





WITH PASSION AND DETERMINATION, THROUGH PERFECTLY

FINE CRAFTSMANSHIP AND ATTENTION TO DETAIL

Each shade is developed through perfectly balanced formulas, customizing each base so that when combined with the desired tone, the color result is perfect.

DEDICATION TO PROFESSIONAL EXCELLENCE

A life-long commitment to constant research and learning are at the basis of exceptional performance. This is why ALFAPARF MILANO creates unique color and is the world's best selling Made-in-Italy color.

ROTATING GEARS, WE ASSEMBLE PRODUCTS OF GREAT SUCCESS

TASTE AND CREATIVITY ARE LEADERS IN OUR BUSINESS

We are passionate trend-setters who turn ideas into outstanding reality by creating beauty, loved and desired by women all over the world.

TRAINING COURSES WITH ITALIAN STYLE

A comprehensive training path made of "Beauty Secret" modules that are constantly updated to enrich technical skills and inspire new creative work.





For over 35 years, **PROFESSIONAL HAIR COLOR** has represented a pure passion for ALFAPARF MILANO, which turned into an obsession, with the single goal of achieving immaculate results.

Every shade created, each reflection that it is enriched with, everything has been custom formulated; with the **LATEST TECHNOLOGY and TYPICAL ITALIAN TASTE** of doing things to perfection, which ALFAPARF MILANO has always been committed to.

Every second, across 5 continents, a woman leaves a hair salon wearing our color and carrying us with her, in her look and in her life.

HAIR AND COLOR

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COLORING TECHNIQUES

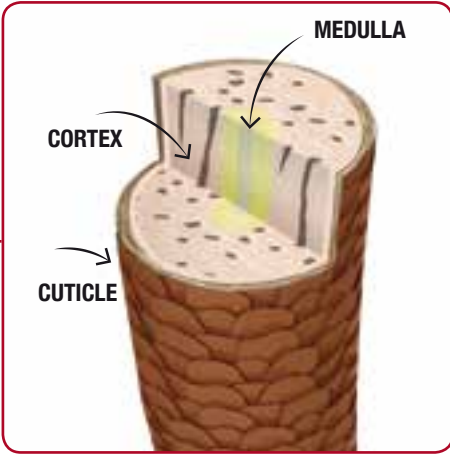
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HAIR AND COLOR

THE STRUCTURE OF HAIR

A strand of hair consists of **3 sections**, each with a specific function:

- **CUTICLE**
This is the outer coating and it is in turn formed by 4 to 12 transparent layers which partially overlap each other. It has **protective functions** and its condition is indicative of the hair's state of health.
- **CORTEX**
This is the intermediate layer composed of millions of fibers and microfibrils, which is responsible for the **mechanical, physical and chemical properties** of the hair. It is in this layer that all the chemical changes in the hair are carried out, including cosmetic coloring.
- **MEDULLA**
This is the innermost layer, which has **no real influence** on the hair.



THE NATURAL COLOR OF HAIR

The natural color is determined by the **melanin**, which develops in the dermal papilla and is deposited in the cortex. It is determined by three different types of melanin:

- **EUMELANIN**
Blue-colored pigments which determine the tone height of the color.
- **PHEOMELANIN**
Red/yellow-colored pigments which determine the intensity of the color.
- **TRICOSIDERIN**
The pigment that determines the intensity of the copper/red reflection.

THE DIFFERENT TYPES OF COLORANTS

There are **two ways to color hair**:

- **DIRECT COLORANTS**
These have their own color and attach to the cortex, without causing it any chemical/physical variation. They do not require a chemical reaction with the oxidant. They last for a limited time.
- **OXIDATION COLORANTS (COLOR PRECURSORS)**
These require a chemical reaction with the oxidant to create the color molecules. They penetrate the inside of the cortex and cause it to alter chemically/physically. The color lasts for a longer period. There are 2 types of oxidation colorants:
 - a) **permanent oxidation color**, that ensures up to 3 tones of lightening;
 - b) **tone-on-tone color**, with a limited lightening ability.

THE INFLUENCE OF MELANIN RESIDUE ON THE COLOR RESULT

Whenever you alter the color of hair (through the use of oxidation color, decoloring or stripping) it is important to consider the melanin residue, which is the result of the lightening process. There are two factors that determine the **melanin residue**:

- a) starting base
 - b) volume of oxidant used
- The melanin residue may influence the color result by accentuating, neutralizing or dulling the desired reflections.

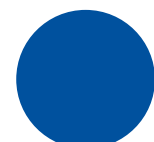


THE THEORY OF COSMETIC COLORING

Colors are divided into:

• PRIMARY COLORS

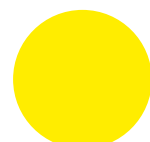
There are three Primary colors.



BLUE



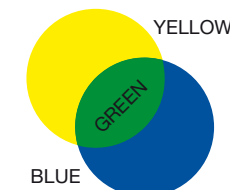
RED



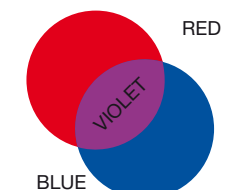
YELLOW

• SECONDARY COLORS

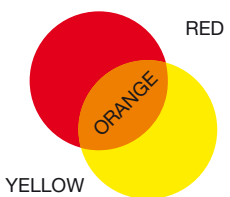
Secondary colors are formed by mixing equal parts of two Primary colors.



Yellow mixed with Blue in equal parts, creates the Secondary color Green.



Red mixed with Blue in equal parts, creates the Secondary color Violet.

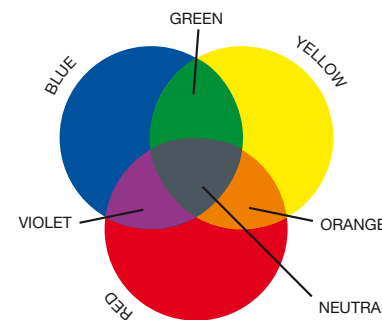


Yellow mixed with Red in equal parts, creates the Secondary color Orange.

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.



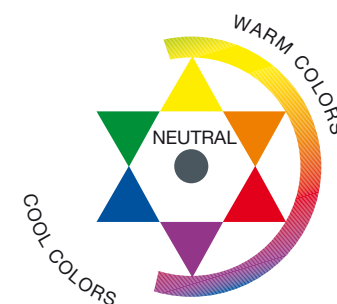
The color RED is opposite to the color GREEN and vice versa.

The color YELLOW is opposite to the color VIOLET and vice versa.

The color BLUE is opposite to the color ORANGE and vice versa.

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:

• WARM COLORS:	RED 	ORANGE 	YELLOW
• COOL COLORS:	GREEN 	BLUE 	VIOLET



Cool colors are able to neutralize Warm colors and vice versa.

THE ALFAPARF MILANO NUMBERING SYSTEM

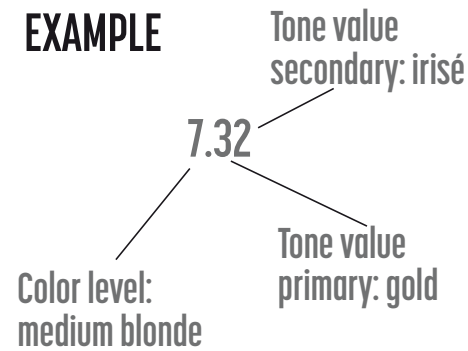
HOW TO READ A SHADE

- The first number of the shade indicates its color level.
- The second indicates the primary tone value.
- The third number indicates the secondary tone value.
- When the second and third numbers are the same, the shade has an intense value.

COLOR LEVEL
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

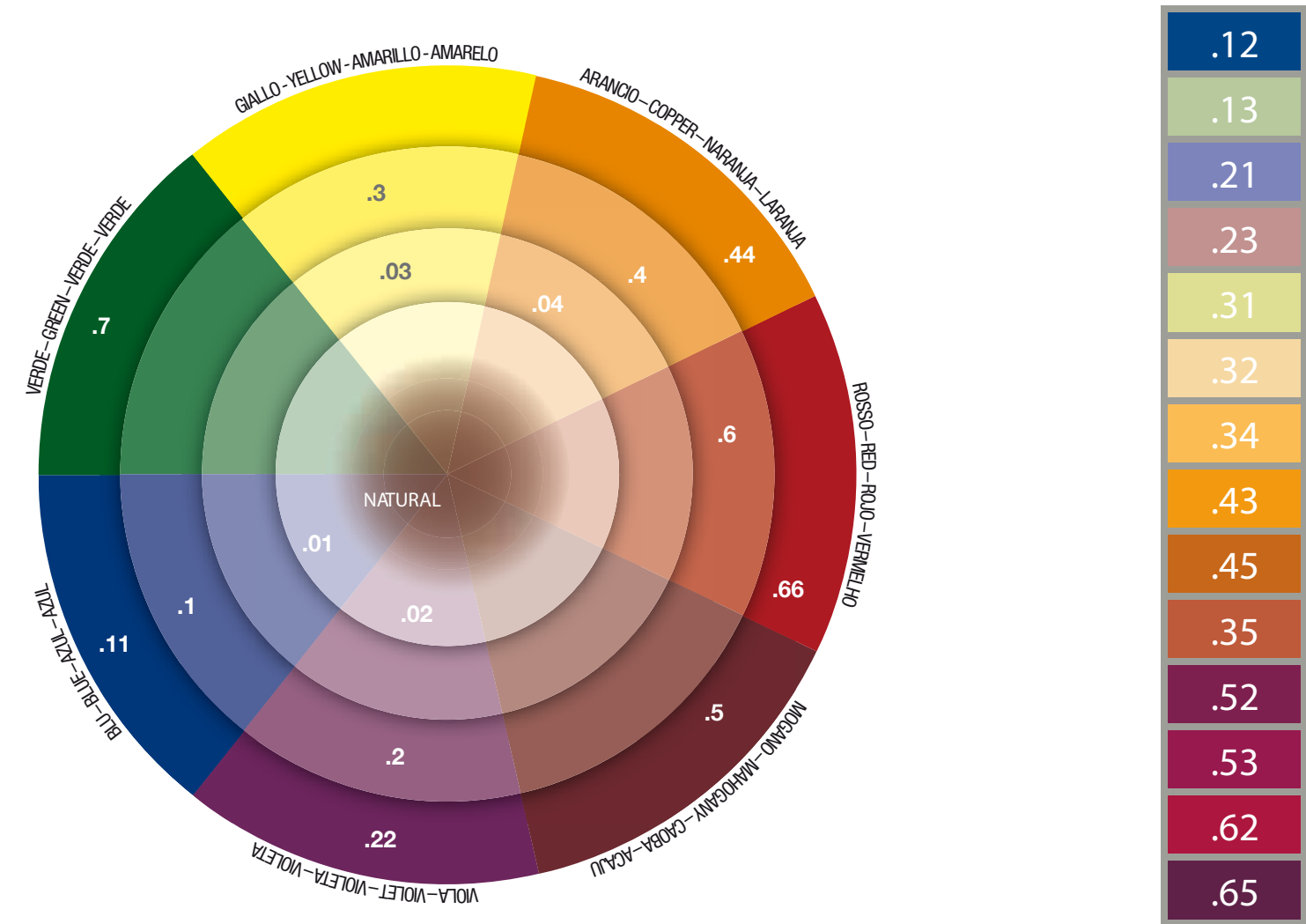
TONE VALUES
1 ASH (BLUE BASE)
2 IRISÉ (VIOLET BASE)
3 GOLD (YELLOW BASE)
4 COPPER (ORANGE BASE)
5 MAHOGANY (RED-VIOLET BASE)
6 RED (RED BASE)
7 MATTE (GREEN BASE)

EXAMPLE



The '0' in front of the secondary reflection indicates a lightening in the intensity of the reflection.

ALFAPARF MILANO TONES



PIGM ENTS

Latest-generation pigments are able to intensify and enrich any ALFAPARF MILANO service (Treatment, Color, Shape & Styling) with extraordinary reflections. Adapting perfectly to every type of cosmetic environment, these ultra-concentrated pigments can be mixed with a great variety of products, to revive and keep both natural and cosmetic color vibrant and bright.

2 Patents pending.

- 6 pure ultra-concentrated pigments for an extremely wide-range of use.
- 6 treatment bases to take care of both the health and the color of the hair.

TECHNOLOGY

Pure Pigments are **capable of modifying their structure, depending on the pH of the environment in which they are found**, whether alkaline or acidic. In addition, the molecules of pigment are dispersed in a cellulose grid, where they remain intact until the time of mixing.

• 6 PURE ULTRA-CONCENTRATED PIGMENTS

- Gold .3
- Copper .4
- Red .6
- Ash Gold .13
- Golden Mahogany .35
- Violet Ash .21

.3 COLOR Gd Gold	.4 COLOR Cp Copper	.6 COLOR Rd Red	
.13 COLOR Ag Ash Gold	.21 COLOR Va Violet Ash		
.35 COLOR Gm Golden Mahogany		+	CARE Hd Hydrating
		CARE Re Reparative	CARE Nu Nutritive



• SIZE

In salon: 90 ml - 3.04 Fl Oz. bottle
At home: 8 ml - 0.27 Fl Oz. tube

• 6 TREATMENT BASES

3 shampoos and 3 masks specifically for taking care not only of the color, but also the health of the fiber. Formulated to maximize the action of Pure Pigments and to make the mixture incredibly high-performing.

Range

- Hydrating Shampoo and Mask - For slightly dry hair
- Nutritive Shampoo and Mask - For dry hair
- Reparative Shampoo and Mask - For damaged hair



• SIZE

Shampoo: 200 ml - 6.76 Fl Oz. bottle
Mask: 200 ml tub - 6.91 Oz. Net Wt. jar

	Service	Mix with	Dilution ratio	Example	Processing time	Instructions	Duration (shampoo)
COLOR	Create new shades	Evolution of the Color, Color Wear and Thermae SPA	Levels 8/9/10 - 60:1 Levels 6/7 - 30:1 Levels 4/5 - 20:1 Levels 1/2/3 - 10:1	Levels 8/9/10 - 60g (Net Wt. 2 Oz.) Colour + 1g (Net Wt. 0.03 Oz.) Pigments Levels 6/7 - 60g (Net Wt. 2 Oz.) Colour + 2g (Net Wt. 0.06 Oz.) Pigments Levels 4/5 - 60g (Net Wt. 2 Oz.) Colour + 3g (Net Wt. 0.1 Oz.) Pigments Levels 1/2/3 - 60g (Net Wt. 2 Oz.) Colour + 6g (Net Wt. 0.2 Oz.) Pigments	As specified in color service	Add Pigments after mixing the color with the activator. Apply color mixture as usual.	/
	Repigment	Water	2:1, 3:1, 4:1, 5:1, 6:1, 7:1, 8:1, 9:1 (depending on desired color)	Level 1 - 2g (Net Wt. 0.06 Oz.) water + 1g (Net Wt. 0.03 Oz.) Pigments Level 2 - 3g (Net Wt. 0.1 Oz.) water + 1g (Net Wt. 0.03 Oz.) Pigments Level 3 - 4g (Net Wt. 0.13 Oz.) water + 1g (Net Wt. 0.03 Oz.) Pigments; etc.	5 minutes	Mix Pigments in a bowl with water and apply with a brush to dry hair. At the end of the processing time rinse, dry and proceed with color.	/
	FIRST DATE WITH COLOR Before coloring, on natural hair	Mask or Conditioner	Levels 8/9/10 - 20:1 Levels 6/7 - 10:1 Levels 4/5 - 10:2 Levels 1/2/3 - 10:4	Levels 8/9/10 - 20g (Net Wt. 0.67 Oz.) Mask + 1g (Net Wt. 0.03 Oz.) Pigments Levels 6/7 - 20g (Net Wt. 0.67 Oz.) Mask + 2g (Net Wt. 0.06 Oz.) Pigments Levels 4/5 - 20g (Net Wt. 0.67 Oz.) Mask + 4g (Net Wt. 0.13 Oz.) Pigments Levels 1/2/3 - 20g (Net Wt. 0.67 Oz.) Mask + 8g (Net Wt. 0.27 Oz.) Pigments	20-30 minutes	Add Pigments + mask or conditioner mixture to washed and towel-dried hair. Rinse well after the processing time is finished.	From 5 to 12 shampoos
	FRESHEN THE COLOR UP Refresh or personalize natural or cosmetic color			Levels 8/9/10 - 20g (Net Wt. 0.67 Oz.) Water + 1g (Net Wt. 0.03 Oz.) Pigments Levels 6/7 - 20g (Net Wt. 0.67 Oz.) Water + 2g (Net Wt. 0.06 Oz.) Pigments Levels 4/5 - 20g (Net Wt. 0.67 Oz.) Water + 4g (Net Wt. 0.13 Oz.) Pigments Levels 1/2/3 - 20g (Net Wt. 0.67 Oz.) Water + 8g (Net Wt. 0.27 Oz.) Pigments	3-5 minutes	Add Pigments to the treatment product. Distribute evenly. Rinse well.	
	SHINE - STRUCK	Water				Mix Pigments in a bowl with water and apply with a brush to washed and towel-dried hair. Rinse well after the processing time is finished.	
SHAPE	2-IN-1: STRAIGHT & COLOR Enhance/correct color during a straightening service	Lisse Design Smoothing Fluid	For cool blondes mix 8:1 with Pigments .21 (= Silver Smoothing Fluid) For warm blondes mix 20:1 with Pigments .21 For reds, browns and copper mix 10:1 with Pigments .6, .35 and .4	80g (Net Wt. 2.67 Oz.) Smoothing Fluid + 10g (Net Wt. 0.33 Oz.) Pigments 80g (Net Wt. 2.67 Oz.) Smoothing Fluid + 4g (Net Wt. 0.13 Oz.) Pigments 80g (Net Wt. 2.67 Oz.) Smoothing Fluid + 8g (Net Wt. 0.27 Oz.) Pigments	Varies depending on method	Apply Pigments + Smoothing fluid mixture evenly throughout the hair. Proceed according to selected method.	From 5 to 12 shampoos
	2-IN-1: CURLY & COLOR Enhance/correct color during a perm.	Neutralizing cream or liquid based on Sodium Hydroxide, Guanidine or Thioglycolate	Levels 8/9/10 - 20:1 Levels 6/7 - 10:1 Levels 4/5 - 10:2 Levels 1/2/3 - 10:4	Levels 8/9/10 - 100ml (3.33 Fl. Oz.) Neutraliser + 5g (Net Wt. 0.17 Oz.) Pigments Levels 6/7 - 100ml (3.33 Fl. Oz.) Neutraliser + 10g (Net Wt. 0.33 Oz.) Pigments Levels 4/5 - 100ml (3.33 Fl. Oz.) Neutraliser + 20g (Net Wt. 0.67 Oz.) Pigments Levels 1/2/3 - 100ml (3.33 Fl. Oz.) Neutraliser + 40g (Net Wt. 1.33 Oz.) Pigments	As specified for neutralization	Apply Pigments + Neutralizer mixture evenly throughout the hair. Rinse well after the processing time is finished.	
		Neutralizing liquid		Levels 8/9/10 - 20g (Net Wt. 0.67 Oz.) Mask/Vial + 1g (Net Wt. 0.03 Oz.) Pigments Levels 6/7 - 20g (Net Wt. 0.67 Oz.) Mask/Vial + 2g (Net Wt. 0.06 Oz.) Pigments Levels 4/5 - 20g (Net Wt. 0.67 Oz.) Mask/Vial + 4g (Net Wt. 0.13 Oz.) Pigments Levels 1/2/3 - 20g (Net Wt. 0.67 Oz.) Mask/Vial + 8g (Net Wt. 0.27 Oz.) Pigments	3-5 minutes	Add Pigments to treatment. Distribute evenly. Rinse well after the processing time is finished.	
CARE	C + C = CARE & COLOR Revive a color during a special treatment	Mask, vials, or a combination of both					
	C + C = CARE & COLOR Care for the health of the hair and maintain the color at home	Pigments Shampoo + Mask	25:1	1 x 8g (Net Wt. 0.27 Oz.) tube Pigments for each 200ml (6.67 Fl. Oz.)	2-3 minutes	Apply shampoo and/or mask mixed with Pigments to wet hair. Rinse well after the processing time is finished.	From 2 to 3 shampoos
STYLING	STYLE WITH COLOR Enhance hair with color during styling	Mousse, gel, liquids	½ pump per application	2 pumps mousse + 0.25g (Net Wt. 0.01 Oz.) Pigments	/	Using gloves, apply to damp hair. In case of bleached hair do not blot. Distribute evenly. Dry.	Up to 5 shampoos

RESULT OF PIGMENTS MIXED INTO THE LISSE DESIGN SERVICE

BEFORE LISSE DESIGN SERVICE

SMOOTHING FLUID 10 APPLICATIONS OF FLAT IRON AT 200°

SMOOTHING FLUID + PIGMENTS (10:1) 10 APPLICATIONS OF FLAT IRON AT 200°

SILVER SMOOTHING FLUID + 10 APPLICATIONS OF FLAT IRON AT 200°

HAIR COLORED WITH 6.66



PIGMENTS .6

HAIR COLORED WITH 6.35



PIGMENTS .35

BLEACHED HAIR



PIGMENTS .21

RESULT OF PIGMENTS MIXED INTO MASKS



STARTING BASE

PIGMENTS WITHOUT MIXING



.3 .4 .6 .13 .35 .21

DILUTION RATIO PIGMENTS 10:5 - 10g - 0.35 Oz. MASK + 5g - 0.18 Oz. PIGMENTS



.3 .4 .6 .13 .35 .21

DILUTION RATIO PIGMENTS 10:1 - 10g - 0.35 Oz. MASK + 1g - 0.04 Oz. PIGMENTS



.3 .4 .6 .13 .35 .21

DILUTION RATIO PIGMENTS 25:1 (home treatment) - 25g - 0.88 Oz. MASK + 1g - 0.04 Oz. PIGMENTS



.3 .4 .6 .13 .35 .21

Evolution³

OF THE COLOR

PERMANENT COSMETIC COLOR

Excellent research, a close relationship with the hairdresser and constant attention to consumer needs have inspired this unique formulation. A cutting-edge formula enriched with hyaluronic acid and without PPD**, which ensures maximum color perfection while respecting the skin and hair.

GROUNDBREAKING PERFORMANCE IN PERMANENT COLOR

• COLOR PERFECTION

- 100% coverage of white hair.
- Up to 3 tones of lightening.
- Unmatched duration.
- Intense color and radiant reflections.

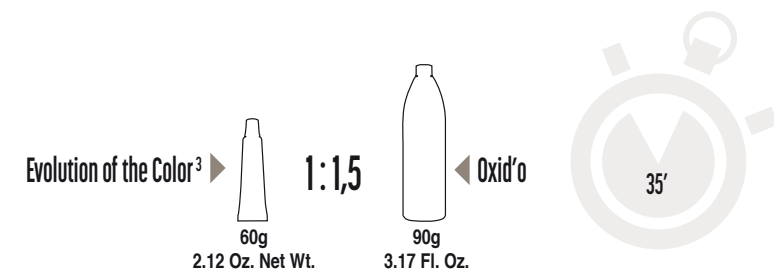
• MAXIMUM RESPECT FOR THE SKIN AND HAIR

- Comfortable and gentle: without PPD** and with only 0.7 % ammonia.*
- Perfect cosmeticity: hair is soft, strong and radiant.

• SHADES

Available in 110 shades to meet the needs of all your customers, even those seeking more refined and creative colors.

• HOW TO USE



• SIZE

60 ml - 2.05 Oz. Net Wt. tube

* On average; mixing ratio 1:1,5 (Platinum excluded)

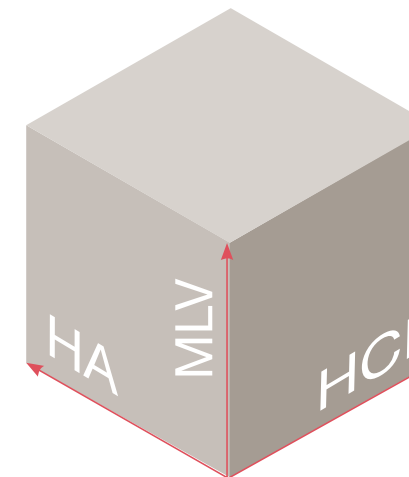
** Paraphenylenediamine, a dye widely used in hair colorants.

TECHNOLOGY

3-dimensional technology for a result that ensures perfection.

CUBE
3D TECH

- 1 **mlv**  MULTI LAMELLAR VEHICLE
- 2  HA HYALURONIC ACID
- 3  HCl SYSTEM HYPER INTENSE COLOR SYSTEM

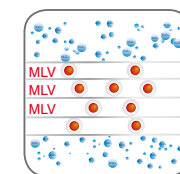


• STEP 1: MIXING

mlv  MULTI LAMELLAR VEHICLE

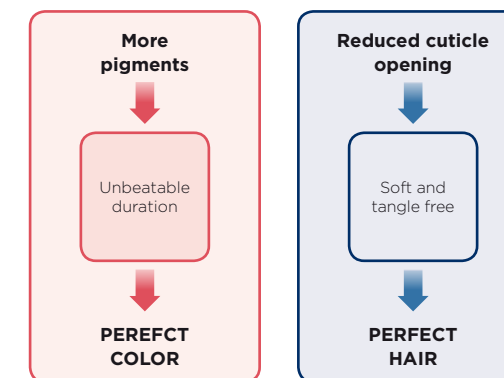
WHAT IT IS: clusters of liquid crystals, to deliver the color within the hair.

ACTION: protects the pigments during mixing to prevent them from oxidizing sooner than necessary. The pigments that are not yet oxidized penetrate in a greater quantity and more deeply, with less opening of the cuticles.



- HYDROGEN PEROXIDE
- PIGMENTS

RESULT



• STEP 2: APPLICATION



HYALURONIC ACID

WHAT IT IS: a component naturally present in the organism, which is essential in order to maintain the proper level of hydration in the tissues.

ACTION: it forms a grid cage around the hair that allows the **blend to be distributed evenly** with maximum adherence. It also helps to maintain the correct **hydration** level of the fiber.



• PIGMENTS

RESULTS

More compact and uniform color

Excellent color coverage

PERFECT COLOR

Better moisturized hair

Strong and elastic

PERFECT HAIR

• STEP 3: COLORING



HYPER INTENSE COLOR SYSTEM

WHAT IT IS: crystallized micro-pigments that are even purer and micronized.

ACTION: the micro-pigments penetrate into the capillary fiber and join together into **larger and more structured molecules**.



• PIGMENTS

RESULTS

Greater concentration of pigments

Maximum intensity

PERFECT COLOR

Minor opening of the cuticle

Extraordinary shine

PERFECT HAIR

ADDITIONAL BENEFITS

• PERSONALIZED SERVICE

- Compact blend, making it easier to create partial coloring.



• EASY TO USE

- Fast mixing.
- Quick application, thanks to the compact texture.
- Easy to rinse.



THE COLOR CHART

THE NATURAL SERIES

To get flawless, full respect of the desired cast tendency and intensity, use the natural series specifically intended for the fantasy shade you want to use.

• COOL NATURALS:

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

Use: alone or mixed. When covering grey hair intermix desired cool shade with proper natural shade in equal parts.

Result: 100% grey coverage with cool natural results.

• WARM NATURALS:

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

Use: alone or mixed. When covering grey hair intermix desired warm shade with proper natural shade (in equal parts).

Result: 100% grey coverage with warm natural results.

• INTENSE NATURALS:

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

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

Result: 100% grey coverage with intense natural results.

THE FANTASY SERIES

COLD BROWNS

• NATURAL ASH:

6.01 - 7.01 - 8.01 - 9.01

Use: mix with Cool Naturals or Intense Naturals series for 100% grey coverage. Excellent to neutralize unwanted yellow/orange tonality.

Result: excellent natural ash cool results.

• ASH:

5.1 - 6.1 - 7.1 - 8.1 - 9.1 - 10.1

Use: mix with Cool Naturals or Intense Naturals series for 100% grey coverage. Excellent to neutralize unwanted yellow/orange tonality.

Result: excellent ash cool results.

• BLUE BLACK:

1.11

Use: when covering grey hair intermix with proper natural series shade.

Result: excellent for black color with blue tone.

• IRISÉ:

9.2 - 7.21 - 8.21 - 9.21 - 10.21

Use: for total coverage of white hair, blend with the Natural or Intense Natural series according to the desired intensity.

Result: excellent natural ash cool results. Excellent to neutralize unwanted yellow/orange tonality.

• ICED COFFEE:

6.23 - 8.23

Use: for total coverage of white hair, blend with the Natural or Intense Natural series according to the desired intensity.

Result: an extremely natural brunette effect; a mainly cool result with gentle golden shades.

• PURE VIOLETS:

5.22

Use: for total coverage of white hair, blend with the Natural or Intense Natural series according to the desired intensity.

Result: intense violet casts perfect for enhancing and giving depth to dark bases.

• MATTE:

5.7 - 6.7

Use: for total coverage of white hair, blend with the Natural or Intense Natural series according to the desired intensity.

Result: perfect for use on dark bases to obtain an extra-natural cool result without undesirable pink shades.

WARM BROWNS

• CHESTNUT:

4.32 - 5.32 - 6.32 - 7.32 - 8.32

Use: mix with Cool Naturals, Warm Naturals or Intense Naturals series for 100% grey coverage.

Result: intense brown colors with cold tonality.

• TROPICAL:

5.35 - 6.35 - 7.35

Use: mix with Warm Naturals or Intense Naturals series for 100% grey coverage.

Result: excellent for warm golden mahogany tonality.

• MAHOGANY:

5.5 - 6.5 - 4.52

Use: for total coverage of white hair, blend with the Natural Bahia or Intense Natural series according to the desired intensity.

Result: excellent for mahogany tonality.

• CHOCOLATE:

5.53 - 6.53 - 7.53

Use: mix with Warm Naturals or Intense Naturals series for 100% grey coverage.

Result: excellent for warm maroon tonality.

BLONDE

• SAND:

7.13 - 8.13 - 9.13

Use: for total coverage of white hair blend with the Cool Naturals or Intense Naturals depending on the intensity desired. Perfect for cooling golden tones.

Result: rich golden ash color, perfect even after bleaching.

- **GOLD:**
5.3 – 6.3 – 7.3 – 8.3 – 9.3 – 10.3
Use: mix with Warm Naturals or Intense Naturals series for 100% grey coverage.
Result: excellent for natural golden tonality.
- **BEIGE:**
7.31 – 8.31 – 9.31 – 10.31
Use: for total coverage of white hair blend with the Warm Naturals or Intense Naturals series depending on the intensity desired.
Result: the depth of gold with a slightly cold touch.

RED

- **COPPER:**
5.04 - 9.04 - 6.4 - 7.4 - 8.4 - 6.43 - 8.43 - 7.34
Use: mix with Warm Naturals or Intense Naturals series for 100% grey coverage.
Result: excellent for copper tonality.
- **BRONZE:**
6.45 – 7.45
Use: mix with Warm Naturals or Intense Naturals series for 100% grey coverage.
Result: excellent for bronze tonality.
- **RED:**
5.62 - 7.62 - 4.65 - 5.65
Use: mix with Warm Naturals or Intense Naturals series for 100% grey coverage.
Result: excellent for red and red/golden tonality.

- **COVER REDS:**
5.6 - 6.6 - 7.6
Use: mix with the Copper/Bronze/Red/Pure Reds for total coverage of white hair.
Result: Flawless and bright reds with perfect coverage.
- **PURE REDS:**
4.66 I – 5.66 I – 6.66 I – 7.66 I – 8.66 I
Use: mix with Warm Naturals or Intense Naturals series for 100% grey coverage. The .6 series provides excellent coverage without mixing with the natural base.
Result: Superior vibrant, passionate and uncompromising pure reds.

THE SPECIAL SERIES

- **CORRECTORS:**
Special shades, with very high cast intensity, suitable for varying, accentuating or attenuating the result of a color.
- 3000 - YELLOW:** used to accentuate the golden series.
- 7000 - BLUE:** used to balance orange and yellow casts
- 410 - GRAPHITE:** the ideal grey tone for reducing red and orange residues and for boosting the grey cast tendencies of the Ash, Natural Ash and Violet Ash series.
- 2000 - VIOLET:** used to enhance the violet cast of the Pure Violets, Mahogany and Reds series.

• COLOR BOOSTERS:

LIGHTENING BOOSTER (000SSS): to be mixed in equal parts with Evolution of the Color³ shades to boost the lightening power by up to one tone.

RED BOOSTER: Red Booster can be mixed with all Evolution of the Color³ shades with the exception of the Platinum series, to give greater intensity to the red tone value.
The mixing ratio can be varied, according to the intensity of red desired:
› minimum 1:5 (10 g Red Booster + 50 g shade + 90 ml Oxid'o)
› maximum 1:1 (30 g Red Booster + 30 g shade + 90 ml Oxid'o).

• PLATINUM:

11.00 - 11.10 - 11.11 - 11.13 - 11.02 - 11.20 - 11.21 - 11.32
Features: Up to 5 levels of lift when mixed in equal parts with OSP – Super High Lift Reinforcer (starting from a level 5 light brown).
Use: Alone with Oxid'o 40V. Follow mixing ratio 1:2 (1 Oz. of Coloring Cream with 2 Oz. of Oxid'o 40V).
Timing: 50 to 55 minutes.
Result: Great for highlighting, makes hair lighter and brighter giving clear pastel results.

SUPER HIGH LIFTING REINFORCER (OSP)

Super High Lifting Reinforcer OSP can be mixed with all Platinum series shades to boost lightening power by up to 5 tones.
Maximum mixing ratio 1:1 (30g Platinum shade + 30g OSP + 120ml Oxid'o 40V).

• CONTRASTS

Color contrasts on a dark or medium dark base (tone height from 1 to 6, natural or colored) in 15-20 minutes, without bleaching.
Use: Mixing ratio 1:1,5.
Use volumes of Oxid'o according to the desired cast intensity.
Available in 2 shades: Red and Red-violet.



OXID'O

CREAMY STABILIZED HYDROGEN PEROXIDE

A creamy texture, ideal for easy and precise application.

Available in 4 formulations:

10 Volumi - (3%)

20 Volumi - (6%)

30 Volumi - (9%)

40 Volumi - (12%)



TECHNOLOGY

A gentle formula without parabens, paraffins or mineral oils. Enriched with Elicos, that minimizes the alkalinity of the color when it comes in contact with the skin. It forms a lipid film on the skin with a softening action that ensures maximum comfort and protection.

• SIZE

1000 ml – 33.82 Fl. Oz. bottle
90 ml – 3.04 Fl. Oz. bottle

CHOOSING THE VOLUME OF HYDROGEN PEROXIDE

Respecting the dilution ratio allows the product to best fulfill its function.

One of the most important Oxid'o actions is that of lightening natural hair, and the degree of lightening depends on the volume of hydrogen peroxide used.

ALFAPARF MILANO chooses to include a low amount of alkaline agent in the base of the Evolution of the Color³ cream, and to use higher volumes of oxidant (the action of the alkaline agent is in fact less gentle compared to that of the oxidant). This ensures not only a flawless color result, but also a perfect cosmetic result, color after color. For correct use of the product see the Evolution of the Color³ section (page 16).

		Desired color level									
Natural base		1	2	3	4	5	6	7	8	9	10
	1	10/20	10/20	20/30	30/40	Bleaching					
	2	10	10/20	20	30	40	Bleaching				
	3	10	10	10/20	20	30	40	Bleaching			
	4	10	10	10	10/20	20	30	40	Bleaching		
	5	Pre-pigmentation	10	10	10	10/20	20	30	40	Bleaching	
	6	Pre-pigmentation		10	10	10	10/20	20	30	40	Bleaching
	7	Pre-pigmentation			10	10	10	10/20	20	30	40
	8	Pre-pigmentation				10	10	10	10/20	20	30
	9	Pre-pigmentation					10	10	10	10/20	20
	10	Pre-pigmentation						10	10	10	10/20

Formulated to be mixed with:

• EVOLUTION OF THE COLOR³

• the PLATINUM SERIES





Color

AMMONIA-FREE PERMANENT COSMETIC COLOR

From a collaboration between ALFAPARF group and the TERME DI CHIANCIANO, an expression of the Italian spa tradition, comes the first color with **thermal water and without ammonia** which ensures **maximum color performance and takes care of your skin and hair**.

• MAXIMUM COLOR PERFORMANCE

- **Extraordinary cosmeticity.**
- **Perfect coverage** of white hair.
- **Up to 3 levels of lightening.**

• WELLBEING FOR YOUR SKIN AND HAIR, FREE FROM:

- **Ammonia**
- **PPD****
- **Ethyl Alcohol**
- **Parabens**
- **Paraffin/Mineral oils**
- **Formaldehyde**
- **Silicones**
- **Perfumes**



• SIZE

60 ml - 2.05 Oz. Net Wt. tube

• SHADES

Available in 30 shades, to create infinite color solutions.

TECHNOLOGY

A formula that combines the performance of latest-generation active ingredients with the beneficial properties of thermal water: the perfect combination between technology and wellbeing.

COSMETIC SPA SYSTEM+

Supports the color phase by protecting the hair during the lightening action and helping to maximize the cosmeticity, application after application.

CHIANCIANO HOLY THERMAL WATER

Rich in Sulphur and Magnesium, it promotes a purifying effect. The Calcium content carries out a re-mineralizing action, which helps the hair to regain new vitality.



** Paraphenylenediamine, a dye widely used in hair colorants.

OXIDUS - HYDROGEN PEROXIDE CREAM

A soft and creamy texture to optimize the performance of the Thermae SPA Color. 2 formulas to choose from, based on the desired color result.



• SIZE

1000 ml - 33.81 Fl. Oz. bottle

OXIDANT VOLUME	OBJECTIVE
OXIDUS 18 Volume	Coverage, tone-on-tone coloring and lightening up to 1 level
OXIDUS 32 Volume	Coverage and lightening up to 2 - 3 levels



THE COLOR CHART

THE NATURAL SERIES

Use: alone or mixed with the Fantasy series. It is recommended that you mix in equal parts.
Shades: 1 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
Result: excellent for neutralizing unwanted shades of orange/red. Perfect for lightening with a natural effect.

THE FANTASY SERIES

Use: for total coverage of white hair, mix with the Natural series.

- **ASH**
Shades: 6.1 – 8.1 – 10.1
Result: excellent for neutralizing unwanted shades of orange/red. Perfect for lightening with a natural effect.
- **SHIMMERING**
Shades: 7.21 - 9.21
Result: perfect for lightening with a natural effect.
Excellent for neutralizing unwanted shades of orange/yellow.
- **GOLDEN**
Shades: 5.3 - 6.3 - 8.3 - 7.31 - 9.13
Result: marvelous and warm golden tones.
- **BROWN**
Shades: 5.42 - 6.42 - 7.42 - 5.53 - 6.35 - 7.53
Result: intense brown tones with warm nuances for a rich and radiant result.
- **RED**
Shades: 6.5 - 7.45 - 4.65 - 5.66 - 7.66
Result: vibrant red tones for hair in style with the latest fashion trends and that meet all requirements with expectations.

THE SALON SERVICE

STEP 1: PRE-COLOR MASSAGE

THERMAE SPA FLUIDUS

Start the color and wellbeing treatment with a sensory experience, through a soothing and refreshing massage with **THERMAE SPA FLUIDUS**. This **Prepares** the skin and the capillary fiber for the color service and **protects** them while the color is left to work.
How to use: mix a vial with the coloring cream or apply directly on the scalp.

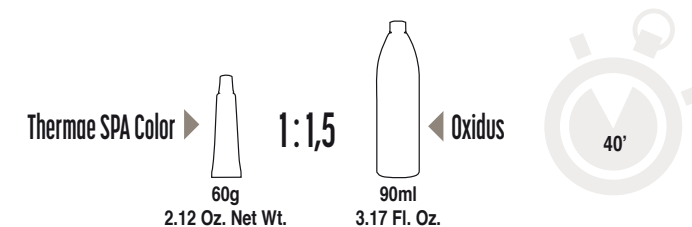


- **SIZE**
6 x 13 ml – 0.43 Fl. Oz. vials

STEP 2: COLOR APPLICATION

THERMAE SPA COLOR AND OXIDUS

Apply the revolutionary **THERMAE SPA COLOR** which protects the capillary fiber. Up to **3 tones of lightening and 100% coverage of white hair. Perfect cosmeticity.**
How to use: blend the chosen shade with its corresponding **Oxidus** (18 volume or 32 volume) according to the desired color result. Proceed with the application of color.



FASE 3: POST-COLOR MASSAGE

THERMAE SPA SUAVITAS AND THERMAE SPA MINERALIS

Finish the treatment with the **THERMAE SPA SUAVITAS** shampoo and the **THERMAE SPA MINERALIS** conditioner. Specifically formulated for the Thermae Spa Color routine, **prolonging the color and the wellbeing of the hair**, and leaving it soft and radiant.
How to use: After rinsing the color from the hair, distribute the SUAVITAS de-stressing shampoo over the damp hair and lather until you have a creamy foam all over. Rinse thoroughly. After shampooing, distribute the MINERALIS de-stressing conditioner over the damp hair and leave to work for 3 minutes. Comb and then rinse.



- **SIZE**
1000 ml – 33.81 Fl. Oz. bottle
Retail version: 250 ml – 8.45 Fl. Oz. tube

Colorwear™

THE NEW GENERATION OF TONE-ON-TONE COLOR

Color without ammonia, offering an infinite variety of salon services.

• NOT JUST TONE-ON-TONE, BUT MUCH MORE!

- Gives tone-on-tone results with zero signs of regrowth and up to 2 levels of lightening.
- Unlimited amount of reflections.
- Maximum shine.

• SHADES

Available in 48 extra-bright shades to create infinite color solutions.

3 TECHNICAL PRODUCTS FOR EXTREME VERSATILITY

5-VOLUME ACTIVATOR:

- Tone-on-tone result for color “without commitments”, perfect for application on bleached, white or porous hair.
- Ideal for repigmentation work and for correcting unwanted color/reflections.
- Can be used directly after a shaping service.

15-VOLUME ACTIVATOR:

- Excellent coverage of white hair.
- Up to 1 level of lightening; Ammonia-free.
- Maximum intensity of reflections.

LIFTING REINFORCER:

- Up to 2 tones of lightening; Ammonia-free.
- Natural lightening and translucent effects.



• **SIZE**
1000 ml – 33.82
Fl. Oz. bottle

• **SIZE**
1000 ml – 33.82
Fl. Oz. bottle

• **SIZE**
60 ml – 2.05 Oz.
Net Wt. tube



• **SIZE**
60 ml – 2.05 Oz. Net Wt. tube

THE COLOR WEAR MAGIC FORMULA:

48 SHADES
+
2 ACTIVATORS
+
1 LIFTING REINFORCER



















**= UP TO
150 COLOR OPTIONS!**

INFINITE MULTIPLIED COLOR RESULTS COMPARED TO A CLASSIC TONE ON TONE

NUANCES NATURAL BASE	1		3	4				5								6						7						8					9				10								
	1	1.11	3	4	4.3	4.52	4.66	5	5.03	5.53	5.32	5.1	5.04	5.5	5.66	5.62	6	6.3	6.35	6.53	6.32	6.4	6.66	7	7.3	7.34	7.35	7.32	7.1	7.21	7.62	8	8.03	8.31	8.1	8.12	8.44	9	9.3	9.13	9.21	10.31	10.02	10.1	
1																																													
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TONING
VIBRANT
5 VOLUME • TRUE TONE ON TONE
15 VOLUME • INTENSE FASHION TONES
LIFTING REINFORCER + 15 VOLUME • TRANSLUCENT FASHION TONES

SERVICE MENU

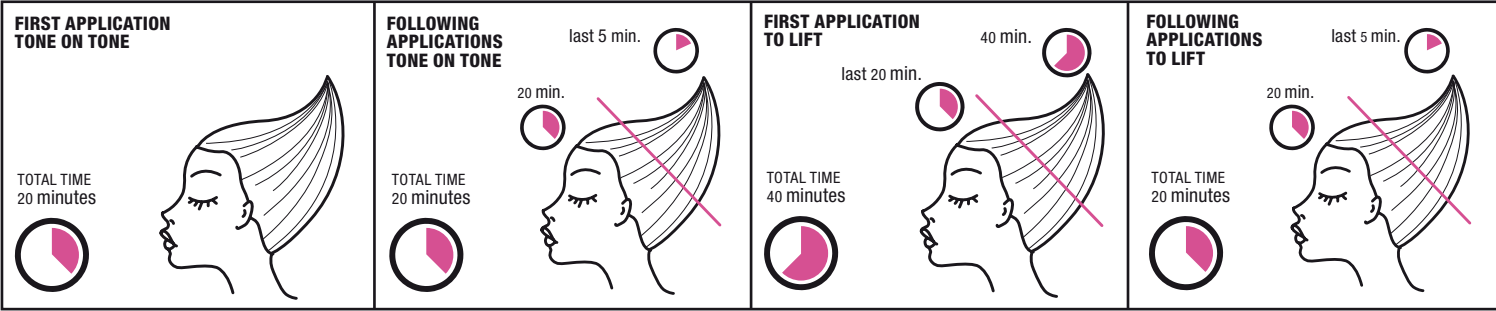
SERVICES		MIXING RATIO	PROCESS. TIME	5 VOLUME ACTIVATOR	15 VOLUME ACTIVATOR	LIFTING REINFORCER*
COVERAGE	UP TO 60%	 1:2	20/25' 	Coverage	Coverage, uniformity of color	Coverage, uniformity of color & lifting
	UP TO 100%	 1:1	30/40' 	Coverage (color fades away slowly, no sign of regrowth)	Coverage, uniformity of color, lifts up to 1 level**	NOT RECOMMENDED
TONE ON TONE	NATURAL/ COLORED HAIR	 1:2	20/40' 	Tone on tone	Intense Fashion tones, lifts up to 1 level**	Intense Fashion and translucent tones, lifts up to 2 levels***
	COLOR CORRECTION (undesired colors/reflections)	 1:2	10/25' 		NOT RECOMMENDED	NOT RECOMMENDED
	RE-PIGMENTATION (to darken bleached hair of more than 2 levels)	 1:1	10/25' 		NOT RECOMMENDED	NOT RECOMMENDED
	BLEACHED/ HIGHLIGHTED HAIR	 1:2	10/25' 			NOT RECOMMENDED
	AFTER A SMOOTHING/ PERM SERVICE	 1:2	10/15' 	To correct undesired reflections	To revive color	NOT RECOMMENDED

* 2 PARTS REGULAR SHADE
1 PART LIFTING REINFORCER
6 PARTS 15 VOLUME ACTIVATOR

** 1/4 LEVEL LIGHTER FOR BASES 1 TO 4
1/2 LEVEL LIGHTER FOR BASES 5 TO 7
1 LEVEL LIGHTER FOR BASES 8 AND 9

*** 1 LEVEL LIGHTER FOR BASES 1 TO 4
1 1/2 LEVELS LIGHTER FOR BASES 5 TO 7
UP TO 2 LEVELS LIGHTER FOR BASES 8 AND 9

PROCESSING TIME



THE COLOR CHART

THE NATURAL SERIES

Shades: 1 - 3 - 4 - 5 - 6 - 7 - 8 - 9
Result: technical colors that ensure excellent coverage of white hair.

THE FANTASY SERIES

• **ASH**
Shades: 5.1 - 7.1 - 8.1 - 10.1
Result: excellent for neutralizing unwanted shades of orange/red. Perfect for lightening with a natural effect.

• **SHIMMERING**
Shades: 8.12 - 10.02 - 7.21 - 9.21 - 10.21
Result: excellent natural ash cool results.

• **BROWNS**
Shades: 5.03 - 8.03 - 5.32 - 6.32 - 7.32 - 5.53 - 6.53 - 6.35 - 7.35
Result: chestnut shades with a distinct chromatic identity.

• **COPPER**
Shades: 5.04 - 6.4 - 8.44 - 7.34
Result: 3 exciting and intensely vibrant copper shades.

• **BEIGE**
Shades: 8.31 - 9.13 - 10.31
Result: the depth of the golden shade with a slightly cool touch.

• **GOLDEN**
Shades: 4.3 - 6.3 - 7.3 - 9.3
Result: marvelous and warm golden tones.

• **MAHOGANY**
Shades: 4.52 - 5.5
Result: intense mahogany nuances.

• **REDS**
Shades: 5.62 - 7.62 - 4.66 - 5.66 - 6.66
Result: pure, vibrant and passionate reds, without compromise.

• **BLUE BLACK**
Shades: 1.11
Result: ideal for enriching black with intense blue highlights, giving extreme shine.

• **INTENSIFIERS**
Shades: viola, rosso.
Use: mix with the Fantasy series. In particular, blend the violet with the mahogany series, and the reds with the reds series.
Result: to mix with the Fantasy shades to obtain a vibrant color.

• **CLEAR & GLOSS**
When applied alone it gives new radiance to dull and opaque hair, and when mixed it makes the color softer.



DIRECT COLOR IN AN AMMONIA-FREE CREAM

DIRECT COLOR THAT GUARANTEES A VIBRANT AND INTENSE RESULT

- **PROFESSIONAL QUALITY**
that ensures an even-looking color from root to tip
- **PERFECT TEXTURE**
that guarantees precise application and makes it possible to create extremely sophisticated techniques
- **CLEAR FORMULA**
that allows you to customize the intensity of the color and create delicate pastel shades
- **RESULT**
hair is incredibly soft and radiant after application

8 SHADES THAT CAN BE MIXED TOGETHER TO CREATE AN INFINITE COLOR PALETTE



- **SIZE**
90 ml - 3.04 Oz. Net Wt. tube

MIXED COLORS

SHADE	RICH PURPLE	PINK	GREEN	MAGENTA	YELLOW	TRUE BLUE	DEEP RED
MELANIN RESIDUE							
PASTEL	+10 CLEAR	+10 CLEAR	+10 CLEAR	+10 CLEAR	+10 CLEAR	+10 CLEAR	+10 CLEAR
MIX	POWDER BLUE 10 Clear 1 True Blue 1 Rich Purple	NEON ORANGE 10 Clear 5 Pink 5 Yellow	PLUM 10 Clear 10 Pure Green 1/2 Magenta 1 Pink	SMOKE GREY 10 Clear 1/2 Magenta 10 Pure Green	TROPICAL GREEN 5 Clear 6 Yellow 1 True Blue	DARK TURQUOISE 10 Clear 6 True Blue 4 Rich Purple 2 Yellow	CHILI RED 5 Deep Red 5 Yellow
	MISTY LILAC 10 Clear 2 Rich Purple 1 Pure Green	SPICY ORANGE 5 Pink 5 Yellow	OLIVE 10 Clear 10 Pure Green 20 Yellow 1/2 Magenta	ROCK PINK 4 Clear 1 Magenta 1 Yellow	KIWI 10 Clear 10 Yellow 1 True Blue	EMERALD 10 Clear 1 True Blue 1 Pure Green	VINTAGE RED 20 Clear 1/2 True Blue 1/2 Pure Green 2 Deep Red 2 Yellow
	ROYAL PURPLE 5 Rich Purple 1 True Blue		TITANIUM 20 Pure Green 1 Magenta	DARK RASPBERRY 5 Magenta 5 Yellow	CITRON 10 Clear 20 Yellow 2 Pure Green	TEAL 1 True Blue 10 Pure Green	MANDARIN 1 Deep Red 10 Yellow

- **HOW TO USE:**
FOR AN INTENSE COLOR: lighten the hair until reaching the ideal melanin residue according to the final desired color (see guide). Shampoo and apply rEvolution_{JC} directly to damp hair. Leave in 10-20 minutes depending on the intensity of the color desired. Emulsify with water, then rinse thoroughly and shampoo.
ON NATURAL HAIR: apply rEvolution_{JC} directly to dry natural hair to add colored reflections. Leave in 10-40 minutes depending on the intensity of the reflections desired. Emulsify with water, then rinse and shampoo.
ON COLOR-TREATED HAIR: Apply rEvolution_{JC} directly to dry color-treated hair for enriched reflections. Check the color every 10-15 minutes until you reach the desired intensity of the reflections. Emulsify with water, then rinse and shampoo.
CLEAR: to achieve a pastel shade, mix in a ratio of at least 5 to 1 (5 parts Clear and 1 part rEvolution_{JC} color desired).

BLEACHING PRODUCTS FOR THE PROFESSIONAL COLOR SERVICE

A complete range of professional product that allow you to raise the color service to a level of excellence.

BLEACHING

• SUPERMECHES+

BLEACHING POWDER WITH A HIGHLY-EFFECTIVE LIGHTENING ABILITY
For **versatile bleaching**.

LIGHTENING

7 tones in 50 minutes.

APPLICATION BASE

Medium and light bases.

TECHNOLOGY

- **TJ Complex** encourages the blend to adhere well, for precise application and even-looking results.
- **Creatine** for a highly cosmetic result. **Blue powder**, to neutralize the yellow tones.

RECOMMENDED USE

All techniques.



• SIZE

400g – 14.1 Oz. Net Wt. Tub
Box of 12 x 50g – 1.76 Net Wt. sachets.

• SUPERMECHES+ HIGH LIFT

9-LEVEL BLEACHING POWDER

Intense lightening even in the most difficult situations.

LIGHTENING

9 level in 50 minutes.

APPLICATION BASE

- Color-treated hair.
- Very dark bases.

TECHNOLOGY

- **Keratin peptides** fill the porous areas of the hair and protect its structure.
- **Baobab oil** preserves the lipid surface of the hair, giving radiance and smoothness.

RECOMMENDED USE

- Very dark bases, color-treated hair.
- **Application over the cosmetic color, at the same time as it is left to work.**



• SIZE

400g - 14.1 Oz. Net Wt. Tub

• SUPERMECHES+ NO AMMONIA

AMMONIA-FREE BLEACHING POWDER

For the more discerning customers, who are looking for **ammonia-free** products.

LIGHTENING

7 tones in 50 minutes.

APPLICATION BASE

Medium and light bases.

TECHNOLOGY

- **Guar gum**, creates a grid around the hair to make the blend adhere more easily and promote even-looking results..
- **Silk powder** thanks to its high affinity with keratin, it keeps the hair protected and hydrated.

RECOMMENDED USE

- **Bleaching on scalp..**
- Customers looking for ammonia-free products.



• SIZE

400g – 14.1 Oz. Net Wt. Tub

• SUPERMECHES+ FAST

ULTRA-FAST BLEACHING CREAM

Fast & safe lightening.

LIGHTENING

- **4 tones** in **20 minutes**.
- **7 tones** in 50 minutes.

APPLICATION BASE

All hair types.

TECHNOLOGY

- **Alkalizing agent**, accelerates the lightening process.
- **Cotton oil** helps to counteract hair dehydration, by targeting the more porous areas.

RECOMMENDED USE

Partial, fast and freehand work.



• SIZE

500g – 17.63 Oz. Net Wt. tube

• HOW TO USE

- Mix the selected bleach in a non-metallic bowl, together with **Alfaparf Milano Oxid’o**. **Dilution ratio from 1:1 to 1:3 according to the bleaching technique chosen** (see table).
- Mix with a brush, until you obtain an even-looking cream.
- Apply the bleaching mixture on dry hair that has not been washed. Check the bleaching level regularly.
- Once the desired result has been reached, rinse thoroughly and shampoo lightly to completely remove the residues of the bleaching mixture.

	Supermeches +				Supermeches + High Lift			Supermeches + No Ammonia					Supermeches + Fast		
DESCRIPTION	Bleaching powder with a highly-effective lightening ability				9-tone bleaching powder			Ammonia-free bleaching powder with a highly-effective lightening ability					Ultra-fast bleaching cream		
IDEAL FOR	Classic highlights Color-stripping wash				Bleaching cosmetic or natural very dark hair Strong lightening To be applied directly onto the color while it is left to work			Bleaching of the entire head (application on skin) Classic highlights Color-stripping wash					Fast lightening Partial work highlights		
LIGHTENING TECHNIQUES	foil highlights	freehand	cap	color-stripping wash	foil highlights	freehand	cap	foil highlights	freehand	cap	color-stripping wash	on-scalp bleaching	foil highlights	freehand	cap
DILUTION RATIO	1:2	from 1:1 to 1:15	1:2	25g (powder) + 75g (Oxid'o) + 10g (shampoo)	1:2	1:1,5	1:2,5	1:2	from 1:1 to 1:15	1:2	25g (powder) + 75g (Oxid'o) + 10g (shampoo)	1:2	1:2		
VOLUME OF ALFAPARF MILANO OXID'O	20, 30	10, 20, 30, 40	20, 30, 40	10	20, 30	30	20, 30	20, 30	10, 20, 30, 40	20, 30, 40	10	20	20, 30, 40		
PROCESSING TIME	50'			5' - 20'	50' - 55'			50'				10'	50' - 4 tones in 20 minutes		
LEVELS OF LIFT	Up to 7			Up to 2	Up to 9			Up to 7				Up to 7			

• SOOTHING INFUSION

SOOTHING OIL
Oil with an acidic pH **that protects the skin and the hair fiber** during the technical services (coloring, bleaching, perming, straightening).

- TECHNOLOGY
- **Centella asiatica** carries out a soothing function on the scalp.
 - **Citrus extract** nourishes and revitalizes the capillary fiber.

HOW TO USE:
Color service: mix the contents of a vial inside the coloring cream or apply directly onto the sensitive scalp before adding the color.
Other technical services: apply directly on the sensitive scalp before the service (bleaching, perming, straightening).



- SIZE
- Set of 12 x 13ml – 0.43 Fl. Oz. vials

• DOUBLE DEFENCE CREAM

DOUBLE-ACTION PROTECTIVE CREAM
Creates a film that **prevents the color from coming into contact with the skin, protecting it** from any blotches of color.

TECHNOLOGY
D-panthenol recognized for its calming and soothing properties, gives maximum comfort while the product is left to work.

HOW TO USE:
Before using color, apply the cream along the entire hairline, avoiding contact with the hair itself. Once the color has been left to work, carefully rinse off the cream.



- SIZE
- 150ml – 5.07 Fl. Oz. tube

• STAIN REMOVER

CLEANSING FLUID
Effectively removes color blotches from the skin.

TECHNOLOGY
Almond oil has an effective soothing action, helping to prevent redness and irritation.

HOW TO USE:
Apply a small amount of fluid onto a dry cotton ball, then wipe it gently over the area to remove blotches. Follow by rinsing. For a more professional service it is recommended that you use Stain Remover combined with the Double Defense Cream.



- SIZE
- 125ml – 4.22 Fl. Oz. bottle

COLORING TECHNIQUES

• PRELIMINARY TEST FOR SKIN SENSITIVITY

Hair coloring agents can cause serious allergic reactions and contain ingredients that can cause irritation to the skin. It is recommended that you always carry out a preliminary test for skin sensitivity by following the instructions on the packaging or inner leaflet of each product.

THE DIAGNOSIS

It's important to achieve the desired result.

• TO MAKE A PROPER DIAGNOSIS IT IS IMPORTANT TO DETERMINE:

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

• AMONG THESE, TWO OF THE FUNDAMENTAL POINTS ARE:

- to evaluate the presence of white hair. In this case add the most suitable natural series in equal doses to the fantasy colour chosen.
- choose the most suitable Oxid'o volume to optimise the desired lightening (see table on page 15).

• IN FACT, FOR A TRULY PERFECT RESULT IT IS IMPORTANT TO EVALUATE:

- 6) the hair's state of health
- 7) previous chemical treatments that may have altered the porosity of the hair.

COLORING WHITE HAIR

White hair is the result of melanin loss. This lack of natural pigment gives the hair a dull and flat appearance. Performing a good coloring service on white hair does not only mean covering up the white hair, but most importantly managing to obtain a natural, shiny and radiant result.

• TO ACHIEVE THIS GOAL IT IS IMPORTANT TO RESPECT CERTAIN RULES:

- When using Evolution of the Color³ mix the selected shade with equal parts of the shade from the Natural, Bahia Natural, Intense Natural or Cover Reds series, depending on the desired result.
- When using Thermae SPA Color mix the selected shade with equal parts of the shade from the Natural series.
- Choose the volume of oxidant indicated based on the lightening that you want to achieve.
- Apply the color very carefully with thin separations.
- Leave to work for the time indicated.

APPLYING COLOR CORRECTLY

• ROOTS

Divide the hair up into sections, and create a line that starts from the forehead down to the nape of the neck and another from ear to ear (fig. A and B). If the aim of the color service is maximum coverage then the application needs to start from the front sections of the head and finish at the back ones. If covering the white hair is not the main objective of the color service, then the application needs to start from the back sections and finish at the front ones. Apply the product by opening up thin lines between the hairs, starting from the upper central line and descending down to the ear. Open up thin, parallel lines of about 1 cm thick (fig. C). On the back area of the head it is applied following the same rules but the lines are opened at an angle (fig.D).

• LENGTHS AND ENDS

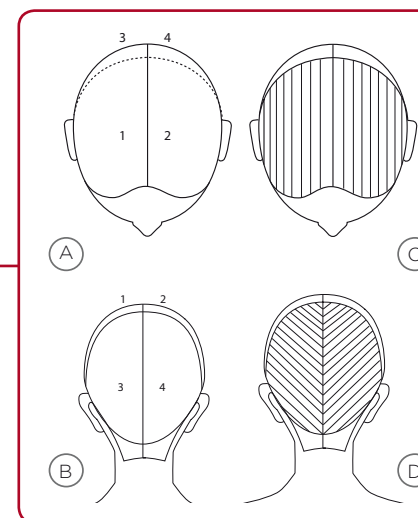
- If the fading of lengths and ends is off by 1 tone from the target color , emulsify the color applied on the roots onto the lengths and ends for the last 3-5 minutes of the product being left to work.
- If the fading is off by 1 to 2 tones, leave on for 10 minutes.
- If the fading is off by over 2 tones, prepare a blend with Alfaparf Milano Oxid'o 10 volume if you are using Evolution of the Color³ and with Oxidus 18 volume in the case of Thermae SPA Color. Dilution ratio: 1:2. It is recommended that you apply the mixture onto the lengths and ends in the last 10 minutes of the product being left to work.

FIRST TIME COLORING NATURAL HAIR

This technique is intended to give even-looking results on natural hair, avoiding excess lightening at the root which is due to the stratum corneum of the melanins being more fragile in this area.

• HOW TO PROCEED:

- Divide the hair into four sections with a parting that goes from ear to ear and from the center of the forehead down to behind the nape of the neck, passing through the top of the head.
- Begin the color application, starting from the right rear section.
- Apply the color onto the roots, choosing the volume of oxidant indicated based on the lightening that you want to achieve.
- Proceed with the same method on the remaining sections.
- Apply the color on the lengths and ends, using a higher volume of oxidant than you used for the roots. Leave to work for the time indicated.
- Once it has been left to work, emulsify the color well, rinse thoroughly and follow with shampoo.
- To color tone-on-tone or to darken apply the blend (with Alfaparf Milano Oxid'o 10 volume when using Evolution of the Color³ and with Oxidus 18 volume in the case of Thermae SPA Color) from the roots to the ends in a single solution, then leave to work for 35 minutes.



RE-PIGMENTATION

• WHAT IT IS:

It is the technical treatment that allows you to reconstruct both cosmetic and natural color. It is a preventive coloring that has the purpose of reconstructing the color in a stable and durable way. It is necessary whenever we need to darken a color by more than three tones.

• THE MIXTURE:

Identify the Pigments shade and the correct dilution ratio based on the tone height and the target color indicated in the table.

Tone height	1	2	3	4		5					6					7					8				
Target color				Neutral	Red	Neutral	Red	Copper	Gold	Cool Neutral	Gold	Red	Copper	Gold	Cool Neutral	Gold	Red	Copper	Gold	Cool Neutral	Gold	Red	Copper	Gold	Cool Neutral
Pigments	Rd	Rd	Rd	Cp	Rd	Cp	Rd	Cp	Gd	Ag	Gd	Rd	Cp	Gd	Ag	Gd	Rd	Cp	Gd	Ag	Gd	Rd	Cp	Gd	Ag
Dilution	2:1	3:1	4:1	5:1		6:1					7 :1					8:1					9:1				

• HOW TO PROCEED:

Mix Pigments with water in a bowl and apply onto dry hair using a brush.
Leave to work for 5 minutes, rinse, dry and proceed with the color.

PRE-PIGMENTATION

• WHAT IT IS:

It is the preliminary treatment which prepares the stubborn white hair to receive the cosmetic color in order to obtain an even-looking result. With pre-pigmentation two important effects are obtained on the hair:

- etching of the hair structure (the alkalinity of the product opens its cuticles);
- deposit of coloring substances onto white hair which is particularly stubborn.

This is necessary where there is a strong concentration of stubborn white hair, normally located in the front area.

• THE MIXTURE:

- The pre-pigmentation is carried out using Evolution of the Color³ or pure Thermae SPA Color (not diluted with the oxidant) in a tone lighter than the intended result.
- For pre-pigmentation it is recommended that you use shades with cool reflections (.1, .21, .22).

• HOW TO PROCEED:

- Once you have identified the areas for pre-pigmenting as per a diagnosis, deposit the product onto the hair with the tip of a brush and avoid touching the skin.
- Do not rinse, and proceed with the color application after it has been left to work for at least 10 minutes.

STRIPPING THE HAIR

• WHAT IT IS:

It is a treatment able to lighten a cosmetic color, which is necessary whenever we need to lighten a cosmetic color by one or more tones. The stripping has the ability to remove the cosmetic color, therefore allowing a new color to be reconstructed*. To carry out the hair stripping you can use a mix with Supermeches+ bleaching products.

• MIX WITH BLEACH:

- 1:2 (1 part bleaching powder and 2 parts oxidant)

• HOW TO PROCEED:

- Divide the hair and apply the formula directly onto the sections to be lightened.
- Start the application from the back part of the head, moving on to the sides and finally to the upper part.
- Check the lightening constantly while it is being left to work.
- Once you have reached the desired level of lightening, rinse thoroughly and apply shampoo.
- Rinse and check the result obtained. If the result has excessive lightening, proceed with the re-pigmentation; if the lightening is even-looking then proceed with the target color.

** The result is closely linked to the structure of the hair and to pre-existing color.*

COLOR-STRIPPING WASH

• WHAT IT IS:

It is a blend that is used to remove unwanted reflelctions from the hair (greenish, grayish, excess color, etc.). This step, which is important and necessary, prevents the mix of two contrasting colors (color on hair + color applied) from giving an unwanted result and is necessary if you want to change “ash” (cold) highlights to “golden/red” (warm) and vice versa. The color-stripping wash is carried out when the change of highlights is less than one level.

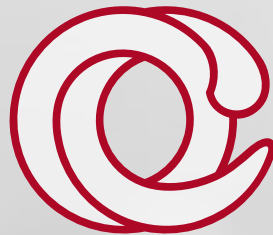
• MIX WITH BLEACH:

- 25g - 0.88 Oz. Net Wt. of bleaching powder
- 75g - 2.65 Oz. Net Wt. of Alfaparf Milano Oxid'o 10 volume (3%)
- 10g - 0.35 Oz. Net Wt. of shampoo
- Leave to work: for 5 to 20 minutes



• HOW TO PROCEED:

- Apply the mixture onto the sections of hair with unwanted reflections, dampening the hair beforehand.
- Comb the product through the hair (checking visually as you go).
- Once the desired effect has been reached, rinse thoroughly with warm water and follow with shampoo.
- Proceed with the application of the selected cosmetic color.

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