



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 lightning 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 PROCESSED

THEFORE, 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 over-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.

MIXING & PROCESSING

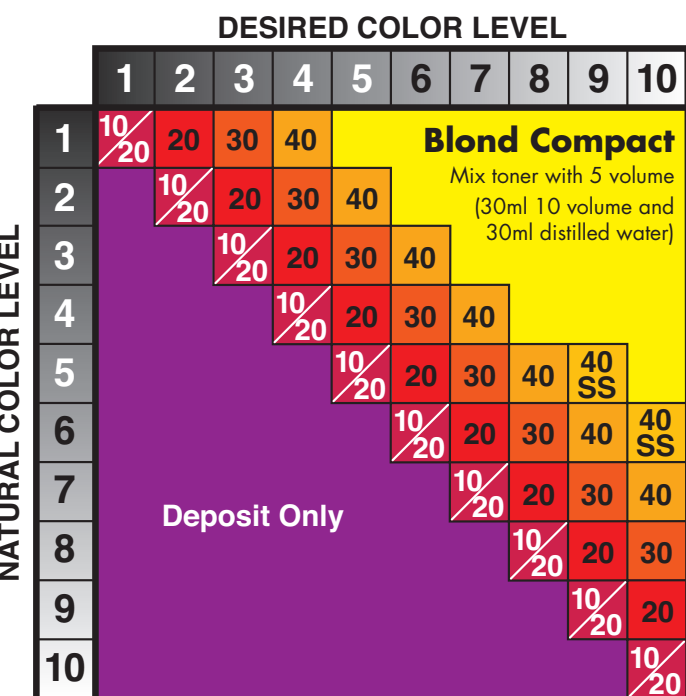
AQUARELY Cream is mixed with 1 part color to 1.5 parts developer. (1:1.5)

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 min
Deposit Only with Gray	1 Tube/100ml	150ml 20 Vol	30 min
Coverage			
1 Level of Lift	1 Tube/100ml	150ml 20 Vol	30 min
2 Levels of Lift	1 Tube/100ml	150ml 30 Vol	40 min
3 Levels of Lift	1 Tube/100ml	150ml 40 Vol	50 min
4 Levels with SS Series	1 Tube/100ml	200ml 40 Vol	50 min

Processing times are without heat.

DEVELOPER USAGE CHART



COLOR SELECTION CHART

[illegible]



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



JOIN THE CONVERSATION
SHARE YOUR WORK
GET INSPIRED

#ItelyHairUs



ITELY HAIRFASHION N.A.
250 OHIO RIVER BLVD.
BADEN, PA 15005

1-800-621-4859
www.itelyhairfashion.us



AQUAR&LY®
TECHNICAL REFERENCE MANUAL

