



TECHNICAL MANUAL

PRINCIPLES OF COLORIMETRY

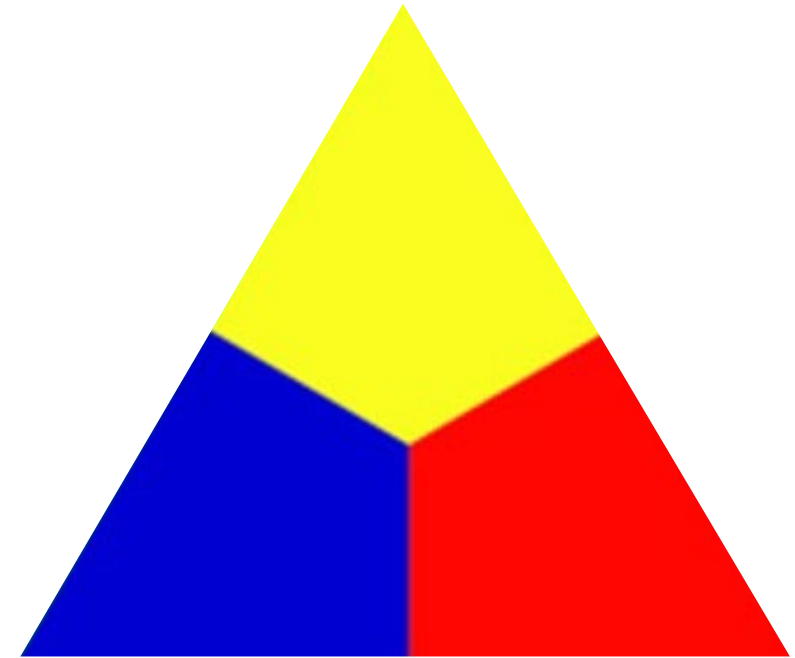
PRIMARY COLORS

Colorimetry is the science of color measurement through the study of color models.

Color does not exist without light, since color is the body's ability to reflect some of the frequencies absorbed by light. We can easily characterize infinite colors in the color spectrum, but three of them, called primary colors, are enough to create such infinite colors.

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Red, yellow and blue are considered pure colors from which all others are derived. By combining the three primary colors, neutralization is obtained.

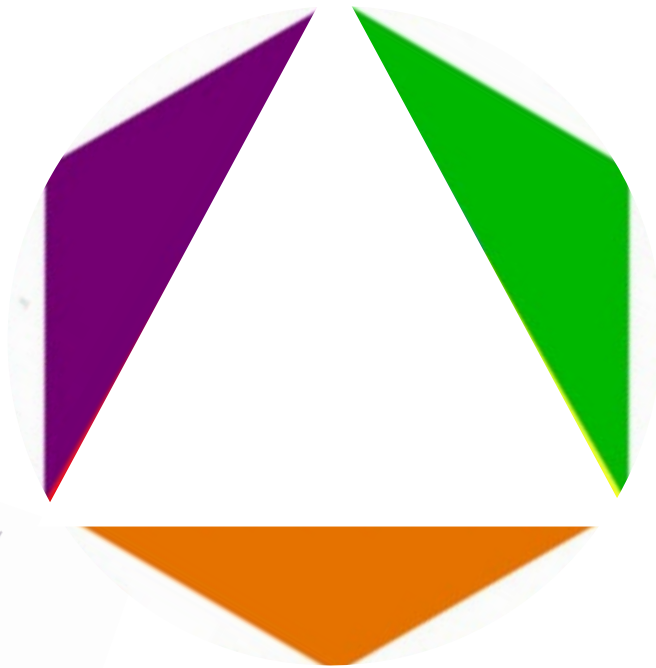


PRIMARY COLORS

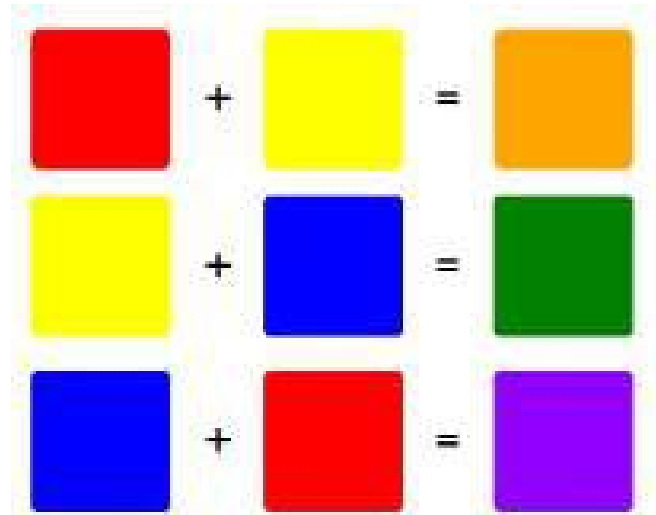
PRINCIPLES OF COLORIMETRY

SECONDARY COLORS

The combination between them, of two of the three primary colors, produces another three colors called secondary colors.



SECONDARY COLORS



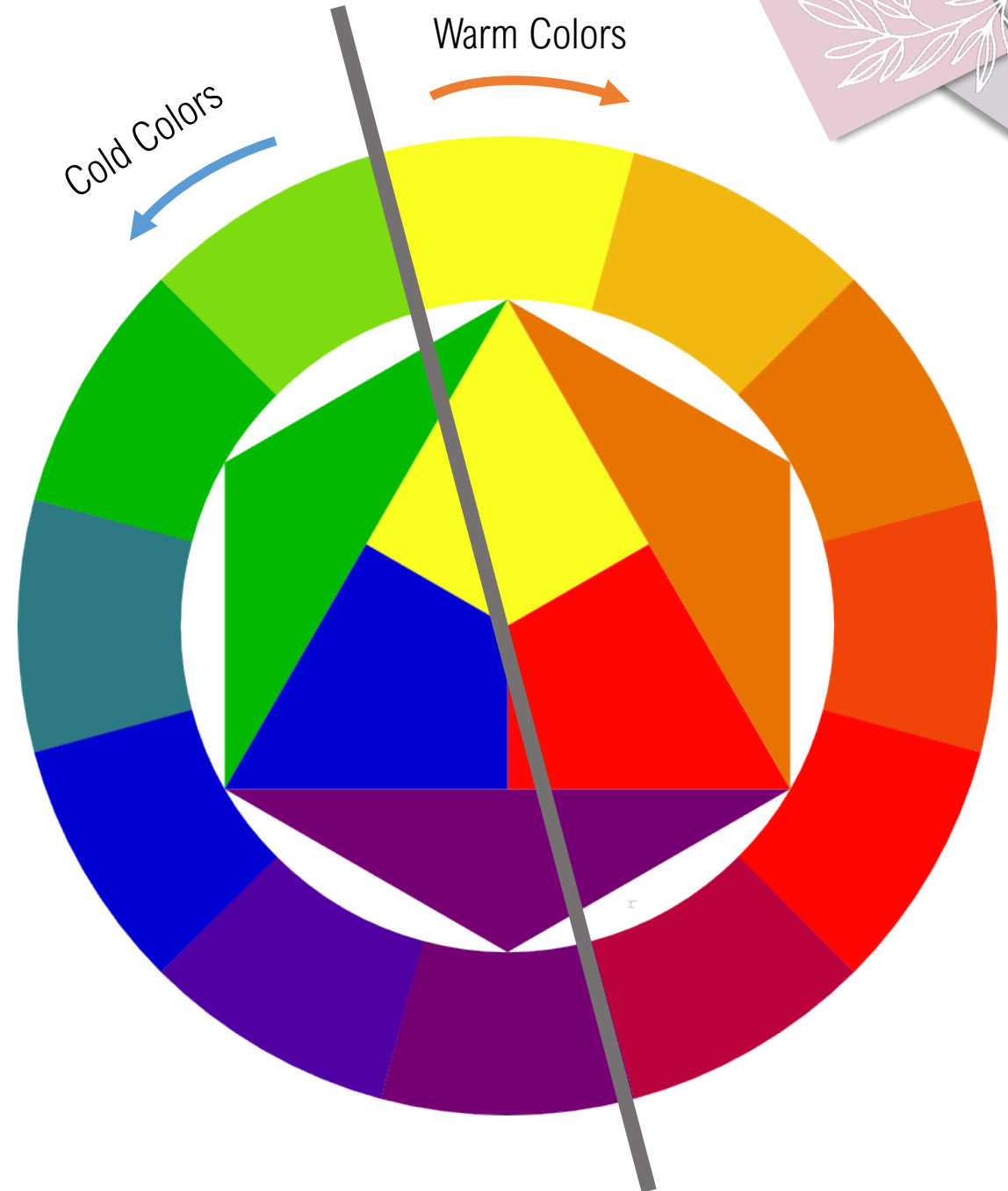
PRIMARY AND SECONDARY COLORS

COLOR WHEEL

By mixing a primary color with its close secondary color, we get another 6 colors called TERTIARY colors. If we continue mixing following the same procedure, we get the QUATERNARY colors, that along with the previous ones, total 24 colors and make the COLOR WHEEL.

The color wheel is a tool distinguishing primary and secondary colors, warm and cold colors and tone direction.

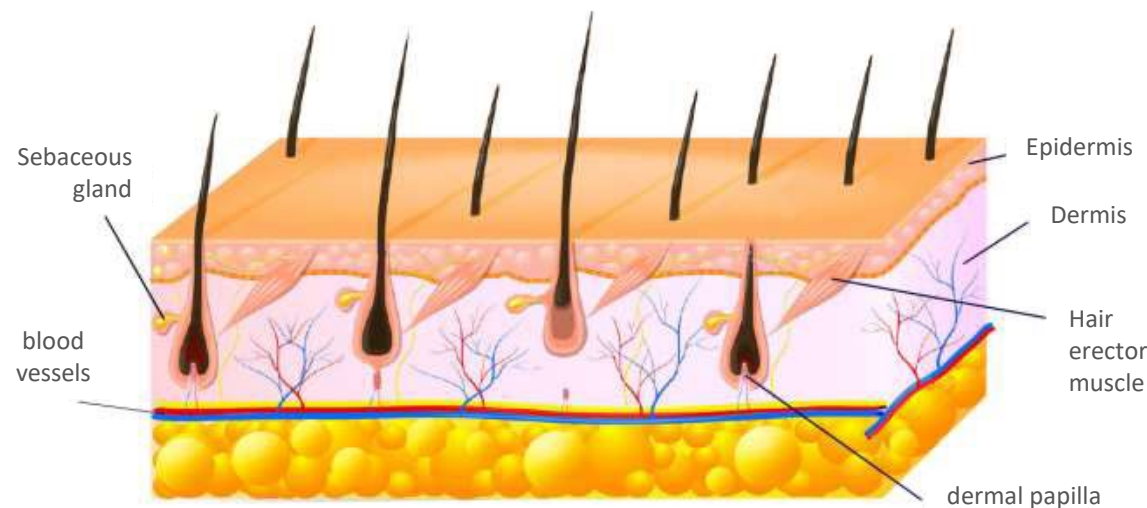
We can distinguish two categories of shades within the color wheel: warm and cold colors.



THE SCALP

The hydrolipidic film covers the surface of the scalp. The hydrolipid film is a protective layer consisting of lipids produced by the sebaceous glands (mainly triglycerides) and those derived from the epidermis. It ensures that the stratum corneum maintains elasticity and surface hydration. In addition, thanks to its specific slightly acidic chemical composition, it allows to keep the pH of the skin constant. The hydrolipidic film is, in fact, the first defense of the skin and it is important that the natural protective layer is able to withstand contact with alkaline substances, before any coloring treatment. For this reason, some texts recommend not to wash the scalp with shampoo before coloring, thus allowing the sebaceous glands and sweat glands to form a protective layer.

NB: During the hottest seasons, the sebaceous glands may not be able to secrete enough sebum to ensure that the hydrolipidic film can adequately protect the skin from chemical attacks. In this case, episodes of skin hypersensitivity may occur even in people who are used to coloring treatments.



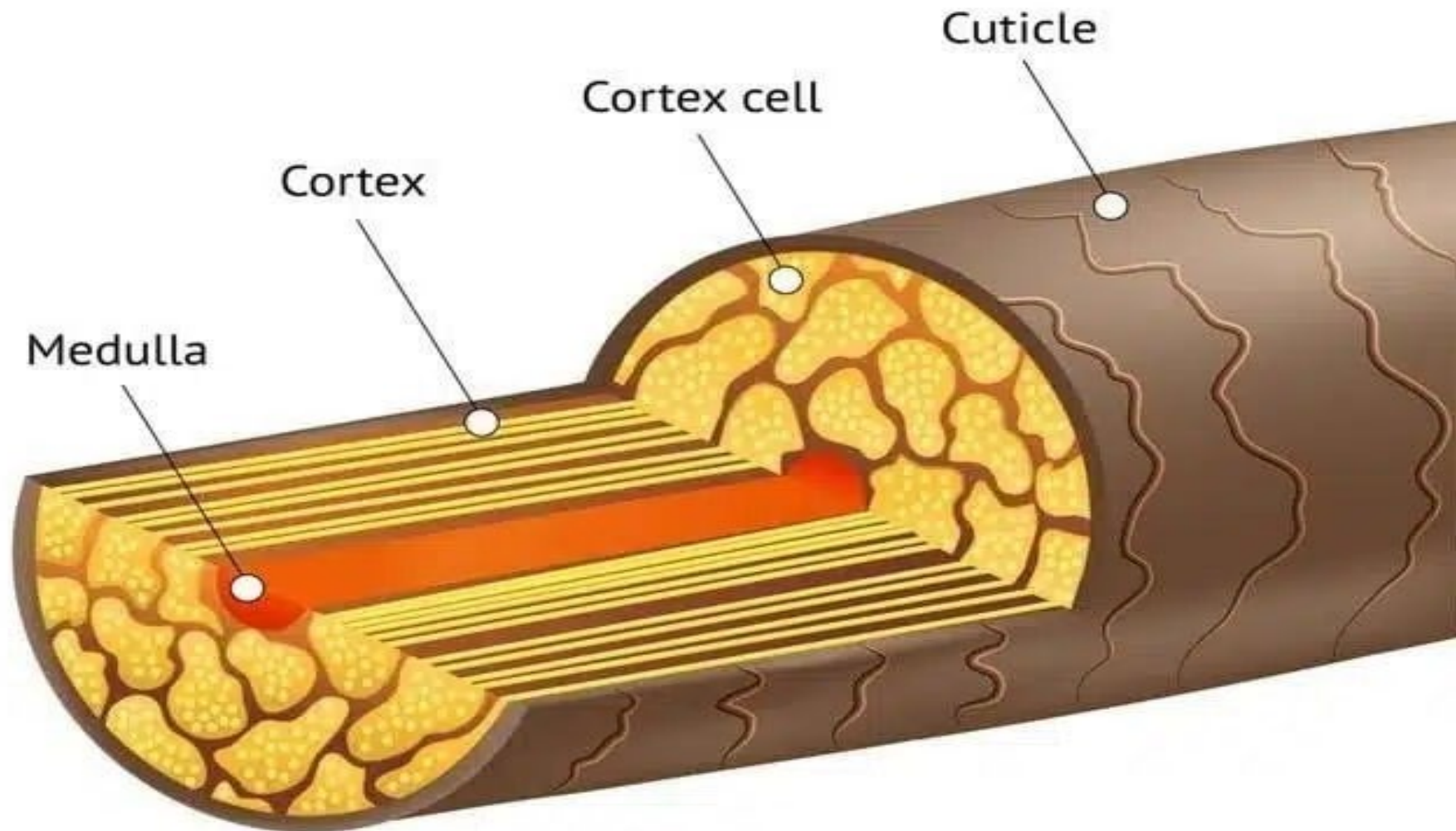
HAIR STRUCTURE

MEDULLA: The innermost layer, the central core of the hair, containing keratin at its softest state, while melanin is less present and more transparent. When the central canal is interrupted due to aging or hereditary factors, the hair dries out due to lack of moisture, thus becoming subject to the opening of scales and the formation of split ends.

CORTEX: The middle layer and most abundant part of the hair shaft. It is spindle-shaped and consists of larger cells, 90 micron long and 5 micron wide (1 micron = 1 thousandth of a millimetre), arranged vertically in parallel rows, thus creating a fibrous layer, where the fibers oxidize creating melanin. As an intermediate layer, cortex gives hair look, consistency and elasticity. It contains melanin, the pigment that gives color to your hair. Grey hair is due to a lack of melanin in the hair shaft.

CUTICLE: The outermost part, formed by a single row of transparent and thin cells (thickness 0.2-0.5 micron) arranged in a vertical row at the level of the root and obliquely, "scale-like", with the lower end attached to the cortex and the upper end detached (spike-like) at the level of the shaft. Due to its position, the cuticle is the first to be damaged when the hair is ill-treated (inadequate shampoo, inadequate alkaline treatments, thermostatic factors, etc.).

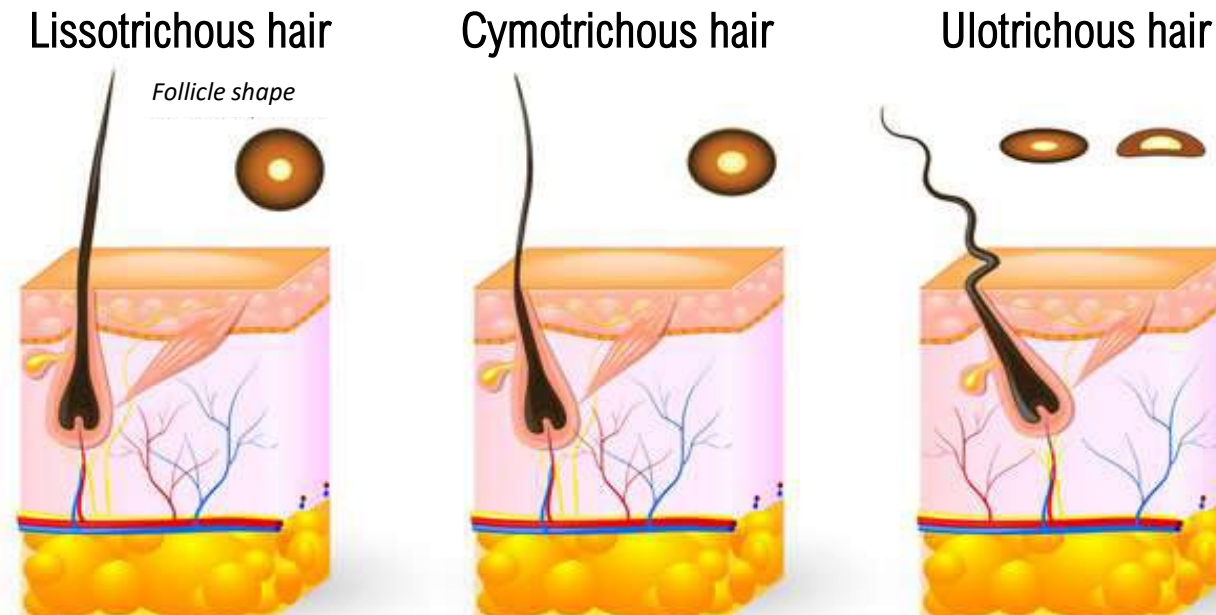
HAIR STRUCTURE



HAIR TYPES

Depending on the genes to which they belong, humans' **hair types** have specific morphology and characteristics. The shape of the hair is therefore also determined by ethnicity, which is why three specific types of hair can be identified:

- **LISSOTRICHIOUS HAIR:** they are particularly common among the Mongolian and Asian genes and have a round and smooth stem section;
- **CYMOTRICHIOUS HAIR:** typical of Caucasian genes, they are characterized by their broad elliptical stem and wavy or curly shape;
- **ULOTRICHIOUS HAIR:** they are typical of the genes of dark-skinned people, their stem has a flat section and they are woolly or frizzy.



NATURAL HAIR COLOR

The natural hair color can range from intense black to very light blond, and is determined by the melanin pigments present in the hair cortex. Melanin, which also gives skin its color, is a polymer having a high molecular weight and is insoluble in water as well as in most solvents. It is not very sensitive from a chemical standpoint, its structure changes only after oxidation or under the action of alkaline solutions. The hair color, defined by the pigments present in the cells, can vary considerably. Four basic shades can be identified, with intermediate nuances: - the hair color.

Four basic shades with intermediate hues can be identified:

DARK BROWN



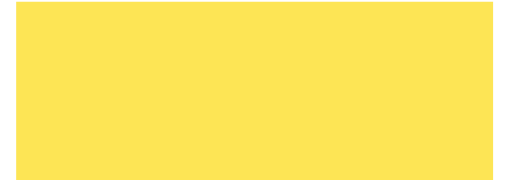
protettive



COPPER RED



BLOND



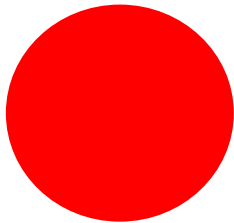
NATURAL HAIR COLOR

MELANIN - Melanin is produced within cells called melanocytes, in the basal layer of the skin and in the hair cortex. It is composed of 3 types of pigments:

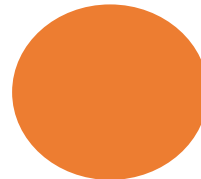
EUMELANIN: **Granular** structure with shades from black to intense mahogany-red. Melanin determines the intensity of color (color level). Depending on the amount present, all shades can be included, from blond to black. It lightens easily.

TRICHOSIDERIN: prevailing red-orange shades. Melanin completes the color intensity and defines copper/red shades. This pigment is smaller than eumelanin. Trichosiderin is difficult to reduce and remove from hair. It lightens hardly.

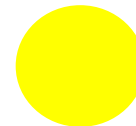
PHEOMELANIN: **Diffused** with orange to light yellow shades. It is the lightest pigment. Pheomelanin defines golden/yellow shades. This pigment is concentrated mainly in the inner part of the hair. This type of melanin is the most resistant to lightening: not surprisingly, when using strong bleaching agents, yellow pigment residues always remain in the hair.



EUMELANIN
Large pigment



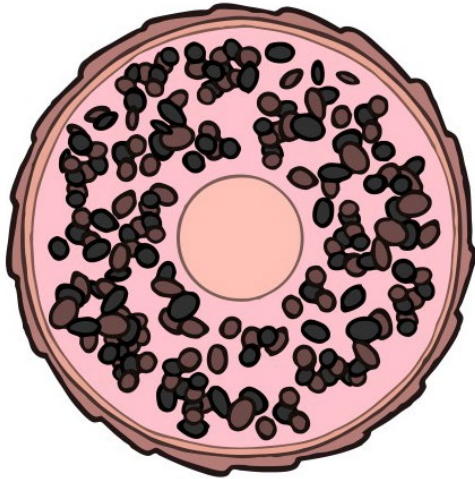
TRICHOSIDERIN
Intermediate pigment



PHEOMELANIN
Small pigment

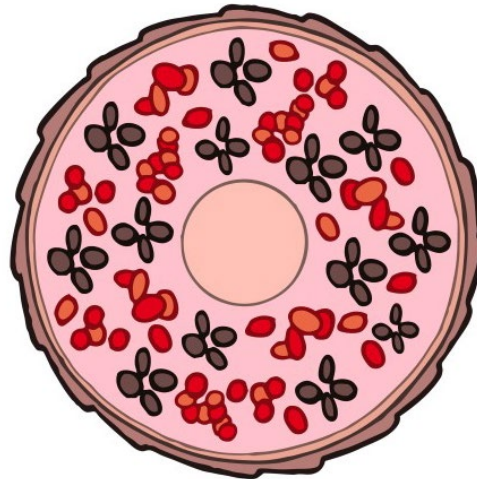
HAIR COLOR

DARK COLORS



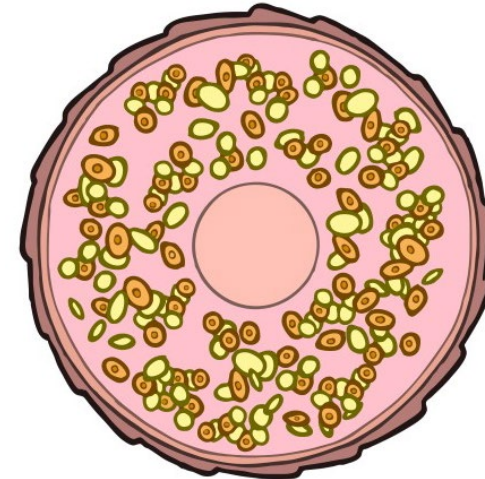
Eumelanin

MEDIUM COLORS



Eumelanin
Thricosiderin

LIGHT COLORS



Pheomelanin

NB: White hair is not totally deprived of melanin, but rather it is in its most transparent state. This is thought to be due to the fact that the activity of the cells producing pigment (melanocytes) has come to an end.

pH

pH is a value that measures all water-soluble substances, and ranges from:

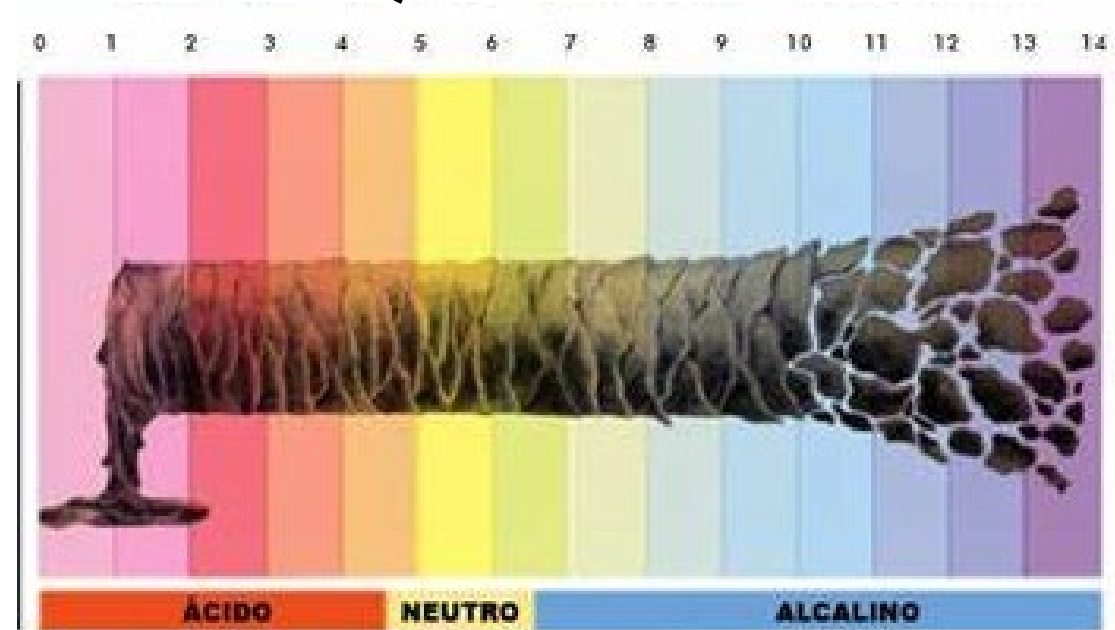
- 0 to less than 7 for the substances considered acidic
- 7 to 14 for substances considered basic or alkaline
- 7 is considered a neutral value

ALKALINE substances cause the hair to swell and open its scales. This allows the dye or reducing chemicals to penetrate inside and change its structure with permanent effect.

ACIDIC substances shrink excessively dilated hair and are often needed to seal the cuticle after an alkaline treatment.

The skin, if intact, has defense mechanisms that allow to withstand an alkalizing action, without any alteration, up to a pH of approx. 8.5. In practice, after the application of a slightly alkaline cosmetic product (including shampoo), the hydrolipid film tends to be restored automatically, at first quickly (50% in the first hour), then slowly for exhaustion of glandular secretions.

- The pH of healthy hair is between 4.5 and 5.5



HAIR ANALYSIS AND EVALUATION

A professional must have the skills and the responsibility to identify which type of coloring and technique is best suited for the type of work to be performed.

For this reason, it is always necessary to evaluate:

- The hair size (thin-medium-large).
- Its porosity.
- The natural color (degree of melanin).
- The percentage of white hair and any critical areas.
- Any chemical treatments currently applied (permanent-straightening-bleaching).

A proper preliminary analysis (diagnosis) allows for a better management of the work and greater certainty of the result. The factors to be considered with the greatest attention are the following:

- **Natural color** = The natural color is the starting point to be evaluated with the greatest precision.
- **Target color** = The target color is the end point to be evaluated accurately.
- **Target tone** = Evaluate the target tone with the greatest precision.
- **Level difference** = Evaluate whether it is necessary to lighten or darken, this will help us understand which developer must be used and if the target color is achievable.
- **White hair %** = evaluate the percentage of white hair with the highest precision.

THE COLOR DEPTH

The pitch height determines how light or dark a hair is..

An international scale ranging from 1 to 10 (where 1 is the darkest color and 10 the lightest color) helps us to identify the exact starting level and the possible target level.

It is very important to make a proper diagnosis to understand if the target color is achievable.

I NOMI, TONO PER TONO									
10	9	8	7	6	5	4	3	2	1
Biondo Chiarissimo Platino	Biondo Chiarissimo	Biondo Chiaro	Biondo	Biondo Scuro	Castano Chiaro	Castano	Castano Scuro	Bruno	Nero

THE COLOR DEPTH

Platinum blonde	10	
Very light blonde	9	
Light blonde	8	
Blonde	7	
Dark blonde	6	
Light brown	5	
Brown	4	
Dark brown	3	
Very dark brown	2	
Black	1	

THE UNDERTONE

The hair is lightened during the oxidation process.

Upon lightening, the hair undertone becomes visible and combines with the shade of the cosmetic color applied, creating the final color.

The undertone is also called natural contributing pigment precisely because it significantly contributes to the final color result.

Remember that the final color result is the sum of applied cosmetic color plus natural color with its undertone.

THE UNDERTONE

Color depth			Undertone	
White	-			White
Platinum blonde	10			Light yellow
Very light blonde	9			Yellow
Light blonde	8			Yellow/orange
Blonde	7			Orange
Dark blonde	6			Orange/red
Light brown	5			Red/orange
Brown	4			Red
Dark brown	3			Dark red
Very dark brown	2			Very dark brown/red
Black	1			Black



It is important to choose the proper shade according to the desired color result.

Using the Oswald star shown here, it is important to know that the same tone has to be used to emphasize the hair natural undertone.

On the other hand, a diametrically opposite color has to be chosen to neutralize the undertone.

Example:

Use a golden color to emphasize yellow.

Use a violet/irise color to neutralize yellow.

NUMBER**COLOR**

10	PLATINUM BLONDE
9	VERY LIGHT BLONDE
8	LIGHT BLONDE
7	BLONDE
6	DARK BLONDE
5	LIGHT BROWN
4	BROWN
3	DARK BROWN
2	VERY DARK BROWN
1	BLACK

**NUMBER AFTER
DECIMAL POINT****NAME****STONE**

.1	ASH	GREY/GREEN
.11	EXTRA ASH	GREY/BLUE
.2	VIOLET	VIOLET
.3	GOLD	YELLOW
.4	COPPER	ORANGE
.5	MAHOGANY	BROWN/RED/VIOLET
.7	BROWN	BROWN
.8	BLUE	BLUE
.9	GREEN	GREEN

TYPES OF COLORING

PERMANENT COLOR

The oxidation process, which starts by mixing the color with hydrogen peroxide, allows to color, lighten natural hair up to 5 levels and provide 100% coverage of white hair.

STONE ON STONE COLOR

Oxidation color that, thanks to its formula and its low oxygen volume developer, works less deeply without lightening the natural hair, ideal for toning previously bleached bases and coloring on same tone level or darkening.

DIRECT COLOR

Coloring with already developed pigments that do not need any developer, which stick to the hair through electrostatic charge. This type of color is not able to lighten the natural melanins of the hair, therefore it is ideal for toning bleached bases or «refresh» a faded color.

OXIDANT EMULSIONS

PERFORM 3 SPECIFIC ACTIONS:

- Adjust the pH of the coloring mixture
- Lighten the natural melanin
- Deposit and develop the cosmetic pigment

The volume concentration of an oxidant emulsion solution is the ratio between the volume of oxygen and the volume of the solution itself.

For example, if an oxidant emulsion solution has a percentage equal to **10 volumes**, this means that the complete decomposition of the oxidant emulsion contained in **1 litre of solution releases 10 litres of oxygen**.

OXIDANT EMULSIONS

AVAILABLE IN DIFFERENT VOLUMETRIC CONCENTRATIONS.

5 - 10 – 20 – 30 – 40 VOLUMES

- The lower the volumes, the lower the lightening effect on the hair's natural melanins.
- The higher the volumes, the greater the lightening effect on the natural melanins.

OXIDANT EMULSIONS

QUANTITY	% of ACTIVE OXYGEN	ML of ACTIVE OXYGEN	VOLUMES
1000 ml	1.5%	15 ml.	5 vol.
1000 ml	3%	30 ml.	10 vol.
1000 ml	6%	60 ml.	20 vol.
1000 ml	9%	90 ml.	30 vol.
1000 ml	12%	120 ml.	40 vol.

Example: 1000 ml

970 ml demineralized water

30 ml tive oxygen (3%) = 10 Vol.



OXIDANT EMULSIONS

OXYGEN

Creamy formula that allows optimal bonding to the hair and therefore transfers thoroughly and permanently the color and all its shades.

5vol. 10vol. 20vol. 30vol. 40vol.

Size: 1000 ml and 150 ml



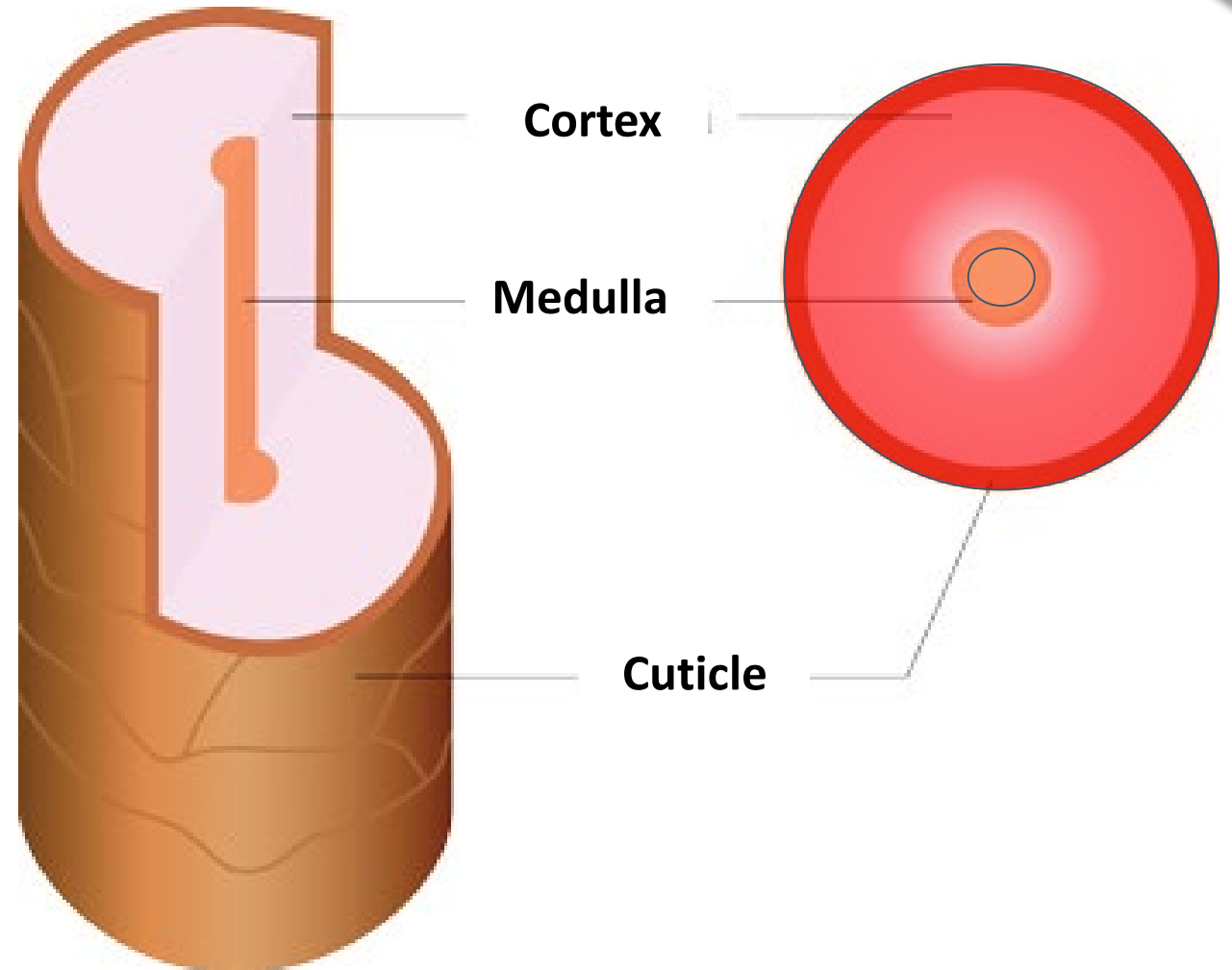
PERMANENT COLOR

The oxidation process, which starts by mixing the color with hydrogen peroxide, allows to color, lighten natural hair up to 5 levels and provide 100% coverage of white hair.



PERMANENT COLOR

- PERMANENT COLOR CAN LIGHTEN THE NATURAL HAIR COLOR AND MAKE INTERMEDIATES PENETRATE AND DEVELOP INSIDE THE CORTEX.
- FOR THIS REASON, THE COLOR OF HAIR TREATED WITH THIS TYPE OF COLORING WILL CHANGE PERMANENTLY.



PERMANENT COLOR

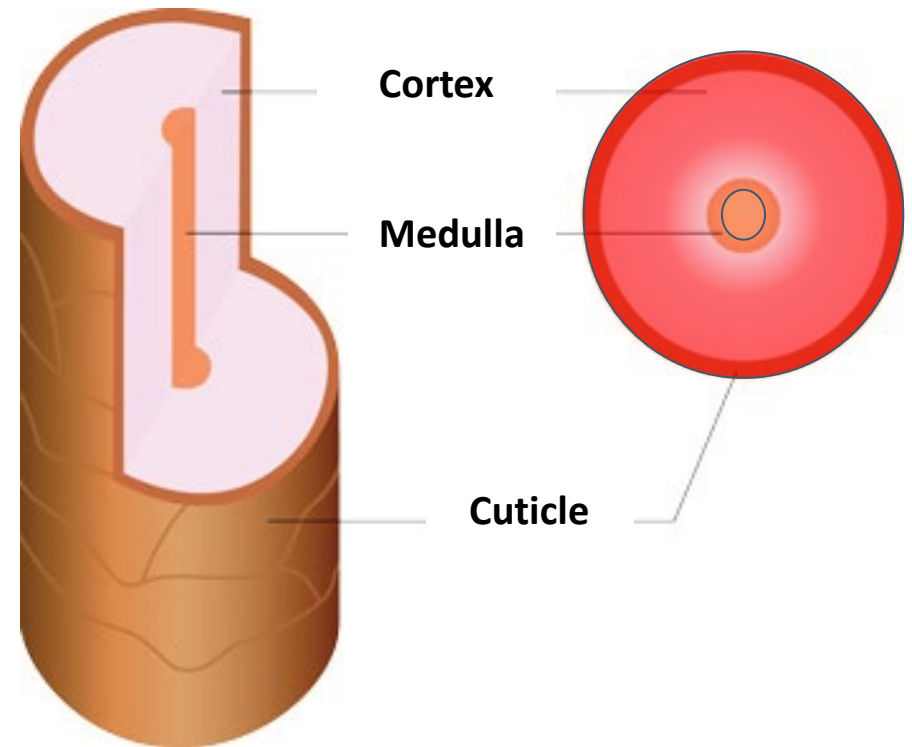
Silky proposal



Silky Coloration
Ammonia



Dressing Colour
No Ammonia



PERMANENT COLOR



SILKY COLORATION

- Cream coloring.
- 100 ml tube
- Mixing ratio: 1:1.5
- Ultra lift series: 1:2
- Toners series: 1:2
- 22 color families.
- More than 100 shades to be offered to the client.
- Processing time: 30 - 60 minutes.
- Accurate color results, long-lasting brightness and vibrancy.

PERMANENT COLOR



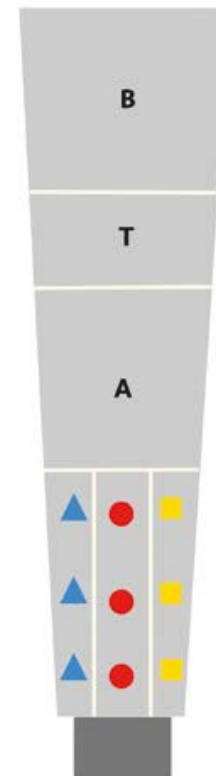
DRESSING HAIR COLOUR

- Ammonia-free and PPD-free cream coloring.
- With active ingredients of natural origin, Argan oil and Aloe Vera.
- 100 ml tube
- Mixing ratio: 1:1.5.
- 10 color families.
- 44 shades.
- Highly protective formula to nourish and moisturize the hair.
- Excellent coverage of white hair.

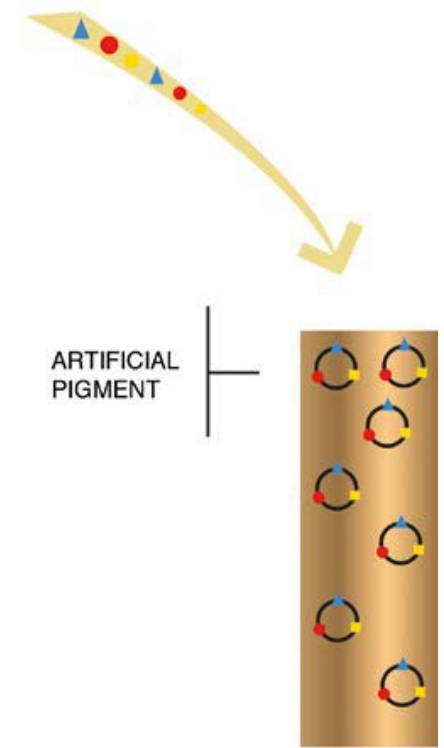
PERMANENT COLOR

- WHEN MIXING THE COLOR WITH THE OXIDANT EMULSION, A PROCESS DEVELOPS PERFORMING SEVERAL SIMULTANEOUS ACTIONS.
- Ammonia dilates the cuticle and oxygen lightens natural melanins while transporting at the same time the intermediates (micromolecules) into the hair.
- During the processing time, the intermediates oxidize and bind together to form a macromolecule called ARTIFICIAL PIGMENT.

CAPTION
B - Base
T - Surfactant
A - Alkaline



+



PERMANENT COLOR: PROCESSING TIMES

TARGET	VOLUMES	PROCESSING
Tone on tone	5 volumes	5 / 25 minutes
Darken/ tone on tone	10 volumes	20/ 30 minutes
Lighten 1-2 levels White hair coverage	20 volumes	35/40 minutes
Lighten 2-3 levels White hair coverage	30 volumes	40/45 minutes
Lighten 3-4 levels	40 volumes	45/60 minutes

IN CASE OF A HIGH PERCENTAGE OF PARTICULARLY RESISTANT WHITE HAIR, IT IS RECOMMENDED TO CONSIDER THE LONGER PROCESSING TIME INDICATED IN THE TABLE ABOVE.

BASIC RULES

- ✓ A COSMETIC COLOR CANNOT LIGHTEN ANOTHER COSMETIC COLOR. IN ORDER TO ACHIEVE AN EVEN RESULT, IT IS IMPORTANT NOT TO APPLY COLORS LIGHTER THAN THE CURRENT COLOR.
- ✓ IF THE COSMETIC COLOR APPLIED PREVIOUSLY IS DARKER THAN THE TARGET COLOR, IT IS ESSENTIAL TO PERFORM A COLOR REMOVING TREATMENT BEFORE PROCEEDING WITH THE COLOR APPLICATION.
- ✓ CHOOSE THE PROPER PEROXIDE VOLUME ACCORDING TO THE DESIRED COLOR RESULT.
- ✓ FOR AN EXCELLENT COLOR PERFORMANCE, FOLLOW THE PROCESSING TIMES INDICATED ABOVE.
- ✓ FOLLOW THE COLOR AND DEVELOPER MIXING RATIO.
- ✓ FOR EXCELLENT COVERAGE IN CASE OF HIGH PERCENTAGE OF RESISTANT WHITE HAIR, USE **INTENSE NATURAL** SHADES.
- ✓ THE COLOR SHOULD BE APPLIED CAREFULLY BY DEPOSITING THE PROPER AMOUNT OF PRODUCT, WITHOUT COMBING OR «SPREADING» THE PRODUCT DURING THE PROCESSING TIME.

HOW TO GET PERFECT COVERAGE OF GRAY HAIR

IN CASE OF 0-40% GRAY HAIR, APPLY THE TARGET COLOR WITHOUT ADDING A NATURAL BASE.

E.g.:

Level 5 natural color, 40% gray hair.

Target color 5.74,

Formula: 50 g color 5.74 + 75 g developer 20vol. Processing time 35/40 minutes.

IN CASE OF 41% TO 70% GRAY HAIR, APPLY THE TARGET COLOR ADDING 1/4 OF NATURAL BASE.

E.g.:

Level 5 natural color, 60% gray hair.

Target color 5.74,

Formula: 3/4 colore 5.74 + 1/4 color 5.0 + 75 g developer 20vol. Processing time 35/40 minutes.

IN CASE OF 71% TO 100% GRAY HAIR, APPLY THE TARGET COLOR ADDING 1/2 OF NATURAL BASE.

E.g.:

Level 5 natural color, 90% gray hair.

Target color 5.74,

Formula: 1/2 color 5,74 + 1/2 color 5.0 + 75 g developer 20vol. Processing time 35/40 minutes.

ULTRALIFT SERIES

Thanks to its formula, the Ultralift color series can lighten the natural color up to **4 levels**. But to do so, more active oxygen is needed in the mixture, and that is why this series has a **1:2** mixing ratio and it is recommended to use a **40 vol.** developer.

It is important to follow the processing time, which is **45 – 60 minutes** for this color series.

Example:

Natural regrowth color: level 7

Target color: level 10 / beige

Formula: 50 ml 12.13 + 100 ml Silky Developer 40 vol.

Processing time: 55 minutes.

000 LIGHTENING BOOSTER

A special lightening agent without color which allows to lighten the natural hair shades, thus making it easier to lighten the color afterwards.

It is also perfect to dilute the color intensity, to achieve a pastel effect.

It can increase the lightening power in normal color series, if mixed in a maximum proportion of 80% target color and 20% of 000.

Natural hair is lightened up to 4-5 levels.

1 to 3 levels of lightening for cosmetic colors from level 4 up.

Its special 1:2 ratio allows to develop more amount of oxygen, thus enhancing the lightening action.

Due to the acidic pH of oxygen, a 1:2 ratio is more delicate on hair.

NO YELLOW TONERS SERIES

This series consists of three toners specifically formulated to perfect blondes.

Its special tone-on-tone formula allows to deposit the proper amount of pigment, to ensure an effective and long-lasting toning of previously lightened bases, as well as to revive or correct blond hair that lost its color.

They are used on bleached or ultralift bases from level 8 to 11. The result will be more or less evident depending on the base to which they are applied.

The available shades are the following :

No Yellow: «delicately» irise tone allowing counteract unwanted yellow tones.

Beige: very balanced shade, to obtain natural and shiny blondes.

Ice: ice grey toner, to achieve very cold blondes with glacial effect.

Instructions:

Mixing ratio: 1:2 with 5 or 10 vol. developer.

Processing time: 5 to 20 minutes based on the desired color.

INTENSIFIERS SERIES

The Intensifiers series is a series of pure, intense and vibrant colors that, added to the other colors in the chart, intensify or soften the tone, thus creating an endless number of bespoke colors.

Intensifiers can be used pure, to create an ultra intense or crazy color effect.

- When used pure, mix in a 1:2 ratio with 5 or 10 vol. developer.
- With other shades, mix 1:1.5 with the developer chosen according to the desired color result.

When mixed with other colors to intensify without changing the original tone, follow the table below

TARGER COLOR LEVEL	% INTENSIFIER
LEVEL 10	1%
LEVEL 9	2%
LEVEL 8	4%
LEVEL 7	6%
LEVEL 6	8%
LEVEL 5	10%

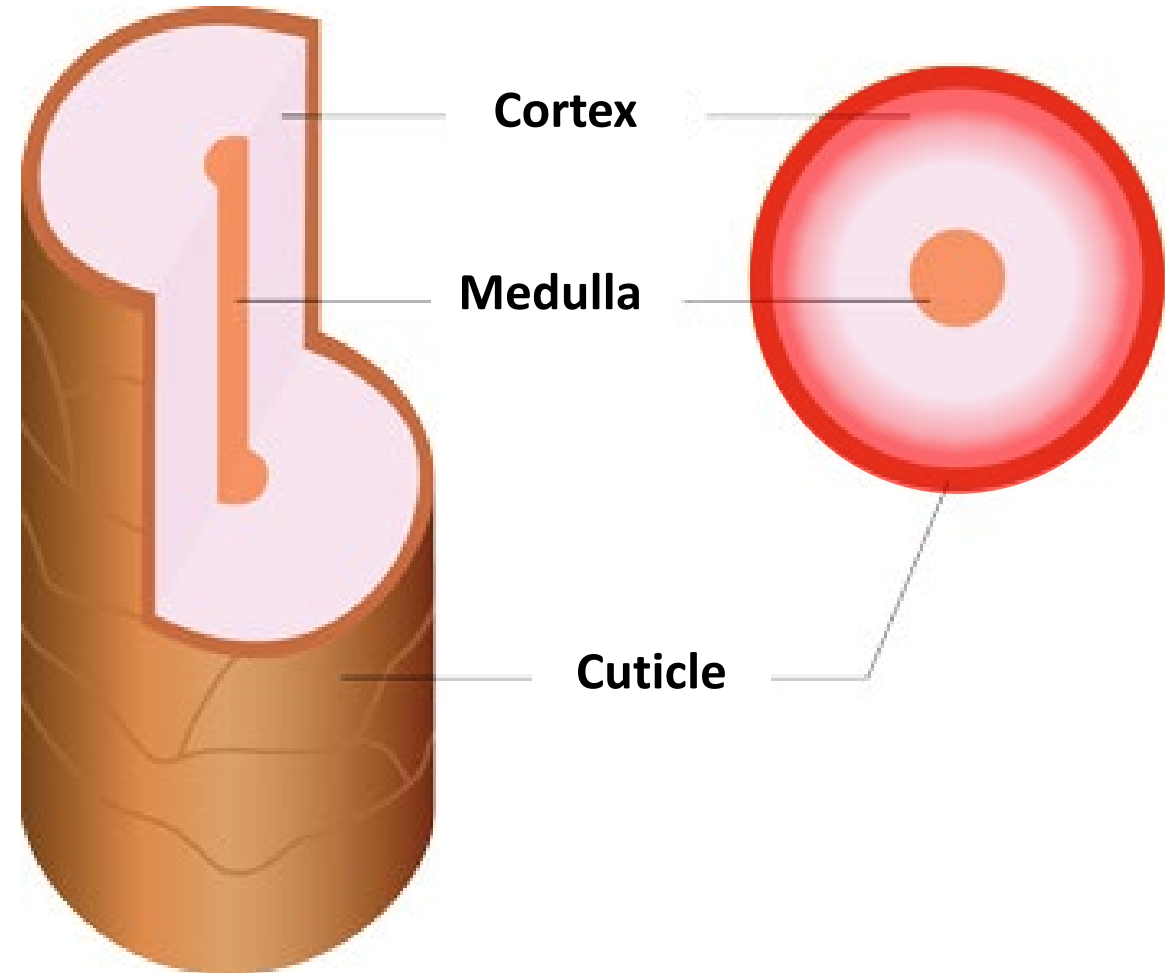


TONE ON TONE COLOR

Oxidation color that, thanks to its formula and its low oxygen volume developer, works less deeply without lightening the natural hair, ideal for toning previously bleached bases and coloring on same tone level or darkening.

TONE ON TONE COLOR

- Oxidation tone on tone color is a product that, thanks to its formula, colors the outermost part of the cortex without lightening the natural hair.
- These products are ideal for gently coloring natural hair and tone previously lightened bases.





AMMONIA FREE / PPD FREE

GLOSS TONER

FAST TONER

- Demi-permanent liquid coloring.
- Size 60 ml.
- Mixing ratio: 1:1.5 and 1:2 depending on the desired effect.
- 20 shades.
- Processing time 5 - 20 minutes.
- NUDE: Neutral color.
- CLEAR: To be mixed with other shades to obtain pastel colors or just to provide shine.



AMMONIA FREE / PPD FREE

GLOSS TONER

CLEAR TONER

Same base as the entire Fast Toner line but without color intermediates.

This product allows to dilute all the shades available in the color chart to obtain an endless number of pastel, balanced and bright colors.

It can also be used alone, to create a gloss effect, without changing the natural color.




GLOSS TONER

TONER INITIATOR


1000 ml

Innovative Peroxide cream enriched with a natural sustainable squalane derived from the sugar cane that helps preventing from external aggressions.

Toner Initiator is a 5-volume developer and its density is formulated to be mixed with Fast Toners to create the perfect color mix.



TARGET	MIXING RATIO	PROCESSING TIME	RESULT
toner	1:1.5	15/20 minutes	To obtain maximum concentration and fullest color in the desired shade.
color corrector	1:1.5	10/20 minutes	To correct unwanted color tones.
after bleaching	1:2	10/15 minutes	To combat yellow bleaching reflections and obtain the desired color effect.
extra shine effect	1:2	10/20 minutes	The purity of CLEAR.TONER makes it possible to obtain the hair desired color effect irrespective of the base tone.
modulator toners	1:1.5	10/20 minutes	To obtain pastel shades by adding CLEAR.TONER to any liquid toner shade.
permanent color refresher	1:2	15/20 minutes	Maintains and restores life and color to lengths of previously dyed hair with the greatest possible shine.
base breaker	1:2	10/20 minutes	Ideal for regrowth after streaking, bringing back a natural and pleasing effect.



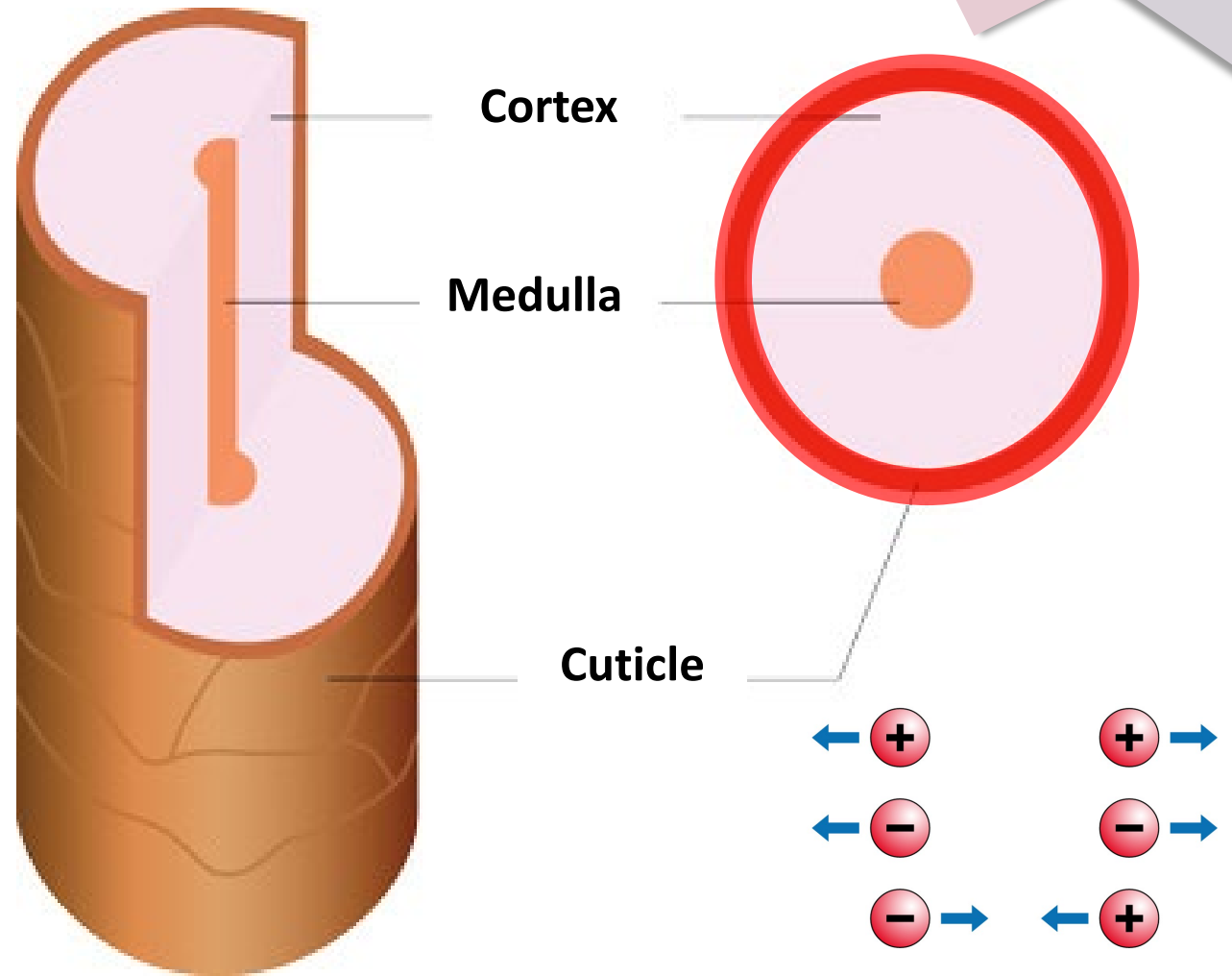


DIRECT COLOR

Coloring with already developed pigments that do not need any developer, which stick to the hair through electrostatic charge. This type of color is not able to lighten the natural melanins of the hair, therefore it is ideal for toning bleached bases or «refresh» a faded color.

DIRECT COLOR

- The direct color dyes the outermost part of the hair, the already developed pigments stick to the cuticle through electrostatic charge, this is why coloring is more intense on sensitized hair.
- Direct colors are ideal to color previously bleached bases or to refresh faded colors.



DIRECT PIGMENT TONER

REVIVE MASK.

Semi-permanent direct coloring with conditioning and restructuring action. Ideal to refresh the cosmetic color and keep hair moisturized and soft.

After shampooing and towel-drying excess water, apply the mask of the chosen shade according to the color to be revived, leave on 5 to 20 minutes based on hair porosity and the desired color intensity.

After the processing time, rinse thoroughly and proceed with the desired styling.



BLEACHES

Bleaches are substances that can lighten both natural and cosmetically colored hair. Among the main ingredients included in the formula of bleaches, PERSALTS or PERSULFATES stand out. These are substances that release active oxygen and/or ammonia, and are therefore able to lighten whatever type of color (natural or cosmetic).

BLEACHES ARE AVAILABLE IN SEVERAL TYPES:

- CREAM
- POWDER

CREAM BLEACHES

CREAM BLEACHES are dense solutions created by a mixture of oil in water.

The peculiarity of the cream, compared to classic bleaching powders, is that it is considered “less invasive”.

The lifting power of cream bleaches is similar to that of powders.

POWDER BLEACHES

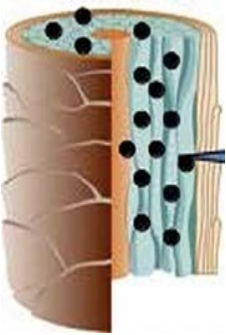
POWDER BLEACHES are the most commonly used among hairdressers.

Once mixed with the oxidant emulsion, they create a mixture which remains stable if the mixing ratios are met.

The lightening power of powders can reach up to 7/8 levels on natural hair.



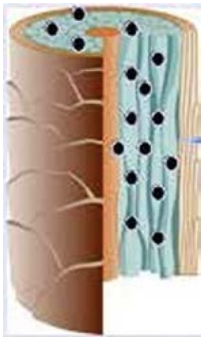
BLEACHES



The hair contains melanin and/or pigment.



The alkaline pH opens the CUTICLES to penetrate the cortex.

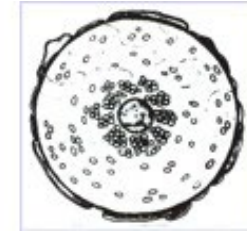
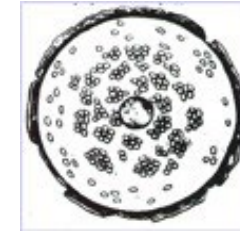
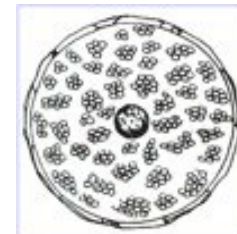


The alkaline pH makes the oxidant emulsion react, producing the oxidation of pigments.



When the oxidant emulsion is released, it separates the pigment granules and dissolves them.

DURING THE PROCESSING TIME, THE BLEACH GRADUALLY DISSOLVES THE PIGMENTS, ACTING DEEPER AND DEEPER, AND LIGHTENING THE COLOR.



ATTENTION SHOULD BE PAID TO THE FOLLOWING FACTORS: TEMPERATURE

Temperature influences all chemical reactions, increasing their speed when heat increases.

AVOID HEAT SOURCES

Oxidation always generates heat.

DO NOT COVER TIGHTLY WITH HAIR CAPS

Especially if the product is applied to the scalp.

AVOID DIRECT CONTACT WITH AIR

It could block the oxidation process.





7 LEVEL BLEACH



BLEACHING POWDER WHITE

- Universal formula bleach suitable for all lightening techniques, up to 7 levels.
- Mixing ratio 1:2.
- Processing time 20 to 50 minutes.
- Mix with 10vol - 20vol -30vol - 40vol (only for freehand techniques).



7 LEVEL BLEACH

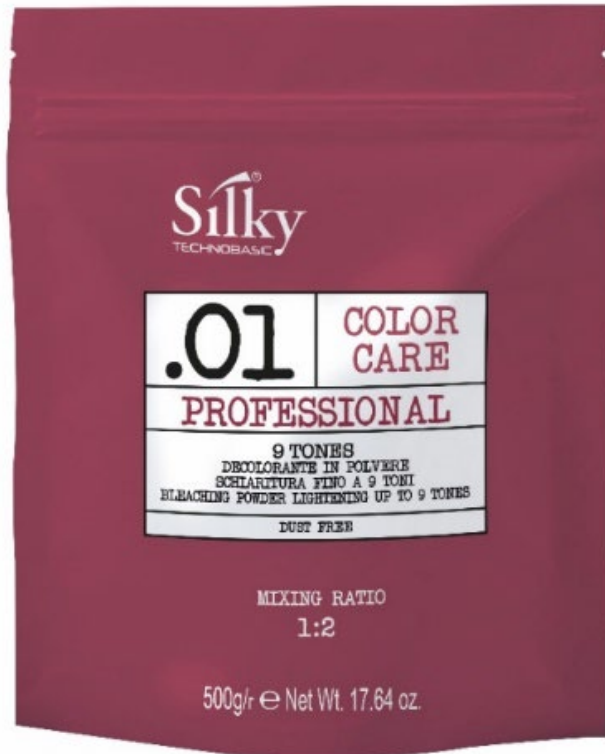


BLEACHING POWDER BLUE

- Blue pigments to ensure excellent anti-yellow action.
- Mixing ratio 1:2.
- Processing time 20 to 50 minutes.
- Mix with 10vol - 20vol -30vol - 40vol (only for freehand techniques).



9 LEVEL BLEACH



9 TONES

- Powder for lightening up to 9 levels.
- Suitable for all types of bleaching techniques.
- Mixing ratio 1:2.
- Processing time 15 to 60 minutes.
- Mix with 10vol - 20vol-30vol - 40vol (only for freehand techniques).



9 LEVEL BLEACH

NEVER YELLOW

- The balanced mix of bleaching substances and last generation anti-yellow micro-pigments ensures high levels of lightening and neutralization of unwanted yellow tones.
- Powder for lightening up to 9 levels.
- Suitable for all types of bleaching techniques.
- Mixing ratio: 1:2.
- Processing time 15 to 60 minutes.
- Mix with 10vol - 20vol -30vol - 40vol (only for freehand techniques).



CREAM BLEACH

NEVER YELLOW

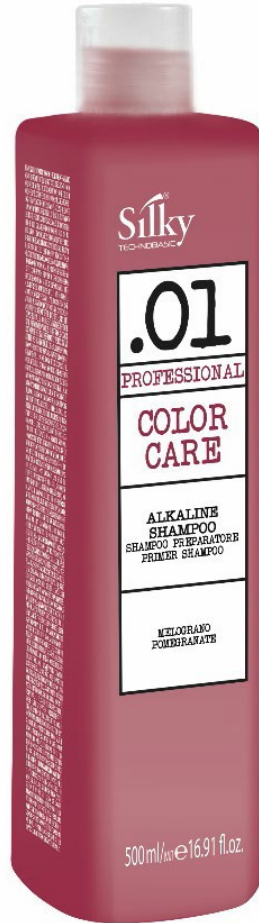
- Bleaching cream with high cosmetic and high lightening power, up to 7 levels.
- Mixing ratio: 1:1.5 and 1:2.
- Processing time 20 to 50 minutes.
- Mix with 10vol. - 20vol.-30vol. and 40vol.





TECHNICAL SHAMPOOS

Lines of technical pre-treatment or maintenance shampoos formulated to help the hair colorist to reach the desired result or keep it stable over time.



ALKALINE SHAMPOO

ALKALINE SHAMPOO

Primer shampoo with alkaline pH (about 9).

To prepare the hair for color removing treatment or coloring, opening cuticles and removing excess cosmetic color.

INSTRUCTIONS: apply to damp hair, massage gently then rinse. Leave on for up to 5 minutes in case of natural and particularly resistant hair.

Size: 500 ml



ANTI-YELLOW SHAMPOO

ANTI-YELLOW SHAMPOO

Delicate shampoo with acidic pH.

Specific to soften yellow tones on white or blond hair or hair with highlights.

Ideal for levels 7 to 9.

Active ingredients: Vitamin E.

INSTRUCTIONS: apply to damp hair, massage gently then rinse. Leave on for up to 5 minutes to obtain a more intense toning action.

Size:

1000 ml Salon - 200 ml Retail



ANTI-ORANGE SHAMPOO

ANTI-ORANGE SHAMPOO

Shampoo to neutralize orange tones on dark blond or brown hair, natural/lightened hair up to dark blond (color depth 5/8), making the color natural and bright.

Provides bright and even tone.

INSTRUCTIONS: apply to damp hair, massage gently then rinse. Leave on for up to 5 minutes to obtain a more intense toning action.

Size:

1000 ml Salon - 200 ml Retail



PROTECTIVE OIL



PROTECTIVE OIL

Protects the scalp by preventing sensitization.

Result: prevents the formation of coloring stains on the skin.

Size: 150 ml



WAVES





Fashion has been increasingly starring wavy, curly and voluminous hair in recent years.
SILKY offers a waving method designed for all hair types.
It is possible to give shape and volume while fully respecting hair and scalp.

THANKS TO THE EXTREME QUALITY RAW
MATERIALS USED TO DEVELOP OUR PRODUCTS



The presence of a plant-derived ingredient with protective and moisturizing action restores the hair fiber cohesion and elasticity which are typical of natural hair.





0 RESISTANT HAIR

This liquid for permanent waving is formulated for natural and particularly resistant hair. Its formula allows to obtain permanent, natural and supple waves, even on particularly difficult-to-treat hair.

ACTIVE INGREDIENTS: Ammonium thioglycolate (it works by softening the bonds of the hair keratin fibers, allowing waving), rice proteins (moisturizing, emollient and soothing) and polyquaternium-6 (emollient and conditioning).

INSTRUCTIONS: choose the Silky Waves waving liquid according to the type of hair to wave. After shampooing, wrap hair sections using curlers of the proper diameter depending on the result to be achieved. Saturate the hair locks wrapped on curlers using the waving liquid, carefully distribute the product, without letting it drip on the scalp. The processing time can vary from **5 to 15 minutes**.

It is recommended to perform a test on curls every 5 minutes.

Size: 500 ml



1 NORMAL HAIR

This liquid for permanent waving is formulated for natural hair. Its formula allows to achieve a permanent, natural and supple wave.

ACTIVE INGREDIENTS: Ammonium thioglycolate (it works by softening the bonds of the hair keratin fibers, allowing waving), rice proteins (moisturizing, emollient and soothing) and polyquaternium-6 (emollient and conditioning).

INSTRUCTIONS: choose the Silky Waves waving liquid according to the type of hair to wave. After shampooing, wrap hair sections using curlers of the proper diameter depending on the result to be achieved. Saturate the hair locks wrapped on curlers using the waving liquid, carefully distribute the product, without letting it drip on the scalp. The processing time can vary from **5 to 15 minutes**.

It is recommended to perform a test on curls every 5 minutes.

Size: 500 ml



2 COLORED HAIR

This liquid for permanent waving is specifically formulated for hair treated with artificial colors. Its more delicate formula allows to achieve a perfect waving service even on color-treated hair.

ACTIVE INGREDIENTS: Ammonium thioglycolate (it works by softening the bonds of the hair keratin fibers, allowing waving), rice proteins (moisturizing, emollient and soothing) and polyquaternium-6 (emollient and conditioning).

INSTRUCTIONS: choose the Silky Waves waving liquid according to the type of hair to wave. After shampooing, wrap hair sections using curlers of the proper diameter depending on the result to be achieved. Saturate the hair locks wrapped on curlers using the waving liquid, carefully distribute the product, without letting it drip on the scalp. The processing time can vary from **5 to 15 minutes**.

It is recommended to perform a test on curls every 5 minutes.

Size: 500 ml



FIXING Neutralizing solution.

Neutralizing solution for permanent waving and straightening. Thanks to its acidic pH, neutralizes the alkaline residues deposited on the hair after perm.

ACTIVE INGREDIENTS: Oxygen (oxidant action of weak bonds) and Cetrimonium Chloride (conditioning agent, provides hair with shine and softness).

INSTRUCTIONS: after the perm processing time, rinse thoroughly for **5 minutes** with lukewarm water without unwinding the hair from the curler. Towel-dry the hair to remove excess water. Pour 100 ml Fixing Neutralizer in its special applicator. Wet each curler several times. Wait **5-10 minutes**, then unroll the curlers without pulling the hair. Pour the product remained in the applicator on the hair and leave on for **5 minutes**.
Rinse thoroughly.

Size: 1000 ml

STEPS FOR A PERFECT PERMANENT WAVING.

STEP 1 - Make a diagnosis to identify the client's hair type.

STEP 2 - Choose the curlers according to the desired curl effect.

STEP 3 - Shampoo the client's hair; **ALKALINE SHAMPOO** can be used in case of particularly resistant hair.

STEP 4 - Place the curlers according to the look chosen for the client's style.

STEP 5 - Choose the waving liquid depending on the hair type, as previously indicated.

STEP 6 - Apply the waving liquid on the hair wrapped in curlers, saturating well.

STEP 7 - Leave on the product for the required processing time (**5/15 minutes**), checking the curls every 5 minutes.

STEP 8 - After the processing time, rinse thoroughly and neutralize, following the previous instructions.

STEP 9 - After the processing time of the neutralizing solution, rinse thoroughly, **do not shampoo** and apply **.04 HAIR REPAIR INTENSIVE MASK**, leave on for up to 5 minutes and rinse thoroughly.

Please note: After the permanent waving service, it is recommended not to wash the hair for the next 48 hours.



THANKS