

The World
of **Color**

technical book

ALFAPARF
MILANO

ALFAPARF MILANO

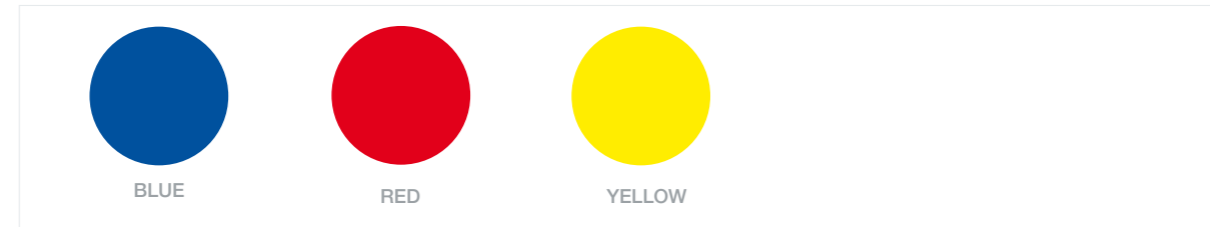
| | |
|-----------|---|
| 4 | Color Theory |
| 6 | Evolution of the Color |
| 8 | Color Chart |
| 8 | Numbering System |
| 9 | Evolution of the Color Series |
| 14 | Developers |
| 14 | OXID'O ALFAPARF Milano |
| 15 | Mixing Ratio |
| 16 | Procedures & Techniques |
| 16 | Diagnosis |
| 17 | Grey Coverage |
| 17 | Coloring Virgin Hair |
| 18 | Re-growth |
| 18 | Pre-Pigmentation |
| 19 | Re-Pigmentation (Filling Technique) |
| 20 | Decolorizing Process |
| 21 | Hair Color Removal |
| 22 | Evolution of the Color Contrasts |
| 23 | Color Wear |
| 27 | Jean's Color |
| 28 | Equipment |
| 31 | pH Color |

Color Theory

Colors are divided in Primary and Secondary.

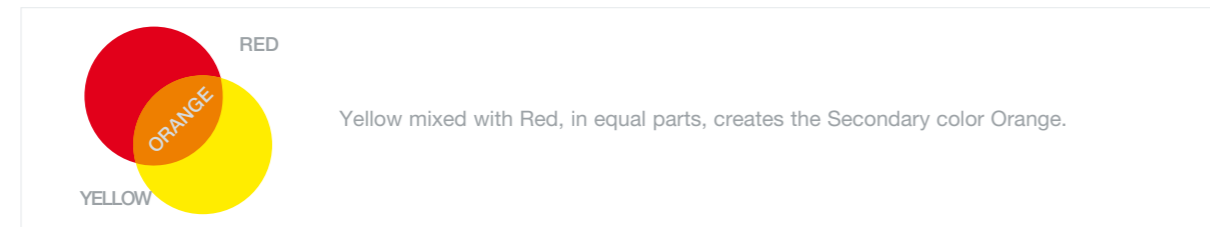
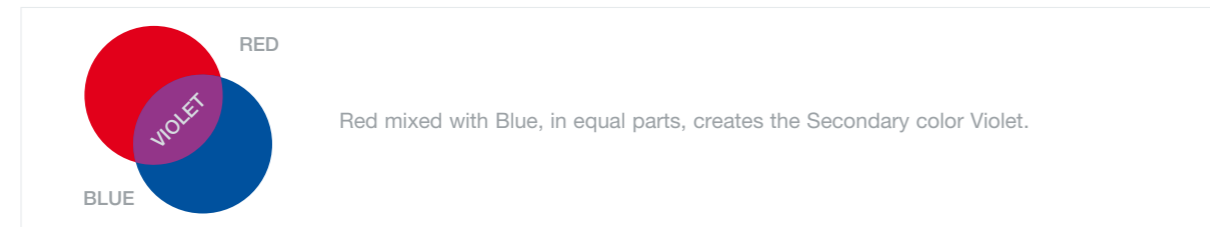
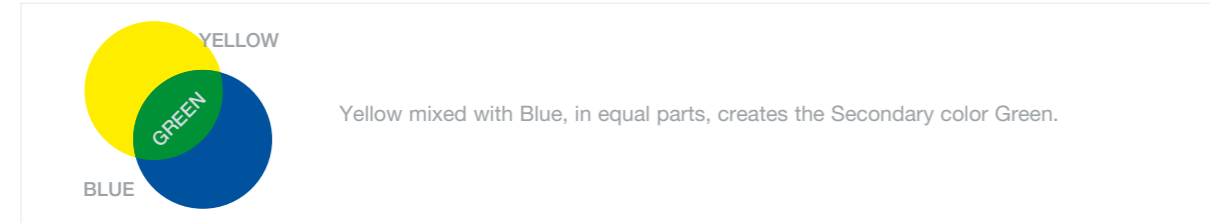
Primary colors

There are three Primary colors (pure):



Secondary colors

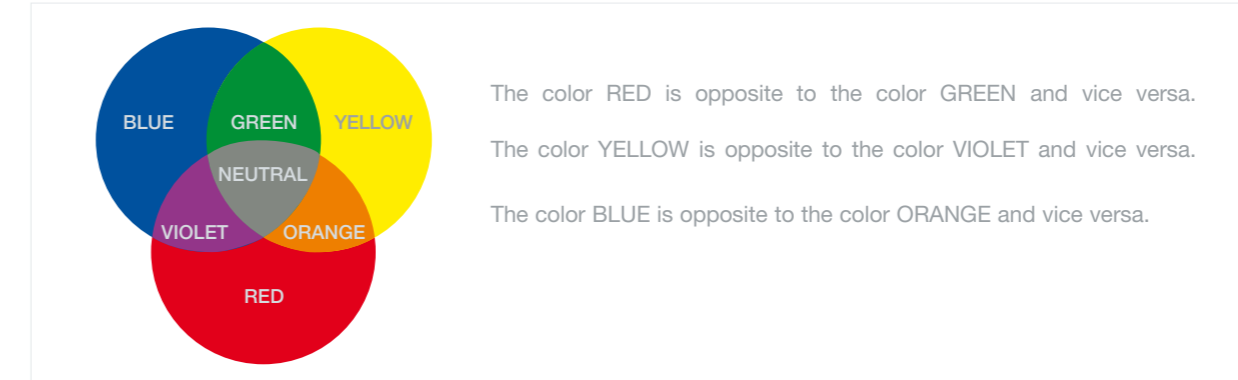
Secondary colors are formed by mixing equal parts of two Primary colors.



When Primary colors are mixed in different parts the end result will be a Secondary color less or more intense.

Opposite colors

In the Chromatic Circle, opposite colors when mixed together will neutralize each other.

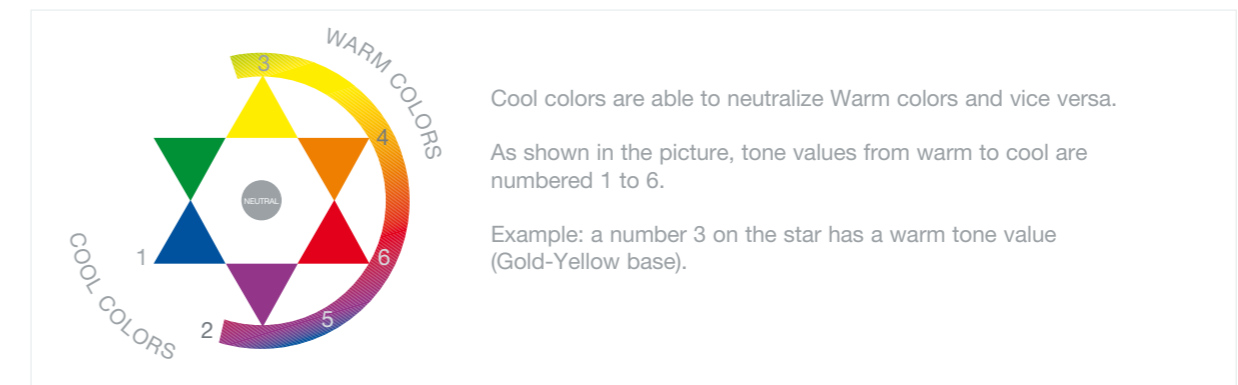


Every color has the ability of neutralizing its opposite color.

This color rule applies to cosmetic color as well, for example when correcting and/or neutralizing unwanted tonality.

Primary and Secondary colors are classified as being either warm or cool:

- Warm colors: red orange yellow
- Cool colors: green blue violet

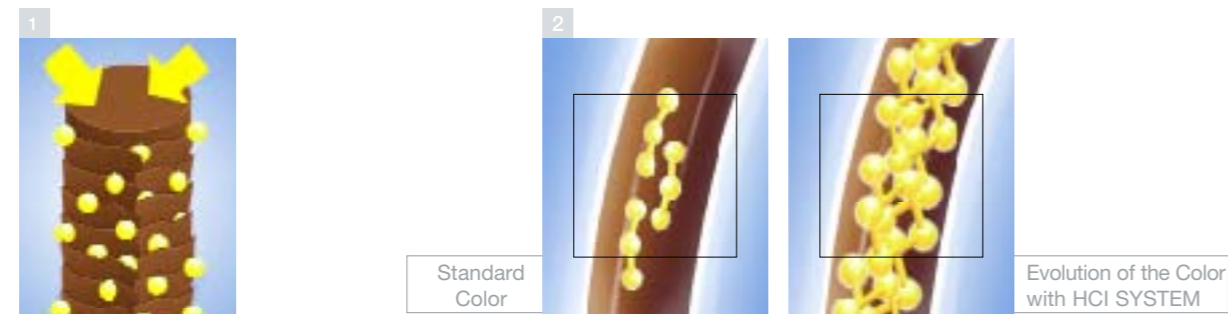


Evolution of the Color

The Product

The Permanent Cosmetic Coloring Cream from ALFAPARF Milano Laboratory designed and formulated with the experiences of master colorists combined with the creativity of major hairstylists world wide.

EVOLUTION OF THE COLOR with HCl SYSTEM (Hyper Intense Color System).
Crystallized Micro-pigments EVOLVE.
 Smaller, Purer



- Crystallized Micro-Pigments with HCl – provides **better penetration of the hair structure** (pic.1).
- While inside of the hair, they generate **bigger color molecules that are more concentrated** that will lock inside stronger for an even and long-lasting result (pic.2).

RESULTS

- MAXIMUM **GREY COVERAGE** AND MAXIMUM **LIFTING ACTION**
- **EXTRA LUMINOUS AND SHINY HAIR**
- **INTENSIFIED COLOR**
- **LONG-LASTING RESULTS**

Protecting formula

■ **p22:** The latest technology in conditioning polymers that will improve hair manageability for healthier and more resistant hair.



Hair reaction after a standard color application.



Hair reaction after an Evolution of the Color HCl System color application with p22 conditioning agent.

+30% more hair manageability*



*based on ALFAPARF Milano testing results of dynamometer machine which measure the resistance hair makes while combing through.

■ **UV FILTERS:** Hair Structure & Color Protection under sun exposure.

■ **BISABOLOL:** Natural Ingredient with soothing properties to minimize scalp irritations.

Comfortable application



IN THE TEXTURE

Ultra creamy consistency allows better mixing & easier application.



Mint



Anise

THE PERFUME

Mint and Anise fragrance gives you a pleasant Application.

Plus, in the PURE REDS series:



The latest color novelty:

LIQUID CRYSTALS are the best dye pigment vector inside the hair shaft. More pigments penetrate the hair! Deeper down!

RESULTS

- **Longer lasting** Colours that are visibly longer lasting with shades that are stable for longer and do not change over time.
- **More intensity** Amplified, limit-less intensity.
- **Better coverage** Excellent coverage without mixing with the natural base.
- **For a complete customization** of the red in salon.

Color Chart

Evolution of the Color Numbering System

A Chart

| Level System |
|---------------------|
| 1 Black |
| 2 Darkest Brown |
| 3 Dark Brown |
| 4 Medium Brown |
| 5 Light Brown |
| 6 Dark Blonde |
| 7 Medium Blonde |
| 8 Light Blonde |
| 9 Very Light Blonde |
| 10 Lightest Blonde |

B Chart

| Tone System |
|------------------------------|
| 0 Pure (Natural Base) |
| 1 Ash (Blue/Green Base) |
| 2 Violet (Violet Base) |
| 3 Gold (Yellow Base) |
| 4 Copper (Orange Base) |
| 5 Mahogany (Red/Violet Base) |
| 6 Red (Red Base) |

Color Numbering System – How to read an Evolution of the Color shade:

- The first number in every Evolution of the Color shade determines the color level (Chart A).
- The second number in every Evolution of the Color shade determines the First tone Value (Chart B).
- The third number determines the Second Tone Value (Chart B).

Example:

Evolution of the Color 5.65:

5.65

- 5: Color Level 5: Light Brown (Chart A);
- 6: First Tone Value 6: Red (Chart B);
- 5: Second Tone Value 5: Mahogany (Chart B).



Evolution of the Color Series

123 marvelous shades:

- 24 natural shades
- 77 fashion shades
- 16 highlifting shades
- 2 lifting boosters
- 4 intensifiers

NATURAL SERIES

Three different ways to cover grey hair.

ALFAPARF Milano research & development satisfies the needs of the hairstylists by focusing on grey coverage technology, developing three different series to always achieve:

- Maximum grey coverage
- Exceptional end results
- True to swatch tone value.

NATURAL SERIES:

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

Directions: Alone or intermix. When covering grey hair intermix desired cool shade with proper natural shade in equal parts.

End results: 100% grey coverage with cool natural results.

NATURAL WARM SERIES (Bahia):

4 NB - 5 NB - 6 NB - 7 NB - 8 NB - 9 NB - 10 NB

Directions: Alone or intermix. When covering grey hair intermix desired warm shade with proper natural shade in equal parts).

End results: 100% grey coverage with warm natural results.

NATURAL INTENSE SERIES:

3 NI - 4 NI - 5 NI - 6 NI - 7 NI - 8 NI - 9 NI

Directions: Alone or intermix with cool or warm shades. When covering grey hair intermix equal parts of the desired shade with equal parts of the Natural Intense shade.

End results: 100% grey coverage with intense natural results.

FASHION SERIES**BLUE BLACK:****1.11****Directions:** When covering grey hair intermix with proper natural series shade.**End Result:** Excellent for black color with blue tone.**ASH SERIES:****5.1 – 6.1 – 7.1 – 8.1 – 9.1 – 10.1****Directions:** Mix with Natural or Natural Intense series for 100% grey coverage. Excellent to neutralize unwanted yellow/orange tonality.**End Result:** Excellent ash cool results.**NATURAL ASH SERIES:****6.01 – 7.01 – 8.01 – 9.01****Directions:** Mix with Natural or Natural Intense series for 100% grey coverage. Excellent to neutralize unwanted yellow/orange tonality.**End Result:** Excellent Natural ash cool results.**IRIDESCENT ASH SERIES:****7.21 – 8.21 – 9.21 – 10.21****Directions:** Mix with Natural or Natural Intense series for 100% grey coverage. Excellent to neutralize unwanted yellow/orange tonality.**End Result:** Excellent Natural ash cool results.**CHOCOLATE SERIES:****5.53 – 6.53 – 7.53****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End Result:** Excellent for warm maroon tonality.**MARRONS GLACÉS:****4.32 – 5.32 – 6.32 – 7.32 – 8.32****Directions:** Mix with Natural, Warm Natural or Natural Intense series for 100% grey coverage.**End Result:** Intense brown colors with cold tonality.**TROPICAL SERIES:****5.35 – 6.35 – 7.35****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End Result:** Excellent for warm golden mahogany tonality.**MOHOGANY SERIES:****4.52 – 5.5 – 6.5 – 7.5****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End Result:** Excellent for mahogany tonality.**BRONZE SERIES:****4.45 – 6.45 – 7.45 – 8.45****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End Result:** Excellent for bronze tonality.**RED:****3.65 – 4.65 – 5.65 – 5.63 – 6.63 – 5.64 – 6.64 – 7.64 – 8.64****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End Result:** Excellent for red/golden red/red tonality.**PURE REDS:****5.6 – 6.6 – 4.66 I – 5.66 I – 6.66 I – 7.66 I – 8.66 I****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage. The .6 series provides excellent coverage without mixing with the natural base.**End Result:** Superior vibrant, passionate and uncompromising pure reds.**PITIAN RED SERIES:****5.46 – 6.46 – 7.46****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End results:** Excellent for copper/red tonality.**COPPER SERIES:****5.4 – 6.4 – 7.4 – 8.4 – 7.43 – 8.43 – 7.34 – 8.34****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End Result:** Excellent for copper tonality.

GOLD SERIES:**5.3 – 6.3 – 7.3 – 8.3 – 9.3 – 10.3****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End result:** Excellent for natural Gold tonality.**DEEP GOLD SERIES:****8.33 – 9.33****Directions:** Mix with Warm Natural or Natural Intense series for 100% grey coverage.**End result:** Excellent for deep Gold tonality.**BEIGE SERIES:****7.31 – 8.31 – 9.31 – 10.31 – 7.13 – 8.13 – 9.13****Directions:** Mix Tonality .13 with Warm Natural or Natural Intense series for 100% grey coverage. Shades .31 are ideal to warm up cool tonality; shades .13 are ideal to cool down warm tonality. Ideal to tone highlights.**End Result:** Excellent for natural beige tonality.**ULTRA LIFTING SERIES****HIGH LIFT (SS):****1000SS – 1010SS – 1020SS – 1030SS****Features:** Up to 4 levels of lift (starting from a level 5 light brown).**Directions:** Alone with OXID'O 40V. Follow mixing ratio 1:1,5 (1Oz. of Coloring Cream with 1,5Oz. of OXID'O 40V).

Timing 45 to 50 minutes. Extra lift when mixed in equal parts with Lifting Reinforcer 000SSS.

End Result: Spectacular blondes will lift and tone in one process.**PLATINUM:****11.00 – 11.10 – 11.11- 11.13- 11.20- 11.21 – 11.30- 11.34****Features:** Up to 5 levels of lift when mixed in equal parts with 0SP – Super High Lift Reinforcer (starting from a level 5 light brown).**Directions:** Alone with OXID'O 40V. Follow mixing ratio 1:2 (1Oz. of Coloring Cream with 2Oz. of OXID'O 40V). Timing 50 to 55 minutes.**End Result:** Great for highlighting, makes hair lighter and brighter giving clear pastel results.**PURE PLATINUM:****PP.01 – PP.02 – PP.013 – PP.015****Features:** Up to 4 levels of lift (ideal base: 6+).**Directions:** Alone with OXID'O 40V. Follow mixing ratio 1:2 (1Oz. of Coloring Cream with 2Oz. of OXID'O 40V). Timing 50 to 55 minutes.**End Result:** Designed for all your clients with a light base (6+) that want a platinum blonde with pure and delicate reflections.**REINFORCERS****LIFTING REINFORCER:****000 SSS****Features:**

It is an un-pigmented cream that increases, on natural hair, the lifting action.

Directions:

- 1/2 a level when intermixed with Highlift series.
 - 1 level when intermixed with any of the shades of Evolution of the Color (except Platinum series).
- Mixing ratio of 1:1,5 (1/2Oz. of haircoloring cream + 1/2Oz. of Lifting Reinforcer 000 SSS + 1,5Oz. of developer OXID'O).

HIGHLIFTING REINFORCER:**0 SP****Features:**

It is an un-pigmented cream that increases, on natural hair, the lifting action up to 5 levels. Only to be used with Super High Lifting Platinum e Pure Platinum series.

Directions: Mixing ratio of 1:2 (1/2 Oz. of haircoloring cream + 1/2 Oz. of Lifting Reinforcer 000 SSS + 2 Oz. of developer OXID'O).**RED BOOSTER:****RB****Features:**

Intensifier additive. When mixed with Pure Reds shades, it takes the intensity of the red to the extreme, to heights that were never possible before!

Directions: Made-to-measure intensity on the basis of the quantity of Red Booster mixed:

- minimum 1:5 (10g Red Booster + 50g shade + 90ml OXID'O)
- maximum 1:1 (30g Red Booster + 30g shade + 90ml OXID'O).

INTENSIFIERS

All the Evolution of the Color shades can be customized or enhanced through the addition of our color intensifiers: Ash, Yellow, Red and Blue.

Features:

These special shades can be used to intensify, drab, color enhance or color correct any shade.

410 - Ash

Designed to be used to control unwanted yellow or brassy tones or to intensify Nacrè, Ash or Iridescent Ash series.

3000 - Yellow

May be used to intensify Gold and Intense Gold series.

6000 - Red

May be used to intensify Red, Mahogany and Copper series.

7000 - Blue

May be used as a drabber agent for unwanted orange/yellow tones or to enhance 1.11 Evolution of the Color shade.

Directions: Intensifiers are not to be more than 1/2 of the formula. No additional developer is needed in mixing ratio.

Developers

OXID'O

OXID'O is a Stabilized Peroxide Cream enriched with waxes and conditioners to protect the hair during the hair coloring process. Specially formulated with high quality stabilizers to provide longer lasting potency and to ensure optimum color results. Pleasantly scented with a creamy consistency, OXID'O is gentle to the hair while giving the perfect end result.

OXID'O: allow uniform and shiny results.

| OXID'O IS AVAILABLE IN FOUR DIFFERENT VOLUMES: |
|--|
| 10 Volumes - (3%) |
| 20 Volumes - (6%) |
| 30 Volumes - (9%) |
| 40 Volumes - (12%) |

OXID'O ALFAPARF Milano is color-coded for an easy selection.



Bottle of 1000 ml / 33,81 Fl.Oz

Mixing Ratio

For the Evolution of the Color regular shades

The most important rule of Evolution of the Color is to respect the Mixing Ratio with OXID'O of 1:1,5. This means that a tube of Evolution of the Color (60ml / 2.05 Oz.) must be mixed with (90ml / 3.04 fl.oz.) of OXID'O.

For the Evolution of the Color Platinum and Pure Platinum

Platinum and Pure Platinum series must be mixed 1:2, this means that a tube of Evolution of the Color Platinum / Pure Platinum shade (60ml / 2.05 Oz.) must be mixed with (120ml / 4.08 fl.oz.) of 40vol. OXID'O.

Choice of OXID'O and processing time

Choosing the correct OXID'O developer and mixing it with color accordingly with instruction is the most important rule to follow while using Evolution of the Color. OXID'O developers intermixed with color will develop several actions of which one of the most important is to lift natural color which will allow cosmetic color deposit to be visible after application. Read carefully the above chart to choose the correct developer in order to lift as many levels as needed.

| CHOICE OF OXID'O AND PROCESSING TIME | | |
|--------------------------------------|--|-----------------|
| Volume | End result | Processing time |
| 3% (10 vol) | Grey coverage / deposit only / tone on tone | 25'-35' |
| 6% (20 vol) | Grey coverage / 1 level of lift | 35'-40' |
| 9% (30 vol) | Grey coverage / 2 levels of lift | 40'-45' |
| 12% (40 vol) | Grey coverage / 3 levels of lift | 45'-50' |
| 12% (40 vol) | Highlifting series + 000SSS (4 1/2 levels of lift) | 45'-50' |
| 12% (40 vol) | Super Highlifting series + OSP (5 levels of lift) | 50'-55' |

Procedures & Techniques

The Diagnosis

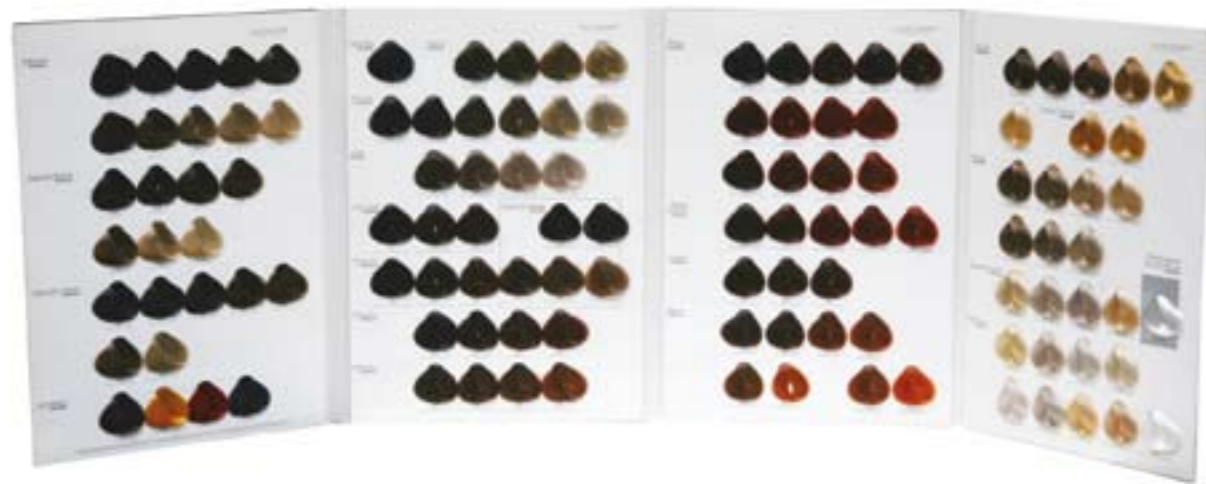
Follow steps 1 to 5 to correctly determine the color technique to be used:

- 1) Determine client's color objective
- 2) Determine client's natural hair color level
- 3) Determine client's cosmetics hair color level
- 4) Determine client's grey hair percentage (%)
- 5) Determine if the color objective requires lifting, tone on tone or darkening.

One extra step to maximize the diagnosis:

- Check physical properties (porosity level / elasticity test of the hair). Previous chemical applications may have caused a porosity alteration which can cause a variable color result.

The Evolution of the Color Chart is the ideal instrument for diagnostic purposes.



Coloring Grey Hair

All hair contains different concentrations of melanin which produce pigments that generate natural hair color levels. Grey hair is dull with no color because it no longer contains melanin.

To obtain superior grey coverage, using Evolution of the Color, it is recommended to:

- Choose the objective color.
- Determine the natural hair color level.
- Decide to use Natural, Natural Bahia or Natural Intense series, in the color mixture, depending on the objective color's tone Cool / Warm or Intense.
- Carefully determine how many levels, the natural hair color must be lifted to get to the tone level objective.
- Apply mixture. Make sure to divide in thin sections.
- Process for the recommended timing.

First Time Natural Hair Coloring Process

The following procedure will allow you to achieve even results avoiding extra lifting at the roots.

The Procedure:

- Divide the hair into four sections with parting from the forehead down to the nape section and across the center of the head from ear to ear.
- Prepare the mix correctly in a non metallic bowl following color mixing instructions.
- Begin color application at the top of the right back section. Apply color on mid length and ends up to 1/2 inch from the roots. Continue the application working clockwise around the remaining three sections.
- Timing: 10 to 20 minutes.
- Apply roots with same color with a lower OXID'O developer Volume. Timing according to the developer used.
- Once the processing time is finished, it is important to thoroughly rinse out color.
- NOTE: When coloring tone on tone or darker color, apply mixture (color objective + OXID'O 10V) section by section, from roots to the ends. Timing 30 minutes.

Touch Up Coloring Process

The Procedure:

- Divide the hair into four sections with parting from the forehead down to the nape section and across the center of the head from ear to ear.
- Prepare the mix correctly in a non metallic bowl following color mixing instructions.
- Begin color application at the top of the right back section. Apply color on the re-growth. Continue the application working clockwise around the remaining three sections.
- To refresh faded ends, prepare another mixture only with target color and OXID'O 10vol. Apply and let it process for 10 minutes Whenever faded ends are less than a level lighter than color target, emulsify the same color applied in the new growth, to ends. Let it process for 10 minutes.
- Once the processing time is finished, it is important to thoroughly rinse out color.

The Pre-Pigmentation

What is it?

Technical term for resistant grey hair filler. It is a procedure that will prepare resistant grey hair to receive an even color end result.

When is it needed?

Whenever resistant grey hair is present (usually on the front area). You can achieve the following benefits by performing the Pre-pigmentation:

- Pre-softening of cuticle layers.
- Color depositing on resistant grey hair.

How to mix it?

- The Pre-pigmentation does not need developer, it has to be applied pure out of the tube a level lighter than the objective color.
- NOTE: Most common Evolution of the Color series used for Pre-pigmentation are Gold and Intense Gold.

How to proceed?

- On resistant grey hair areas, apply the selected shade with a brush. Do not apply directly on the scalp. Timing: 10 minutes. Do not rinse out.
- Apply the objective color with standard application.

The Re-Pigmentation

What is it?

Technical term for filling technique. It is a procedure that will prepare the hair to receive an even color, while promoting a longer lasting color result, avoiding green or grey tonality.

When is it needed?

Whenever we need to go darker two or more levels.

How to mix it?

- Once you have selected the objective color, choose the right re-pigmentation shade (within the following series: Gold, Intense Gold, Copper, Red/Copper, Red) one level lighter than the objective color.
- Mix selected shade with OXID'O 10Vol. 1:2 meaning 1 Oz. of color + 2 Oz. of OXID'O.
- NOTE: If high porosity (overly processed hair) mixing should be the following: 1:3 meaning 1 Oz. of color + 3 Oz. of OXID'O.
- Re-pigmentation can be performed with Evolution of the Color or Color Wear.

How to proceed?

- Determine objective color.
- Determine existing color.
- Determine how many levels of darkening.
- Choose the right re-pigmentation shade by following the client's desired color, remembering one level lighter than the objective color.

Follow the chart below with suggested re-pigmentation shades:

| Objective Color | Underlying Contribution Pigment | Re-Pigmentation suggested shade |
|-----------------|---------------------------------|---------------------------------|
| 8 Light Blonde | Yellow | 9.33 |
| 7 Medium Blonde | Yellow-Orange | 8.33 + 8.43 |
| 6 Dark Blonde | Orange | 7.43 |
| 5 Light Brown | Red-Orange | 6.4 |
| 4 Medium Brown | Red | 5.64 |
| 3 Dark Brown | Violet-Red | 4.66 |
| 2 Darkest Brown | Violet | 3.65 |
| 1 Black | Black-Violet | 1 + 4.52 |

- Prepare the Formula following 1:2 mixing ratio: 2 Oz. of color + 4 Oz. of OXID'O 10Vol.
- Apply the mixture on the selected strands. Timing: 10 to 15 minutes.

TIPS:

Once Re-pigmentation shade has been applied the color process can be achieved into two different ways. Choose the one that you prefer:

Option 1 (Color Intensity):

Time 10 to 15 minutes. Rinse thoroughly with lukewarm water. Towel dry, apply target color.

Option 2 (Color Long-lasting):

Time 10 to 15 minutes. With a wide tooth comb remove the excess of color. Apply target color.

Coloring Process

- Prepare the formula following 1:1,5 mixing ratio: 2Oz. of color + 3Oz. of OXID'O developer 10 Vol.
- Timing: 30 minutes.

Hair Decolorizing Process

What is it?

Technical Process to remove cosmetic color from the hair.

When is it needed?

Whenever you are removing cosmetic color and need a lifting action of more than one level.

How to mix it?

- 2 scoop of Supermèches+*
- Vial of Equipment Soothing infusion*.
- Powder with 3,38 Fl.Oz. of developer.

How to proceed?

- Divide hair into three sections: Nape, Laterals and Crown.
- Mix Decolorizing formula and apply on selected areas. Start application in the Nape area follow with Laterals and Crown.
- Timing will vary depending on the volume of OXID'O developer. Check decolorizing process throughout the entire timing.
- Once achieved results, rinse thoroughly and shampoo.

If, hair reacted to lift more than necessary, than proceed with Re-pigmentation process.

If, hair reacted accordingly with target color, then tone with the target color.

* Extra Features & Benefits on ALFAPARF Milano product at page 22.

Hair Color Removal

What is it?

Technical term used to eliminate unwanted color reflections such as green, grey or to remove build up color.

When is it needed?

Whenever you need to change tonality from cool to warm or vice versa. This process will ensure a perfect color result avoiding any color contrasting between the applied color and the color already present in the hair. Color removal should be performed only while changing tonality, not when lift of more than 1 level is required. In any other cases perform a Decolorizing Process.

How to mix it?

- Intermix 2 scoop of Supermèches+*.
- 0,33 Fl. Oz. Shampoo.
- Powder with 4,22 Fl.Oz. of developer.
- Leave-in time: max 20 min.

How to proceed?

- Spray water on selected areas, apply mixture. Comb thorough.
- Once desired effect has been achieved, rinse thoroughly with lukewarm water, and then proceed with the application of target color.

Evolution of the Color Contrasti

What is it

Coloring method with advanced technology designed to create color contrasts on dark or medium dark bases.

A creative product to quickly transform every haircut into an artistic style. Lifts and colors in one process.

Perfect results on natural or colored hair.

Long lasting translucent brilliance thanks to our exclusive Crystallized Color Complex of Crystallized Micro-pigments for extra brilliance in color; Meadow Foam Seed Oil color intensifier to better lock in color for longer lasting results.

It is available in 5 shades: Red-Violet, Red, Copper-Red, Copper, Bronze.

Recommended shades application

| | | NATURAL BASE | | | | | |
|--------|------------|--------------|---------------|------------|--------------|-------------|------------|
| | | BLACK | DARKEST BROWN | DARK BROWN | MEDIUM BROWN | LIGHT BROWN | DARK BLOND |
| SHADES | RED VIOLET | ● | ● | ● | ● | ● | ● |
| | RED | ● | ● | ● | ● | ● | ● |
| | COPPER RED | ● | ● | ● | ● | ● | ● |
| | COPPER | | | ● | ● | ● | ● |
| | BRONZE | | | | ● | ● | ● |



Tube of 58.2 g / 2.05 Oz.

Color Wear

What is it

Evolution tone on tone color...without ammonia...at its most sublime:

Intense and Ultra Luminous Reflects, thanks to extracts of Saffron, Indigo, and Rubbia, plants used to produce rich and glowing color effects in fabrics.

Unparalleled Lasting Power, thanks to Tannin, a natural fixative that bonds color to the hair fiber with the same principle used to fix color to the fibers of textiles.

Extremely Conditioned and Touchably Soft, thanks to the high concentration of Natural Ingredients in the formula.

Color Wear is dedicated to all your clients who want the maximum gentleness of a no-lift hair color with the uncompromising beauty of professional color results.

When to use Color Wear:

- For all your salon clients who want ammonia-free color.
- To add new fashion tones to natural hair.
- To enhance shine and intensity to natural hair.
- To cover grey hair (60%-100%).
- To tone bleached or sun-kissed highlights.
- To level-out faded areas of permanent color.
- To revive hair color after a perm or straightening service.
- To revive hair color and shine to damaged, dull hair.

Available in 43 shades.



Tube of 60g/2.05 Oz - Activator of 1000 ml/33.81 Fl.

The Formula - From the color of fabric to Color Wear

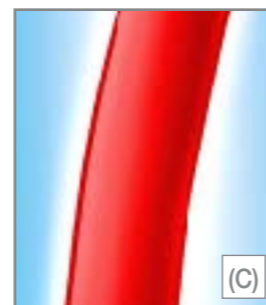
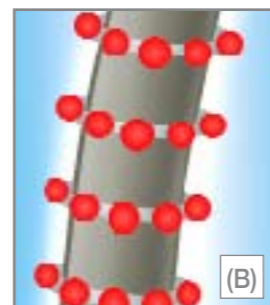
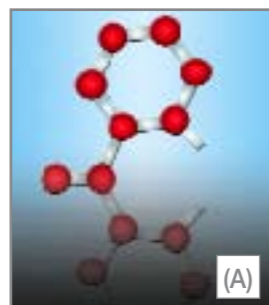
Dye plants: intense and ultra luminous colors

Fabrics are colored naturally using extracts of dye plants. **Rubia tinctorum**, **Saffron** and **Indigo** are the chosen dye plants for Color Wear, their extracts being used to obtain, respectively, the colors red, yellow and blue.

These three primary colors are present in different percentages Color Wear shades based on the final color being created.



The extracts of dye plants are rich in Chromophore groups (A) which are activated by contact with light, becoming bright and with intense and decisive colors(B). Once they've penetrated the cuticle, they gradually release light and color, "tinting" the hair intensely, deeply and uniformly(C).



The Fixative: color with unmatched staying power

Fabric colors are designed to resist numerous washings by the use of fixative substance that fuses itself to the fiber, making it insoluble.

The natural fixative in Color Wear is Tannin. This fixative is able to keep the Chromophore groups linked to the fiber, guaranteeing long-term intensity and brilliance **+30% longer lasting!**

Directions

Select the desired nuance. Blend 60 ml of Color Wear Coloring Cream with 120ml of Color Wear Activator in a non-metal bowl(mixing ratio 1:2).

Virgin Application

Distribute the blend simultaneously on the roots, the length of the hair and on the ends. Leave in and then rinse thoroughly with warm water. Shampoo, then style as desired (see the table for the leave-in times).

Following Applications

Apply the blend to the regrowth only. Five minutes before the leave-in time has elapsed apply the color to the length of the hair and the ends as well. Once the leave-in time has expired, proceed as described above.

Intensifiers

In the blend with the creative nuance in order to obtain a more vivid color. In particular, blend Violet with mahogany nuances; Red with red nuances; Orange with copper nuances (see the table for leave-in times and mixing ratios).

Clear & Gloss

Use in the blend with the selected nuance in order to obtain a softer color (see the table for mixing ratios and leave-in times). When used on its own it becomes a true beauty treatment that gives renewed shine to dull and opaque, natural or treated hair (for mixing ratios and leave-in times, see the basic guidelines).

| OBJECTIVE | MIXING RATIO | Leave-in time | |
|--|--|---------------|-----------|
| | | Without heat | With heat |
| BASIC GUIDELINES | | | |
| Covers up to 60% of grey hair | 1:2 60ml nuance + 120ml activator | 20' - 25' | 10' - 15' |
| ALTERNATIVE RESULTS | | | |
| Vivid colors | 1:2 30ml nuance + 30ml intensifier +120ml activator | 20' - 25' | 10' - 15' |
| Deep colors | 1:1 60ml nuance + 60ml activator | 20' - 25' | 10' - 15' |
| Soft colors | 1:2 30ml nuance + 30ml clear + 120ml activator | 20' - 25' | 10' - 15' |
| Covers up to 100% of grey hair Blend in the same amount as the natural base | 1:1 60ml nuance + 60ml activator | 30' - 40' | 15' - 20' |
| Toning treatment following a form service | 1:2 60ml nuance + 120ml activator | 10' - 15' | / |
| Brilliance service | 1:2 60ml clear + 120ml activator | 20' - 25' | 10' - 15' |

Jean's Color

What is it

Direct cream Colorant, damage-free, ammonia-free. Does not require developer. Exclusive and natural coloring pigments guarantee beautiful color while maintaining the integrity of the hair. When applied on previously decolorized hair or with highlights, creates fashionable hair effects. When applied on previously colored hair it will enhance tone value while promoting super shiny hair. Jean's Color can last up to 4 to 6 shampoos however; results may vary depending on the frequency shampoos.

Jean's Color is available in 5 vibrant shades: Deep Red, Magenta, Violet, Pink, Chili Red.



Bottle with pump 250 ml / 8.45 Fl.

Equipment

The complete professional line designed to allow the stylist to elevate to excellence the color service.

Supermèches+

New bleaching powder for extra lightening.

- Lightens 7 levels.
- Maximum precision for incredibly uniform results, thanks to the innovative TJ Complex, system of concentrated Phytomolecules that creates a perfectly uniform net that flawlessly adheres to the hair.
- Maximum flexibility: versatile mixing ratio from 1:1 to 1:3.
- Maximum cosmetic result: the creatine reconstructs the hair's structure from the inside.
- Maximum comfort: dust-free formula and creamy texture.
- This special blue formula neutralizes unwanted brassy tones.



Can of 400 g / 14.1 Oz. - Box 12 pcs. of 50 g / 1.76 Oz.

Barrier Cream

Creates a protective barrier that helps prevent color staining on the skin.

Avocado Oil softens and moisturizes making it perfect even for the most sensitive skin.

How to use:

Prior to color application, apply Barrier Cream around the entire hairline, avoiding contact with the hair.

After color processing, rinse to remove.

Stain Remover

Effectively removes hair color stains from the skin. Contains Almond Oil to soothe skin and prevent redness.

How to use:

Apply a small amount of Stain Remover to dry cotton or paper towel, and then pass it delicately over the stained area. Rinse.



Tube of 150ml / 5.29 Oz.



Flacone da 125ml

Porosity Equalizer

Designed to even the porosity of hair prior to a chemical service. Contains: 1) Cationic conditioner blend that allows uniform distribution of color pigments through out the hair strand; 2) Citrus Vitamin-base complex that nourishes and revitalizes damaged hair.

How to use:

Spray the Equalizer evenly along the mid-shaft and ends prior to pulling color through. The Equalizer can also be used prior to de-colorizing, perming or straightening the hair.

Soothing Infusion

Chamomile-based acid infusion designed to protect the dermis and hair fibre during a color service. Contains: 1) Centella Asiatica that soothes the scalp; 2) Citrus Vitamins that re-vitalizes the hair structure.

How to use:

Mix the contents of one vial into the color or apply directly to the sensitive scalp before applying the color.



Bottle of 250ml / 8.45 Fl. Oz.



Box of 12 x 13ml / 0.43 Fl. Oz.

pH Color

Color Maintenance System in 6 different shades to keep your client's color looking always fresh.

Color Enhancing Shampoo - Neutral pH

Cleanses delicately. Enhances the shine of colored or natural hair. Dramatically reduces color fadeage. Superior color pigments for more intense shades, Citrus Vitamin Complex and Vitamin F to re-hydrate the hair, oil of Camellia to protect cuticle and hair from external agents and UVA-B filters to protect hair from environmental pollutants.

It is available in 6 shades: Honey, Beige, Red, Brown, Black and Silver.

Revitalizing Cream - Neutral pH

Restructures and re-hydrates the hair, leaving it soft and silky. Revitalizes and refreshes the color of treated hair. Enhances the shine of natural hair.

Superior color pigments for more intense shades, Citrus Vitamin Complex and Vitamin F to re-hydrate the hair, oil of Camellia to protect cuticle and hair from external agents and UVA-B filters to protect hair from environmental pollutants.

It is available in 6 shades: Honey, Beige, Red, Brown, Black and Silver.



Bottle of 250ml / 8.45 Fl. Oz.



Bottle with pump 250 ml / 8.45 Fl. Oz.

A L F A P A R F . C O M

ALFAPARF
MILANO