

ALFAPARF
MILANO
PROFESSIONAL

**PATENTED
COLOR GUARD TECHNOLOGY
IN THE US AND ITALY**

EVOLUTION OF THE COLOR

VEGAN: NO ANIMAL INGREDIENTS | WITH HYALURONIC ACID | NO PPD

EVOLUTION OF THE COLOR

Long-Lasting Permanent Cosmetic Color

A complete range of natural and sophisticated shades: **vegan** formula enhanced with **PATENTED COLOR GUARD TECHNOLOGY** and a **comprehensive color protection system** that guarantee a flawless color result.

A patented emulsifying complex that aids in even distribution of the product and improves color deposit on the hair, prolonging its duration and guaranteeing superb shine.

Active ingredients

The formula, with hyaluronic acid, has been enriched with:

- **BLUE LIGHT PROTECTION**
Protects the color from blue-light damage.
- **ANTI-POLLUTION**
To counteract the unwanted effects of pollution.
- **UV PROTECTION SYSTEM**
To counteract UV light-induced color loss.

Color perfection

- 100% coverage of grey hair.
- Up to 3 levels of lightening.
- Unparalleled longevity.
- Intense color and radiant tones.

Maximum care for your hair

Alfaparf Milano Professional

The numbering system

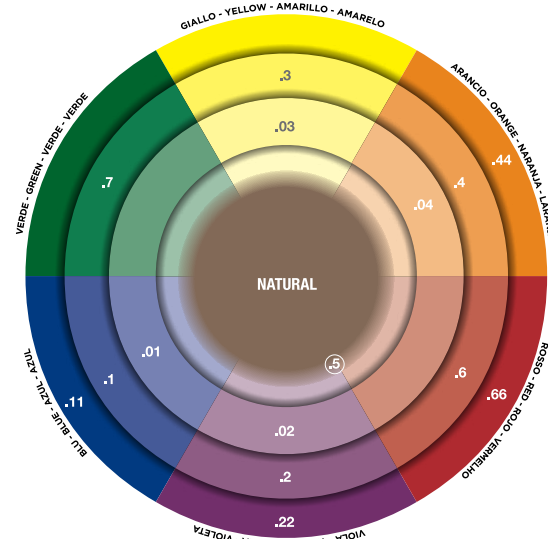
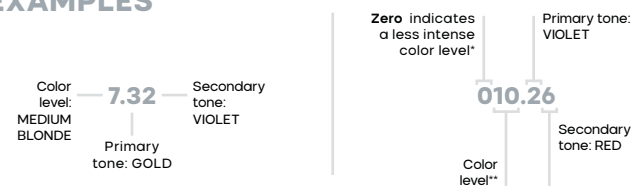
How to read a shade

- The first number indicates the level of the color.
- The numbers after the separator indicate the tone. The closer the number is to the separator, the more intense the tone.
- When the numbers after the separator are the same, it means that the color has an intense tone.

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)

EXAMPLES



A '0' in front of the secondary tone indicates a less intense tone.

*The zero indicates that the color level achieved is less intense than what you would achieve with a tone on tone color or a cream oxidation color.

**It should be noted that the color levels indicate the ideal melanin residue which that shade should be applied to, in order to achieve a result that best matches the color chart. For example: 08 is suitable for hair with yellow-orange/yellow residues; 09 for yellow/ straw yellow residues; 010 for straw yellow/white yellow residues.



DISCOVER MORE ON
COVERAGE SERIES

Naturali | Cool Naturals



Naturali Bahia | Warm Naturals



Naturali Intensi | Intense Naturals



Nacr  | Natural Ash



Cenere | Ash



Iris  | Violet



Crystal Rose



Iced Coffee



Matte



Marron Glac s | Chestnut



Tropicali | Golden Mahogany



Cioccolato | Chocolate



Suedes



Crystal Brown



Mogano | Mahogany



Rame | Copper



Bronzo | Bronze



Cover Reds



Rossi | Reds



Pure Reds



Dorati | Gold



Beige



Sabbia | Sand



Correttori - Booster | Correctors - Booster



Harmonizer



Platinum



Can be mixed with

PIGMENTS
for endless color
possibilities.

CW

COLORWEAR

TERZO RIFLESSO / THIRD TONE /
TERCERO REFLEJO / TERCEIRO REFLEXO

Choosing the volume strength of hydrogen peroxide

DESIRED COLOR LEVEL										
	1	2	3	4	5	6	7	8	9	10
STARTING BASE	1	10/20	20	30	40	Bleach				
	2	10	10/20	20	30	40	Bleach			
	3	10	10	10/20	20	30	40	Bleach		
	4	10	10	10	10/20	20	30	40	Bleach	
	5	Repigmentation	10	10	10	10/20	20	30	40	Bleach
	6	Repigmentation		10	10	10	10/20	20	30	40
	7	Repigmentation			10	10	10	10/20	20	30
	8	Repigmentation				10	10	10	10/20	20
	9	Repigmentation					10	10	10/20	20
	10	Repigmentation						10	10	10/20

Mixing Ratio 1:1,5 (60 g of Evolution of the color + 90 ml of Oxid'o)

Special series

These special families are creative tools that help to obtain specific color results or lightening performance.

CORRECTORS AND INTENSIFIERS

Technical shades, with very intense tones, that change, enhance or neutralize a color result. They can be mixed amongst themselves as well as with Evolution of the color shades.

410 Ash - a gray tone, perfect for toning down red and orange residues, and to enhance the gray tonal tendencies of the Ash, Nacré and Irisé series.

Use: mix from 1 to 15 g for every 60 g of color depending on the result desired.

7000 Blue - a neutralizing color to subdue orange and yellow tones.**Use:** mix from 1 to 15 g for every 60 g of color depending on the desired result.

2000 Violet - use to emphasize the violet tones of the Pure Violets, Mahogany and Reds series.

Note: this is not a blue-violet shade suitable for use as a complementary color to yellow.

Use: mix from 1 to 15 g for every 60 g of color depending on the desired result.

Red Booster (RB) - exclusively for use in a mixture with all of Evolution of the color shades, except with the Platinum series, to give intense red tones. The mixing ratio can be varied, according to the intensity of red desired:

> minimum 1:5 (10 g Red Booster + 50 g Evolution of the color shade + 90 ml Oxid'o)

> maximum 1:1 (30 g Red Booster + 30 g Evolution of the color shade + 90 ml Oxid'o).

Lifting Reinforcer (000SSS) - can be mixed with all Evolution of the

color shades, except for the Platinum series. Mix in equal parts with Evolution of the color shades to increase the lightening power by up to one level.

PLATINUM

A special series to achieve extra lightening. It brightens hair with delicate pastel tones. Alone these shades lighten natural hair by 4 levels, and when mixed in equal parts with the Super High Lifting Reinforcer (OSP) it lightens natural hairlifts up to 5 levels.

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 Super High Lifting Reinforcer (OSP).

Use: to be applied on natural bases no darker than level 5, light brown. Mixing ratio 1:2 (60g Platinum with 120ml of 40 vol. Oxid'o). Processing time: 50 to 55 minutes.

Result: ideal for intense lightening, makes hair lighter and brighter giving clear pastel tones.

Super High Lifting Reinforcer (OSP) can be mixed with all Platinum series shades. It increases the lightening power up to 5 levels. Maximum mixing ratio: 1:1 (30 g Platinum + 30 g OSP + 120 ml 40 Vol. Oxid'o).

100% Coverage Series

To create perfect coverage that maintains the correct tone and its intensity, choose the correct coverage series for the fashion series shade you want to use.

COOL NATURALS

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

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the cool fashion series shades.

Result: 100% grey coverage with cool results.

INTENSE NATURALS

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

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the fashion series shades. Since the Intense Naturals subdue tone, to maintain the intensity of the fashion tone, mix in the following proportions: 40% Natural Intense + 60% Fashion series shade.

Result: 100% grey coverage with intense results.

WARM NATURALS

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

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the warm fashion series shades.

Result: 100% grey coverage with warm results.

COVER REDS

5.6 - 6.6 - 7.6

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the Copper, Bronze, Reds or Pure Reds fashion series shades.

Result: flawless and bright reds with perfect coverage.

HARMONIZER

Post-bleaching toners. 4 revolutionary shades of pure and delicate tones designed for use after a bleach service to tone and, when needed, lighten up to 1 and a half levels. Harmonizers offer extraordinary performance for hair quality and incredible comfort for the skin.

.01 - .013 - .02 - .03

Tone without depth

To ensure brightness without adding depth to the lightening result.

With lifting power

To even out, uneven lightning results.

With the right tonal intensity

To neutralize unwanted tones, without overloading the color.

Mixing ratio: 1:2 with:

> Oxid'o 5 Vol to tone with minimal lightening.

> Oxid'o 10-20 Vol to tone and create a more even result by gently lightening the hair.

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