

pH[•]
PURE HAIR

COLOR

ammonia free
permanent hair color
enriched with argan & keratin

.0 NATURAL

underlying pigments yellow | green

lifting action: max 4 levels

mixing ratio 1:1.5
pH Peroxide 20vol.-6% | 30vol.-9%



.71 COLD BEIGE

underlying pigments green | yellow

lifting action: max 4 levels

mixing ratio 1:1.5
pH Peroxide 20vol.-6% | 30vol.-9%



.17 ARCTIC

underlying pigments green

lifting action: max 4 levels

mixing ratio 1:1.5
pH Peroxide 20vol.-6% | 30vol.-9%



.1 ASH

underlying pigments blue

lifting action: max 4 levels

mixing ratio 1:1.5
pH Peroxide 20vol.-6% | 30vol.-9%



.72 COLD BROWN

underlying pigments
blue | violet

lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%

★
guidelines

6.72

8.72

10.72



cold.0 COLD NATURAL

underlying pigments
yellow | green | blue

lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%

★
guidelines

55.0

66.0

77.0

88.0

99.0



.12 PEARL

underlying pigments
violet

lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%

★
guidelines

6.12

8.12

10.12



.08 NATURAL PEARL

underlying pigments
violet

lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%

★
guidelines

6.08

8.08

10.08



.35 WARM BROWN

underlying pigments
yellow | orange

lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%

★
guidelines

3.35

4.35

5.35

6.35

7.35

8.35

9.35



.3 GOLDEN

underlying pigments **yellow** lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%



.4 |.44 COPPER | INTENSE COPPER

underlying pigments **orange** lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%



.66 RED

underlying pigments **red** lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%



.55 MAHOGANY

underlying pigments **red | violet** lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%



.2 VIOLET

underlying pigments **red | violet** lifting action: max 4 levels

mixing ratio **1:1.5**
pH Peroxide 20vol.-6% | 30vol.-9%



SUPER LIGHTENER

lifting action: max 5 levels

mixing ratio 1:2

pH Peroxide 30vol.-9% | 40vol.-12%



IT • Se necessario, dopo il tempo di posa, massaggiare il colore su lunghezze e punte lasciandolo qualche minuto in posa.

EN • If necessary, after processing time, massage color on lengths and ends processing for a few minutes.

FR • Si nécessaire, après le temps de pose, masser la couleur sur les longueurs et les pointes et laisser poser quelques minutes.

BOOSTER

lifting action: 5.5-6 levels

Mix with SUPER LIGHTENER

BOOSTER



IT • Il Booster è un superschiarante privo di pigmenti. Potenzia la scharitura di 1 livello aumentando l'altezza di tono. Usare ¼ di Booster su 50g Superlightener miscelato in rapporto 1:2 con pH Peroxide 30vol.-9% | 40vol.-12%.

EN • Booster is a pigment-free super lightener. It enhances lifts by 1 level of tone height. Use ¼ of Booster on 50g Superlightener mixed in the ratio 1:2 with pH Peroxide 30vol.-9% | 40vol.-12%.

FR • Booster est un super éclaircissant sans pigments. Il améliore la décoloration de 1 ton augmentant le niveau du ton. Utiliser ¼ de Booster sur 50g de Super lightener mélangé dans le rapport 1:2 avec pH Peroxyde 30vol.-9% | 40vol.-12%.

e.g.: Booster 12.25g + Super Lightener 50g + 125g Peroxide

TONER

mixing ratio 1:2

pH Peroxide 5vol.-1.5% | 10vol.-3%



PEARL

SILVER



IT • Colori tonalizzanti. Usati dopo un servizio di decolorazione neutralizzano gli indesiderati riflessi. Applicare su capelli lavati e tamponati.

EN • Toning colors. Used after a bleaching service, they neutralize unwanted reflexes. Apply to washed and towel-dried hair.

FR • Toners. Utilisés après un traitement de décoloration, ils neutralisent les reflets indésirables. Appliquer sur cheveux lavés et essorés.

PURE PIGMENTS



PURE BLUE

PURE GREEN

PURE VIOLET

PURE RED

PURE YELLOW



IT • Serie di pigmenti puri senza ammoniaca in grado di ripigmentare, intensificare e neutralizzare. **EN** • Series of pure pigments without ammonia for repigmenting, intensifying and neutralizing. **FR** • Série de pigments purs sans ammoniacque pour repigmenter, intensifier et neutraliser.

Ripigmentare:



Su capelli asciutti



Asciugare



Controllare a vista



Sciagquare & lavare



Asciugare



Applicare il colore desiderato

Repigmentation:

On dry hair

Dry

Check visually

Rinse & wash

Dry

Apply desired color

Repigmenter:

Sur cheveux secs

Sécher

Contrôler a vue

Rincer & laver

Sécher

Appliquer la couleur désirée

Intensificare:



mix 1:1 Pure Pigment 1-20g* + pH Color 50g + Peroxide 50g

mix 1:1,5 Pure Pigment 1-20g* + pH Color 50g + Peroxide 75g

mix 1:2 Pure Pigment 1-20g* + pH Color 50g + Peroxide 100g

* On Level → Pure Pigments

1-6 → max 20g Pure Pigment

7-10 → max 2g Pure Pigment

Neutralizzare:



aggiungi alla miscela 1-20g* di
add to the mix 1-20g* of
ajouter au mélange 1-20g* de

Pure Green - Pure Blue
Pure Blue - Pure Violet
Pure Red

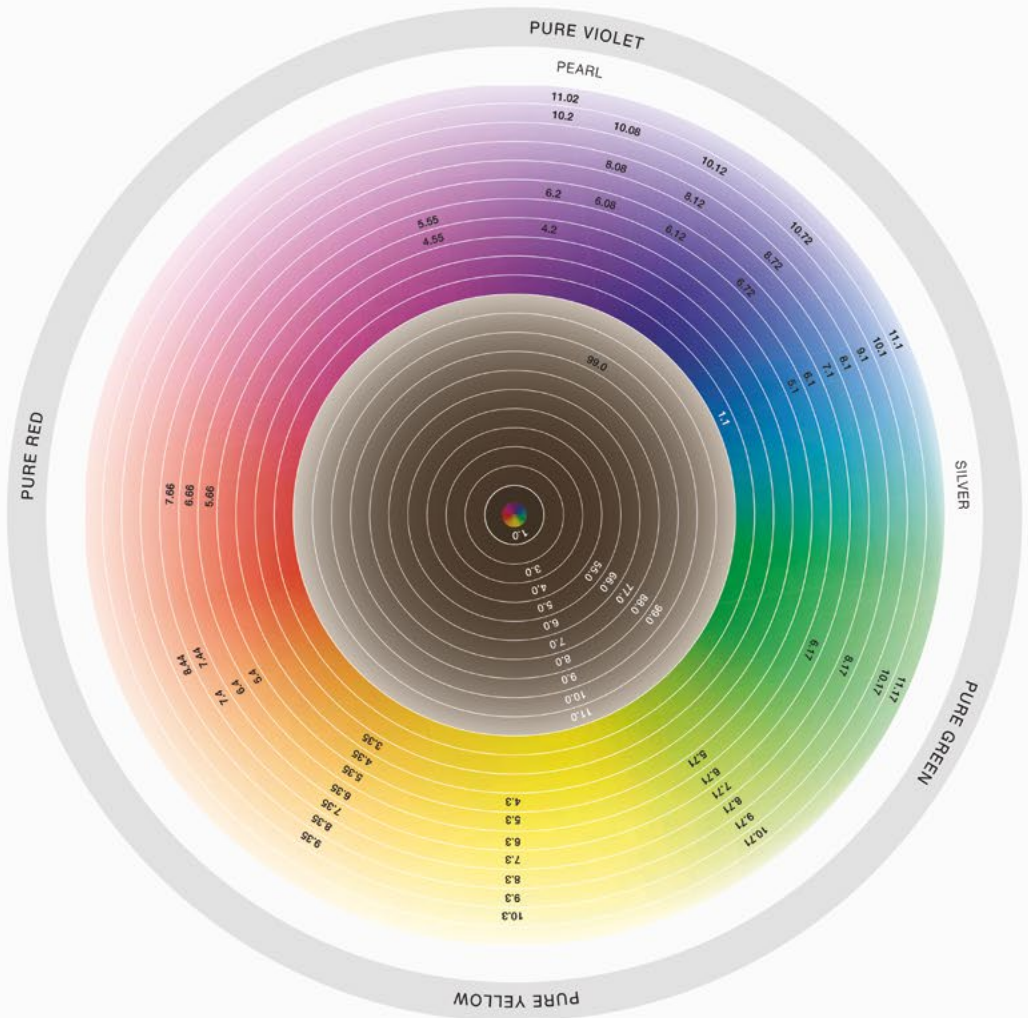
* On Level → Pure Pigments

1-6 → max 20g Pure Pigment

7-10 → max 2g Pure Pigment

pH[•]

PURE HAIR



COLOR

ammonia free
permanent hair color
enriched with argan & keratin

GUIDELINES

MODO D'USO | DIRECTIONS FOR USE | MÉTHODE D'UTILISATION

IT - pH Color è la colorazione permanente professionale senza ammoniaca. Colori intensi. Riflessi luminosi. Perfetta copertura dei capelli bianchi e lunga durata del colore. Una formula delicata dalla texture crema gel, ideale anche su capelli molto sfruttati e sensibilizzati. Per capelli sani, dai riflessi intensi, luminosi e vibranti. **EN** - pH Color is a professional permanent colorant without ammonia. Intense colors. Bright reflexes. Perfect coverage of gray hair and long lasting color. A gentle formula with a cream-gel texture, ideal for severely damaged and sensitized hair also. For healthy hair with intense, bright and vibrant reflexes. **FR** - pH Color est la coloration professionnelle sans ammoniac. Des couleurs intenses. Des reflets lumineux. Une couverture parfaite des cheveux blancs et une couleur longue tenue. Une formule délicate à la texture crème-gel, idéale également pour les cheveux très abîmés et sensibilisés. Pour des cheveux sains aux reflets intenses, lumineux et vibrants.

ALL SHADES*

mixing ratio **1:1.5**

PREPARAZIONE E TEMPI DI POSA | APPLICATION AND PROCESSING TIME | PRÉPARATION ET TEMPS DE POSE

pH Peroxide 20vol.-6% | 30vol.-9%



IT - Tutte le nuance *ad eccezione di Superlightener, Toner e Pure Pigments. Non è necessario miscelare la base con i riflessi. La nuance scelta può essere applicata direttamente, schiarisce i capelli fino a 4 toni e garantisce una copertura del 100% dei capelli bianchi. **EN** - All shades *except for Superlightener, Toner and Pure Pigment ranges. To achieve coverage, mixing the base with the reflexes is not required. Any chosen nuance can be applied directly, lifts hair up to 4 tones and guarantees 100% coverage of white hair. **FR** - Toutes les nuances *sauf Superlightener, Toner et Pure Pigments. Il n'est pas nécessaire de mélanger la base avec les reflets. La nuance choisie peut être appliquée directement, elle éclaircit les cheveux jusqu'à 4 tons et garantit une couverture de 100% des cheveux blancs.

NATURAL HAIR - FIRST COLORING

1ª APPLICAZIONE CAPELLI NATURALI | 1ST APPLICATION NATURAL HAIR | 1^{ÈME} APPLICATION CHEVEUX NATURELS

CAPELLI MEDIO-LUNGH | LONG/MEDIUM HAIR | CHEVEUX MI-LONGS



Applicare su capelli asciutti e non lavati a partire da 2 cm dalla cute
Apply on dry, unwashed hair, starting from 2 cm from the skin
Appliquer sur cheveux secs et non lavés à partir de 2 cm de la peau

Preparare una nuova miscela
Prepare new mixture
Préparez un nouveau mélange

Applicare su radici, lunghezze e punte
Apply on roots, lengths and ends
Appliquer sur les racines, les longueurs et les pointes

CAPELLI CORTI | SHORT HAIR | CHEVEUX COURTS



Applicare su radici, lunghezze e punte
Apply on roots, lengths and ends
Appliquer sur les racines, les longueurs et les pointes

REGROWTH - COLOR REFRESH

CAPELLI GIÀ COLORATI - RITOCOICO RICRESCITA | PREVIOUSLY COLORED HAIR - REGROWTH TOUCH UP | CHEVEUX COLORÉS - RETOUCHE REPOUSSE

RITOCOICO RICRESCITA | REGROWTH | RETOUCHE REPOUSSE

>50% CAPELLI BIANCHI | >50% WHITE HAIR | >50% DE CHEVEUX BLANCS



Applicare la miscela sulla ricrescita
Apply mixture on regrowth
Appliquer le mélange sur la repousse

Preparare una nuova miscela
Prepare new mixture
Préparez un nouveau mélange

Stenderla sulla lunghezza
Spread evenly over lengths
Appliquer sur la longueur

IT - In caso di presenza oltre il 50% di capelli bianchi si consiglia di allungare il tempo di posa a 45 minuti. **EN** - With more than 50% of white hair prolonging processing times to 45 minutes is recommended. **FR** - En cas de plus de 50% de cheveux blancs, il est recommandé de prolonger le temps de pose à 45 minutes.

POST COLOR SERVICE

SERVIZIO DOPO COLORE | POST COLOR SERVICE | TRAITEMENT APRÈS LA COULEUR



Massaggiare senza aggiunta d'acqua
Massage without adding water
Masser sans ajouter d'eau

Sciogliere con acqua tiepida
Rinse with lukewarm water
Rincer à l'eau tiède

Effettuare lo shampoo massaggiando
Wash with shampoo and massage
Faire un shampoing et masser

Risciacquare accuratamente
Rinse thoroughly
Rincer abondamment

Applicare la maschera e lasciare agire
Apply mask and leave on
Appliquer le masque et laisser agir

Risciacquare accuratamente
Rinse thoroughly
Rincer abondamment