





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***TON** *ADVANCED*

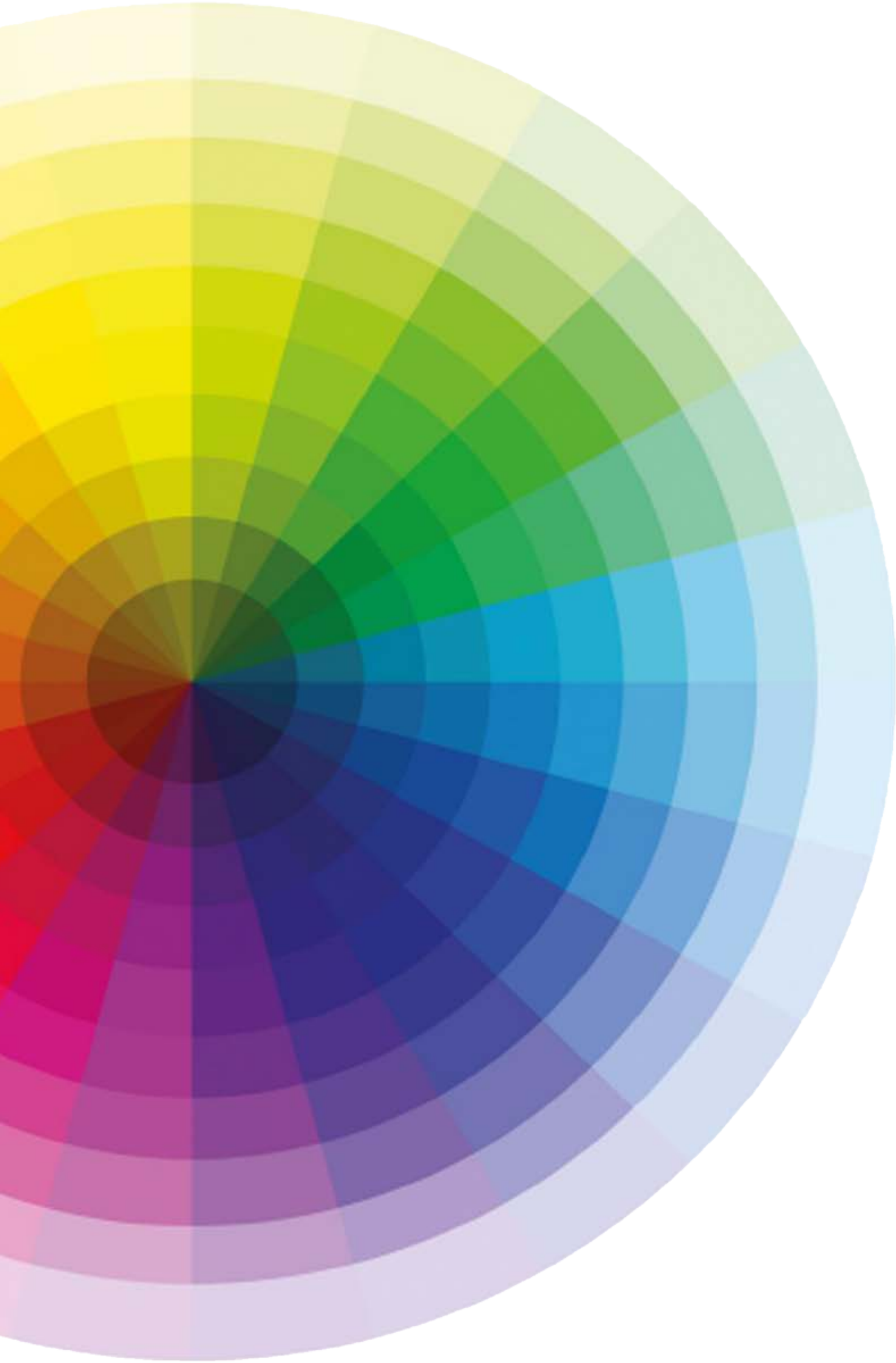


IT'S ALL ABOUT THE FINISH

DELYTON is a Demi-Permanent deposit only haircolor that provides **luminous tonal depth with intense reflections.**

It's available in a 2 oz. (60 ml) tube

COLOR SYSTEM



COLOR SYSTEM

Comprised of 47 Shades
10 Color Series

DelyTON mixing ratio:
1 part color: 2 parts activator

TECHNOLOGICAL ADVANTAGES



KEY ADVANTAGES

DEMI-PERMANENT
NON-AMMONIA
NON-PROGRESSIVE
PHYTO-CONDITIONING COMPLEX®
EXCEPTIONAL GRAY COVERAGE



TECHNOLOGY

DEMI-PERMANENT

DelyTON provides 47 different shades which will intensify, brighten, tone, shine, color refresh and color correct - all in one product. DelyTON is ideal for color fast correction.



TECHNOLOGY

NON-AMMONIA

With its gentle non-ammonia conditioning formula, it is great to be used immediately after any type of chemical service such as Colored, Bleached, Double Processed, Relaxed, Smoothed, Permed and heat damaged hair.



TECHNOLOGY

NON-PROGRESSIVE COLOR WITH TONAL ACCURACY

DelyTON works to the desired tone and stops. The color fades on tone to provide long-lasting natural looking results.



TECHNOLOGY

PHYTO-CONDITIONING COMPLEX

DELYTON conditions from the inside out with our special phyto-conditioning Complex and Silk proteins to add softness, protect the hair and lock in moisture for complete hydration and increased elasticity.



TECHNOLOGY

EXCEPTIONAL GRAY COVERAGE

DelyTON covers gray hair well and keeps it covered while its gentle hydrating formula works on all hair types without any permanent damage or dryness.