





## 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.

*dely* **GLOW**  
TRIPLE ACTION





## EXPERIENCE

- What level of experience do you have?
- How familiar are you with Itely Hairfashion color?
- What size tube are you accustomed to using?
- Are you currently using more than one color brand to achieve *permanent / demi / toner* results?
- How important is sustainability to you?





## EXPECTATIONS

- Is client sensitivity a concern?
- How important is client comfort during a service?
- Are less aggressive ingredients important to you?
- Are vegan, natural and healthy components important?
- How important is affordability and inventory control?

**WELCOME**

# delyGLOW

## TRIPLE ACTION



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# Key points

## CONSCIOUS COSMETIC

VEGAN OK  
CRUELTY FREE  
VEGAN FORMULA  
85% NATURAL INDEX



## COMFORT FORMULA

NO AMMONIA  
NO PPD  
NO RESORCINOL



## SUSTAINABILITY

VEGAN PACKAGING  
RECYCLED ALUMINIUM TUBE  
FSC PAPER



## FORMULATION

MOLAR FORMULA  
3 SERVICES IN 1 TUBE  
CREAMY TEXTURE



## INNOVATION

COLORBOOST (+38% COLOR INTEGRITY)  
ANTAQUA  
HYALURONIC ACID  
& PLEX BOND REPAIR™



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DelyGlow is designed to provide the hairdresser with a choice for those customers with sensitivity to traditional hair color.

The new unique comfort formula delivers a gentle and relaxing rich hair color experience.

As well as giving hair radiance and protecting the hair shaft, the comfort formula is free of ammonia, ppd and resorcinol, 100% Vegan and contains an 85% natural index.

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## DELY

- ✓ Comfort formula: no ammonia, no ppd, no resorcinol
- ✓ Delicate color: 100% vegan, 85% natural ingredients.
- ✓ Light fragrance with soft and creamy texture: application with the shaker/bottle or the classic application with bowl and brush.



## GLOW

- ✓ A new palette of incredibly bright shades.
- ✓ Warm and intense reflections alternate with cooler and more natural shades.
- ✓ Long-lasting color, brightness and shine of the hair, respect and protection of the scalp.

# COLOR BOOST



## +38% COLOR INTEGRITY

Our laboratories have identified a particular stage of maturation of the walnut fruit during which Italian green walnuts are richer in active molecules. High molecular weight phenols are able to create stable interactions with proteins and are also effective antioxidants.

The phenolic fraction of COLOR BOOST is able to interact effectively with the hair, making it antioxidant and therefore more protected, even after rinsing. The efficient interaction between the protective molecules of COLOR BOOST and the hair is able to provide effective color protection (+38%) reducing fading due to the radicals generated by UV rays.



# ANTAQUA



## +30% HYDRATION

ANTAQUA is an active ingredient obtained from Italian chestnuts from certified organic farming. It forms a film on the hair capable of repairing damage by closing the cuticles. This repair and covering process prevents water loss and therefore keeps the hair healthier and 30% more hydrated.



## &-PLEX BOND REPAIR



**&-PLEX™**  
BOND REPAIR

The exclusive &-Plex BOND REPAIR™, a complex of precious organic oils and butters, helps to improve the brightness and resistance of the hair, making it stronger and healthier. It offers maximum color performance and superior protection of the hair fiber. It restores the bonds by nourishing hair, to obtain brighter, lasting color.

# HYALURONIC ACID



**+ SOFTNESS  
+ ELASTICITY**

Hyaluronic acid with high relative molecular weight (1.45 - 1.77 MDa). Exceptional hydration capacity for perfectly nourished hair. Increases the softness and elasticity of the hair. The molecules that make up hyaluronic acid have the ability to bind to the cells that make up the hair. This ensures that the hair fiber is always hydrated. The hair will have a more nourished appearance and retain its structure and strength with greater elasticity and shine.

# SUSTAINABLE PERFORMANCE

DelyGlow is formulated with particular attention to the balance between sustainability and performance.

The special **100% Vegan** and **Cruelty free** formula reflects our research path aimed at creating more ethical and respectful cosmetics towards the entire planet: what we call “**conscious cosmetics**”.



# 100% RECYCLABLE

The design of the DelyGlow pack demonstrates a great commitment in terms of sustainability. In fact, the whole pack is **100% recyclable**: recycled aluminum tube, recyclable plastic cap and FSC paper case. With a view to constant improvement, we have also eliminated the leaflet by reporting all the warnings directly inside the case to further reduce the waste of paper.





# COMFORT FORMULA



Comfort formula offers a more relaxed and gentle experience compared to some traditional methods of hair coloring.



NO AMMONIA



NO PPD



NO RESORCINOL



100% VEGAN



85% NATURAL INDEX

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# MOLAR FORMULA

## In chemistry Moles are a unit of measurement

- Moles allow measurement of large quantities of very small entities, i.e. atoms, molecules
- When discussing Molar Formula in relation to color, we are referring to the molecular / microscopic level.
- In the tube of permanent color, you have primary & secondary (copulant) pigments.
- These pigments are not color yet
- When dealing with oxidative color, the cream in the tube does not become a color until it is mixed with developer.
- In this instance, we are not dealing with Colorimetry (color theory), we are looking through the microscope at the unoxidized color cream

## Primary and secondary (copulant) pigments both have a job

- Primary pigment is responsible for: Level, gray coverage
- Secondary pigment is responsible for: Tone / shade

In traditional oxidative color formulas not all the primary and secondary molecules will connect, leaving you with more of one than the other. This means you have the possibility of unreactive pigments, which leads to an uneven end result.

- In Italian the molar formula is called Equi Molare, or Equal Moles.
- This is what makes the molar formula so amazing!
- THE PRIMARY AND SECONDARY PIGMENTS ARE EQUAL TO EACH OTHER.

## Advantages of Molar Formula

- Higher quantity of developed pigments in the cream
- By having a more optimized quantity of developed pigments, the entire hair shaft fills evenly.

## Why is this important?

- The end result is a more luminous shiny color!
- When we look at color, what we see is the reflection of light. With an enhanced even layer of color in the hair shaft, you have more light reflected back!
- Traditional formulas have a less even layer of color on the microscopic level, this allows the light to pass through, making it not as luminous to the naked eye.
- EQUAL LEVELS OF COLOR MOLECULES MEANS MORE LIGHT TO REFLECT.
- More luminous, shiny end result.

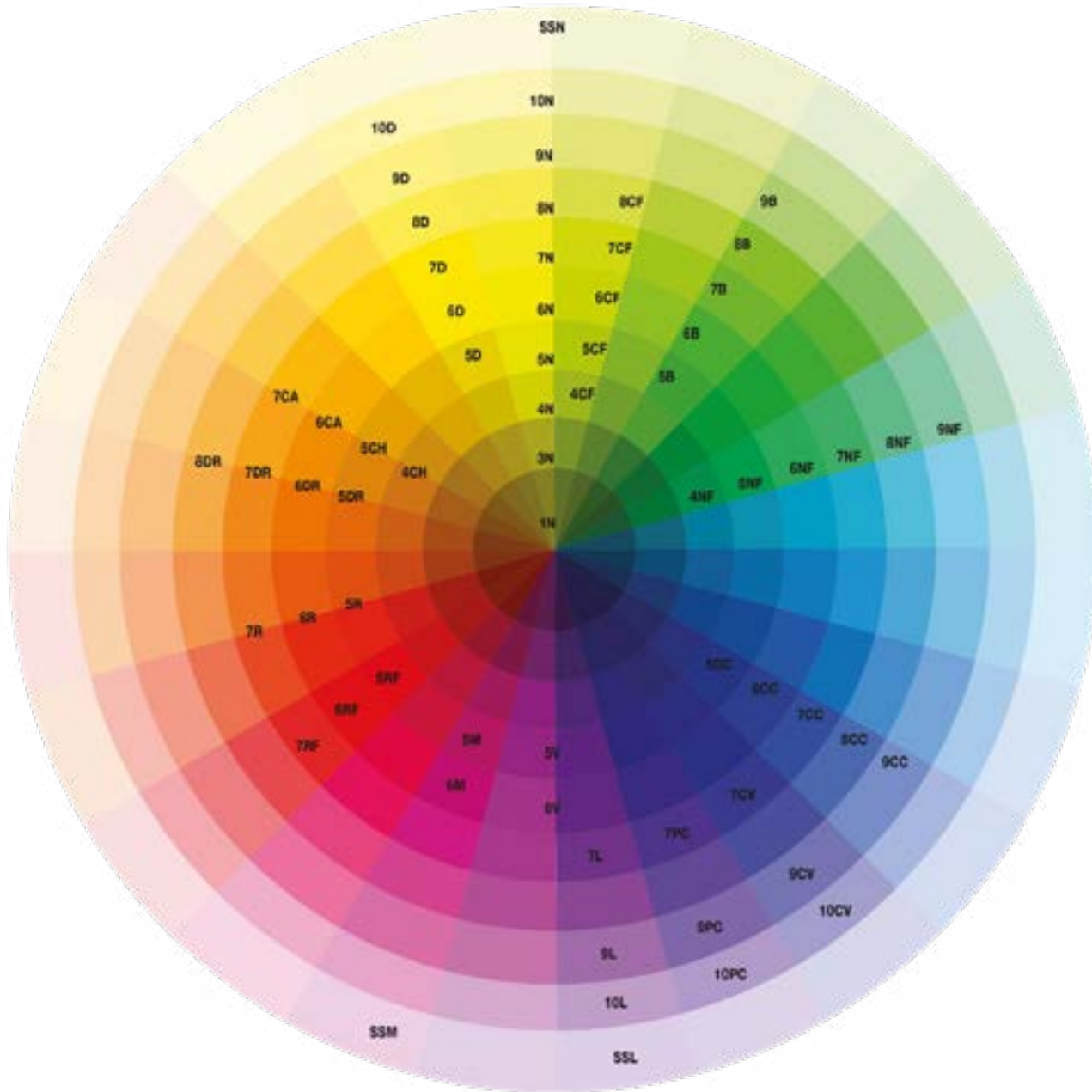


CREAMY TEXTURE

## TEXTURE IS SOFT, SMOOTH AND EASY TO MIX AND APPLY

The texture is soft, smooth and easy to mix and apply, offering greater yield during application. Its particular fluid consistency allows for a faster application with a shaker/bottle or the classic application with a bowl and brush.





## EXAMPLE

Level **7 D R** = 7.34

Primary reflection

Secondary reflection



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## 1 > AMMONIA FREE PERMANENT COLOR



1+1  
1+1  
1+1  
1+1  
1+1,5 (SS)



10  
20  
30  
40  
40



25' - 30'  
30' - 35'  
40'  
45'  
45' - 50'



1/2  
1 - 2  
2 - 3  
3 - 4  
4 - 5

## 2 > TONE ON TONE

1+2

5 - 10

20' - 25'

## 3 > ACID TONER

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

1+2

5\*

10' - 20'

# 67 shades



N .0



CC .11



D .3



RF .5



NF .01



CF .72



DR .34



M .56



B .23



CH/CA .73



R .4



V .6

NEUTRA-TON



L .86



CV .16



PC .81

# natural series

N.0



The **Natural** series can be used mixed with all series to obtain maximum coverage of gray hair and a natural and vibrant reflection..

NF.01



The **Natural Cold** series: it is to be preferred as a base when choosing a cool reflective series (e.g. B, II, K, C, CC) to obtain maximum coverage and not modify the reflection of the chosen color.

# neutra-ton

The special series L (Lavender) - CV (Irisée Ash) - PC (Ash Pearl) used after any bleaching service; they tone and allow you to obtain perfect blondes with pastel shades.

**Recommended tone levels:** 8 light blond, 9 very light blond, 10 ultra light blond.

L.86



**Lavander** series was created to contrast yellow reflections and obtain pastel lilac effects.

CV.16



**Irisée Ash** series was created to contrast yellow-orange reflections and obtain neutral and cold effects.

PC.81



**Ash Pearl** series was created to contrast warm tones and obtain mother-of-pearl effects.



