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ANNIVERSARY

IT&LY<sup>®</sup>

HAIR FASHION

MILANO 1987

blossom

THE COLOR  
EXPLOSION





*blossom*

THE **COLOR**  
**EXPLOSION**

**IT&LY**  
HAIR FASHION  
— MILANO 1987 —





# blossom

THE **COLOR**  
EXPLOSION

Creativity with no limits

**BLOSSOM** is an explosion of color.

**BLOSSOM** is the triumph of the freedom of creativity.

With **BLOSSOM** your imagination becomes reality.

**BLOSSOM** is the perfect tool that enables you to create an infinite variety of color combinations; 7 colors and 1 clear to add an unmistakable signature to color services: yours!

Coloring hair also means freedom. The freedom to give free rein to your imagination in the exciting world of color. Coloring hair with no limits and a touch of surprising craziness.



# blossom

THE **COLOR**  
**EXPLOSION**



***A splendid rainbow of  
intense shades.***

***With BLOSSOM  
you can change  
at last!***

**THE RAINBOW PALETTE:**



# WHAT IS *blossom*?



**SEMI-PERMANENT DIRECT COLOR** based on micro pigments that deposit themselves between the cuticle and the outer layers of the hair fiber.

**A PALETTE OF 7 SHADES:** use them pure for intense and transgressive looks; mix them together for unexpected plays of color; dilute with CLEAR intensity regulator for ethereal pastel highlights. Do not mix with peroxide. Applied onto bleached hair, subtle or chunky highlights, the result is bright and vibrant color; as if on a blank canvas, you can create kaleidoscopic effects with color. On natural hair (starting from a base 9) it will create surprising highlights. In this case it is recommended to NOT dilute the product with CLEAR.

**DURATION:** from 3 to 20 shampoos.\*

**RESULTS:** the intensity of the color can be extremely vibrant or soft and pastel, depending on which shade has been applied, the starting base, how porous the hair is and the quantity of Clear used. The color service leaves the hair extremely luminous and soft. Color fades gradually with washing, without acquiring undesired undertones. The result can change according to the type of chosen shade, the starting base, the intensity of the color and how porous the hair is.

\*The color may last even longer. It depends on the concentration of pigments (if used pure or diluted) and on the condition of the hair.



# WHAT IS *blossom*?

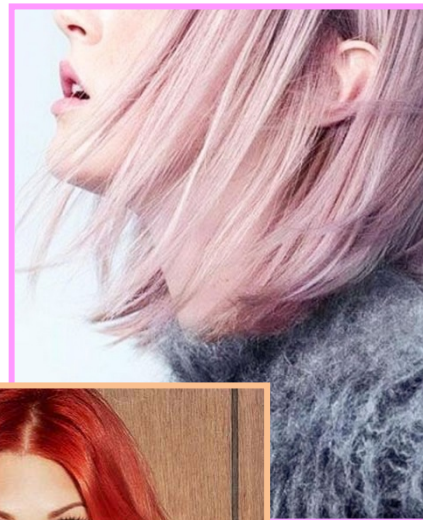


## **PIGMENT-FREE INTENSITY REGULATOR BASED ON CONDITIONING INGREDIENTS**

help improve the penetration of color and maintain color durability on the hair. It makes it possible to personalize the intensity of the colors and create delicate pastel shades.

**DIRECTIONS:** when used mixed with other Blossom shades, it lowers the intensity leading to a pastel result; when used alone, it increases the shine and luminosity of hair. Rinse and style as desired.

# EXAMPLE OF TONALIZATIONS







# CHARACTERISTICS

- 1 DESIGNED TO BE APPLIED ON BLEACHED OR VERY LIGHT HAIR
- 2 TOTAL FREEDOM AND CREATIVITY:  
INTENSE OR PASTEL SHADES, ALL BURSTING WITH SHINE
- 3 SEMI-PERMANENT DIRECT COLOR
- 4 UNUSED COLOR CAN BE SAVED FOR FUTURE APPLICATION
- 5 EASY AND FAST TO APPLY
- 6 GUARANTEED SHINE AND LUMINOSITY
- 7 BRIGHT AND VIVID HIGHLIGHTS THAT ARE INCREDIBLY LONG-LASTING
- 8 THE PRODUCT HAS NO BLEACHING EFFECT
- 9 IT DOES NOT REQUIRE THE USE OF PEROXIDE
- 10 DOES NOT CONTAIN AMMONIA

## RESEARCH AND DEVELOPMENT

### DIRECT MICRO PIGMENTS

Itely Hairfashion laboratories have used micro pigments that can adhere to the outer layers of the hair, deposit themselves between the cuticle and the outer layers of the hair cortex.

These pigments are direct definitives as no oxidizing processes are needed during their application (they do not need to be mixed with oxidizers as traditional dyes do). One must only respect application times.

The delicate formula is enriched with conditioning elements that add extra moisture, shine and silkiness.

**PARABEN-FREE**  
**ZERO PHTHALATES**  
**NO ANIMAL TESTING**  
**FREE FROM MEA AND DEA**  
**AMMONIA FREE**







# DIRECTIONS

## FOR AN INTENSE COLOR RESULT

Bleach the hair to level 8. Do a light wash with Chelating Shampoo, pat the hair and dry slightly. Apply the selected Blossom shade directly onto damp hair. Leave for 10-20 minutes depending on the desired intensity of color. Rinse thoroughly before washing with After Color Shampoo and Revivor Pro from the ProColorist Line.

## ONLY LIGHT UNDYED HAIR

To add highlights to undyed hair, apply the selected Blossom shade directly onto dry hair. Leave for 10-40 minutes depending on the desired intensity of the highlight. Rinse thoroughly before washing with After Color Shampoo and Revivor Pro from the ProColorist Line.

## ONLY LIGHT DYED HAIR

To intensify highlights on light dyed hair, apply the selected Blossom shade directly onto dry hair. Check the developing color every 10-15 minutes until the desired result is reached. Rinse thoroughly before washing with After Color Shampoo and Revivor Pro from the ProColorist Line.

## CLEAR

To intensify highlights on light dyed hair, apply the selected Blossom shade directly onto dry hair. Check the developing color every 10-15 minutes until the desired result is reached. Rinse thoroughly before washing with After Color Shampoo and Revivor Pro from the ProColorist Line.

PLEASE NOTE: the quantity of Blossom Clear intensity regulator used influences how long the result lasts on the hair. Increasing dilution leads to the color lasting less time. The intensity of the color is also influenced by application time.

# DIRECTIONS



The Blossom Rainbow palette (color chart) includes hair samples in three variations:

1. the result of direct application of pure color, leaving for 20 minutes;
2. the result of applying pure color diluted with Clear in a ratio of 1:8 and leaving for 20 minutes;
3. the result of applying pure color diluted with Clear in a ratio of 1:20 and left for 20 minutes (for a pastel result).

The colors shown in the sample chart are the result on hair bleached to at least LEVEL 9.

## EASY TO APPLY:

- Step 1** - apply on clean hair that is nearly dry  
**Step 2** - leave for 20 minutes  
**Step 3** - rinse thoroughly and wash with After Color Shampoo and Revivor Pro from the ProColorist line



NO DEVELOPER  
REQUIRED



# F.A.Q.

## IS IT POSSIBLE TO MIX DIFFERENT SHADES OF BLOSSOM?

Yes, definitely. There are no limitations to mixing one or more shades of color together. The hairstylist enjoys total freedom in imagining bold and original mixes. This makes it possible to create extraordinary and unexpected looks. It is advisable to pay attention to the balance of the different shades to avoid undesirable highlights. It is best to try the mix on a lock of hair before proceeding to all-over application.

## HOW LONG DOES THE COLOR LAST?

Normally from 3 to 20 washes until it gradually disappears. The color can last longer: it depends on the concentration of pigment and the condition of the hair. For example, in the case of very damaged hair, the color may not last. The gradual fading of Blossom makes it possible to return to the original color and potentially apply a different highlight. BLOSSOM does not contain ammonia or other alkaline substances and can be used more regularly than dyes. How long Blossom color lasts depends on the level of bleaching, how porous the hair is, the hair's health, the length of application, and the frequency of washes. It is important to remember that the quantity of Blossom Clear used also affects how long the result will last. Increasing dilution leads to the final color lasting less time. Frequent washes, chlorine in swimming pools and sea water can wash out or modify the highlights.

## CAN BLOSSOM CLEAR BE USED ON ITS OWN?

Yes, of course. It is designed to regulate the intensity of other Blossom shades, but using it alone increases the hair's shine and luminosity. It can be used as an illuminating mask.



# MERCHANDISING



COLOR CHART



FOLDER



## INTROKIT BLOSSOM

It contains 2 pcs per type of each color and 2 pcs of Clear