

YELLOW

RICH NATURALS



BLUE BLACK

ASH

INTENSE ASH



PEARL

SAND

BROWNS



ICED BROWNS

CHOCOLATE

REDS



SUPER REDS

PURPLE REDS

COPPER



MAHOGANY

INTENSIFIERS

LIFTING REINFORCER

GOLD



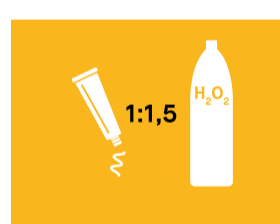
BEIGE

ENERGY SERIES

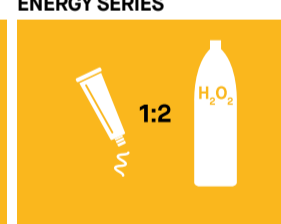


MIXING RATIOS AND VOLUMES

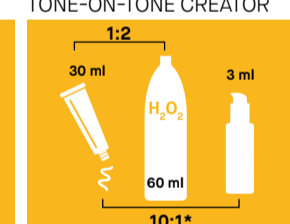
YELLOW COLOR



YELLOW COLOR ENERGY SERIES



YELLOW TONE-ON-TONE CREATOR



* In case of toning partial lightening techniques to avoid lifting the natural base, use the mixing ratio 10:5 (Example: 30 ml Yellow Color + 60 ml Peroxide 5 Vol+ 15 ml Tone-On-Tone Creator).

TARGET	5 Vol. - 1.5%	10 - 20'
Tone-on-tone coloring, toning and coverage with Tone-On-Tone Creator	5 Vol. - 1.5%	10 - 20'
Gray coverage and tone-on-tone color	10 Vol. - 3%	25-35'
Gray coverage and 1 level of lift	20 Vol. - 6%	35-40'
Gray coverage and 2 levels of lift	30 Vol. - 9%	40-45'
Gray coverage and 3 levels of lift	40 Vol. - 12%	45-50'
4 levels of lift with Energy Series	40 Vol. - 12%	45-50'
4-5 levels of lift with Energy Series + OSS	40 Vol. - 12%	50-55'

NUMBERING SYSTEM

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

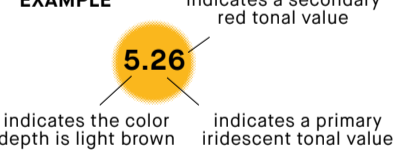
TONE VALUES

1 Ash (blue base)
2 IriSe (violet base)
3 Gold (yellow base)
4 Copper (orange base)
5 Mahogany (red violet base)
6 Red (red base)
7 Matte (green base)

HOW TO READ A SHADE NUMBER

- The first number of each shade indicates the level of depth of the shade.
- The second number indicates the primary tonal value.
- The third number indicates the secondary tonal value.
- When the second and third numbers are the same, it means that the shade has an intense tone.

EXAMPLE



COVERING GREY/WHITE HAIR



In order to achieve maximum coverage of grey/white hair with shiny results that correspond to the desired tone and intensity, you must select the most suitable Yellow peroxide volume based on the desired degree of lightening, follow the indicated leave-in time and, above all, create the correct mixture based on the following ranges:

RICH NATURALS

Use on their own for extremely natural and rich color, or mix with a choice of Fantasy shades for maximum coverage.

FANTASY SERIES

For vibrant and luminous tones. For optimal coverage, mix in a 1:1 ratio with shades of Rich Naturals.

SPECIAL SHADES

000 LIGHTENING INTENSIFIER

A cream without pigments that intensifies the lifting power of the Yellow Color shades (except for the Energy Series), adding up to one extra level of lift. To optimize its potential, mix the 000 Bleaching Intensifier in equal parts (1:1) with the chosen shade of Yellow Color. The mix ratio with the oxidant remains 1:1.5.

6000 - RED INTENSIFIER

A special shade of pure red, which enables you to intensify the red, mahogany and copper shades. For a very intense result, mix with the chosen shade of Yellow Color in equal quantities (1:1).

410 - GRAPHITE

A special shade of blue-grey, which allows you to accentuate the ash and pearl shades, or to correct undesired copper tones. Based on the desired result, use according to the table below:

LEVEL OF COLOUR	1	2	3	4	5	6	7	8	9
Grams of 410 to add for every 50 g of Yellow Color	9 g	8 g	7 g	6 g	5 g	4 g	3 g	2 g	1 g

ENERGY SERIES

Yellow Color Energy Series enables you to achieve up to 4 levels of lift if applied to a natural base no darker than light brown (level 5). The mix ratio is 1:2 with 40 vol Yellow Peroxide and processing time is 45-50 minutes.

OSS SUPER LIGHTENING INTENSIFIER

Yellow Energy Series, when mixed with the OSS Super high lifting reinforcer, achieves up to 5 levels of lift on natural hair, starting with a natural base no darker than level 5. The mix ratio is 1:2 with 40 vol Yellow peroxide and the processing time is 50-55 minutes. To optimize its potential, mix the OSS Super high lifting reinforcer in equal parts (1:1) with the chosen shade of Yellow Color Energy Series.

THE TECHNICAL TIP:

SOS DAMAGED HAIR AND SENSITIVE SCALP

PROTECTIVE OIL

An extraordinary double action serum with Pro-Complex, a mix of protective active ingredients, and Aloetrix to use during color and bleaching treatments: applied directly to the scalp, it protects and soothes, for an immediate feeling of comfort; mixed with the cream, it helps to protect the hair fiber without affecting the performance of the color or bleach.

Method of use: for soothing action, apply the contents of one vial (13 ml) directly to the scalp and proceed with the technical treatment. Alternatively, mix the contents of one vial (13 ml) for every tube of color or every 60 g of bleaching powder, after adding the developer.



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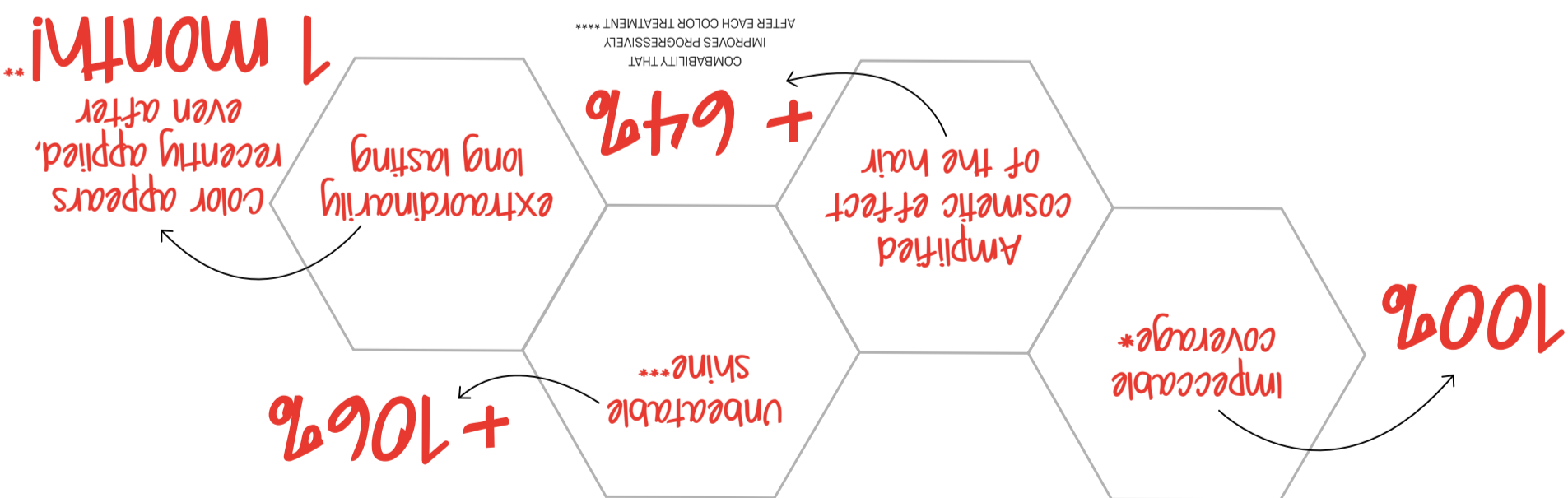


WE  ITALIAN STYLE

ALFAPARF GROUP

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*APPLICATION TESTS ON MODELS. / **AFTER 12 SHAMPOOS, YELLOW COLOR KEEPS UP TO 90% OF COLOR INTENSITY, MORE THAN THE MAIN COMPETITOR. INSTRUMENTAL TEST ON OUR RED SHADE 5.66. *** HAIR TREATED WITH YELLOW COLOR GAINS UP TO +106% MORE SHINE THAN THE MAIN COMPETITOR. INSTRUMENTAL TEST ON RED SHADE 5.66. **** IMPROVED COMBABILITY MEASURED ON DAMAGED HAIR, AFTER 3 TREATMENTS WITH YELLOW 5.66.



EXCLUSIVE FORMULA WITH **ALOETRIX** AND **CRYSTALLIZED MICROPIGMENTS** ENRICHED WITH PRECIOUS **ARGAN OIL**. THANKS TO ITS LOW ALKALINE AGENT CONTENT, IT LIGHTENS AND COLORS VERY GENTLY, ENSURING **MAXIMUM PROTECTION** FOR YOUR HAIR'S NATURAL BALANCE.

Permanent colour

AN EXTRAORDINARY ELIXIR OF BEAUTY, USED AS A BASIC COMPONENT FOR COSMETIC TREATMENTS BY WOMEN THROUGHOUT THE WORLD. FOR INCREDIBLY LUMINOUS AND SHINY HAIR.

Argan oil



AN EXTRAORDINARY COMBINATION BASED ON ALOE VERA, WHEAT PROTEIN AND UV FILTER FOR HAIR THAT IS SOFT AND SILKY TO THE TOUCH.

Aloetrix

