

INOXY[®]
HAIR FASHION
MILANO



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.

EDUCATOR CERTIFICATION

COLORLY[®]
OPTIMUS

EVOLUTION

THE EVOLUTION OF COLORLY

COLORLY

COLORLY is born, in the same year as the foundation of G.V.F. S.p.A., a company that will be known as ITELY HAIRFASHION. **The market immediately recognizes its viability, high quality and superior results.**



1987

COLORLY ADVANCED FORMULA

With an innovative attitude and constant research, progress is made from technological advancements and **COLORLY Advanced Formula** is born. The implementation of a new generation of pigments, in addition to the inclusion of protective ingredients, COLORLY A.F. quickly becomes a leading unique formula of its era.



1999

COLORLY 2020

The technological advancements continue as **COLORLY 2020** provides a new, even more effective & delicate product. The ACP Complex®, works to protect, strengthen and extend the duration and intensity of color during & after technical service.



2008

The new generation pure pigments guarantee total coverage of white hair at every level and with perfect tonal accuracy.





KEY ADVANCEMENTS

Color Base Key
New Color Range
New Series and Shades
New Fragrance
Easier to Mix and Apply
Mediterranean Blend
E-Plex Bond Repair



IT'S ALL ABOUT THE FINISH

COLORLY OPTIMUS delivers bold and elegant results with a **lighter, brighter & warmer finish.**

Available in a 2 oz. (60ml) tube

COLORLY®

OPTIMUS

The chart below represents the primary & secondary reflection within each series.

To the right, the corresponding reflection within each series is represented on the color wheel.

Series	Description	Reflection
N	Natural	.0
NI	Natural Intense	.00
TN	Mediterranean	.7
CH	Chocolate	.73
CP	Chocolate Red Hot Chili Pepper	.75
CS	Chestnut	.17
C	Ash	.1
CV	Ash Violet	.16
B	Beige	.31
I	Matt	.2
K	Smoky	.78
D	Gold	.3
RD	Autumn	.43
R	Copper	.4
RT	Intense Copper	.44
RF	Red	.55
M	Mahogany	.56
V	Irisée	.6
L	Lavender	.86
PC	Pearl Ash	.81

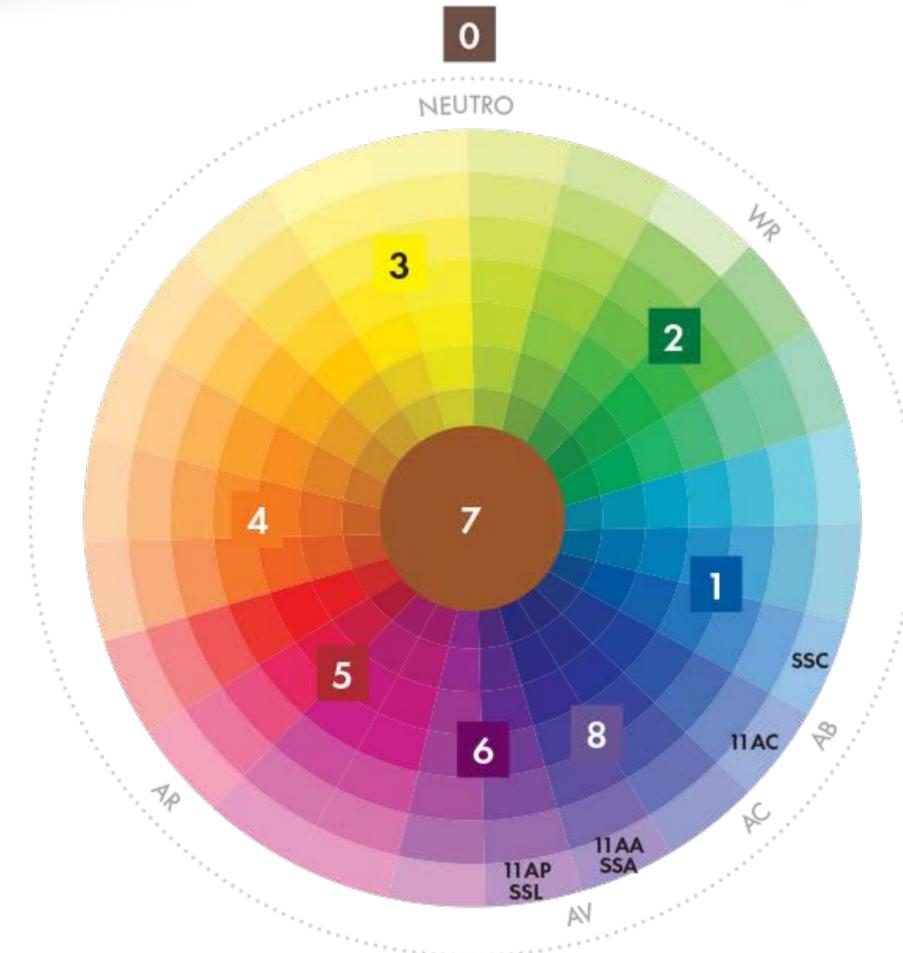
KEY	LEVEL	6.43	GRD
	PRIMARY REFLECTION SECONDARY REFLECTION		

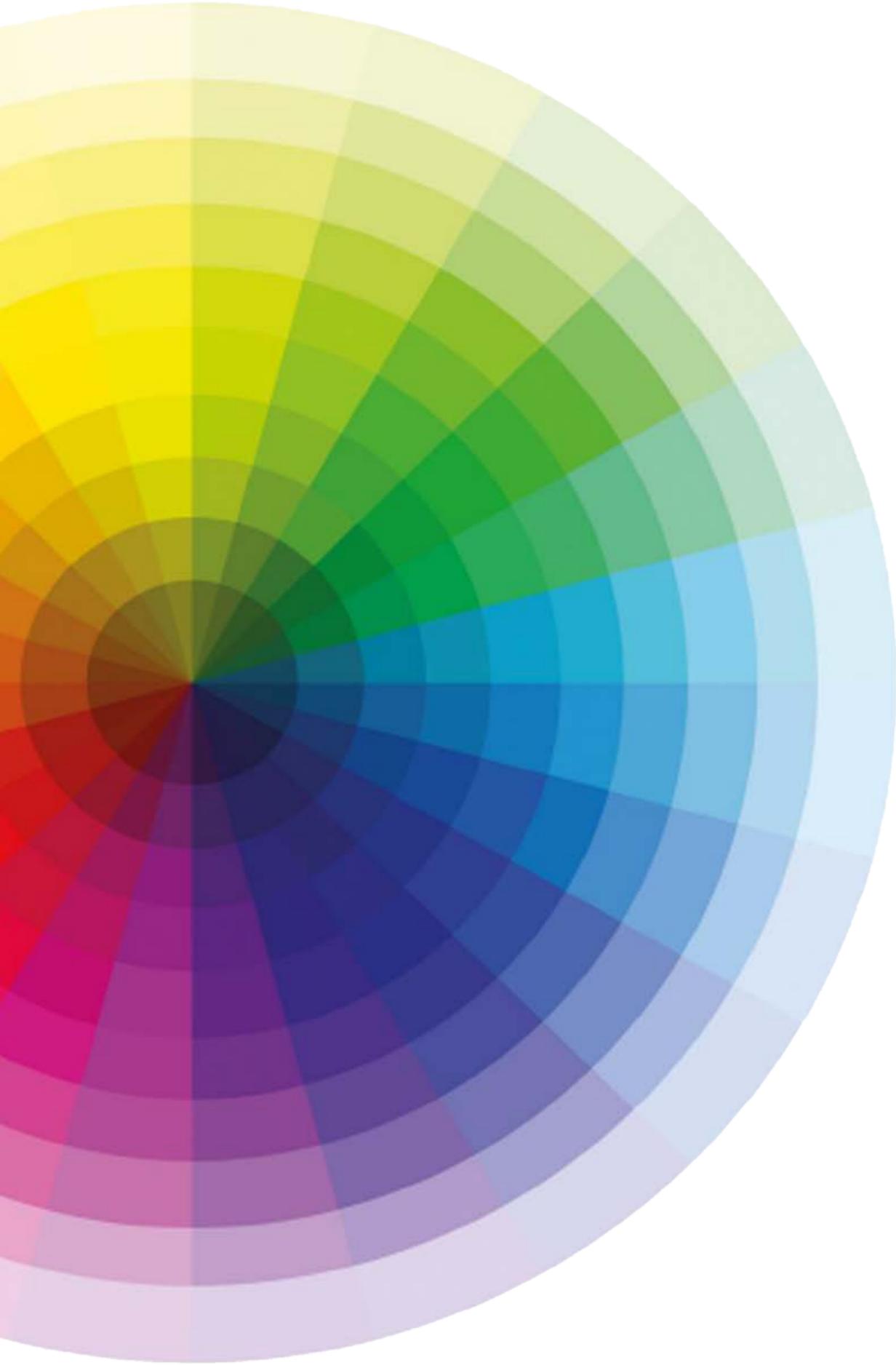
COLOR BASE KEY

Reflection	Color
0	Neutral Brown
1	Blue
2	Green
3	Yellow
4	Orange
5	Red
6	Violet
7	Warm Brown

Designer Series

.81	Cool Violet
.86	Warm Violet





NEW COLOR RANGE

Comprised of 96 Shades
23 Color Series

COLORLY's Mixing Ratio:
1 part color: 1 part Developer

NEW SERIES



CS (.17) - Chestnut

Cold Browns eliminate yellow & orange reflections for vibrant neutral results



CV (.16) - Ash Violet

Contrast for yellow-orange reflections to create neutral reflections



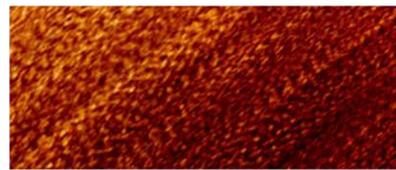
L (.86) - Lavender

Contrasts yellow reflections offering a refined and elegant result



PC (.81) - Ash Pearl

Contrast for warm tones and accent for cooler tones



RT (.44) - Intense Copper

Bold intense copper reds

COLOR SERIES

20 COLOR SERIES

+ SS

+ Arctic

+ Accentuatori

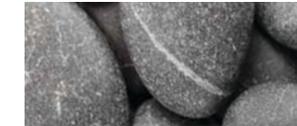
NATURAL



CHESTNUT



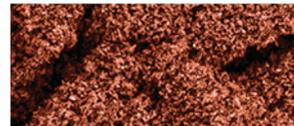
SMOKY



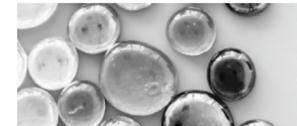
RED



NATURAL INTENSE



ASH



GOLDEN



MAHOGANY



MEDITERANNEAN



ASH VIOLET



AUTUMN



IRISÉE



CHOCOLATE



BEIGE



COPPER



LAVENDER



CHOCOLATE RED HOT
CHILI PEPPER



MATT



INTENSE COPPER



PEARL ASH



NEW SHADES



NEW SHADES

5RF - Light Brown Flaming Red
 3V - Violet Dark Brown
 10B - Ultra Light Beige Blonde
 7L - Lavender Blonde
 8L - Lavender Lightest Blonde
 9L - Lavender Lightest Blonde
 10L - Lavender Ultralight Blonde
 7PC - Blonde Pearl Ash
 8PC - Light Blonde Pearl Ash
 SSL - Lavender Superlight
 AC - Accent Graphite
 WR - Without Red

7RT - Copper Blonde Titian
 8RT - Light Blonde Orange Copper
 7CV - Blonde Ash Violet
 8CV - Light Blonde Ash Violet
 9CV - Lightest Blonde Ash Violet
 10CV - Ultralight Blonde Ash Violet
 4CS - Chestnut Brown
 5CS - Light Chestnut Brown
 6CS - Dark Chestnut Blonde
 7CS - Chestnut Blonde
 AV - Violet Accent



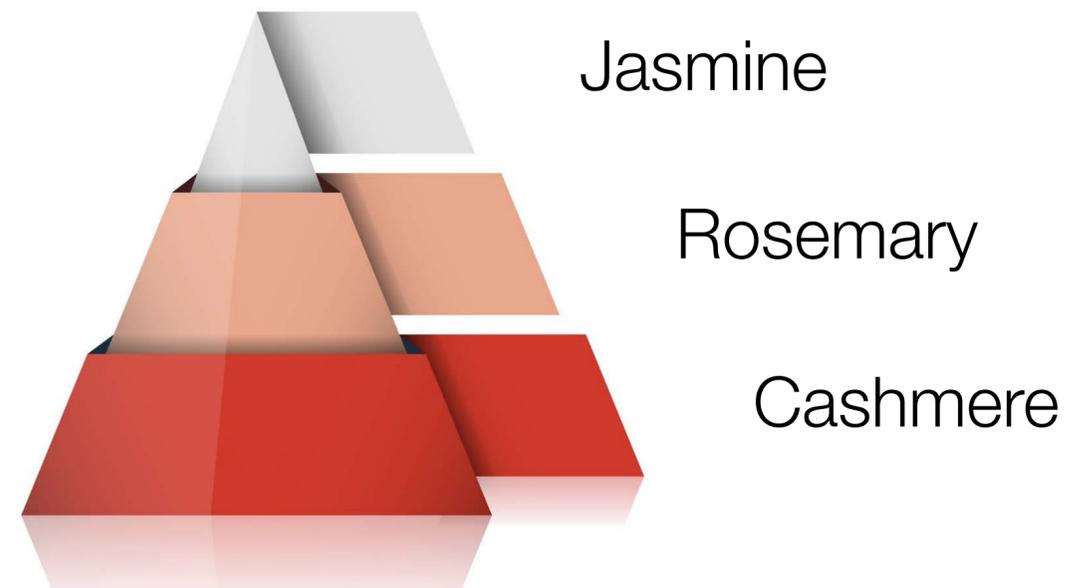
DISCONTINUED SHADES

10D	7MB	7MP	7MR	6T	8T	7FM	7FA
9FA	4RD	7BD	8BD	6UV	7URV	7URU	7URF
8UR	SSB	SSD	SSM	SSR	5P	6P	6RU
1B	1V	AG	7RF	7RR	9K	10K	7I
8I	9I	10I	9PD	10PD	9V	10V	R3D
			8FA	7T	SSV		



NEW FRAGRANCE

The new fragrance works to mask the detection of ammonia while providing a pleasant aroma for a relaxing experience during the color service.





NEW TEXTURE

Softer, smoother, easier to mix and apply

Faster application time



MEDITERRANEAN BLEND

Mediterranean Blend is a new technology created by a mix of Italian fruit and plant extracts (Grape, Apple, Lemon and Wheat Bran) for skin renewal, greater hair beauty and more color longevity.

- Prepares the hair to accept hair color with great efficacy, allowing COLORLY OPTIMUS to contain an even LOWER percentage of ammonia
- Seals the cuticle after the color reaches its target level, for even greater color longevity. Keeps mineral deposits from entering the hair shaft between services!
- More brilliant shiny final result from root to ends
- Perfect color accuracy and balance

Application after Application....

MEDITERRANEAN BLEND

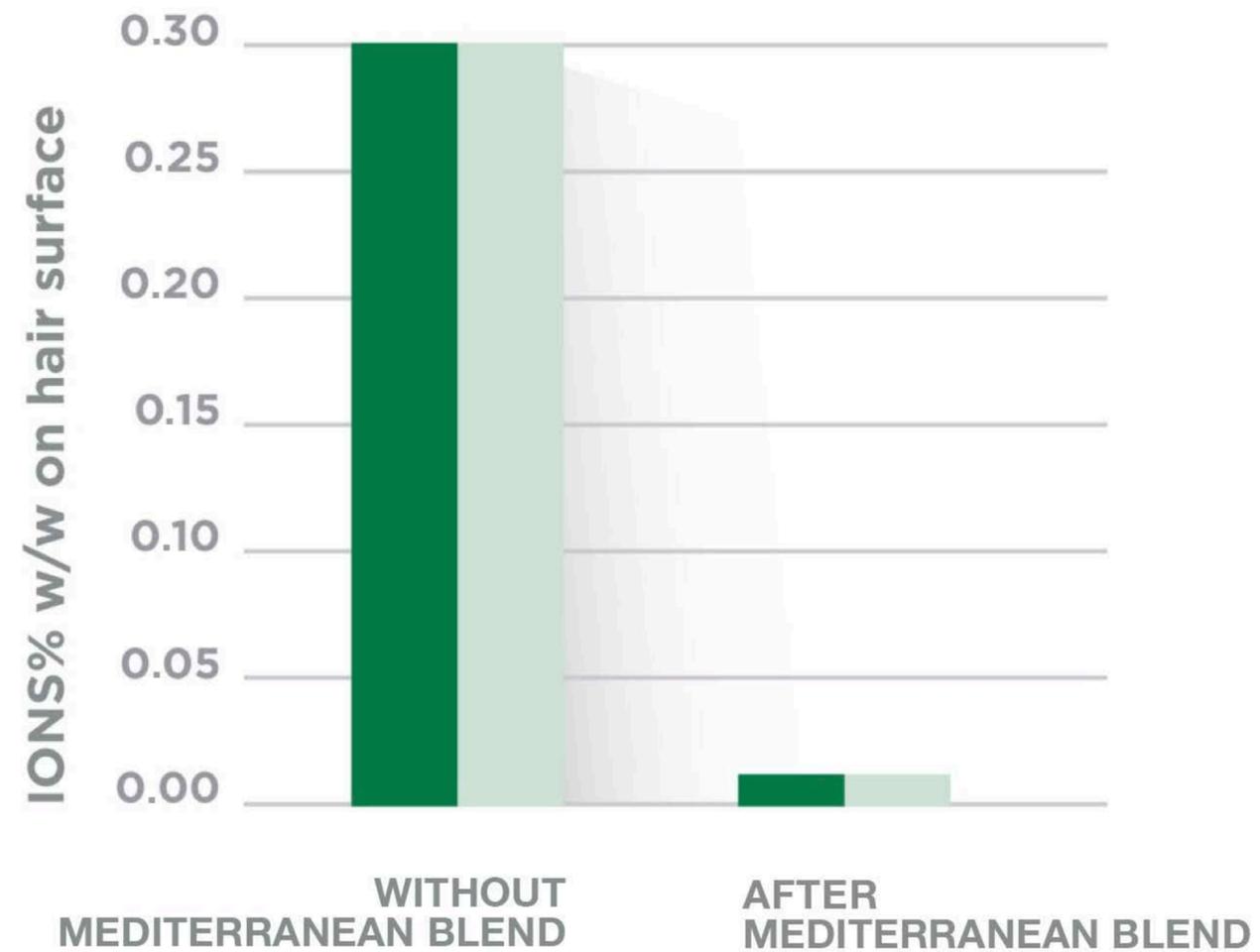
Mediterranean Blend technology ALSO works to remove excess buildup and minerals from the hair when the hair color is applied!



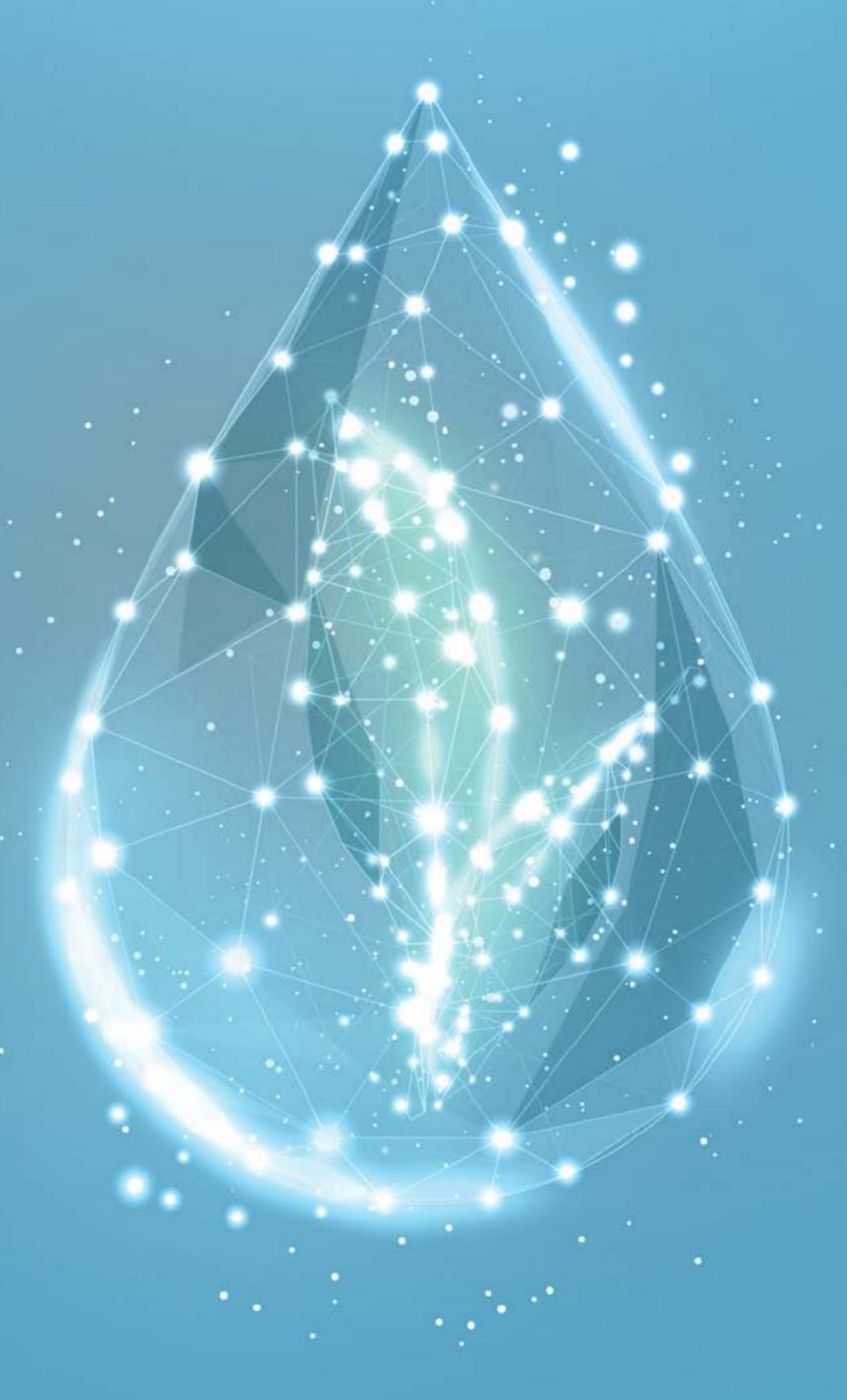
MEDITERRANEAN BLEND

MEDITERRANEAN BLEND

bye, bye, mineral deposits. No pre-clarifying treatment needed (in most cases)!



MEDITERRANEAN BLEND



&-PLEX™ BOND REPAIR

EVERY shade of COLORLY OPTIMUS is formulated with the exclusive **&-PLEX™** Bond Repair; A proven technology designed to restructure and protect the bonds broken or damaged during the service

&-PLEX™ Bond Repair also contains 7 precious vegetable oils and butters that strengthen, add shine and protect the hair during the service and after

No additional timing or change in developer required!



&-PLEX™ BOND REPAIR



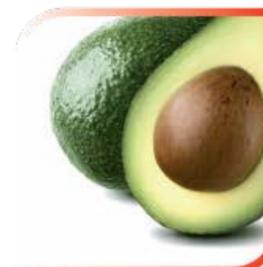
COCOA butter
Moisturizing, Anti-frizz, Nutrient.



ALMOND oil:
Anti-age, Anti-inflammatory.



MANGO butter
Antioxidant, Emollient.



AVOCADO oil:
Moisturizing, Lenitive.



OLIVE oil:
Reviving, Reinforcing.



SOYBEAN oil:
Nourishing and Skin Protective.



COTTONSEED oil:
Moisturizing and Nutrient.



&-PLEX™ **BOND REPAIR**

7 precious vegetable oils and butters:

- Rebalance porosity in the hair from root to ends.
- Improves strength, maintains volume & eliminates frizz.
- Improves brightness and elasticity of hair
- Nourishes the hair to strengthen and improve overall hair health.
- Free radical protection for a more vibrant and longer lasting hair color.

TECHNOLOGICAL ADVANCEMENTS



TECHNOLOGY ADVANCEMENTS

Low Ammonia content: 0.5% - 2.2%
Perfectly Balanced Blend of Primary and Secondary Pigments
Ingredients from The Circular Economy
Molar Formula
100% Vegan
Paraben FREE



LOW AMMONIA CONTENT

COLORLY OPTIMUS contains dissipating low ammonia
0.5 - 2.2%

A collection of laboratory glassware including beakers and test tubes, some containing natural pigments like a pink flower, green leaves, and white beads.

MOLAR FORMULA

A Molar formula requires the formula to be balanced. This means that the pigments (in perfect weight proportions) work in harmony with each other to enhance or counteract the desired end result.

For example; a non balanced formula would be 2.3 parts of a red pigment and 2 parts of a blue to create a Violet. However there was 0.3 more red. Not a balanced, true color pigment.

Using a Molar Formula, the hair color pigments are proportioned equally to ensure we have a perfectly balanced Violet. 2 parts red and 2 parts blue.

The Molar Formula also ensures that when our pigments are mixed with Developer, they stay true to tone and do not get diluted. All for a longer lasting, brighter, shinier and brighter end hair color result.



BALANCED PRIMARY & SECONDARY PIGMENTS

The Tri-Color Base and current way of formulating and teaching still exists.

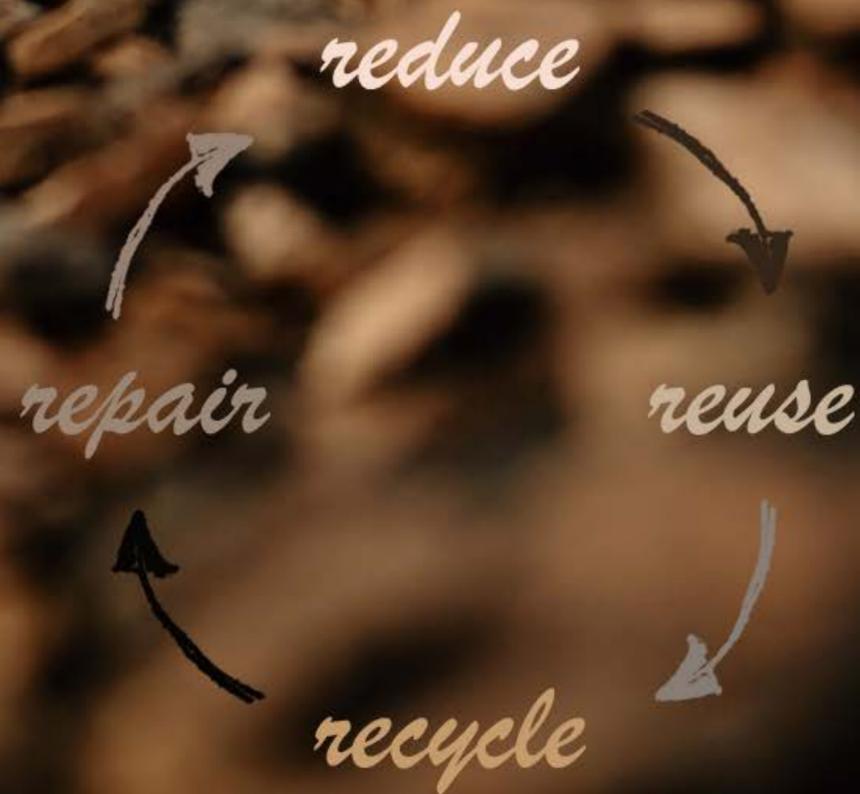
For those used to formulating with numbers, the primary and secondary Pigments have been formulated with a perfect balance.

This enables the colorist to formulate easily and consistently, insuring beautiful on tone color that lasts.

CIRCULAR ECONOMY

The circular economy is a production and consumption model that involves sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible.

This extends the life cycle of products, helping to reduce waste to a minimum. Once the product has finished its function, the materials it is made of are in fact reintroduced, where possible, into the economic cycle.



ECOLOGICAL FACTORS



COLORLY OPTIMUS is a 100% plant based vegan product.



COLORLY OPTIMUS has low dermal impact, latest generation preservative, 100% Paraben Free product.





SUMMARY

Legacy of High Performance
Color Base Key
New Optimized Color Range and Shades
New Fragrance
Easy to mix
12% Lower Ammonia content
New Mediterranean Blend
&-PLEX™ Bond Repair Added
Vegan and Paraben FREE
Circular Economy Ingredients

FORMULATION



TECHNICAL REFERENCE GUIDE



FORMULATION

1. Determine your client's Natural Level

Using the COLORLY OPTIMUS swatch chart, take the removable Natural Series swatch card, place it next to the clients hair (root area) and determine the natural level of your clients hair.

Note your natural level on the Developer Usage Chart. When finding the natural level, if the level falls between two levels and you can't truly determine the level always formulate with the darker level.

DESIRED LEVEL

	1	2	3	4	5	6	7	8	9	10
1	10/20	20	30	40						
2		10/20	20	30	40					
3			10/20	20	30	40				
4				10/20	20	30	40			
5					10/20	20	30	40	40 SS	
6						10/20	20	30	40	40 SS
7							10/20	20	30	40
8								10/20	20	30
9									10/20	20
10										10/20

Lift Required with ITELY Hairfashion Decolorizer

Deposit Only

FORMULATION

2. Determine the Desired Level

First decide whether the client wishes to go lighter, darker, or match the Natural Level.

Using the Developer Usage Chart, locate and note the desired level you wish to achieve.

DESIRED LEVEL

	1	2	3	4	5	6	7	8	9	10
LEVEL 1	10/20	20	30	40						
LEVEL 2		10/20	20	30	40		ITELY	Hair fashion Developer		
LEVEL 3			10/20	20	30	40				
LEVEL 4				10/20	20	30	40			
LEVEL 5					10/20	20	30	40		
NATURAL						10/20	20	30	40	50
LEVEL 6							10/20	20	30	40
LEVEL 7								10/20	20	30
LEVEL 8									10/20	20
LEVEL 9										10/20
LEVEL 10										

FORMULATION

3. Determine the Proper Developer to use

Using the Developer Usage Chart, locate the Natural Level you selected and the Desired Level you selected, and where the two numbers intersect.

Where the two numbers intersect will determine the developer to use to achieve the results you desire.

SS		
ARCTIC	11	
PALE YELLOW GIALLO CHIARO	10	NATURAL COLOR CONTRIBUTION
YELLOW GIALLO	9	
YELLOW ORANGE GIALLO ARANCIO	8	
ORANGE ARANCIO	7	
RED ORANGE ROSSO ARANCIO	6	
RED ROSSO	5	
RED VIOLET ROSSO VIOLA	4	
VIOLET VIOLA	3	
BLUE VIOLET BLU VIOLA	2	
BLUE BLU	1	

FORMULATION

4. Identify the Natural Color Contribution at the desired level

This is the underlying tone that the clients hair will contribute when lifting and this will affect the end result.

Determine whether the client wants the desired level to be warm, cool or neutral. Then decide whether or not you need to refine/neutralize or enhance/intensify the natural color contribution.



FORMULATION

5. Determine Percentage of Gray

A. Using the COLORLY OPTIMUS swatch chart, take the removable swatch card, place it next to the clients hair (root area) to determine the percentage of gray in your clients hair.

B. If gray is less than 50% and mixed throughout the hair, no adjustment of formulation is necessary.

C. If client is more than 50% gray, your formula will include 50% of “N”, “TN” or “NI” Series at your desired level.

COLORLY OPTIMUS LEVEL VALUES

Boosters	N						AB	AC		WR					AR		AV					Accentuatori								
COLOR SERIES	NATURAL (N) NATURALI	NATURAL INTENSE (NI) NATURALI INTENSI	MEDITERANNEAN (TN) MEDITERANNEI	CHOCOLATE (CH) CIOCCOLATO	CHOC. CHILI PEPPER (CP) CIOCCOLATO PEPERONCINO	CHESTNUT (CS) CASTAGNA	ASH (C) CENERI	ASH VIOLET (CV) CENERE IRISÉE	BEIGE (B) BEIGE	MATT (I) MATT	SMOKY (K) SMOKY	GOLDEN (D) DORATI	AUTUMN (RD) AUTUNNO	COPPER (R) RAMATI	INTENSE COPPER (RI) RAMATI INTENSO	RED (RF) ROSSI	MAHOGANY (M) MOGANO	VIOLET (V) IRISÉE	LAVENDER (L) LAVANDA	PEARL ASH (PC) PERLA CENERE	ARCTIC (AA, AC, AP) ARCTICO		FAMIGLIE							
REFLECTION	.0	.00	.7	.73	.75	.17	.1	.16	.31	.2	.78	.3	.43	.4	.44	.55	.56	.6	.86	.81	.08	.01	.1							
SS	SSN						SSC											SSL			SSA		SS							
ARCTIC	11																				11AP	11AA	11AC	ARCTIC 11						
ULTRALIGHT BLONDE BIONDO ULTRACHIARO	10	10N		10TN			10C	10CV	10B										10L	10PC			PALE YELLOW GIALLO CHIARO	10						
LIGHTEST BLONDE BIONDO CHIARISSIMO	9	9N	9NI	9TN			9C	9CV	9B			9D							9L	9PC			YELLOW GIALLO	9						
LIGHT BLONDE BIONDO CHIARO	8	8N	8NI	8TN			8C	8CV	8B		8K	8D	8RD	8R	8RT				8L	8PC			YELLOW ORANGE GIALLO ARANCIO	8						
MEDIUM BLONDE BIONDO	7	7N	7NI	7TN			7CS	7C	7CV	7B	7K	7D	7RD	7R	7RT				7L	7PC			ORANGE ARANCIO	7						
DARK BLONDE BIONDO SCURO	6	6N	6NI	6TN			6CS	6C		6B	6I	6K	6D	6RD	6R		6RF	6M					RED ORANGE ROSSO ARANCIO	6						
LIGHT BROWN CASTANO CHIARO	5	5N	5NI	5TN	5CH	5CP	5CS	5C			5I		5D	5RD			5RF	5M	5V				RED ROSSO	5						
MEDIUM BROWN CASTANO	4	4N	4NI	4TN	4CH	4CP	4CS											4M	4V				RED VIOLET ROSSO VIOLA	4						
DARK BROWN CASTANO SCURO	3	3N			3CH														3V				VIOLET VIOLA	3						
DARKEST BROWN BRUNO	2	2N																					BLUE VIOLET BLU VIOLA	2						
BLACK NERO	1	1N						1C															BLUE BLU	1						
Percentages of Blue, Red and Yellow																														Percentuali di Blu, Rosso e Giallo
Neutral, slightly warm																														
Intense natural for very resistant hair																														
Adds warmth without red																														
Rich, dimensional chocolate Browns																														
Chocolate spiced with chili pepper																														
Eliminates yellow and orange reflections																														
Cancel red and orange																														
Cancel yellow-orange reflections																														
Cancel yellow and gold																														
Cancel reds																														
Cancel the golden shades																														
Adds golden tone																														
Adds rich auburn to brown & blond																														
Adds copper tone																														
Adds copper red tone																														
Adds intense fire red tone																														
Adds plum burgundy tone																														
Adds violet plum tone																														
Cancel yellow reflections																														
Cancel warm tones																														
Soft rich cool & pearlescent-nordic blondes																														



MIXING & PROCESSING

COLORLY OPTIMUS is mixed (1:1) with equal parts color and developer. Mix 2 oz. (60ml) OXILY Developer for each full 2 oz. (60 ml) tube.

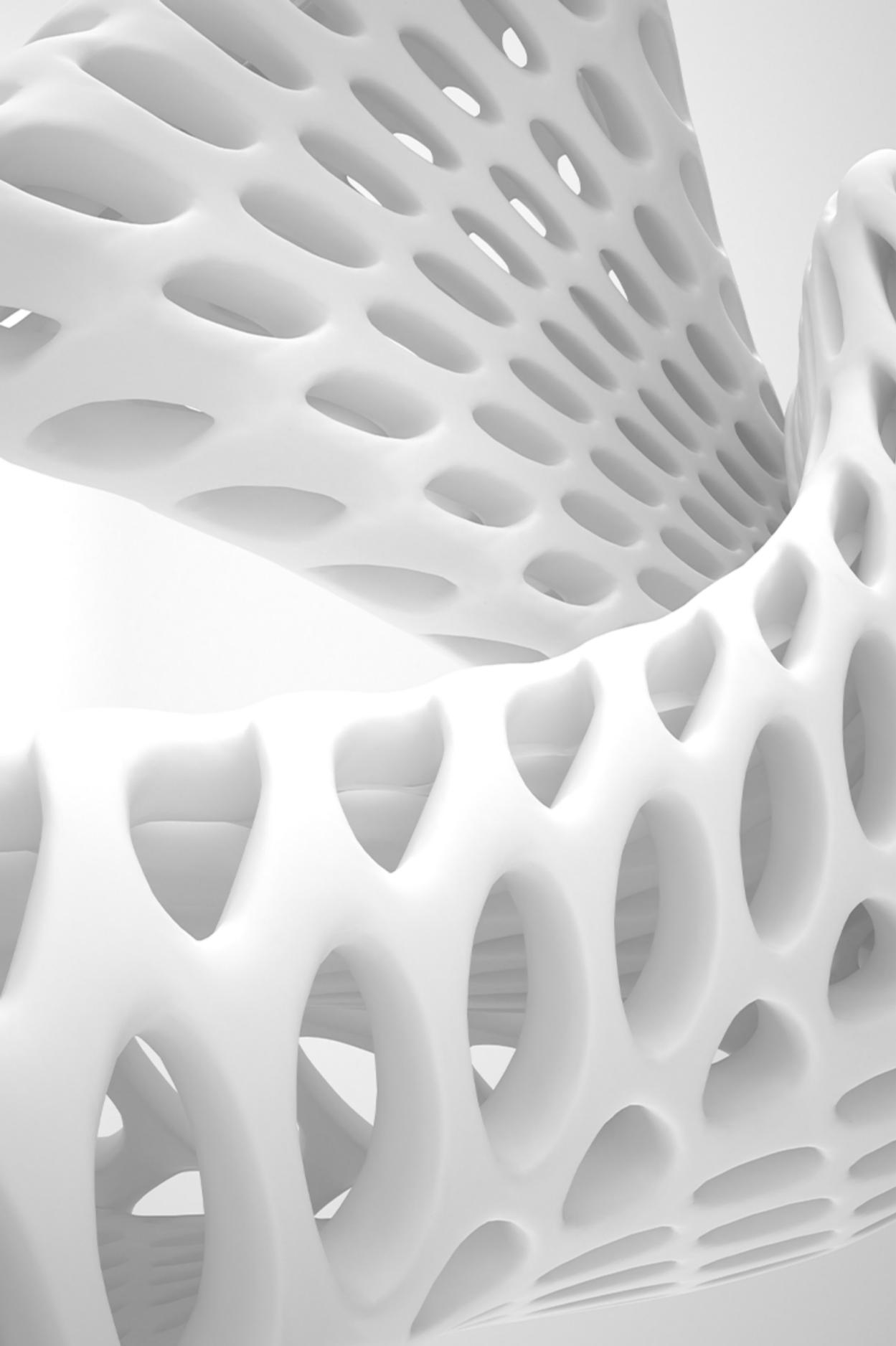
COLORLY OPTIMUS SS/Superlight Series Cream is mixed (1:1½) Mix 3 oz. (90 ml) 40 Volume OXILY Developer for each full 2 oz. (60ml) tube.

- Squeeze tube contents into your plastic mixing bowl
- Blend the cream before adding developer
- Add Developer in parts for smooth consistency & apply
- Process according to the following instructions:



MIXING & PROCESSING

MIXING RATIO	VOL	PROCESSING TIME	LEVELS OF LIFT
1:1	10	25-30	.5
1:1	20	30-35	1-2
1:1	30	40-45	2-3
1:1	40	45-50	3-4
1:1.5 (ss)	40	50	4-5



APPLICATION

Option 1 – CONVENTIONAL APPLICATION

COLORLY OPTIMUS is applied by brush with standard professional application steps for treatment desired.

Option 2 – ROOTS to ENDS

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

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



easily blond
2020



EASILY BLONDE

Easily BLOND 2020 optimizes the size of the powder particle and reduces the (already minimal) dusting during mixing and allows for more uniform consistency and distribution of the product.

Easily BLOND 2020 remains moist during processing and maintains thickness and consistency without swelling.

17.5 oz. (500 g.) pouch

1.06 oz. (30 g.) foil packages



easily blond
2020



35 YEARS OF EXCELLENCE

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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.

AQUAR&LY®

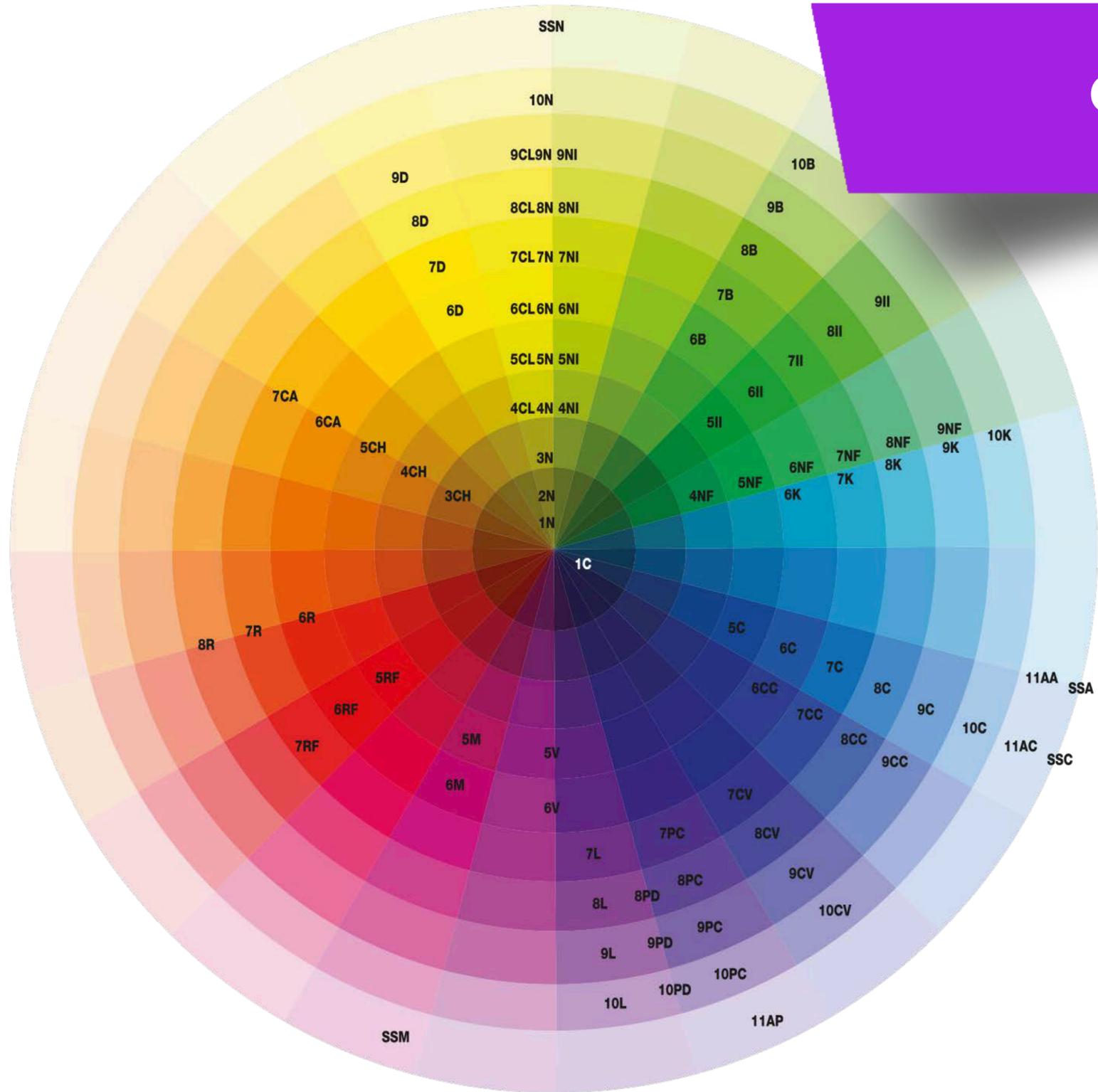


AQUAR&LY®

KEY POINTS



COLOR BASE



EXAMPLE

7

P

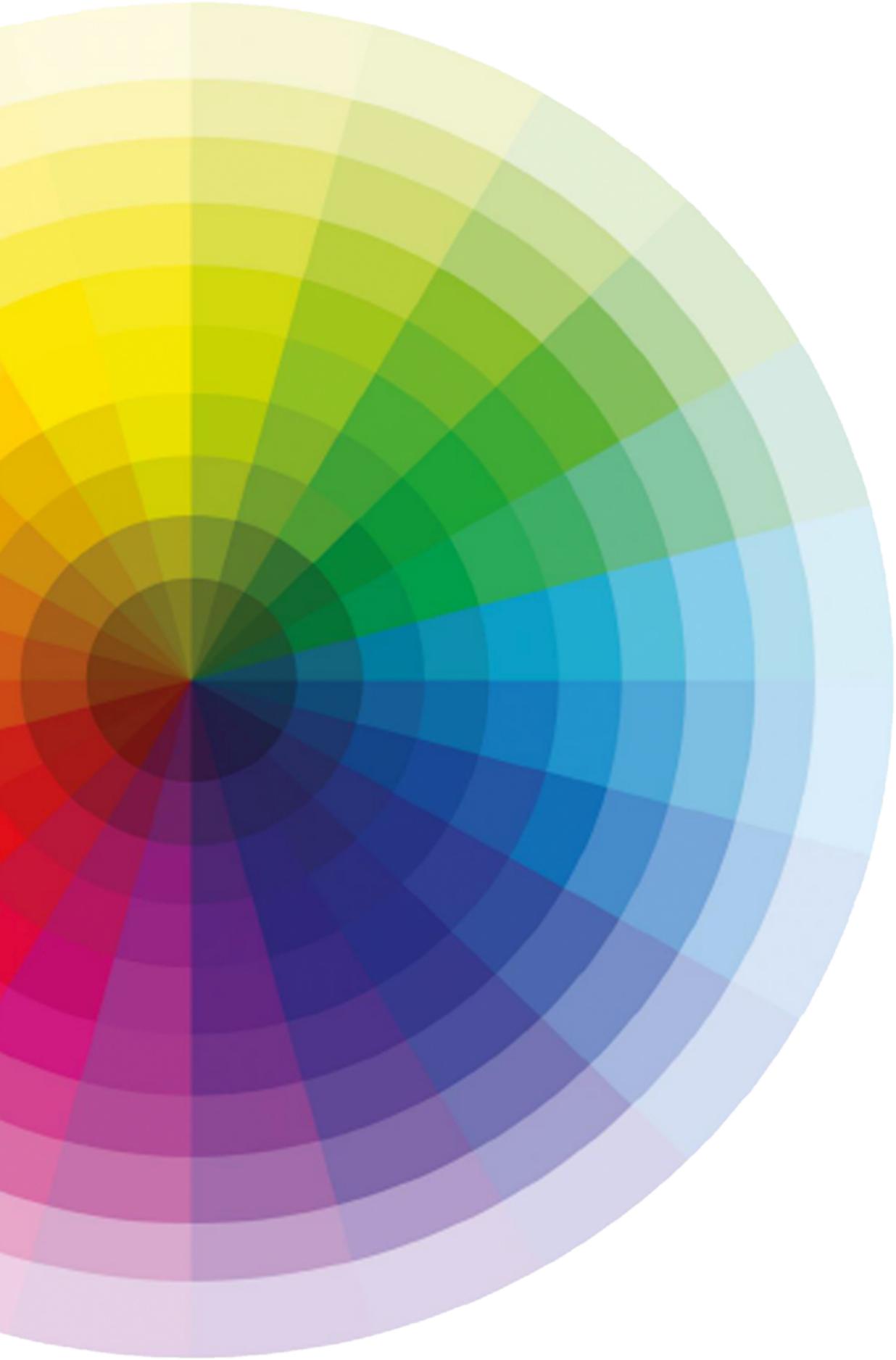
C

= 7.81

LEVEL

PRIMARY REFLECTION

SECONDARY REFLECTION



NEW COLOR RANGE

Comprised of 95 Shades
21 Color Series

4 NATURAL SERIES

4

Natural series



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



The **Natural Intense series** can be used mixed with every series to decisively cover hard, thick and refractory white hair



The **Natural Cold series**: Use the Natural Cold series to obtain cool natural results. The NF series can be used alone to obtain 100% gray coverage. For resistant gray: formulate NF series with 50% cold reflective series (e.g. B, II, K, C, CC) for maximum coverage.



The **Warm Natural series** Use the Natural Warm series to obtain warm natural results. The CL series can be used alone to obtain 100% gray coverage. For resistant gray: formulate CL series with 50% warm reflective series (e.g. D, CA, CH, R, RF) for maximum coverage.

NEUTRA-TON SERIES

NEUTRA-TON series



Smoky series was created to counteract yellow-orange reflections and obtain grey/platinum effects.



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



Ash Violet series was created to contrast yellow-orange reflections and obtain neutral and cold effects



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



Pearl Gold series was created to counteract yellow reflections and create pastel shades in peach tones.

NEUTRA-TON series

The NEUTRA-TON series K (Smoky) - CV (Purple Ash) - PC (Pearl Ash) - L (Lavender) - PD (Pearl Gold) 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.

If the NEUTRA-TON series is used as a regular color: mix one part of AQUARELY with one and a half parts of OXILY 10-20-30-40 vol. (1:1.5). Processing time according to the hydrogen peroxide used.

If the NEUTRA-TON series is used to neutralize and/or tone: mix one part of AQUARELY with two parts of OXILY 5-10 vol. (1:2). Processing time: check visually.

USAGE



MIX 1:1,5

Permanent color cream, with oxidation, with reduced ammonia content in a 100 ml tube.

The innovative AQUARELY formula guarantees: 100% gray coverage, up to 4 levels of lightening, Vegan formula and Vegan packaging, long-lasting color, luminosity and brilliance of the hair, respect and protection of the scalp, multi-sensory application experience, creamy and perfumed texture.

TECHNOLOGICAL ADVANCEMENTS



&-PLEX™
BOND REPAIR

EVERY shade of AQUARELY is formulated with the exclusive **&-PLEX™** Bond Repair; A proven technology designed to restructure and protect the bonds broken or damaged during the service

&-PLEX™ Bond Repair also contains 7 precious vegetable oils and butters that strengthen, add shine and protect the hair during the service and after

No additional timing or change in developer required!



-PLEX™ BOND REPAIR



COCOA butter
Moisturizing, Anti-frizz, Nutrient.



ALMOND oil:
Anti-age, Anti-inflammatory.



MANGO butter
Antioxidant, Emollient.



AVOCADO oil:
Moisturizing, Lenitive.



OLIVE oil:
Reviving, Reinforcing.



SOYBEAN oil:
Nourishing and Skin Protective.



COTTONSEED oil:
Moisturizing and Nutrient.



-PLEX™ BOND REPAIR

7 precious vegetable oils and butters:

- Rebalance porosity in the hair from root to ends.
- Improves strength, maintains volume & eliminates frizz.
- Improves brightness and elasticity of hair
- Nourishes the hair to strengthen and improve overall hair health.
- Free radical protection for a more vibrant and longer lasting hair color.



CRYSTALSPHERE TECHNOLOGY

CRYSTALSPHERE
TECHNOLOGY

Crystalsphere is a microencapsulation technology optimizes cosmetic performance. It fixes on the hair surface even after rinsing and with its gradual release technologies, Crystalsphere improves the absorption and the efficacy of active ingredients.



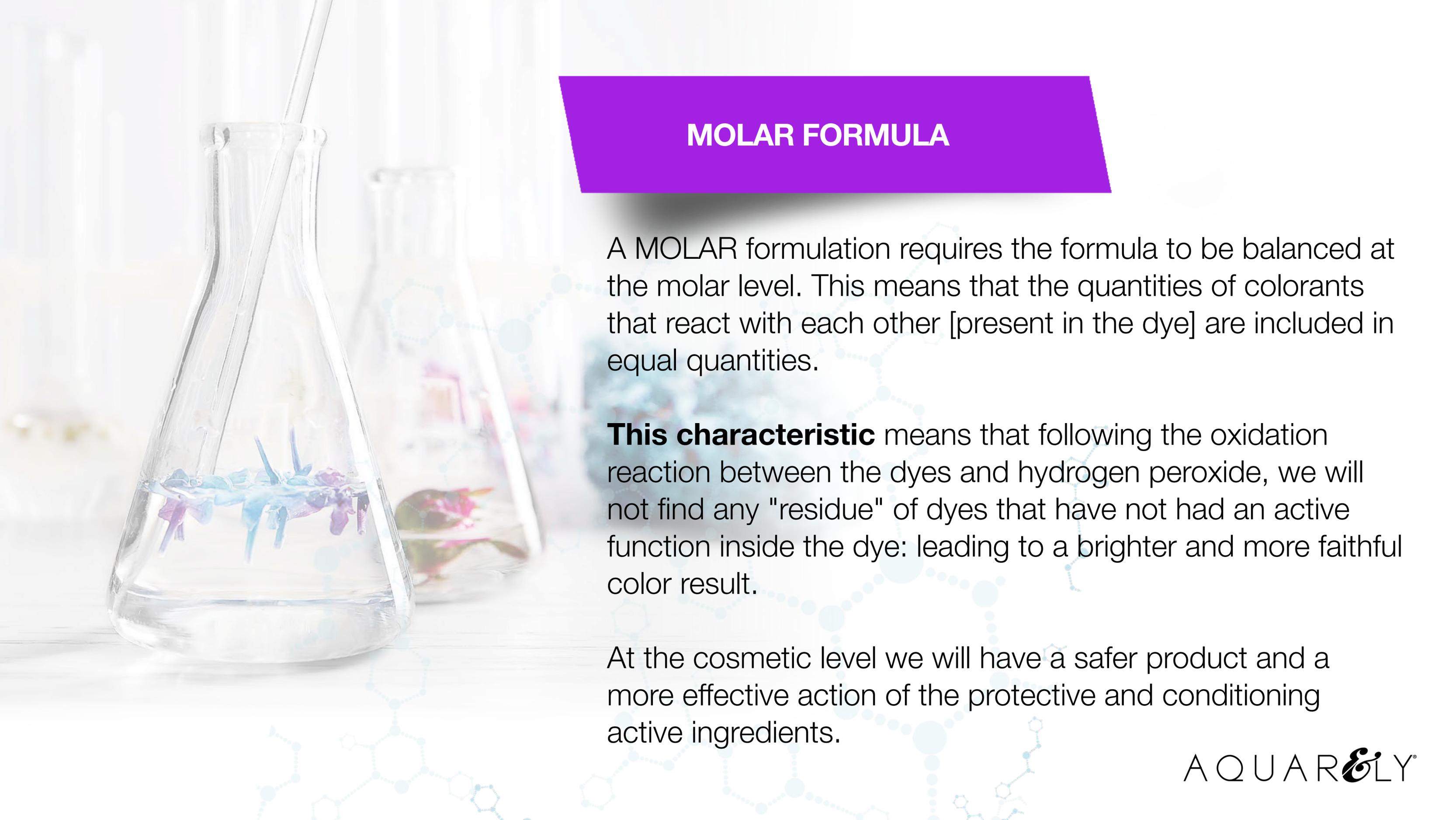
LOW AMMONIA CONTENT

Innovation and respect for scalp and hair is realized in
AQUARELY:

Permanent hair color contains 0.5 - 2.2% ammonia.

- Guaranteed and tested, flawless color deposition results
- Longevity maintained and 100% gray coverage achieved

Application after Application....

The background of the slide features a laboratory setting with two Erlenmeyer flasks on a white surface. The flask in the foreground contains a clear liquid and several small, colorful flowers (blue, purple, and pink) that are partially submerged. A glass pipette is inserted into the neck of this flask. In the background, another flask contains a pinkish liquid and a single pink flower. Overlaid on the entire scene is a faint, light blue molecular structure diagram consisting of interconnected hexagons and circles, representing a chemical network.

MOLAR FORMULA

A MOLAR formulation requires the formula to be balanced at the molar level. This means that the quantities of colorants that react with each other [present in the dye] are included in equal quantities.

This characteristic means that following the oxidation reaction between the dyes and hydrogen peroxide, we will not find any "residue" of dyes that have not had an active function inside the dye: leading to a brighter and more faithful color result.

At the cosmetic level we will have a safer product and a more effective action of the protective and conditioning active ingredients.



BIODEGRADABLE FRAGRANCE

The new BIODEGRADABLE fragrance provides coverage of ammonia for a great comfort for the colorist and a relaxing experience for the client during the color treatment.

The fragrance is perceived even after 1-2 shampoos.

BIOMIMETIC EMULSION

BIOMIMETIC emollient is obtained by extracting phyto-complexes from olive leaves, is completely derived from natural sources. It has a high refractive index and helps maintain the hair's shine.



VEGAN OK

AQUARELY is a 100% plant based vegan product and is certified VEGAN OK!

- No ingredients of animal origin
- No animal testing of any kind
- Packaging is also completely vegan

SUSTAINABILITY

The design of the AQUARELY pack demonstrates our commitment in terms of sustainability. The packaging is **100% recyclable**: aluminum tube, 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 box to further reduce paper waste.



FORMULATION



FORMULATION



FORMULATION

1. Determine your client's Natural Level

Refer 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.



FORMULATION

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.

		DESIRED COLOR LEVEL									
		1	2	3	4	5	6	7	8	9	10
NATURAL COLOR LEVEL	1	10/20	20	30	40						
	2	10/20		20	30	40					
	3	10/20			20	30	40				
	4	10/20				20	30	40			
	5	10/20					20	30	40	40 SS	
	6	10/20						20	30	40	40 SS
	7	10/20							20	30	40
	8	10/20								20	30
	9	10/20									20
	10	10/20									

Deposit Only

FORMULATION

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.

FORMULATION

RESULT	AQUARELY	DEVELOPER	PROCESSING NO HEAT
TONE ON TONE	1 TUBE / 100 ml	150 ml - 10 Vol	20 min.
DEPOSIT ONLY	1 TUBE / 100 ml	150 ml - 20 Vol	30 min.
COVERAGE			
1 LEVEL	1 TUBE / 100 ml	150 ml - 20 Vol	30 min.
2 LEVEL	1 TUBE / 100 ml	150 ml - 30 Vol	40 min.
3 LEVEL	1 TUBE / 100 ml	150 ml - 40 Vol	50 min.
4 LEVELS + SS	1 TUBE / 100 ml	150 ml - 40 Vol	50 min.

PROCESSING TIMES ARE INDICATED TO THE LEFT. 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

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.

10
20
30
40

FORMULATION

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** on the next page...

SS		
ARCTIC	11	
PALE YELLOW GIALLO CHIARO	10	NATURAL COLOR CONTRIBUTION
YELLOW GIALLO	9	
YELLOW ORANGE GIALLO ARANCIO	8	
ORANGE ARANCIO	7	
RED ORANGE ROSSO ARANCIO	6	
RED ROSSO	5	
RED VIOLET ROSSO VIOLA	4	
VIOLET VIOLA	3	
BLUE VIOLET BLU VIOLA	2	
BLUE BLU	1	

FORMULATION

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.

FORMULATION



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.

AQUARELY®



FORMULATION FOR GRAY

Ensure optimum 100% gray coverage;

1. Determine the percentage of gray. If the first thing you see when you look at the clients hair is gray, then they're more than 50% gray.

2. If gray percentage is 50% or more, 50% of your formulation should be an N, NF, or CL.

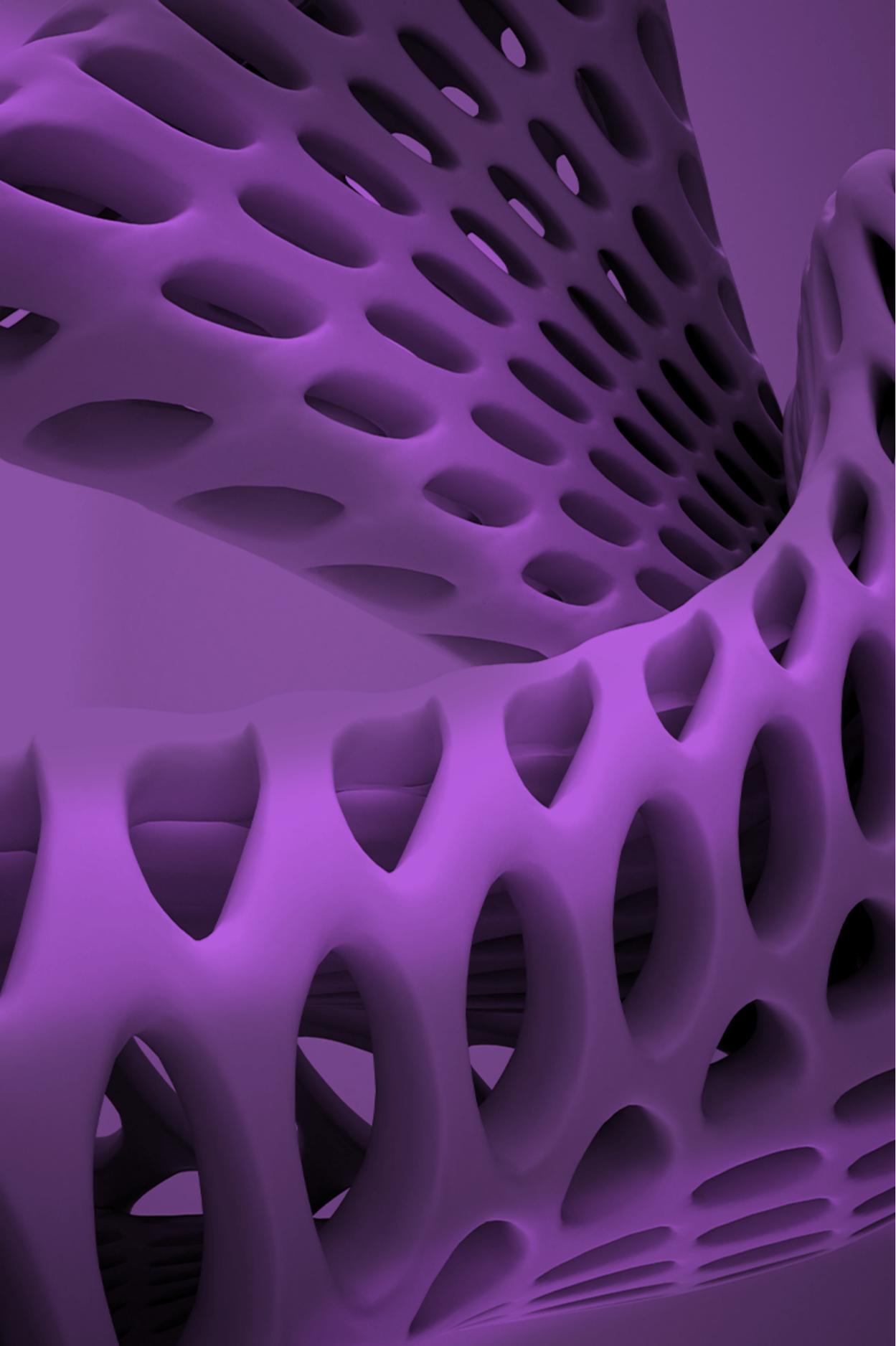
- If your desired end result is neutral or cool, use the Cool Natural NF series to balance your cooler shade.
- If your desired end result is warm, use the Warm Natural CL series ensure intensity of warmth.
- If your desired end result is neutral, use the N series.
- For resistant gray coverage, add 50% Natural Intense NI series to your formula.

3. If the gray percentage is less than 50%, formulation adjustment is unnecessary.

IF GRAY IS EXTREMELY RESISTANT;

1. Mix and Apply color formula to area that you wish to color. This may be the entire head or regrowth only. 2. Place a plastic cap on the clients head and place client under a pre-heated dryer for 5-10 minutes. 3. Remove client from dryer and REMOVE PLASTIC CAP. 4. Allow client to process the ENTIRE RECOMMENDED PROCESSING TIME determined by the volume of the developer (See Developer Usage Chart) at ROOM TEMPERATURE.

Example; Formula is color + 20 volume Developer. Process 5-10 minutes under dryer + total recommended processing time of 30 minutes. Total processing time = 35 - 40 minutes



MIXING

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

- 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

*dely***TON** *ADVANCED*

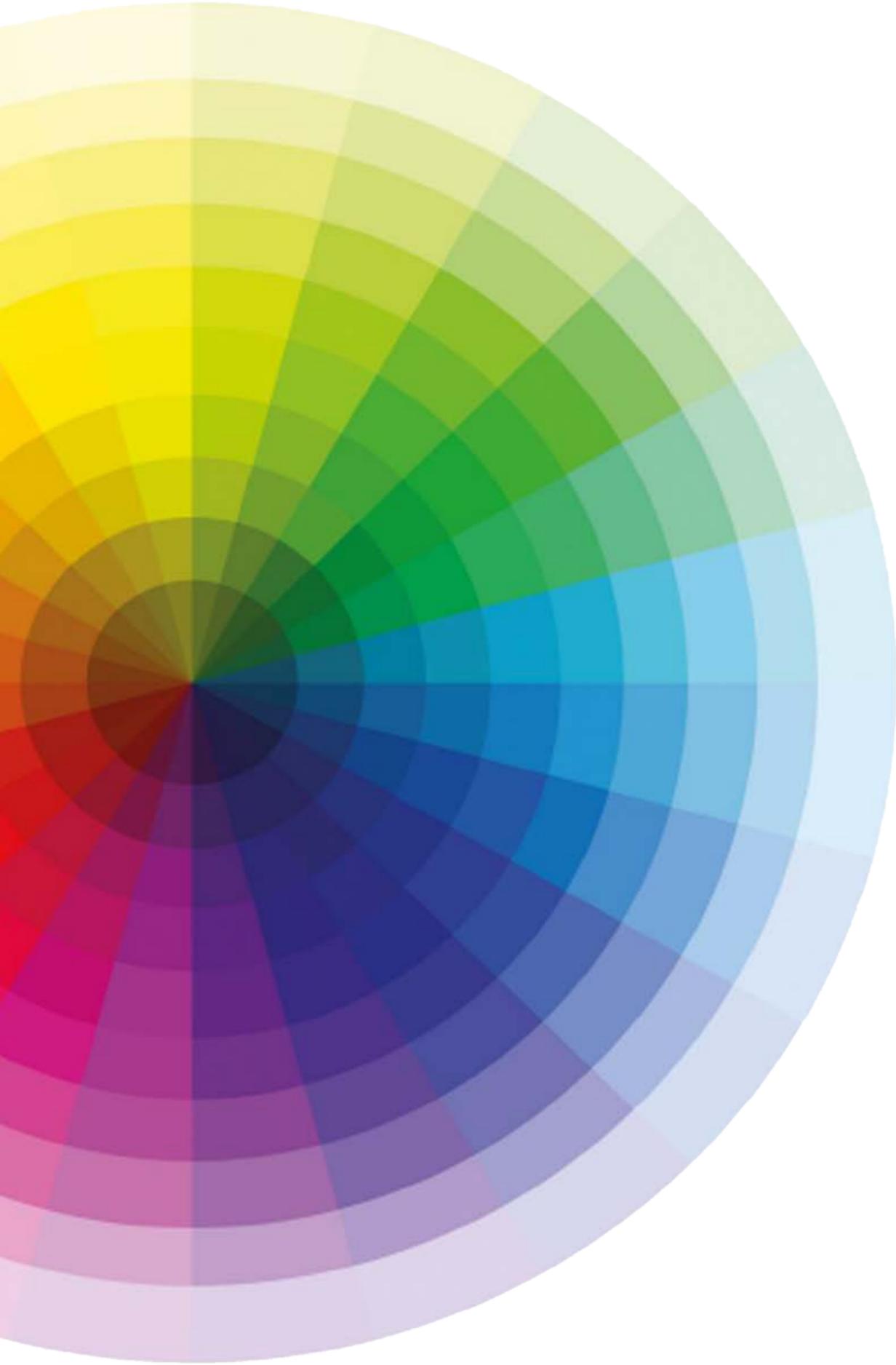


IT'S ALL ABOUT THE FINISH

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.

PRO**COLORIST**
with Hyalu Colorplex



PROFESSIONAL GRADE

PROCOLORIST is a complete line designed to provide perfect support to hairstylists in their technical services, guaranteeing the utmost success and quality results for their clients.

RESEARCH & DEVELOPMENT



RESEARCH & DEVELOPMENT

PROCOLORIST is formulated with highly effective ingredients which protect the scalp and hair from the stress of technical services and enable the stylist to achieve impeccable results.

HYALU COLORPLEX

AC COLORPLEX

SILKY ADVANCED SYSTEM

HYALU COLORPLEX

HYALU COLORPLEX is derived from **hyaluronic acid** and penetrates deep into the hair shaft. It offers a repairing effect by smoothing the hair cuticles, immediately providing more intense reflective properties to the hair.

The anti-aging properties of hyaluronic acid add body and volume to the hair while taming frizz and unruliness.



AC COLORPLEX

AC COLORPLEX is an ultra protective active ingredient based on Melanin and Wasabia Japonica. As an antioxidant it neutralizes damage from free radicals and protects color from fading. With its advanced barrier effect, it defends hair from the oxidizing effect of UV rays. Its powerful moisturizing effect leaves hair surprisingly soft.



SILKY ADVANCED SYSTEM

SILKY A.S. (Silky Advanced System) is an emulsion based on silk protein with amazing rebuilding power. It untangles and eliminates frizz without breaking hair. Silky A.S. offers advanced conditioning and incredible softness, hair becomes easier to control and style.

PROTECTION FOR EVERY PHASE OF SERVICE



360° PROTECTION

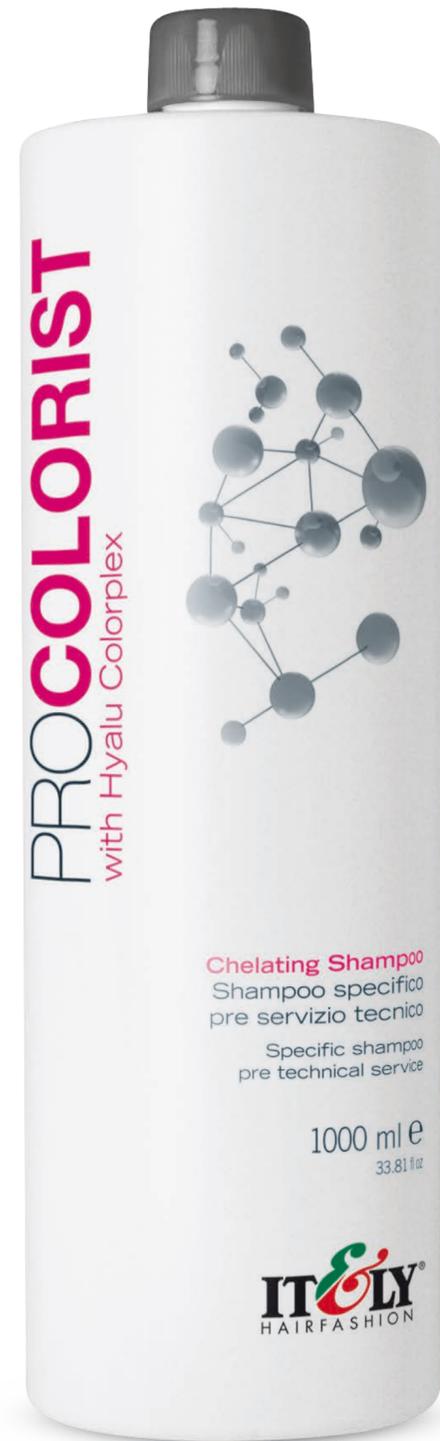
Before, during and after, PROCOLORIST takes care of the color, skin and hair, guaranteeing spectacular results.

PROCOLORIST is an innovative integrated system specifically focused on technical services. It offers 3 simple phases:

PREPARATION

PROTECTION

ENHANCEMENT



PREPARATION

Chelating shampoo

Exclusive shampoo free of sulfates and parabens for use as pre-technical dual-action service. Removes excessive styling build-up and neutralizes the deposits of previous technical services before any new service. Guarantees a perfect cleaning of the hair to deliver uniform penetration of color. The hair becomes softer and color lasts longer.



PREPARATION

DermaShield

Protective barrier cream enriched with the exclusive Hyalu Colorplex. It protects the perimeter of the face, creating an anti-stain shield. Prevents color stains on the perimeter of the skin. Does not interfere with color penetration.



PREPARATION

Equalizer

Instant rebalancing paraben-free fluid for damaged hair enriched with the exclusive Hyalu Colorplex. Recognizes and restores excessively porous and more sensitized areas of the hair, restoring natural hydrolipidic balance.

Equalizer enhances absorption of color, ensures uniformity and prolongs the life of the color service for ultra performing results. Ideal for rebalancing porous hair and faded color.

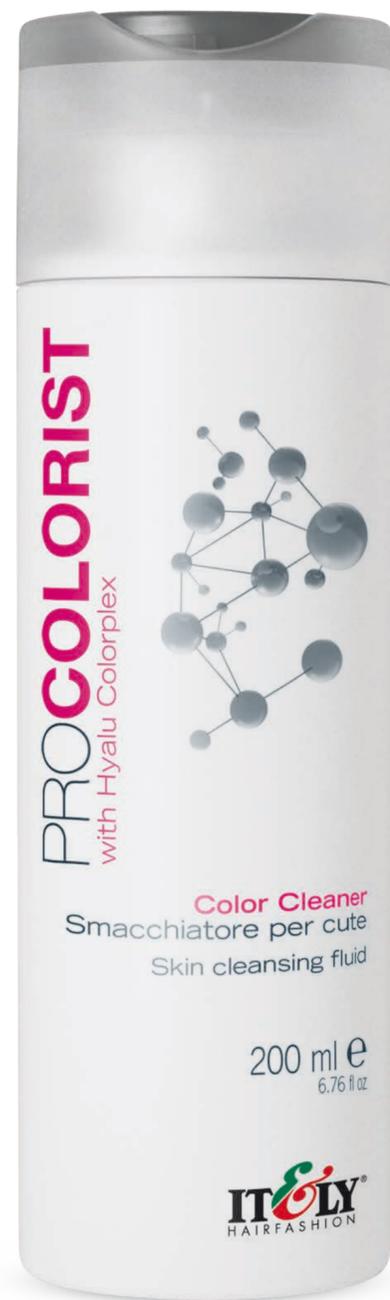
PROTECTION



Scalp Protector

Special protective fluid for the skin enriched with the exclusive Hyalu Colorplex and calming agents.

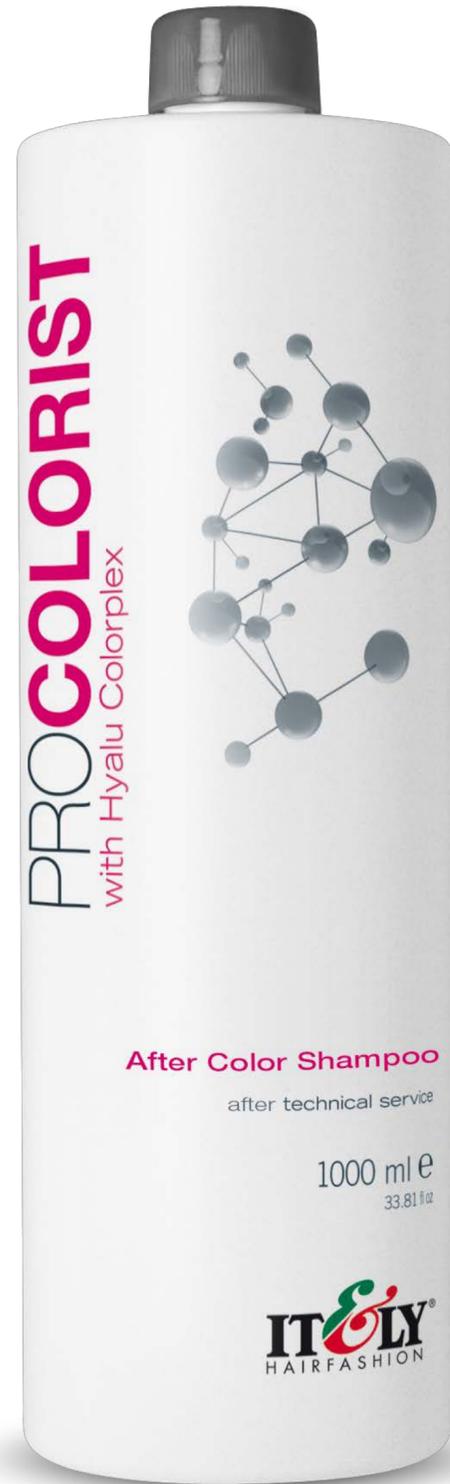
Recommended for sensitive scalps or reddened skin, Scalp protector creates a protective film on the skin without altering the color result.



PROTECTION

Color Cleaner

Specific double-action fluid: eliminates traces of color on the skin after color application delivering decongestant and soothing action.



ENHANCEMENT

After Color Shampoo

Sulfate and paraben free mild shampoo. Designed for post technical service with exclusive Hyalu Colorplex, After Color Shampoo prolongs color intensity and improves brilliance.

Hair is soft, shiny and manageable; color remains protected for long-lasting shine.

ENHANCEMENT



Revivor Pro

Precious nutritious post technical conditioning service. Apply after dyes, bleaches, permanent and ironing services. Ideal for all hair types that need to be restructured. Revivor Pro's rich active ingredients deeply nourish, moisturize, restructure and protect the hair. Hair acquires new softness, silkiness and shine; color is uniform and brighter, longer. Maximum protection for the hair and color comes from the exclusive Hyalu Colorplex.



ENHANCEMENT

Xtra OrdinHair

This amazing multifunctional and biphasic, no-rinse solution contains 10 restructuring actions. With Hyalu Colorplex, color is always protected. XTRAORDINHAIR moisturizes the hair fiber, restructures, gives body and volume, feeds the stem and detangles without damaging hair.

For dry hair: protects color. Provides shine and conditions hair while preventing split ends.

1. Deep hydration
2. Fiber restructuring
3. Adds body and volume
4. Nourishes the stem
5. Detangles
6. Protects from UV rays
7. Lightens up with new splendor
8. Protects color
9. Conditions the hair
10. Prevents split ends



ENHANCEMENT

Silver Shampoo

Eliminates unwanted yellow tones. Neutralizes graying hair's tendency to yellow. Brightens the color and adds luminous silver highlights to gray or bleached hair.

OH
&-PLEX
BOND REPAIR **MY**
BLONDE!

MY BLONDE | MY CHOICE | MY BEAUTY

IF YOU CAN DREAM IT
YOU CAN DO IT



REVOLUTIONARY

TAKE WORRY OUT OF BLONDING

BLEACH AND TONING PRODUCTS FEATURING THE EXCLUSIVE **&-PLEX™ Bond Repair**

- Designed to protect & restructure hair from within
- Protects & maintains structural bonds
- Minimizes breakage
- Improves elasticity, strength & brightness of hair

INNOVATION

&-PLEX™
BOND REPAIR



INGREDIENTS



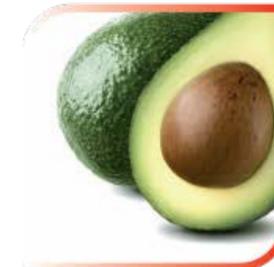
COCOA butter
Moisturizing, Anti-frizz, Nutrient.



ALMOND oil:
Anti-age, Anti-inflammatory.



MANGO butter
Antioxidant, Emollient.



AVOCADO oil:
Moisturizing, Lenitive.



OLIVE oil:
Reviving, Reinforcing.



SOYBEAN oil:
Nourishing and Skin Protective.



COTTONSEED oil:
Moisturizing and Nutrient.



INNOVATION

The Exclusive &-PLEX™ Bond Repair Formula works at every stage of the hair color service.

DECOLORIZE & **BOND**

CARE & **BOND**

COLOR & **BOND**

INNOVATION

DECOLORIZE & BOND

Thanks to the &-PLEX™ Bond Repair and Maleic Acid, most of the bonds remain intact thus minimizing hair breakage. These two complexes help to improve the brightness and resistance of the hair, making it stronger, healthier and more elastic.



INNOVATION

CARE & BOND

For an additional level of protection, the &-PLEX™ Bond Repair has been added to the BLONDE SEALER, an acidifying milk that balances the pH of skin and hair and stabilizes the hair structure, creating new and stronger capillary bonds between fibers. As a result, the lightened hair becomes healthier and nourished from the inside and ready to receive toners, if necessary.



INNOVATION

COLOR & BOND

The 5 BLONDE TONERS are enriched with &-PLEX™ Bond Repair to offer maximum color performance and superior protection of the hair fiber. Bond Repair restores bonds, nourishing hair to obtain a bright, long lasting color.

INNOVATION



CHROMALIGHT

Reduces color fading & prevents yellowing

Blonde hair has a different structure with a higher porosity due to the lightening substances, this aspect makes the fiber more vulnerable and careful. For this reason pre-lightened hair is more sensitive to *not appropriate* shampoos and to environmental factors, which act on the structure effecting color fade and greater sensitivity of the hair fiber. For this reason it is necessary to have specific attention, with the use of products aimed to keep the shine and the color effect over time.

CHROMALIGHT protects color and counteracts natural oxidation due to external factors. This innovative active ingredient reduces the fading of the color, keeping it longer and protects the hair from oxidative processes due to free radicals (sunlight, pollution, etc.).

PROFESSIONAL PRODUCTS

PROFESSIONAL PRODUCTS



ICONIC BLONDE

EXTRA PERFORMANCE DECOLORIZER

Innovative, ultra-performance decolorizer enriched with the exclusive &-PLEX™ Bond Repair, which eliminates yellow residue when lightening.

Ideal for lightening techniques using foil or thermal strips to achieve higher lightening results of up to 9 shades. ICONIC BLONDE is a compact, microgranular, decolorizing powder. Does not swell and is easy to mix and apply.

Mixes 1 part ICONIC BLONDE + 2 parts hydrogen peroxide 10, 20, 30, 40 vol.
Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source.
Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

PROFESSIONAL PRODUCTS



DELY BLONDE

AMMONIA-FREE DECOLORIZER

Ammonia-free, delicate decolorizing powder, ideal for natural or dyed hair enriched with the exclusive &-PLEX™ Bond Repair.

DELY BLONDE is a compact, micro-granular decolorizing powder, which lightens up to 6-7 shades. Does not swell and is easy to mix and apply.

Mix 1 part DELY BLONDE + 2 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

PROFESSIONAL PRODUCTS



CLAY BLONDE

FREE-HAND TECHNIQUE DECOLORIZER

Exclusive ultra-compact decolorizing powder, enriched with the exclusive &-PLEX™ Bond Repair, ideal for free hand lightening techniques; balayage, ombre, shatush & splashlight.

Its special formula, once mixed with oxygen, takes on a clay effect, meaning it can be used without foil. The bleached strands do not interfere with the rest of the hair, for a unique result with a sun-kissed effect. Perfect for use on natural hair or dyed hair in shades of blonde, brown or red. CLAY BLONDE allows for lightening of up to 6 levels.

Mix 1 part CLAY BLONDE + 1.5 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

PROFESSIONAL PRODUCTS



SILKY BLONDE

COSMETIC DECOLORIZING CREAM

Multi-service decolorizing cream ideal for stressed hair, enriched with the exclusive &-PLEX™ Bond Repair.

Its delicate formula provides gentle, safe and reliable hair lightening of up to 6 levels. The creamy and compact texture allows excellent adhesion to reveal the blond color; it doesn't swell, it is easy to mix and apply with any technique.

Mix 1 part SILKY BLONDE + 2 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

PROFESSIONAL PRODUCTS

SUNLIGHT OIL

SOFT LIGHTENING OIL

Extraordinary, ammonia-free lightening oil, enriched with the exclusive &-PLEX™ Bond Repair.

Lightens up to 2-3 tones for a natural and balanced result. Use to achieve a variety of effects on hair based on the technique: Applied on the ends, it gently lightens up to 2-3 levels for a beautiful “SUN-KISSED” effect. Can be used on the base for a “SWEETEN THE BASE” effect. Provides a balanced and neutral lightening result. If applied to the whole head, you obtain a shiny blonde and a wonderful natural lightening for a “SHINE & GLOSS” effect.

Mix 1 part SUN LIGHT OIL + 2 parts hydrogen peroxide: 10, 20 volumes for all-over applications and 20-30-40 volumes for partial applications. Leave on for 5 to 50 minutes depending on desired result. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.



PROFESSIONAL PRODUCTS



BLONDE SEALER

pH REBALANCING MILK

BLONDE SEALER is a conditioning treatment which helps restore the pH of the scalp and hair. BLONDE SEALER is ideal to use after all bleaching services and is enriched with the exclusive &-PLEX Bond Repair.

BLONDE SEALER brings out shine in blonde hair and enhances the brightness of bleached hair, adding structure and body. When used after BLONDE TONER, it stabilizes the color pigments.

After thoroughly rinsing the bleaching mix from the hair with warm water, tone if necessary, rinse and apply 10-15 ml of BLONDE SEALER, leave on for 3-5 minutes before rinsing again.

PROFESSIONAL PRODUCTS

BLONDE TONER

AMMONIA FREE TONER

Available in a palette of 5 tones which can be mixed together. Ideal for neutralizing unwanted highlights or creating pastel effects. BLONDE TONER, enriched with the exclusive &-PLEX™ Bond Repair, offers a unique range of completely customizable colors based on the customer's preference and hair type. 5 easy-to-use toners that provide customizable results; Diamond, Sand, Caramel, Denim, Rose Gold.

Dilute 1 part Blonde Toner + 2 parts hydrogen peroxide with 10 volume, apply to damp hair after shampooing. Leave on from 10 to 20 minutes with no heat source, checking the result based on the desired effect. Thoroughly rinse and follow up with BLONDE SEALER. For a more intense color effect, BLONDE TONER can be applied to dry hair. The intensity of the color result may vary depending on the nuance applied, the level of bleaching achieved, and overall condition of the hair. The tone fades gradually when washed.



PROFESSIONAL PRODUCTS



ACTIVATOR

OXIDIZING EMULSION 5 VOL. / 1.5%

Stabilized hydrogen peroxide specifically formulated to guarantee maximum performance? when used with Blonde Toner shades together with pH Modulator. This allows to better control the lifting of natural melanin. The exclusive &-PLEX™ Bond Repair, a complex of precious vegetable oils and butters, helps to improve the brightness and resistance of the hair, making it stronger and healthier.

Mix with Blonde Toner with a mixing ratio of 1:2 together with pH Modulator.

Add Activator 5 vol. with a mixing ratio of 1:2 (60 ml of Blonde Toner + 120 ml of Activator 5 vol.). Apply the mixture on damp or dry hair according to the type of service and proceed as usual.

PROFESSIONAL PRODUCTS

pH MODULATOR

DYE NEUTRALIZER

A pH modulator that inhibits the lightening of natural melanin and naturalizes the effect of oxidation dyes. Just a few drops is all it takes to mitigate the alkalinity of the toning cream, preventing the lightening of natural hair. The exclusive &-PLEX™ Bond Repair, a complex of precious oils and vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier.

Using the included syringe, mix 2 ml of pH Modulator every 10 ml of Blonde Toner. Add Activator 5 vol. with a mixing ratio of 1:2 (60 ml of Blonde Toner + 120 ml of Activator 5 vol.). Apply the mixture on damp or dry hair according to the type of service and proceed as usual.



RETAIL EXTENSION PRODUCTS

RETAIL EXTENSION PRODUCTS



BLONDE SHAMPOO

Spectacular pearl shampoo that delicately hydrates and cleanses bleached and treated hair, leaving it soft and silky. Formula enriched with Chromalight for longer-lasting color and protection of the hair against oxidizing processes due to external factors. The exclusive &-PLEX™ Bond Repair, a complex of precious oils & vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier. Its moisturizing action makes it ideal also for dry hair or frequent use.

Apply to wet hair and massage. Rinse with plenty of water. Repeat if necessary. Proceed with Blonde Conditioner.

RETAIL EXTENSION PRODUCTS



BLONDE CONDITIONER

Conditioner that hydrates and nourishes porous, bleached and treated hair, leaving it soft and silky without weighing it down. Formula enriched with Chromalight for longer-lasting color and protection of the hair against oxidizing processes due to external factors. Detangles and improves combing, offering shine. The exclusive &-PLEX™ Bond Repair, a complex of precious oils and vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier. Its moisturizing action makes it ideal also for dry hair or frequent use.

Apply to wet hair after washing with Blonde Shampoo and leave in for 3 minutes. Rinse with plenty of water.

RETAIL EXTENSION PRODUCTS

COOL BLONDE SPRAY

Leave-in hair color spray with anti-yellowing effect. Enriched with cool pigments, it neutralizes undesirable yellow tones on all types of blondes and even grays. Perfect for maintaining and enhancing cold ice blonde reflections without weighing the hair down. Detangles and improves combing, leaving the hair soft and shiny. Formula enriched with Chromalight for longer-lasting color and protection of the hair against oxidizing processes due to external factors. The exclusive &-PLEX™ Bond Repair, a complex of precious oils and vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier.

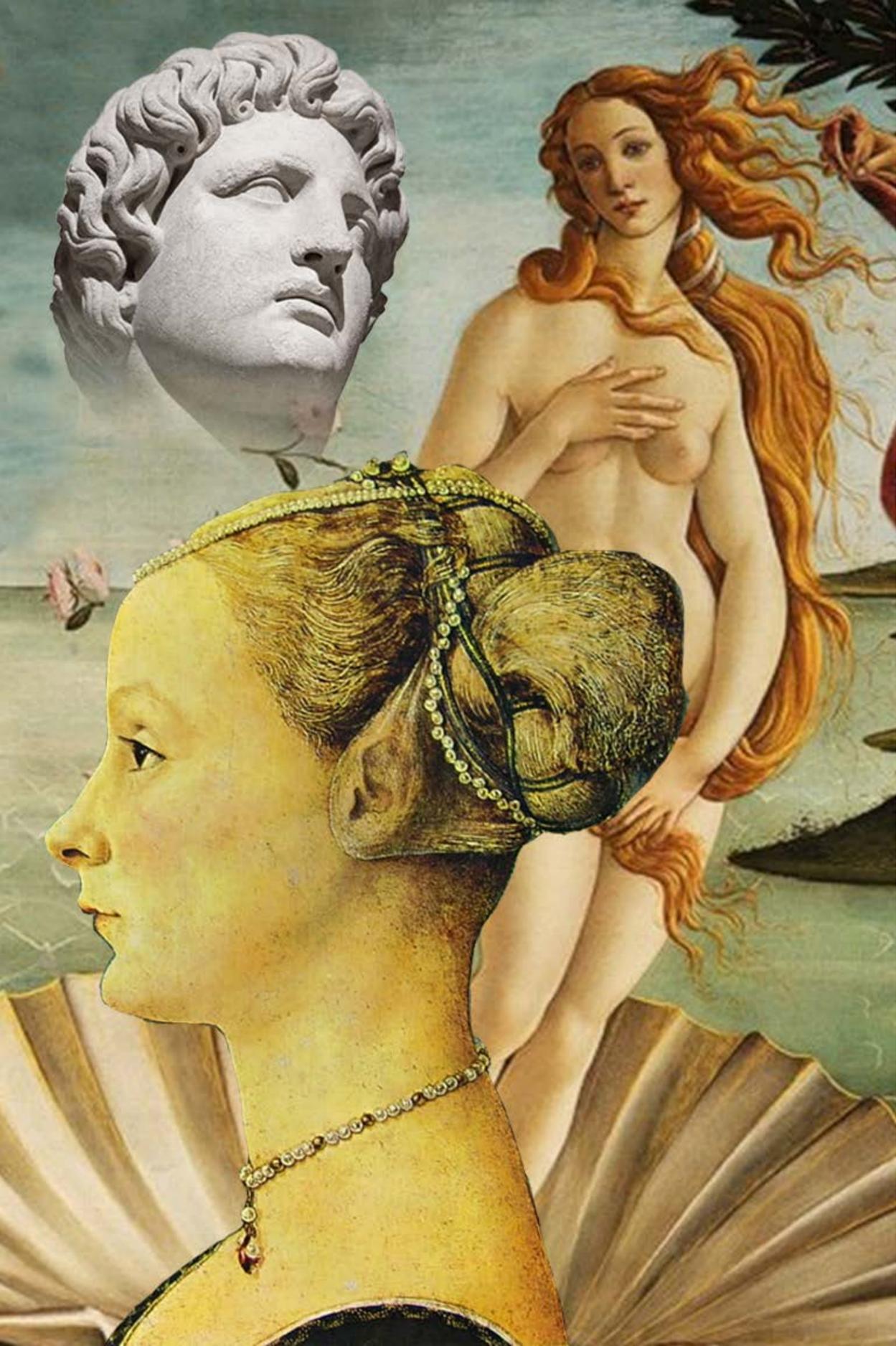
Spray onto towel-dried hair. Comb to distribute evenly. Do not rinse.



PURITY DESIGN
MASTERPIECE

ozone+
complex™

CREATE YOUR PERFECT MASTERPIECE



ITALIAN PERFECTION

SCULPT

DAVID BY MICHAELANGELO

TEXTURE

BIRTH OF VENUS BY BOTTICELLI

GLOSS

DAMA BY POLLAIOLO



MASTERFUL DESIGN

All the products of “Purity Design Masterpiece” are enriched with the innovative OZONE+ COMPLEX.

High performance polymers mixed in a single active complex that wrap around the hair fiber, protecting it from the action of hot tools and atmospheric stresses such as humidity, smog, UV rays.



MASTERFUL DESIGN

ANTI-POLLUTION

UV FILTER

COSMETIC COLOR PROTECTION

INTENSE HYDRATION



MASTERFUL DESIGN

ANTI-POLLUTION

MORINGA SEEDS MICRO-PROTEIN:

Act as a shield against air pollution & prevent micro-particle deposits from the external environment.



MASTERFUL DESIGN

UV FILTER

BIOMIMETIC PHYTO-CERAMIDES :

Extracted from sunflowers seeds, they effectively protect from cosmetic color fading and wrap the hair shaft with a protective film, promoting cohesion of cuticles.



MASTERFUL DESIGN

COSMETIC COLOR PROTECTION

PHYTO-FILTER:

photo-protective active ingredients derived from Bitter Orange and Baobab. They are characterized by an absorption spectrum in UV-A and UV-B rays and mixed with anti-free radicals flavonoids: they protect the hair shaft against premature aging.



MASTERFUL DESIGN

INTENSE HYDRATION

ERYDRATE:

A natural sugar that thanks to its extraordinary moisturizing power and its low molecular weight, blends easily with the hair fiber giving a surprising “silky feel”. Defends from flaking and prevents frizz.



MASTERFUL DESIGN

SLES FREE:

The very mild surfactant agents, skin compatible, characterize the entire Purity Design Masterpiece line. The absence of Sodium Lauryl Sulfate (SLES) reduces the shampooing aggression on the scalp and hair, respecting the innate beauty.

PARABEN FREE:

The use of last-generation preservatives at low-impact on skin reduces the risk of unwanted rashes, itches and redness. The abolition of parabens and formaldehyde guarantees a safe utilization above all for those with sensitive skin.

PURITY DESIGN
MASTERPIECE

ozone+
complex™



MASTERFUL DESIGN

COLORANT FREE:

All Purity Design Masterpiece products are synthetic dye-free. The color of the finished product is given by the intermingle of its natural active principles, without additional color.

DERMATOLOGICALLY TESTED:

The products are dermatologically tested and proven safe for the end user. Test performed by University of Pavia

NICKEL TESTED:

Heavy metal that is one of the major causes of allergic skin reactions.

PURITY DESIGN MASTERPIECE PRODUCT CATEGORIES



SCULPT

Create masterpieces that withstand the test of time.

Ideal for defining, sculpting and creating irresistible styles.

FIRM FINISHING HAIRSPRAY

FLEXIBLE FINISHING HAIRSPRAY

SCULPTING ECO HAIRSPRAY

SCULPTING MOUSSE

GRIP GEL

SCULPTING MATT WAX



TEXTURE

Model and shapes real masterpieces.

Ideal for creating all kinds of style: retró, extravagant or natural.

TEXTURE UP

OCEAN MIST

HANDS ON CLAY

MODELING MOUSSE

THERMOSHIELD

CONTOUR GLAZE



GLOSS

A bath of light for a shining style.

Ideal to illuminate and enlighten every look.

SLEEK POMADE

DIAMOND DROPS

SHAMPOO & CONDITIONER

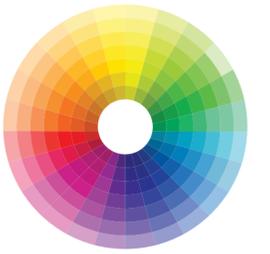
professional FOR SALON USE

SHAMPOO & CONDITIONER



POMEGRANATE

COLOR SAFE



FORMULA

Protect color treated hair

Ideal for all hair types

Color protection

Anti-oxidant

Hydration

Softness

1 Liter | 1000 ML

5 Liter | 5000 ML

professional

FOR SALON USE



ARGAN OIL

COLOR SAFE



FORMULA

For damaged hair

Ideal for all hair types

- Hydration
- Nourishment
- Resistance
- Shine

1 Liter | 1000 ML

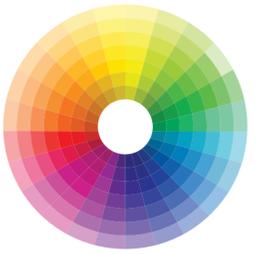
5 Liter | 5000 ML

professional FOR SALON USE



ALOE

COLOR SAFE



FORMULA

For dry hair

Ideal for all hair types

Hydration

Nourishment

Elasticity

Shine

1 Liter | 1000 ML

5 Liter | 5000 ML

professional

FOR SALON USE



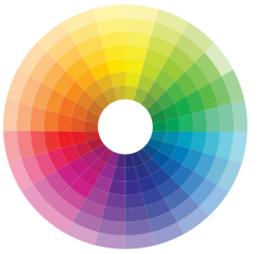
COTTON

For thin & fine hair
Ideal for all hair types

Full-bodied hair
Shine
Hydration
Softness

1 Liter | 1000 ML
5 Liter | 5000 ML

COLOR SAFE



FORMULA

CONDITIONER NOT AVAILABLE

professional **FOR SALON USE**

WOND
HAIR
FUL

FOR DREAMY HAIR



ACTIONS

Shine and brightness
Lightness and softness
Protective barrier

Hydration and nourishment
Nourishment and regeneration
Volume and thickness

NOURISHING SHAMPOO & CONDITIONER FOR DRY HAIR



HYDRA

JAPANESE CAMELLIA OIL (TSUBAKI OIL)

JAPANESE CAMELLIA OIL (TSUBAKI OIL)

Tsubaki oil comes from the pressing of Camellia, an ornamental plant native to Korea and Japan with pink flowers, with well-known moisturizing, nourishing and elasticizing properties.

Camellia Japonica oil gives softness and shine to the hair, preventing split ends. Helps to close the cuticle by detangling the hair. Improves combability and smoothness.



HYDRA

Hydra Shampoo

Nourish and hydrate
Delicate shampoo
Ideal for dehydrated and treated hair

Hydra Mask

Bring elasticity and hydration
Does not weigh down
Detangles & improves smoothness

Amplifico Hydra Mask

Deeply nourishes
Intensive velvety moisturizing action
Helps close cuticles



WONDHAIRFUL

RESTORING SHAMPOO & CONDITIONER FOR DAMAGED HAIR

REVITA

The Restore Complex performs an intense restorative, repairing & conditioning action. The hair is immediately silky, soft and smooth.

Revita Shampoo

Deeply nourishes
Smoothes and softens
Ideal for very damaged & stressed hair

Revita Mask

Restructures the hair fiber
Restores the keratin structure
Detangles and elasticises the hair

Amplifico Revita Mask

Deep restructuring
Intense ultra nourishing & moisturizing action
Helps close cuticles



WONDHAIRFUL

VOLUMIZING SHAMPOO & CONDITIONER FOR THIN HAIR

WONDHAIRFUL

VOLUME

SWEET HAIR COMPLEX

The **Sweet (H)air Complex** is a complex of vegetable Betaine and Glycerin that gives body and guarantees prolonged volume to the hair without weighing it down.



WONDHAIRFUL

VOLUME

Volume Shampoo

Gives body to the hair
Hydrates without weighing hair down
Gently cleanses

Volume Conditioner

Volumizes the hair
Hydrates without weighing hair down
Nourishes lightly



WONDHAIRFUL

RESOURCES

Sign in Sheet

Attendee Name	Salon Name	Address	City	State	Zip Code	Phone	Email Address

Successful Model Call

Remember ITELY HAIRFASHION has contracted you to portrait the philosophies and image of the company through your notable talents. This is not an arena for personal philosophies, but the beliefs and techniques of ITELY HAIRFASHION. You will not always agree with the type of look, color or information you are contracted to communicate, but feelings should never be verbalized to a model, co-worker, with the distributor or distributor personnel. Our hope is to provide you with technical information and techniques that you will proudly display with every event.

- The Model Call should always begin promptly, for respect of those who arrived on time.
- Begin you Model Call with a group presentation.
- Introduce yourself and all of your co-workers to the potential models.
- Present an overview of ITELY HAIRFASHION and the mission for the event.
- Eliminate any confusion or a time-consuming interview by making sure each model in the room realizes they are here to have a color change and possible style change. Inform them of the time commitment, date, and hours. You would be surprised how many potential models think they will have their hair done at the Model Call.
- Do not spend excessive time convincing a model. Chances are they will be disappointed and convey a less than positive stage presence to the audience.
- Do not be greedy! You and your co-workers are a team representing a cohesive image for ITELY HAIRFASHION. If you do not get the best model at this program, you will at the next event.
- Each representative will chose a number. Model selections for interviews will be quick and fair to everyone with this lottery procedure.
- Each model should be interviewed individually; even those you know will not fit the program needs.
- Release models you are sure you will not use immediately. Be sure to tell them of the other companies who are recruiting models.
- It is not a War of the Worlds, but rather companies working together to achieve a successful event for the distributor and their company, but most importantly the attending Hairstylists.
- Having a reputation of good faith and camaraderie with the competitive companies will be rewarded at other programs. You will see these Artists again and again!

ITELY HAIRFASHION provides you with a two-part Model Release Form and a Model Profile.

- Upon interview with each model take all copies. Make notes for future use as well as for the current program.
- Return the top copy of the Model Release with your post-show paper work and retain one copy of the Model Release for future programs in that area. You will probably return to the market and should keep a model catalog of your own to ensure your next event has a successful model turn out.

Successful Model Call

- ITELY HAIRFASHION retains the top copy for future market programs and legal use. This release not only protects the company but you as well.
- Never proceed with any service without the proper information and signatures on the Model Release Form.
- Males and Females do not become forward friendly or aggressive with any of your models.
- If you suspect a model is under the age of 18 and needs parental signature, ask for proof of age.
- Each program has a Model Information Sheet for the selected program models. Make sure each model has an information sheet to take home.
- Be sure you thank each and every model for attending and being the most integral part of the successful performance, for you and ITELY HAIRFASHION.

AGENCY MODELS

- Never discuss fees with agency models. Rates have been negotiated with the booking agent. Refer them to their agent for rate information.
- Make sure you retain a copy of the “Model Agency Voucher” if they ask for your signature.

ITELY HAIRFASHION provides model vouchers when contracting models from an agency. Be sure to fill them out in full, sign and retain a copy for the Event Coordinator. In most cases where agency models are contracted the Event Coordinator will handle the model vouchers and payment arrangements

PAID MODELS

Be sure the Social Security Number of the paid models is on the Model Release Form. Payment will be mailed if there is not an ITELY HAIRFASHION Corporate Representative on show site.

MODEL RELEASE FORM

LOCATION: _____ DATE : _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP : _____

PHONE: _____

NOTES: _____

SERVICE (S): _____ PRODUCT(S) : _____

In consideration of the materials to be furnished and services to be performed, without cost to me, and without predisposition testing, in connection with the above listed treatment to be given to me, I hereby assume all risks of personal injuries and all loss of damage to property, however caused, which I may sustain directly or indirectly, as a result thereof, and I hereby unconditionally release ITELY HAIRFASHION, and their perspective agents, employees, operators, technicians, and/or other persons performing the said services, jointly and severally, from any liability whatsoever therefore; and I hereby expressly waive any and all rights I might otherwise acquire by reason of such injuries or damage. I am over eighteen years of age and/or of legal age; I have carefully read the above and thoroughly understand its terms and meanings; and know of no reason why I am not free and competent to give within release.

Also, I hereby expressly waive any and all rights, now and in the future to any photographs and/or video's that may be taken of me, and grant to ITELY HAIRFASHION N.A., Inc. the unlimited and exclusive rights to use of such photographs and/or video's in the promotion of any and all ITELY HAIRFASHION N.A., Inc. products without a fee.

MODEL NAME: _____

MODEL SIGNATURE: _____

ADDRESS: _____

CITY: _____ STATE : _____ ZIP : _____

PHONE: _____ FAX : _____

.....

MINOR'S RELEASE

If under 18 years old, the parent or legal guardian of the model must sign below.

I, parent and/or legal guardian of _____

do hereby grant my permission to all of the foregoing.

PARENT'S SIGNATURE: _____

TECHNICIAN: _____ WITNESS: _____

IT&LY®
HAIR FASHION

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#itelyhairfashion

PRESENTATION

PRESENTATION

STRONG DELIVERY

The class presentation is an effective pre-scheduled color or demo class that can last anywhere from 2 - 6 hours.



CLASS PRESENTATION

PRESENTING TO A SALON

- Be well prepared to deliver your presentation (TIP: Be creative & light – deliver each point with your personal style with regards for your attendees)
- Introduce yourself and ITELY Hairfashion
- Thank the salon for hosting the event
- Have salon attendees introduce themselves
- Start with an icebreaker to focus their attention
- Be clear about the information you're planning to deliver

Remember you only have about three minutes to truly catch their attention. Don't waste time! Get right into your presentation.

PRESENTATION



SALES MEETING PRESENTATION

DISTRIBUTOR SALES MEETING PRESENTATIONS

A Distributor sales meeting typically requires your expertise in a specific area of product knowledge. Present your material without too much cross talk during the presentation. Allow time between points for questions and address them immediately and thoroughly. A typical Distributor sales meeting presentation can last anywhere from 15 - 45 minutes.

- Prepare by knowing exactly what your Distributor wants to be presented.
- Contact Steve Schaeffer or Jim Sangermano to review your plans for delivering the upcoming presentation.
- Review your presentation with the Distributor Principal or sales manager prior to delivery to the intended audience.

PRESENTATION



SALES MEETING PRESENTATION

YOU ARE THE EXPERT

- Be well prepared to deliver your presentation [handouts, files, etc.]
- Introduce yourself and ITELY Hairfashion
- Thank Distributor for hosting the event
- **Tell your audience what you are going to present to them**
- **Deliver your presentation**
- **Tell your audience what you presented them**
- Ask if there are any questions and address them immediately

PRESENTATION



SALON DETAILING

Timing is the most important issue when detailing salons with preset appointments. Stay on track, keep your presentations tight and know when to close your sale. Your ratio for success is far greater when you have an appointment, but it does not necessarily mean your product has been pre-sold.

Know whether the Salon is using or has ever used your product. If the Salon has discontinued the use of your product, realize you are probably going to be in an adversary position. Be empathetic to the Salon Owner's problem with the product offer solutions to the problems, *not reasons for the problems*. Remember that a salon owner or stylist never used a product improperly.

Allow the Salon Consultant to conduct other business in the Salon but only after your presentation is through. Make sure the Salon Consultant knows you need a full 30 minutes for an appointment and he/she should conduct other business after the presentation is complete.

PRESENTATION



SALON DETAILING

The most effective detailing schedule will leverage the talents of the Certified Educator by:

A well thought out strategy designed by the DSC and Educator that consists of salon visits with set appointments, maybe even an in-salon color demo [if appropriate] coupled with walk in sales calls. Detailing this way is an extremely effective way to launch the IHF brand.

Possible Model Application: A detailing day is a flexible moving show, a work in progress. Detailing is about taking advantage of sales opportunities presented. At times the effort to do a salon model is well worth the time and effort. At times, a model application may be assigned as part of the detailing day.

Items Needed: IHF Literature, Display Products, based on objectives.

Hairdressing Tools needed, just in case.

PRESENTATION



SALON DETAILING

Before you go out to detail, contact Steve Schaeffer or Jim Sangermano to review objectives for salon detailing.

RELATIONSHIP BUILDING - Be sure to communicate with your Distributor / DSC about the **specific goals** for approaching prospective new accounts.

Follow Up Action Plans: Detailing days allow for you to discuss with the DSC good follow up educational and sales plans for the accounts that you stop and visit. Also during the detailing day in many cases you will have an opportunity to book classes yourself on the spot to enhance sales efforts. Please take advantage of the situation but be certain to make sure the paperwork is done to ensure confirmations etc.

PRESENTATION



SALON DETAILING

PREPARE TO SUCCEED

Be sure to get all the information you need:

(Your Distributor or ITELY Hairfashion can get these materials for you)

- Detailer Phone number, DSC Phone number
- Set Pick Up Location
- Start Time / Ending time
- IHF Literature
- Color Swatch Charts
- Demo products (based on objectives)
- Pre-done Mannequin Head

PRESENTATION

COLORLY OPTIMUS 101 BLOCK SCRIPT

2-4 Hour Program

COLORLY[®]

OPTIMUS

30 minutes

BLOCK SCRIPT

PREPARATION & SET UP

This Script is to help you, the educator, follow a plan to offer a successful class/event. You will need to be flexible to adjust according to the needs of the salon.

Always arrive early to do set up, which will include:

- Get paperwork and literature ready
- Have display products and swatch books prepared and available
- Test any and all electronic equipment that you may be using
- Make certain presentation/working space is clean and ready!
- Greet early participants

PRESENTATION

5 minutes

BLOCK SCRIPT

OPENING

Introduce yourself: let them know who you are briefly (relate to them)

If the class is via Zoom, give a brief overview of how it works and encourage them to use the proper features and that the session will be recorded (when applicable).

Get their acknowledgement.

Get to know the attendees.

Learn what colors they are currently using/familiar with (are they familiar with ITELY and our products?)

Review the outline for the class and ask what their expectations are (write them on board/poster)

Give history of ITELY, keep it brief, but include our commitment to continued research and growth

PRESENTATION

5-10 minutes

BLOCK SCRIPT

FEATURES & BENEFITS

- 96 shades and 23 Color Series. 5 NEW Series; Chestnut, Ash Violet, Lavender, Ash Pearl and Intense Coppers
- COLORLY OPTIMUS is smooth, creamy and easy to mix and apply (fast application)
- COLORLY OPTIMUS contains technological advancements & ingredients from the Circular Economy to protect our planet
- E-PLEX Bond Repair added to every shade! Bonds of the hair are restructured and protected when needed!
- Mediterranean Blend is new technology created by a mix of Organic Italian fruit and plant extracts (grape, apple, lemon and wheat bran) for skin renewal, greater hair beauty and more color longevity.
- Mediterranean Blend prepares the hair to accept hair color with great efficacy, allowing COLORLY OPTIMUS to contain a low percentage of Ammonia 0.5 - 2.2% for even less damage and less fadage.
- Mediterranean Blend also Seals the cuticle after the color reaches its target level, for even greater color longevity and keeps mineral deposits from entering the hair shaft between services!
- Perfect color accuracy and balance due to the Molar Formulation for an even more brilliant final end result root to ends
- Color Base Key (use slide or paper version to explain)
- 100% VEGAN, Paraben-Silicone-SLES-Phthalate and cruelty FREE, Heavy Metal-Nickel & Dermatologist tested
- Mixing ratio 1:1 High Lift (SS) series 1:1.5

PRESENTATION

5 minutes

BLOCK SCRIPT

GUEST NEEDS ASSESSMENT

- Listen to guest desires
- Share what you heard
- Clarify that you are correct in what you heard
- Ask Permission
- Proceed!

BASIC COLOR THEORY

All hair color uses the basic laws of color and the color wheel. We can make anything when we understand color theory

- Primary colors: Red, Blue and Yellow
- Secondary colors: Orange, Violet and Green (made by mixing primary colors)
- Tertiary colors: All the colors we create by mixing primary and secondary colors together
- Natural Color Contribution: Color that remains in the hair at every level. This is important when altering hair color
- We need to understand Natural Color Contribution as we formulate to ensure perfect final results
- Do example formulation(s) to determine levels, Natural Color Contribution and final tonal results

PRESENTATION

5 minutes

BLOCK SCRIPT

COLOR KEY

COLORLY OPTIMUS includes both a numbering system and our lettering system to identify colors
On our color wheel/base key we use the following numbers (the first number is the level followed with a “.”):

0 - Neutral brown

1 - Blue

2 - Green

3 - Yellow

4 - Orange

5 - Red

6 - Violet

7 - Warm brown

.81 - Cool violet

.86 - Warm violet

5 minutes

BLOCK SCRIPT

NATURAL COLOR CONTRIBUTION

Remaining pigment and lift - Use this segment to identify/remind what Natural Color Contribution is at each level:

- 1 - Blue
- 2 - Blue violet
- 3 - Violet
- 4 - Red violet
- 5 - Red
- 6 - Red orange
- 7 - Orange
- 8 - Orange yellow
- 9 - Yellow
- 10 - Pale yellow

PRESENTATION

20 minutes

BLOCK SCRIPT

FORMULATION

Formulation process for COLORLY OPTIMUS

1. DETERMINE THE NATURAL LEVEL - Use the removable Natural series in the swatch card
2. DETERMINE THE DESIRED LEVEL
3. DETERMINE THE PROPER DEVELOPER TO USE
4. IDENTIFY THE NATURAL (REMAINING) COLOR CONTRIBUTION AT THE DESIRED LEVEL
5. DETERMINE THE PERCENTAGE OF GRAY – Use the removable swatch card in the swatch book

Address COLORLY OPTIMUS color series and the characteristics of each:

- - Show the swatch chart & Review each Series - -

PRESENTATION

5 minutes

BLOCK SCRIPT

APPLICATION

Measuring and Mixing instructions

- ITELY recommends using a scale for the most accurate and least wasteful way to measure
- If no scale is available, show how to mix:
 - markings on tube
 - pouring developer into flask, etc.
- In a non-metallic bowl measure color and appropriate developer and mix (can use brush or whisk)
- Remind that COLORLY OPTIMUS is mixed 1:1 and 1:1.5 for (SS series) High lift
- Application is key to the success of hair color - Address possible applications and emphasize being thorough!

PRESENTATION

5 minutes

BLOCK SCRIPT

GRAY HAIR & COLOR COVERAGE

- COLORLY OPTIMUS will cover gray hair at all levels with all developers. When the guest has 50% or greater gray hair, 50% of the formula must be the N, NI or TN series.
- In extremely resistant situations we can recommend using a heat source for up to 10 minutes using a plastic bag and then processing the full time after removing heat. Apply the color completely, cover the head with a plastic bag/cap and place under a preheated dryer for no longer than 10 minutes.

5 minutes

BLOCK SCRIPT

PROCESSING TIMES

Determine processing times below:

10 volume= 25 - 30 minutes

20 volume= 30 - 35 minutes

30 volume= 40 minutes

40 volume= 45 minutes

40 volume + SS series = 45 - 50 minutes

30-60 minutes

BLOCK SCRIPT

MODEL

Formulate the model and apply as a group

Doing a model is very important to solidify the COLORLY OPTIMUS System. This can be done once you have gone through the entire system and then use the processing time to answer more questions and do more formulations so that they can reformulate every client successfully.

- While model is processing, introduce attendees to delyTON, OH MY BLONDE, Riflessi, Wondhairful & Masterpiece
- Finish the model's service with After Color Shampoo, Revivor Pro, Color Cleaner
- Have the attendees style the model with Xtraordinhair and Masterpiece

15 minutes

BLOCK SCRIPT

CLOSING

- Thank the attendees for making the switch to COLORLY OPTIMUS
- Leave each attendee a card and encourage them to utilize the Technical Hotline when needed (1-800-621-4859)
- Let them know your personal social media sites as well as ITELY HAIRFASHION'S and that we would love to keep in touch with them and their Colorful future @ItelyHairUs @itelyhairfashionofficial

SALON CLASS

- Company history / mission
- Color / product knowledge
- Color theory
- Formulation
- Application process
- Practical principals

SALON PRESENTATION

- Be prepared
- Introduce yourself & IHF
- Thank the salon
- Attendees introduction
- Icebreaker
- Be clear about the information you're planning to deliver



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