

THE
WORLD
OF
Color

ALFAPARF
MILANO

technical book

ALFAPARF MILANO

My name is Roberto Franchina, I started Alfaparf in 1980, because I believed there was a need to offer the stylist higher quality products and services. In a small office with only 10 employees in Vaprio d'Adda, Milan Italy, Alfaparf began to formulate, develop and manufacture superior innovative new products (we mixed and filled each bottle by hand!) Now, thirty one years later... I am proud to say Alfaparf is distributed in over 80 countries worldwide, with 4 manufacturing plants and 23 distribution points...and over 1,500 employees worldwide. Alfaparf continues to grow and is one of the largest privately owned beauty care companies in the world...and I intend to keep it that way.

Our Vision is very simple..."Provide Professionals the best solutions to enhance everyone's beauty."

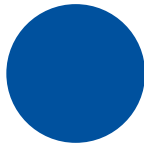
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Color theory

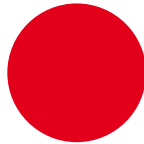
Colors are divided in Primary and Secondary.

Primary colors (pure)

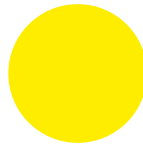
There are three Primary colors.



BLUE



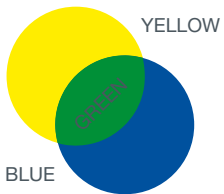
RED



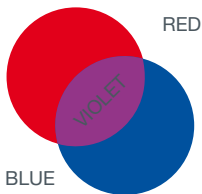
YELLOW

Secondary colors (composed)

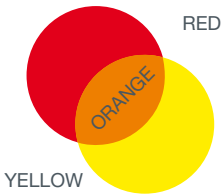
Secondary colors are formed by mixing equal parts of two Primary colors.



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



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

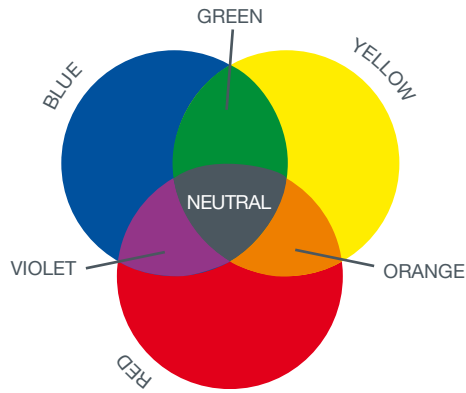


Yellow mixed with Red, in equal parts, creates the Secondary color Orange.

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.

The color YELLOW is opposite to the color VIOLET.

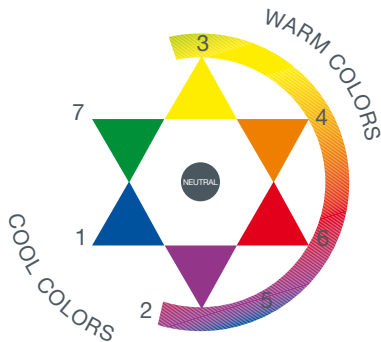
The color BLUE is opposite to the color ORANGE.

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



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

As shown in the picture, tone values from warm to cool are numbered 1 to 7.

Example: a number 3 on the star has a warm tone value (Gold-Yellow base).

Evolution of the Color³

Color Excellence. Hair Perfection.

Pioneering performance in the professional color service: **perfect 3D effect color and hair.**

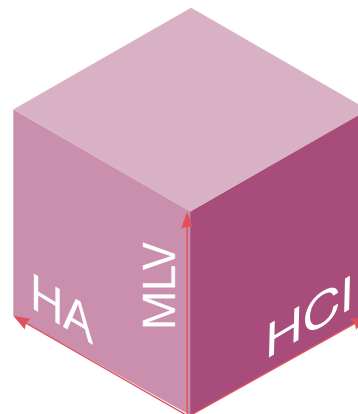
Technology

CUBE
3D TECH

3D technology:

3 exclusive components in 3 subsequent phases.

- 1 **mlv** Multi Lamellar Vehicle
- 2 **HA** Hyaluronic Acid
- 3 **HCI SYSTEM** Hyper Intense Color System

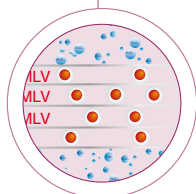


Phase 1: Mixing

mlv

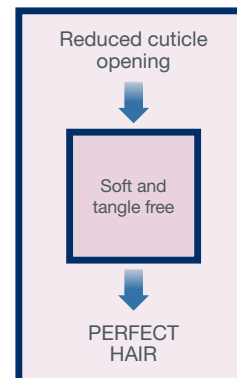
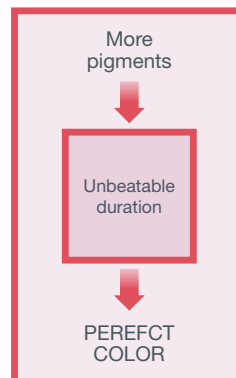
MLV protects pigments during mixing to prevent them from oxidating.

More pigments penetrate deeper into the hair shaft, causing a reduced opening of the cuticle. It also helps to balance the level of moisture in the fiber.



● HYDROGEN PEROXIDE
● PIGMENTS

RESULT

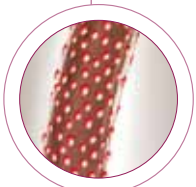


Phase 2: Application



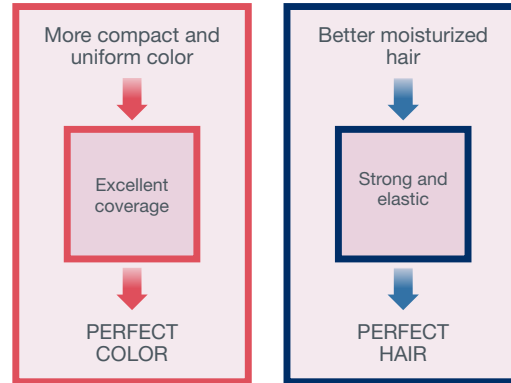
ABSOLUTE INNOVATION: the first color product to use hyaluronic acid!

The hyaluronic acid forms a lattice around the hair allowing a perfectly even distribution of the mixture and perfect adherence to the hair shaft.



• PIGMENTS

RESULT



Phase 3: coloring

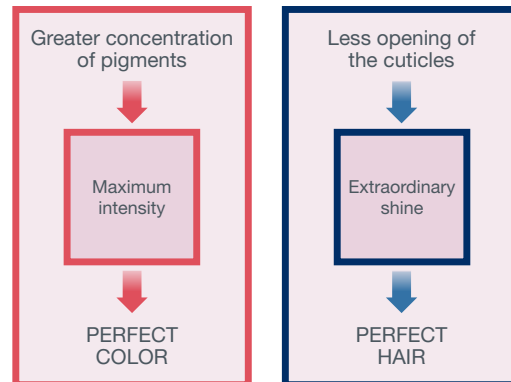


The micropigments penetrate into the hair shaft and blend to form even larger, more complex molecules.



• PIGMENTS

RESULT



Additional Benefits

1 Comfort and gentleness

- No Paraphenylenediamine, for a more soothing formula.
- 0.7% ammonia: the lowest alkali component on the market (ammonia or MEA).
- Color after color, hair is healthier than with competitors product.
- New fruity fragrance, studied to make the treatment more pleasurable.
- The color becomes a treatment for the hair.



2 Customized service

- Thicker texture, to facilitate partial color techniques.



3 Faster working times

- Faster to mix.
- Faster to spread, thanks to the improved texture.
- Easier to rinse.
- With constant application time of 35 minutes.



Directions

- Mixing ratio: 1:1.5 (60g/2 oz. of color + 90ml/3 oz. of Oxid'o).
- Processing time of 35 minutes.

The numbering system

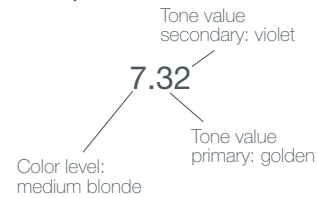
How to read a shade

- 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 Violet (violet base)
3 Golden (yellow base)
4 Copper (orange base)
5 Mahogany (red-violet base)
6 Red (red base)
7 Matte (green base)

Example



The 0 is used when there is no primary tonal tendency but only a secondary one.

Color reference for the Evolution of the Color³ series

		Secondary tone value							
		0	1 (Ash)	2 (Violet)	3 (Gold)	4 (Copper)	5 (Mahogany)	6 (Red)	7 (Matte)
Primary tone value	0		.01						
	1	.1 Ash	.11		.13	.14			
	2	.2 Violet	.21	.22					
	3	.3 Gold	.31	.32			.35		
	4	.4 Copper					.45		
	5	.5 Mahogany			.53				
	6	.6 Red					.65	.66l	
	7	.7 Matte							

The color chart

THE NATURAL SERIES

To get optimal results for desired tone and intensity, use the natural series specifically intended for the target shade For grey coverage (15%- 30%) 1 part natural + 2 parts desired color. (30%-60%) 1 part natural + 1 part desired color. (60%-100%) 2 parts natural + 1 part desired color.

COOL NATURALS:

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

Use: alone or intermix. When covering grey hair intermix desired cool shade using guidelines above

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 intermix. When covering grey hair intermix desired warm shade using guidelines above.

Result: 100% grey coverage with warm natural results.

NATURAL INTENSE:

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

Use: alone or intermix with cool or warm shades. When covering grey hair intermix using guidelines above

Result: 100% grey coverage with intense natural results.

THE FASHION SERIES

Cool 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.

HAZELNUT:

5.14 - 6.14 - 7.14

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

Result: elegant brown with an original cool hint.

VIOLET ASH:

7.21 - 8.21 - 9.21 - 10.21

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.**PURE VIOLETS:**

3.22 - 4.22 - 5.22

Use: for total coverage of white hair blend with the Cool Naturals or Intense Naturals series depending on the intensity desired.**Result:** intense violet casts perfect for enhancing and giving depth to dark bases.**MATTE:**

3.7 - 4.7 - 5.7 - 6.7

Use: for total coverage of white hair blend with the Cool Naturals or Intense Naturals series depending on the intensity desired.**Result:** perfect when used on dark bases to obtain a cool extra natural result.**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 cool tonality.**GOLDEN MAHOGANY:**

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.**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.**GOLDEN:**

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 Gold 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 cool touch.

The reds

COPPER:

6.4 – 7.4 – 8.4

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

Result: excellent for copper tonality.

BRONZE:

4.45 – 6.45 – 7.45

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

Result: excellent for bronze tonality.

MAHOGANY:

5.5 – 6.5

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

Result: excellent for mahogany tonality.

RED:

3.65 – 4.65 – 5.65

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

Result: excellent for red/golden red/red tonality.

PURE REDS:

5.6 – 6.6 – 4.66 | – 5.66 | – 6.66 | – 7.66 | – 8.66 |

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 tonal intensity, suitable for varying, accentuating or negating the result of a color.

3000 - **Yellow:** used to accentuate the golden series.

7000 - **Blue:** used to balance orange and yellow tones.

410 - **Graphite:** the ideal grey tone for negating red and orange tones and for boosting the grey tonal tendencies of the Ash, Natural Ash and Violet Ash series.

2000 - **Violet:** used to enhance the violet tones of the Pure Violets, Mahogany and Reds series.

COLOR BOOSTERS:

Lightening Booster (000SSS): to be mixed in equal parts with the Evolution of the Color³ shades to boost the lightening ability by up to one level.

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/10 ribbon inches Red Booster + 50 g / 1 3/4 shade + 90 ml/3 oz. Oxid'o)
- > maximum 1:1 (30 g / 1 oz. Red Booster + 30 g / 1 oz. shade + 90 ml / 3 oz. Oxid'o).

PLATINUM:

11.00 – 11.02 – 11.10 – 11.11 – 11.13 – 11.20 – 11.21 – OSP

Features: Up to 5 levels of lift when mixed in equal parts with OSP – Super High Lift Reinforcer (starting from a natural level 5 light brown).

Use: Alone with 40V Oxid'o. Follow mixing ratio 1:2 (30 g / 1 oz. of color with 60 ml / 2 oz. of 40V Oxid'o).
Timing 45 to 60 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 ability by up to 5 levels.

Maximum mixing ratio 1:1 (30 g / 1 oz. Platinum shade + 30 g / 1 oz. OSP + 120 ml / 4 oz. 40V Oxid'o).

CONTRASTI

Color contrasts on a dark or medium dark base (tone height levels from 1 to 6, natural or colored) in 15-20 minutes, without bleaching.

Use: Mixing ratio 1:1.5.

Use specified volume of Oxid'o according to the desired amount of lift.

Available in 2 shades: **Red and Red-violet.**



CARE BOOSTERS

Coloring becomes a treatment. Evolution of the Color³ takes care of your hair in a specific and customized way.

It starts caring for your hair during the coloring time:

Nutri Seduction Booster: nourishing concentrate for dry hair. To be added to the mixture (color + Oxid'o) for the lengths and ends of particularly dry hair.

Midollo Di Bamboo Booster: replenishing concentrate for damaged hair.

To be added to the mixture (color crème + Oxid'o) for the lengths and ends of particularly damaged hair.

Use: Prepare the color and Oxid'o mixture for the lengths and ends with a ratio of 1:2. Add the Care Booster in the same amount as the color (e.g. 20 g / 2/3 oz. color + 40 g / 1 1/3 oz. Care Booster + 40 ml / 1 1/3 Oxid'o).

CARE BOOSTERS act at the optimal time during the coloring service when the cuticles are open. This allows the active ingredients contained in the boosters to penetrate deep into the hair shaft.



OXID'O

Creamy Stabilized Hydrogen Peroxide.

Formula enriched with Elicos, it buffers the color's alkalinity, making it milder on the scalp.

It forms an emollient film of lipids on the skin to guarantee absolute comfort and protection.

Because the mixture is thicker, the cream can be applied more easily, allowing greater accuracy during application.

OXID'O IS AVAILABLE IN FOUR DIFFERENT VOLUMES:

10 Volume - (3%)

20 Volume - (6%)

30 Volume - (9%)

40 Volume - (12%)

Oxid'o is color-coded for an easy selection.



Bottle of 1000 ml/33.81 Fl.Oz

Blending

Evolution of the Color³ must always be blended using a mixing ratio of 1:1.5. Example: the content of a tube of cream 60 g / 2 oz. with 90 ml / 3 oz. of Oxid'o.

The mixture obtained is more than adequate to color a whole head of medium - long hair.

The Platinum series

The Platinum series must always be blended using a mixing ratio of 1:2. Example: the content of a tube of cream 60 g / 2 oz. with 120 / 4 oz.

Choosing the amount of hydrogen peroxide

Observing the mixing ratio allows the product to perform optimally.

One of the most important functions of Oxid'o is that it lightens natural hair.

The degree of lightening depends on the volume of hydrogen peroxide used.

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

Mixing ratio 1:1.5 (60 g / 2 oz. of Evolution of the Color³ + 90 ml / 3 oz. of Oxid'o)

The processing time for Evolution of the Color³ is always 35 minutes.

Procedures & Techniques

The Diagnosis

It is important for reaching the desired target shade.

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 porosity
- 4) Determine client's grey hair percentage (%)
- 5) Determine if the color objective requires lifting, tone on tone or darkening.

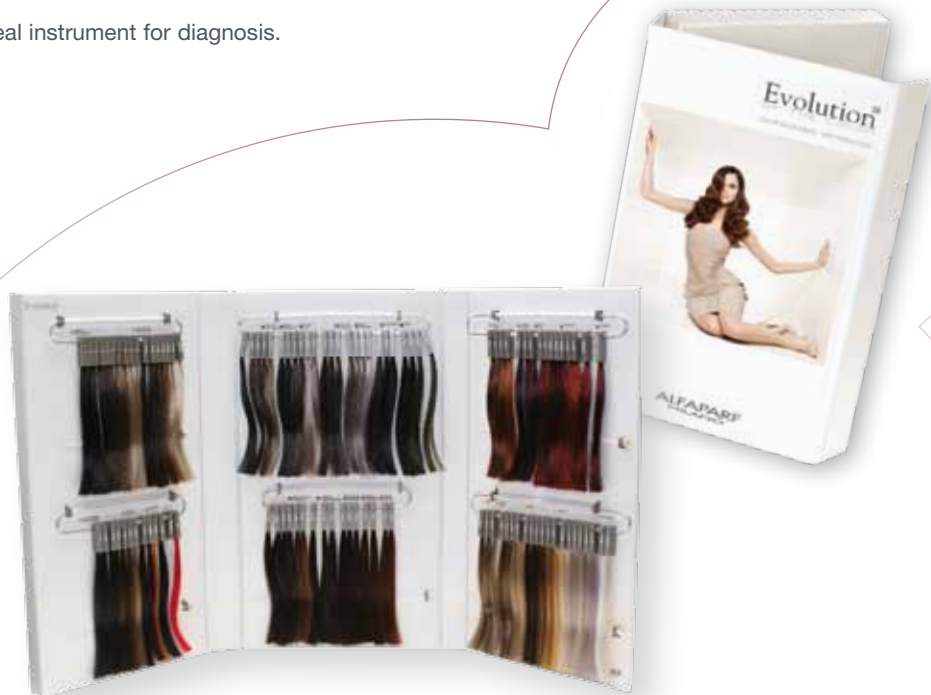
There are two fundamental points:

- Determine the % of white hair. For 15% to 30% grey: 1 part natural series + 2 parts desired color. For 30% to 60% grey: 1 part natural series + 1 part desired color. For 60% to 100% grey: 2 parts natural series + 1 part desired color.
- Choose the most suitable Oxid'o volume to optimize the desired lightening (see table on page 15).

For a truly flawless result, it is important to evaluate:

- 6) The condition of the hair
- 7) Previous chemical treatments that may have altered the porosity of the hair.

The Evolution of the Color³ chart is the ideal instrument for diagnosis.



Coloring white hair

White hair are the result of a loss of melanin.

This lack of natural pigment gives the hair a dull, flat appearance

Performing an excellent color service on white hair does not merely mean covering white hair, but in succeeding in obtaining a natural, brilliant and glossy result.

To achieve this result it is important to observe a number of rules:

- Blend the shade with the tonal tendency with the shades in the Cool Naturals, Warm Naturals or Intense Natural series. For grey coverage (15%- 30%) 1 part natural + 2 parts desired color. (30%-60%) 1 part natural + 1 part desired color. (60%-100%) 2 parts natural + 1 part desired color.
- Choose the volumes of Oxid'o indicated according to the desired degree of lightening (see the table on page 15).
- Very carefully apply the color with thin sections.
- Leave to process 35 minutes.

First all-over color on natural hair

The purpose of this technique is to give even color results on natural hair, to avoid excessive lightening at the base due to a thinner layer of melanin in this area.

How to proceed:

- Divide the head into four sections with partings that run from ear to ear, and from the center of the forehead to the nape, passing through the crown.
- Apply the color starting from the rear right section.
- Apply the color to the base. Choose the volume of Oxid'o according to the desired degree of lightening.
- Proceed with the same method on the remaining sections.
- Apply the color to the lengths and ends.
- Use a greater volume of Oxid'o than used for the base. Process for 35 minutes.
- At the end of the treatment time, work the color to form an emulsion, rinse well and shampoo.
- To color tone-on-tone or darken, apply the mixture (color and 10 Vol. Oxid'o) from the base to the ends in a single solution, with a processing time of 35 minutes.

Coloring regrowth

How to proceed:

- Divide the head into four sections.
- Apply the mixture to the regrowth, starting with the rear, right section.
- If the fading on the lengths and ends is up to 1 level lighter than the target color, work up an emulsion using the color applied to the roots on the lengths and ends in the last 3 - 5 minutes of processing time.
- If the fading is up to 2 levels, process up to 10 minutes.
- If the fading is greater than 2 levels, mix of color and 10 Vol. Oxid'o with a 1:2 mixing ratio.
Apply the mixture to the lengths and ends the last 10 minutes of processing time.

Re-pigmentation

What is it

It is a technical treatment that makes it possible to reconstruct both cosmetic and natural colors.

When it is necessary

Every time we need to make a color darker by more than three levels.

Re-pigmentation is preventative coloring aimed at rebuilding color in a stable and lasting manner, avoiding grey-green casts.

The mixture

- It must always be performed with warm shades (golds, coppers and reds).
- The level chosen will be one or two levels lighter than the target color.
- Mix with 10 Vol. Oxid'o.
- The Evolution of the Color³: Oxid'o mixing ratio should be:
1:2 (1 part color + 2 parts Oxid'o) for porous hair;
1:3 (1 part color + 3 parts Oxid'o) for overly porous (bleached) hair;
- It can be performed both with Evolution of the Color³ or Color Wear.

How to proceed

Re-pigmentation is performed before the application of the target color. To darken very lightened hair, without regrowth, proceed as follows:

A) Diagnosis:

- Desired color: golden violet light brown (5.32);
- Hair color: golden very light blonde (9.3); in this case, there are 4 color levels to be recovered.

B) Identify the shade best suited to rebuilding the color of the hair.

As an example, the target color has a level 5 light brown, the color background to be rebuilt is orange.

To perform re-pigmentation, the shade must be one or two levels lighter than the target color and the tonal tendency must be Copper.

The color chosen will be 6.4 dark copper blonde, to be applied with a mixing ratio of 1:3 with 10 Vol. Oxid'o. Re-building the orange in the hair makes it possible to obtain a base color similar to that of natural hair.

This will make it possible to achieve the desired color successfully.

C) Application

The re-pigmentation mixture:

- 30 ml / 1 oz. of Evolution of the Color³ dark copper blonde (6.4).
- 90 ml / 3 oz. of 10 Vol. Oxid'o.

Apply the mixture carefully to the parts to be darkened. Processing time: 10-15 minutes.

Rinse well and towel dry the hair thoroughly.

Prepare the new mixture using the target color 5 light brown. Apply on the base, lengths and ends.

Pre-pigmentation

What is it

It is a technical term that indicates a preliminary treatment that prepares resistant white hair to obtain an even cosmetic result.

When it is necessary

In the presence of a high concentration of resistant white hair, usually present in the front.

Pre-pigmentation achieves two important effects on the hair:

- it etches the hair shaft (the product's alkalinity opens the cuticle);
- it deposits color pigments on particularly resistant white hair.

The mixture

- Pre-pigmentation is performed using color (not diluted with Oxid'o) one level lighter than the desired result.
- The Evolution of the Color³ shades best suited for pre-pigmentation are those with a warm tonal tendency (.3).

How to proceed

- Once the area to be pre-pigmented has been identified, apply the product to the hair using the tip of the brush without touching the scalp.
- Do not rinse.
- This procedure must be performed at least 10 minutes before the application of the final color.

Coloring Process:

- 1:2 mixing ratio. Example: 60 ml / 2 oz. Evolution of the Color³ golden violet light brown (5.32)
+ 120 ml / 4 oz. of 10 Vol. Oxid'o.
- Timing: 10/15 minutes.
- At the end of application time, rinse thoroughly.

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 Equipment Supermeches+:

- 2 scoop of Equipment Supermeches+ 50 g / 1 3/4 oz.
- Vial of Equipment Soothing Infusion
- 100 ml / 3 1/3 oz. of Oxid'o

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. Check decolorizing process throughout the entire timing.
- Once results are achieved, rinse thoroughly and shampoo. If color lifted more than necessary, than proceed with Re-pigmentation process.
If the desired amount of lift was achieved, 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 casts, grey or to remove color buildup.

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 conflicts 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 case perform a Decolorizing Process.

How to mix Equipment Supermeches+:

- Mix approx. 2 scoops of Equipment Supermeches+ (approx. 50 g / 1 3/4 oz.)
- Approx. 10 g / 1/3 oz. Shampoo.
- Approx. 120 ml / 4 1/5 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.

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 46 shades.

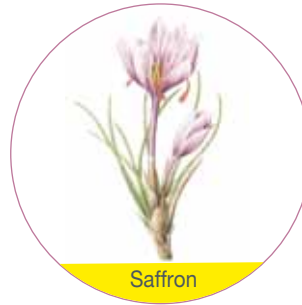
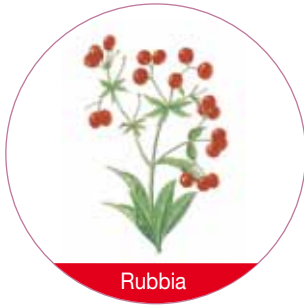


Tube of 60g/2.05 Oz - Activator of 1000 ml/33.81 Fl.

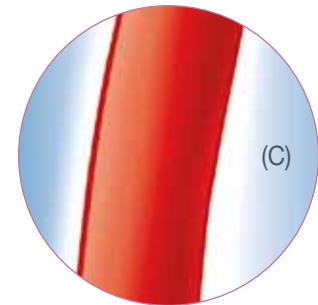
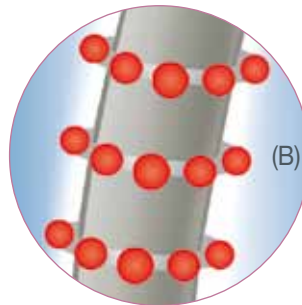
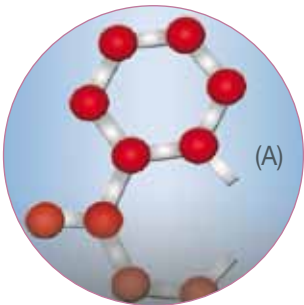
The formula: From the color of fabric to Color Wear

Dye plants: intense and ultra luminous colors

Fabrics are colored naturally using extracts of dye plants. **Rubbia 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 shade. Blend 60 g / 2 oz. of Color Wear with 120 ml / 4 oz. of Color Wear Activator in a non-metal bowl (mixing ratio 1:2).

First application

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

Successive applications

Apply the blend to the regrowth only. In the last five minutes, apply color to the lengths and ends. Rinse thoroughly, then shampoo when processing time is complete.

Intensifiers

Blend in the Intensifiers in order to obtain a more vivid color. For example, blend Violet with mahogany tones; Red with red tones; Orange with copper tones (see the table for leave-in times and mixing ratios).

Clear & Gloss

Use Clear & Gloss with the selected color in order to obtain a softer color (see the table for mixing ratios and leave-in times).
When used on its own it gives renewed shine to dull, opaque or natural 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 60 ml / 2 oz. color + 120 ml / 4 oz. Activator	20' - 25'	10' - 15'
ALTERNATIVE RESULTS			
Vivid colors	1:2 30 ml / 1 oz. color + 30 ml / 1 oz. Intensifier + 120 ml / 4 oz. Activator	20' - 25'	10' - 15'
Deep colors	1:1 60 ml / 2 oz. color + 60 ml / 2 oz. Activator	20' - 25'	10' - 15'
Soft colors	1:2 30 ml / 1 oz. color + 30 ml / 1 oz. Clear & Gloss + 120 ml / 4 oz. Activator	20' - 25'	10' - 15'
Covers up to 100% of grey hair Blend in the same amount as the natural base	1:1 60 ml / 2 oz. color + 60 ml / 2 oz. Activator	30' - 40'	15' - 20'
Toning treatment following a form service	1:2 60 ml / 2 oz. color + 120 ml / 4 oz. Activator	10' - 15'	/
Brilliance service	1:2 60 ml / 2 oz. clear + 120 ml / 4 oz. Activator	20' - 25'	10' - 15'

Equipment

The complete professional line designed to allow the stylist to provide a superior color service.

Supermeches+

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

Supermeches+ No Ammonia

Ammonia-free bleaching powder with strong lightening power.

- Lightens by up to 7 levels.
- Exclusive formula enhanced with: Guar gum to assure optimum adherence of the mixture to the hair for perfectly even results and Silk powder to protect and moisturize the hair.
- Non-volatile formula.
- Versatile mixing ratio from 1:1 to 1:3, ideal for all lightening techniques.
- Can be applied to the scalp if mixed with Oxid'o 10 or 20 vol.
- White powder for easier interpretation of the lightening result.
- The product's pleasant fragrance makes mixing and application more pleasurable.



Lightening technique:

LIGHTENING TECHNIQUE	HIGHLIGHTS			FULL HEAD BLEACHING	COLOR REMOVAL		
	FOILS	FREE-HAND FINE HIGHLIGHTS	CAP		STRONG	MEDIUM	LIGHT
MIXING RATIO	1:2	from 1:1 to 1:1.5	1:2	from 1:2 to 1:3	1:2		1:3 + 10ml/.33 oz shampoo
	50 g /1.75 oz powder + 100ml /3.3 oz oxidant	50 g/1.75 oz powder + 50ml/1.67oz to 75ml/2.5 oz oxidant	50 g/1.75 oz powder + 100ml /3.3 oz oxidant	50 g/1.75 oz powder + 100ml /3.3 oz to 150ml/5 oz oxidant	50 g/1.75oz powder + 100ml /3.3 oz oxidant		50 g/1.75oz powder + 150ml/5 oz oxidant + 10ml/.33 oz shampoo
RECOMMENDED ACTIVATOR	20 and 30 vol.	10, 20, 30 and 40 vol.	20, 30 and 40 vol.	10, 20 and 30 vol.	40 vol.	20 and 30 vol.	10 vol.
APPLICATION TIME	Until the desired level of lightening is obtained, max. 50 mins.						up to 20 mins.

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, and then pass it delicately over the stained area.
Rinse.



Tube of 150ml/5.29 Oz. Bottle of 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 fiber 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.

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, Purple, Pink, Chili Red.



Bottle with pump 250 ml / 8.45 oz.

ALFAPARF
MILANO

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

ALFAPARF
MILANO