

SERIES DESCRIPTIONS

COLORLY 2020 Base Series are tri-level based. The three primary color percentages are indicated at the bottom each row.

COLORLY 2020 DESIGNER and INTENSE Shades incorporate modified and intensified pigment bases and weights which cannot be accurately represented in strict percentages and are therefore indicated by D/I.

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

NI – NATURAL INTENSE – The balance of the “N” Series with increased pigment weight and base, formulated to deliver 100% coverage on the most resistant gray or textures.

TN – MEDITERRANEAN – 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.

CH – 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 – 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.

C – ASH – 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 – GOLD – 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 – COPPER RED – 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 – RED FLAME – 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.

T – TITIAN – 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 – Violet/Irisee – 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 – MAHOGANY – Mahogany perfectly blended to rich 4th, 5th and 6th level depth for excellent coverage and reflection.

MB, MR, MP – FLORENTIA – Our rich Mahogany highlighted by the perfect balanced addition of Copper and Plum dimensional tones.

RD – AUTUMN – Rich reds with complex autumn gold undertones in level 4-8.

BD – CLASSICI – Classic 7th and 8th level Beige-blond with a balanced understated gold.

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

SS – SUPERLIGHT – A full range of exceptional high-lift blondes from delicate warmth to platinum. Maximum lift combined with outstanding tonal refinement while maintaining perfect COLORLY 2020 condition.

MAGIC BLACKS – 1B, 1V, 1C – Daring Black with the deepest reflection of midnight blue, violet or blue-black.

ACCENTUTONES – The three primary color base concentrates and Clear. Ideal to add primary color intensity or to support color correction. “N” Clear Accentutone is a clear non-pigmented base that may be used to adjust color intensity by adding gloss and shine to porous, dull hair.

MATT & SMOKEY – I, K – Cool tones balance red/orange/yellow in dark bases. Ideal for neutralizing golden highlights and tone lightened hair.

ULTRA RED – U/R, U/RF, U/RU, U/RV, U/V – Intense red vibrant tones that lead to a completely customizable service for unique and personalized results.

COLORLY 2020 LEVEL VALUES

Accentuatori	N									AB			AG						AR																		Accentuatori
SS	SSN									SSC	SSB		SSD		SSR		SSM																		SSA		SS
COLOR SERIES	NATURALI (N)	NATURAL INTENSE (NI)	MEDITERRANEI (TN)	CHOCOLATE (CH)	CHOC. CHILI PEPPER (CP)	NERI MAGICI		MATTE (I)	SMOXY (K)	CENERI (C)	BEIGE (B)	CLASSICI (BD)	DORATI (D)	AUTUNNO (RD)	RAMATI (R)	TIZIANI (T)	TUTTI FRUTTI (FA, FM)	ROSSI FIAMMANTI (RF, RR)	IRISÉE (V, P, RU)	FLORENTIA (MB, MR, MP)			MOGANI (M)	ULTRA RED (U/R, U/RF, U/RU, U/RV, U/V)				ARCTIC (AA, AC, AP)			FAMIGLIE						
ARCTIC	11																															11AP	11AA	11AC	ARCTIC	11	
ULTRALIGHT BLONDE BIONDO ULTRACHIARO	10	10N		10TN					10I	10K	10C			10D																						PALE YELLOW GIALLO CHIARO	10
LIGHTEST BLONDE BIONDO CHIARISSIMO	9	9N	9NI	9TN					9I	9K	9C	9B		9D				9FA																		YELLOW GIALLO	9
LIGHT BLONDE BIONDO CHIARO	8	8N	8NI	8TN					8I	8K	8C	8B	8BD	8D	8RD	8R	8T		8FA																	YELLOW ORANGE GIALLO ARANCIO	8
MEDIUM BLONDE BIONDO	7	7N	7NI	7TN					7I	7K	7C	7B	7BD	7D	7RD	7R	7T	7FM	7FA	7RF	7RR															ORANGE ARANCIO	7
DARK BLONDE BIONDO SCURO	6	6N	6NI	6TN					6I	6K	6C	6B		6D	6RD	6R	6T			6RF																RED ORANGE ROSSO ARANCIO	6
LIGHT BROWN CASTANO CHIARO	5	5N	5NI	5TN	5CH	5CP			5I		5C			5D	5RD																					RED ROSSO	5
MEDIUM BROWN CASTANO	4	4N	4NI	4TN	4CH	4CP									4RD																					RED VIOLET ROSSO VIOLA	4
DARK BROWN CASTANO SCURO	3	3N			3CH																															VIOLET VIOLA	3
DARKEST BROWN BRUNO	2	2N																																		BLUE VIOLET BLU VIOLA	2
BLACK NERO	1	1N					1B	1V	1C																											BLUE BLU	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	Adds warmth without red Aggiunge calore senza rosso	Rich, dimensional chocolate Browns Marroni cioccolati intensi e tridimensionali	Chocolate spiced with chili pepper Cioccolato speziato con peperoncino		Deep midnight blue, violet and blue black Profondo blu notte, viola e nero blu	Counterbalance the reds Controbilancia i rossi	Cancel the golden shades Spegne le tonalità dorate	Cancel red and orange Annulla rosso e arancione	Cancel yellow and gold Annulla giallo e oro	Adds delicate golden beige Aggiunge un delicato beige dorato	Adds golden tone Aggiunge toni dorati	Adds rich autumn to brown & blond Aggiunge toni castani dorati ai marroni e ai biondi	Adds copper red tone Aggiunge toni rame rosso	Adds orange red tone Aggiunge toni arancione rosso	Adds intense tangerine & apricot tone Aggiunge toni mandarino intenso e albicocca	Adds intense fire red tone Aggiunge toni rosso fuoco intenso	Adds violet plum tone Aggiunge toni viola prugna	Adds plum burgundy tone Aggiunge toni prugna bordeaux	Adds plum burgundy tone Aggiunge toni prugna bordeaux	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

COLORLY 2020 COLOR SELECTION CHART



By the way — there’s no need to worry about level accuracy. COLORLY 2020 is “Level and Target Sensitive.” This means that the color shade or shades that you choose will add the tonality that is identified in the swatch. The variable is on the hair and on your accurate evaluation. You never need to second guess the color.

MIXING & PROCESSING:

COLORLY 2020 Cream is mixed with equal parts color (1:1) and developer or 60ml Oxily 2020 Cream for each full 60 ml tube.

COLORLY 2020 SS/Superlight Series Cream is mixed 1½ parts of 40 Volume Oxily 2020 Developer to 1 part color cream or 90ml Oxily 2020 Developer for each full 60ml tube.

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

Result	Colorly 2020	Oxily 2020	Processing Time/No Heat
Tone on Tone	1 Tube/60ml	60ml 10 Vol	20 min
Deposit Only with Gray	1 Tube/60ml	60ml 20 Vol	30 min
Coverage (see following Section for Extremely Resistant processing)			
1 Level of Lift	1 Tube/60ml	60ml 20 Vol	30 min
2 Levels of Lift	1 Tube/60ml	60ml 30 Vol	40 min
3 Levels of Lift	1 Tube/60ml	60ml 40 Vol	50 min
4 Levels with SS Series	1 Tube/60ml	90ml 40 Vol	50 min

Processing times are without heat.

APPLICATION:
2 Easy Options

Option 1 – CONVENTIONAL APPLICATION

COLORLY 2020 is applied by brush with standard professional application steps for treatment desired

Option 2 – ROOTS to ENDS

COLORLY 2020 may also be applied ROOTS to ENDS as preferred or needed. This is made possible by COLORLY 2020’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 and even porosity