

FORMULATION & MIXING

- 1. Determine the hair's Natural Level by referring 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.
- 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.

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.

PROCESSING TIMES ARE INDICATED DIRECTLY UNDER THE DEVELOPER USAGE CHART. 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

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.

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 to the right >>>

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.

Second — Refer to the Color Selection Chart or your 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.

APPLICATION

Option 1 - CONVENTIONAL APPLICATION

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

Option 2 — ROOTS to ENDS

AQUARELY may also be applied ROOTS to ENDS as preferred or needed. This is made possible by AQUARELY'S target sensitive shade calibration and conditioning base that is designed not to over-process or "grab base" unless hair is exceptionally overly-

NOTE: When applying Roots to Ends Application, ITELY recommends the use of PROCOLORIST EQUALIZER to ensure optimum protein to moisture balance and even porosity

MIXING & PROCESSING

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

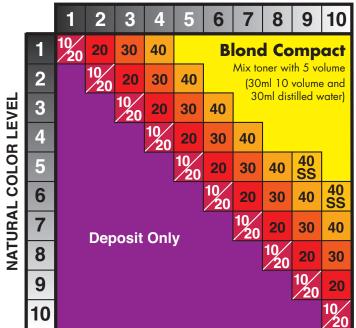
Squeeze the contents of the tube or tubes into your plastic mixing bowl Blend the cream before adding developer Add Developer in parts for smoothest consistency Apply and Process according to the following instructions:

Result	AQUARELY	DEVELOPER	Processing		
			No Heat		
Tone on Tone	1 Tube/100ml	150ml 10 Vol	20 m		
Deposit Only with Gray	1 Tube/100ml	150ml 20 Vol	30 m		
Coverage					
1 Level of Lift	1 Tube/100ml	150ml 20 Vol	30 m		
2 Levels of Lift	1 Tube/100ml	150ml 30 Vol	40 m		
3 Levels of Lift	1 Tube/100ml	150ml 40 Vol	50 m		
4 Levels with SS Series	1 Tube/100ml	200ml 40 Vol	50 m		

Processing times are without heat.

DEVELOPER USAGE CHART

DESIRED COLOR LEVEL



AQUAR COLOR SELECTION CHART

	Intensity Regulator		ı							WR																						R3I					Intensity Regulator	
	Accent						Al	В	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)	;	GIOGGOLAII (CH, CP)	AUTUNNO (RD)	DORATI (D)	RAMATI (R)		IRISÉE (V, P, RU)		MOGANO (M)	TIZIANI (T)	TUTTI FRUTTI (A. AD)	Ç	ROSSI FIAMMANTI	(Kr, KK)	ROSSI INTENSI (RI)		ULTRA RED (U/R, U/RF, U/RU,	U/RV, U/V)			ARCTIC (AP, AA, AC)	FAMIGLIE	
	SUPER LIGHT SUPERSCHIARENTI	S	SN		SSC							SSB							SSD	SSR						SSM										SSA	SUPER LIGHT SUPERSCHIARENTI	12
	A <i>rctic</i> Biondo artico																																		11AP	11AA 11AC	ARCTIC BIONDO ARTICO	11
	ULTRALIGHT BLONDE BIONDO ULTRACHIARO	10	N		10C					101			10K																								PALE YELLOW GIALLO CHIARO	10
	LIGHTEST BLONDE BIONDO CHIARISSIMO	9	N	9NI	9C					91	911	9B	9K	9CL					9D								9AD										YELLOW GIALLO	9 2
	IGHT BLONDE BIONDO CHIARO	8	N	8NI	8C					81	811	8B	8K	8CL				8RD	8D	8R					8T	8A	8AD				8U/R						YELLOW ORANGE GIALLO ARANCIO	8 5
MAL	MEDIUM BLONDE BIONDO 7		N	7NI	7C					71	711	7B	7K	7CL	7CA			7RD	7D	7R		7P	7RU		7T	7A		7RF	7RR			7U/RF 7U/R	U 7U/R\	,			ORANGE ARANCIO	7 5
╣╽	DARK BLONDE	6	N	6NI	6C					61	611	6B	6K	6CL	6CA				6D	6R		6P	6RU	6M	6T			6RF		6RI				6U/V			RED ORANGE ROSSO ARANCIO	9 8 8 7 7 6 CON RIBOTION 3 2 2
	LIGHT BROWN CASTANO CHIARO	5	N	5NI	5C					51	511		10000000	5CL	5CA	5CH	5CP			5R	5V	W//////	e innonue.	5M	111			a v		5RI							RED ROSSO	5 5
QUARELY	MEDIUM BROWN Castano	4	N	4NI	100000					41	0000			4CL	Harmond	4CH	4CP			4R	4V			4M													RED VIOLET ROSSO VIOLA	4
A O C	DARK BROWN Castano Scuro	3	N													ЗСН					BSS(V)																<i>VIOLET</i> VIOLA	3
⋖┃	DARKEST BROWN	2	N																																		BLUE VIOLET BLU VIOLA	2
	BLACK IERO 1	Ů1	N			1C	16	В	1V																												DEO FIOLA	1
	Percentages of Blue , Red and Yellow	25	45	30 30	20 70	90	100		90	60 30	40 50	30 30	60 20	40 20 40	30 30	20 40	10 35	50 40	10 25 65	20 80	65 35	20	85	10 10	30 70	25 70	40 60	\$ 10 85	85	90	20 80	10 8 S S S S S S S S S S S S S S S S S S	VS 15	20 80	35 40	35 45 50 30 20	Percentuali Blu, Ross e Giallo	i di o
-		Neutral, slightly cool	Naturale, leggermente freddo	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 Controbilanciano il rosso/ arancione/aiallo	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 Cioccolate speziate 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		<i>Adds violet plum tone</i> 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	Agglunge toni rosso ruoco intenso	Adds intense red tones Aggiunge toni rossi intensi		Adds new light and intensity to your reds				Soft rich cool & pearlescent-nordic blondes Biondi nordici freddi e perlescenti		

AQUAR LY V

THE ULTIMATE COLOR EXPERIENCE

- 100% white (gray) coverage
- Intense Micro Pigments
- Creamy conditioning base
- Excellent softness of the hair
- Bright, brilliant, long-lasting colors
- Create new shades by mixing
- Easy to use
- Hydrolysate Wheat Proteins
- Two applications per 3.3 oz. Tube



EVERYTHING YOU NEED

BLOND COMPACT

By formulating with phyto-wheat proteins, AQUARELY Blond Compact conditions the hair and protects from structural damage. With fast acting developing, it obtains maximum lift for all types of creative blonding techniques. Easy to use with a delicate fresh scent.

6 - 7 levels of lift.

17.64 oz bag

DEVELOPERS

The oxidizing action of AQUARELY developers ensure the best results in both coloring and decolorizing treatments.

A less aggressive, concentrated creamy base protects the structure of the hair and allows for better penetration of color which produces brilliant shades.

10, 20, 30 and 40 volumes available in 2.53 fl oz and 1-liter bottles.

20 and 30 volumes available in 5.07 fl oz bottles

BALSAM CREAM

Balsam Regenerating Cream is a creamy conditioner that restores the hair's original elasticity and vitality after haircoloring. 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)

33.81 fl oz jar



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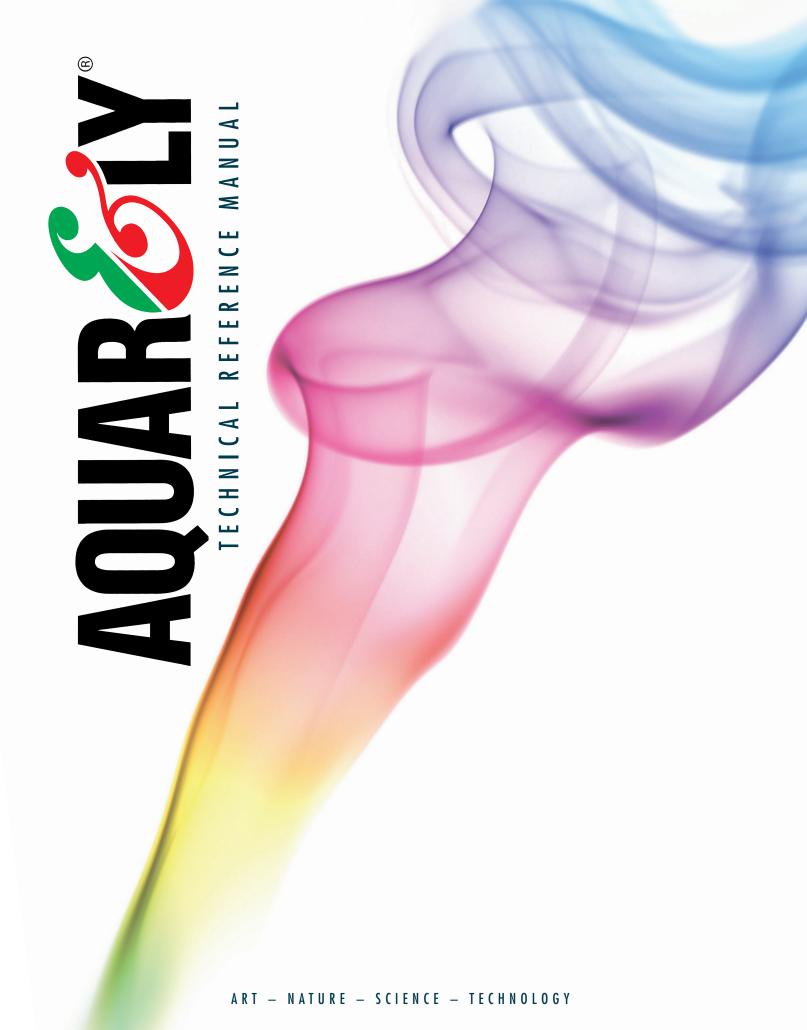


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