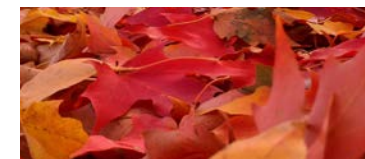
COLONIALI



MATT



TITIAN



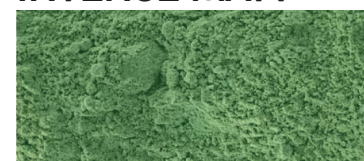
ARCTIC



SUPERLIGHT



INTENSE MATT



COLOR SYSTEM

AQUARELY BLOND COMPACT

Exceptional compact micro-granular decolorizing powder with exclusive gradual release oxygen formula. This innovative technology is especially effective for decolorizing and color removal.

It ensures decolorizing speed while exerting a protective & conditioning action. Wheat Proteins protect and nourish the hair while the Lavender Essential Oil has a soothing property, releasing a pleasant fragrance.





COLOR SYSTEM

AQUARELY DEVELOPERS

OXIDIZING EMULSION WITH WHEAT PROTEIN
Available in 10, 20, 30 & 40 Volumes

A creamy oxidant emulsion with controlled & stabilized pH, ideal when used with AQUARELY IMP & AQUARELY Blond Compact. Wheat Proteins increase effectiveness while defending the integrity of the hair.

COLOR SYSTEM



AQUARELY BALSAM

Balsam Regenerating Cream is a creamy conditioner that restores the hair's original elasticity and vitality after a hair color service. Phyto-wheat proteins resemble the structure of natural keratin and perfectly integrates with the hair to leave it full-bodied, bright, soft and manageable.

(Wheat, Shea Butter & Aloe Vera)

FORMULATION

TECHNICAL REFERENCE GUIDE





FORMULATION

1. Determine your client's Natural Level

Refer to the Natural “N” Series Swatches on your AQUARELY 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.



FORMULATION

2. Choose the 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.

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

FORMULATION

Now, refer to the Developer Usage Chart to determine the 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 Developer recommended.

FORMULATION

RESULT	AQUARELY	DEVELOPER	PROCESSING NO HEAT
TONE ON TONE	1 TUBE / 100 ml	150 ml - 10 Vol	20 min.
DEPOSIT ONLY	1 TUBE / 100 ml	150 ml - 20 Vol	30 min.
COVERAGE			
1 LEVEL	1 TUBE / 100 ml	150 ml - 20 Vol	30 min.
2 LEVEL	1 TUBE / 100 ml	150 ml - 30 Vol	40 min.
3 LEVEL	1 TUBE / 100 ml	150 ml - 40 Vol	50 min.
4 LEVELS + SS	1 TUBE / 100 ml	150 ml - 40 Vol	50 min.

PROCESSING TIMES ARE INDICATED TO THE LEFT. PROCESSING GUIDELINES ARE EASY TO REMEMBER – JUST ADD 10 MINUTES TO YOUR DEVELOPER VOLUME NUMBER AND YOU’VE GOT IT RIGHT.

AQUARELY 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.

10
20
30
40

FORMULATION

3. Once you have determined your Desired Level and the proper Developer to use in your color formulation;
Refer to the AQUARELY Color Selection Chart

SS	
ARCTIC	11
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

NATURAL COLOR CONTRIBUTION

FORMULATION

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.

FORMULATION

Second – Refer to the Color Selection Chart or you
AQUARELY 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 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.

Intensity Regulator	N						WR																											Intensity Regulator		
Accent					AB	AV									AG								AR										Accent			
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)	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
SUPER LIGHT SUPERSCHIARENTI12	SSN		SSC						SSB							SSD	SSR					SSM										SSA		SUPER LIGHT SUPERSCHIARENTI12		
ARCTIC BIONDO ARTICO11																																11AP11AA11AC		ARCTIC BIONDO ARTICO11		
ULTRALIGHT BLONDE BIONDO ULTRACHIARO10	10N		10C				10I			10K																								PALE YELLOW GIALLO CHIARO10		
LIGHTEST BLONDE BIONDO CHIARISSIMO9	9N	9NI	9C				9I	9II	9B	9K	9CL					9D							9AD											YELLOW GIALLO9		
LIGHT BLONDE BIONDO CHIARO8	8N	8NI	8C				8I	8II	8B	8K	8CL				8RD	8D	8R					8T	8A	8AD				8U/R						YELLOW ORANGE GIALLO ARANCIO8		
MEDIUM BLONDE BIONDO7	7N	7NI	7C				7I	7II	7B	7K	7CL	7CA			7RD	7D	7R		7P	7RU		7T	7A		7RF	7RR			7U/RF	7U/RU	7U/RV			ORANGE ARANCIO7		
DARK BLONDE BIONDO SCURO6	6N	6NI	6C				6I	6II	6B	6K	6CL	6CA				6D	6R		6P	6RU	6M	6T			6RF		6RI				6U/V			RED ORANGE ROSSO ARANCIO6		
LIGHT BROWN CASTANO CHIARO5	5N	5NI	5C				5I	5II			5CL	5CA	5CH	5CP			5R	5V			5M						5RI							RED ROSSO5		
MEDIUM BROWN CASTANO4	4N	4NI					4I				4CL		4CH	4CP			4R	4V			4M													RED VIOLET ROSSO VIOLA4		
DARK BROWN CASTANO SCURO3	3N												3CH																					VIOLET VIOLA3		
DARKEST BROWN BRUNO2	2N																																	BLUE VIOLET BLU VIOLA2		
BLACK NERO1	1N			1C	1B	1V																														1
Percentages of Blue , Red and Yellow																																	Percentuali di Blu, Rosso e Giallo			
Neutral, slightly cool Naturale, leggermente freddo	Intense natural for very resistant hair Naturale intenso per capelli molto resistenti	Cancels red and orange Annulla rosso e arancione	Deep midnight blue, violet and blue black Profondo blu notte, viola e nero blu			Cancels red tones Annulla i toni rossi	Counterbalance red/orange/yellow Contrbilanciano il rosso/arancione/giallo	Cancels yellow and gold Annulla giallo e oro	Lightly cancels red and orange shades Annulla debolmente le sfumature rosse e arancioni	Adds warmth without red Aggiunge calore senza rosso	Adds a caramel brown tone Aggiunge una sfumatura marrone caramello	Rich, dimensional chocolate Browns Marroni cioccolati intensi e tridimensionali	Chocolate spiced with chili pepper Cioccolato speziato con peperoncino	Adds rich auburn to brown & blond Aggiunge toni rame dorati ai marroni ed ai biondi	Adds golden tone Aggiunge toni dorati	Adds copper red tone Aggiunge toni rame rosso	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-nordic blondes Biondi nordici freddi e perlescenti					

NATURAL COLOR CONTRIBUTION



FORMULATION FOR GRAY

Ensure optimum 100% 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 SQUARELY Developer. Process 5-10 minutes under dryer + total recommended processing time of 30 minutes. Total processing time = 35 - 40 minutes



MIXING

AQUARELY Cream is mixed (1:1.5)
1 part color to 1.5 parts developer.

- 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



APPLICATION

Option 1 – CONVENTIONAL APPLICATION - SQUARELY is applied by brush with standard professional application steps for treatment desired

Option 2 – ROOTS to ENDS - SQUARELY may also be applied ROOTS to ENDS as preferred or needed. This is made possible by SQUARELY'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 moisture balance & even porosity