

ALTEREGO
ITALY

BEAUTY & KINDNESS



COLOR LIBERATION

THE INFINITE POSSIBILITIES OF EXPRESSING ONESELF.

Hair is an opportunity to experiment and celebrate your individuality through the expression of color.

"In an area where joy becomes an 'active ingredient,' temporary hair colors help creative expression and freedom. This choice is becoming more and more in demand".

WGSN: Intelligence: Future of Haircare 2025



These **temporary** colors are more **sophisticated and advanced**, incorporating natural and nourishing ingredients. They offer a **non-permanent color** solution that caters to the needs of an increasingly discerning clientele, allowing them to change styles while maintaining hair care



PASSION COLOR MASK colors the future with **liveliness and shine** through temporary coloring treatments. Intermixable and extremely versatile products that meet the needs of every hair type.

PASSION COLOR MASK

The **BEAUTY&KINDNESS** direct coloring line that protects and colors the hair

TO
● Enhance
● Intensify
● Experiment



PASSION FOR COLOR

- 1** Enhances and intensifies natural hair shades of hair, giving vibrant reflections
- 2** Offers the opportunity to experiment with new colors in a non-permanent way
- 3** Is an excellent alternative to oxidative colors
- 4** Has a protective and conditioning effect on the hair, making it shiny and brilliant



The Pillars of Passion Color Mask

Color longevity: the pigments enhance and intensify the previously applied cosmetic color, prolonging its duration

Product composition: formulated by our laboratory with effective and sustainable ingredients

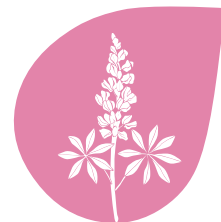
More shine: it conditions the hair, making it bright and shiny

PASSION FOR THE FORMULA

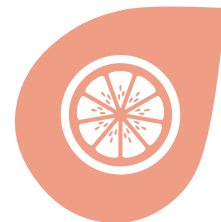
PASSION COLOR MASK is a concentrated blend of ingredients with conditioning and illuminating properties. The formula is enriched with



Chlorella Vulgaris
(green microalga)



White Lupin



Recycled Orange Pulp

The combination of these three active ingredients, in synergy with the customized texture of Passion Color Mask, preserves the structure of the hair, improving its appearance, giving **vibrant reflects, shine, and extreme softness**.

FRESH AND
CITRUSY
FRAGRANCE

The formula is completed by a **fresh and citrusy fragrance**.

A **captivating combination** where minty notes blend with the flowery and sophisticated heart of lily of the valley and the refined heart of roses.

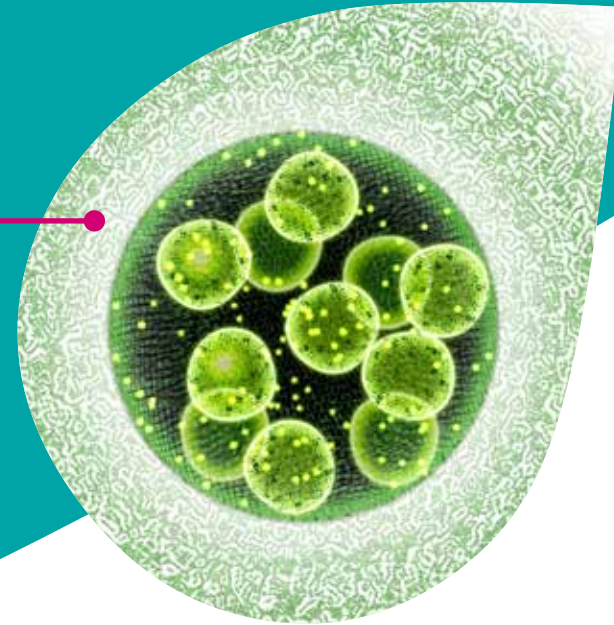
Timeless elegance that doesn't fade over time, thanks to aromatic base notes that give body and longevity.



PASSION FOR INGREDIENTS

CHLORELLA VULGARIS queen of “superfoods”

A source of nourishment for humans too, the **microalga Chlorella Vulgaris** has beneficial properties for the hair, giving it softness. In addition, its **cultivation process in photobioreactors** is one of the most sustainable production methods in the market.



COMMITMENT FREE HAIR COLOR

VEGAN FORMULA

>96% INGREDIENTS OF **NATURAL ORIGIN***

>80% **BIODEGRADABILITY****

*Based on ISO 16128

**Quantity of biodegradable ingredients based on OECD 301 or alternative

WHITE LUPIN

precious source of proteins

A European native plant, known to ancient Greeks and Egyptians, as an important source of proteins, amino acids and fatty acids. The **White Lupin** we use is cultivated and processed in Europe, ensuring minimal logistical effort during the production phase. Also, no waste is generated as the entire plant is used for food, cosmetics or as fertilizer.

The synergy of **Chlorella Vulgaris** with **White Lupin** stems from a “**carbon-neutral**” technology, characterized by a transparent production chain and the calculation of carbon dioxide produced during the ingredient’s life cycle, with the aim of reducing environmental pollution.



ORANGE PEEL

active pseudo-proteins from upcycling

A **plant-based alternative to keratin**, ideal for hair care, **reducing frizz and promoting elasticity and hydration.**

The oranges used in **Passion Color Mask** are obtained from local sources, recovered fruit pulp or fruit that cannot be sold to consumers. The selected suppliers commit to sustainable practices on their farms, including **water conservation**, the use of **physical methods to suppress weeds**, and planting grass between the rows of citrus trees, which **helps to increase the local biodiversity of insects and animals.**





THE NUANCES PASSION COLOR MASK

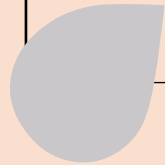
A complete range of colors
to meet all color needs.
Discover the three product families.

NUDE

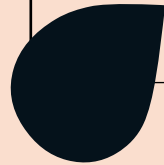
Perfect for achieving a **glossy finish** or blending with other colors to create a **pastel effect**.



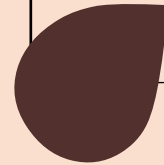
NUDE



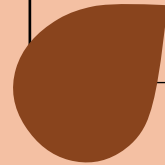
INTENSE
BLACK



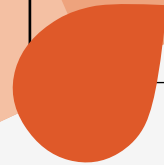
SPICY
CHOCOLATE



HOT
MOKA



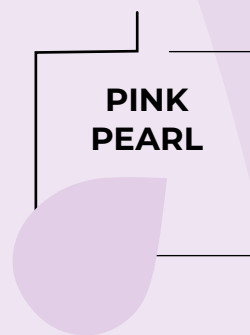
COPPER
SUNSET



FOUNDATION

Natural nuances to enhance the color and shine of warm, spicy and rich reflects.





RADIANT

Soft and romantic colors
for delicate nuances
on lighter bases.





BOLD

A palette of vibrant colors for personalized, original, and trendy looks.



APPLICATION TABLE

LEVELS

		1	2	3	4	5	6	7	8	9	10
FOUNDATION	NUDE										
	INTENSE BLACK	*	*	*	**	***	***				
	SPICY CHOCOLATE						*	**	***		
	HOT MOKA						*	**	***		
	COPPER SUNSET						*	**	***		
RADIANT	VANILLA SKY								*	**	***
	SUMMER SAND								*	**	***
	PINK PEARL								*	**	***
	SILVER SHIMMER								*	**	***
BOLD	ORANGE JUICE				*	*	**	**	***	***	***
	CHERRY BERRY				*	**	**	***	***	***	***
	FUCSIA BUBBLE				*	**	**	***	***	***	***
	ULTRA VIOLET				*	*	**	**	***	***	***
	ELECTRIC BLUE				*	*	*	**	***	***	***
	MAGIC TEAL				*	*	**	**	***	***	***

key: *light reflect | **medium reflect | ***strong reflect

CORRESPONDENCE WITH THE COLOR CHARTE

NUANCE	COLOR TREND	COLOR CHART SHADE	SERIES
NUDE	Transparent/Colorless	All shades	All series
INTENSE BLACK	Intense grey	Natural (dark levels)	/0
SPICY CHOCOLATE	Iridescent brown	Brown ash Brown iris Ash brown	/71 / 72 / 17
HOT MOKA	Warm brown	Brown Golden brown	/7/73
COPPER SUNSET	Copper	Copper Golden Copper	/4 / 43
VANILLA SKY	Soft golden	Golden	/3
SUMMER SAND	Fantasy	Golden iris Iris golden	/32 / 23
PINK PEARL	Iridescent	Golden ash Irisé ash	/31 / 17
SILVER SHIMMER	Very light grey	Ash Intense Ash	/1 / 11
ORANGE JUICE	Orange	Fantasy	Fantasy
CHERRY BERRY	Intense red	Red Extra Red	/6 / 666
FUCSIA BUBBLE	Cool red	Iris Red	/26
ULTRA VIOLET	Intense purple	Intense Iris	/22
ELECTRIC BLUE	Blue	Fantasy	Fantasy
MAGIC TEAL	Green/Blue	Fantasy	Fantasy



SERVICES

SERVICE	RESULT	APPLICATION	PROCESSING TIME
PASSION COLOR RECHARGE (coloured hair)	A ritual to be performed in the salon or at home, to create color that is always shiny and intense	After shampooing, apply the chosen Passion Color Mask nuance to the hair.	Leave in for 3 to 5 minutes. Rinse thoroughly.
PASSION COLOR LIGHT UP (natural hair)	To brighten and illuminate natural hair with subtle reflects	After shampooing, apply the chosen Passion Color Mask nuance to the hair.	Leave in for about 15 minutes. Rinse thoroughly.
PASSION COLOR RADIANT (lightened/bleached hair)	Makes it possible to revive a reflect or neutralize unwanted reflects	Choose the desired nuance from the RADIANT family. Apply to washed, towel-dried hair	Leave in for 3 to 5 minutes. Rinse thoroughly..
PASSION COLOR STRONG EFFECT (lightened/bleached hair)	To create bright or crazy reflect effects on lightened hair	Choose the desired nuance from the BOLD family. Apply to washed, towel-dried hair	Processing time varies from 5 to 15 minutes depending on the desired result.
PASSION COLOR PASTEL EFFECT (lightened/bleached hair)	To create soft and delicate fashion reflect effects on lightened hair	Choose the desired nuance and mix it with NUDE Passion Color Mask . Apply to washed, towel-dried hair	Processing time varies from 5 to 15 minutes depending on the desired result.

HOW TO USE

- 1 After washing the hair with the most suitable **AlterEgo Italy** shampoo, towel-dry the hair. Gloves are recommended.
- 2 Apply **Passion Color Mask** evenly to the lengths and ends and leave on for 3 to 15 minutes depending on the chosen service and the desired result.
- 3 After the processing time, rinse thoroughly and proceed with the next service.

THE MIXES

THE MIXES	NAME	LEVELS											
		1	2	3	4	5	6	7	8	9	10		
25g Nude + 5g Fucsia Bubble	STRAWBERRY LOLLIPOP									*	**	***	
25g Silver Shimmer + 5g Intense Black	NEW MOON									*	**	***	
10g Nude + 10g Ultra Violet + 10g Cherry Berry	RED VELVET									*	*	**	***
25g Silver Shimmer + 5g Ultra Violet	VIVA MAGENTA									*	*	**	***
10g Ultra Violet + 10g Copper Sunset + 10g Spicy Chocolate	ROSSO TIZIANO									*	*	**	***
5g Ultra Violet + 5g Electric Blue + 20g Nude	MIDNIGHT SKY										*	**	***

key: *light reflect | **medium reflect | ***strong reflect

All **PASSION COLOR MASKS** are intermixable and can create a palette of infinite color shades to meet all needs. This allows stylists to follow current trends and enable the hairdresser to personalize reflects for each client.

ALTER EGO ITALY suggests a few easy and quick combinations.

PASSION COLOR MASK FAQ



How much does PASSION COLOR MASK lighten the hair?

PASSION COLOR MASK has no lightening power. The technology using direct colors acts on the hair structure by affinity, without altering the natural pigmentation, creating a film on the cuticle and modifying the reflect in a semi-permanent way.

Is the final result the same as the nominal nuance that is applied?

NO! The final result varies depending on the application base. On a bleached base (9-10), the reflect will be much more pronounced compared to a natural or dark base. In some cases, it is possible to utilize Passion Color Mask to neutralize unwanted color reflects.

Which colors require a very light base?

The **RADIANT** family requires pre-lightened or light bases from 8 to 10. As for the other nuances, there will be variable results even on not excessively light bases. (see table of ideal application bases)

How long does the effect of PASSION COLOR MASK last?

It lasts from **3 to 6 washes** depending on the hair structure. The effect on highly porous, bleached hair is more long-lasting, even in cases of lighter intensity levels.

Does PASSION COLOR MASK stain the skin, pillow or sheets?

All direct colors have a cationic charge that tends to adhere more strongly to porous and absorbent bases, releasing color wash after wash. The product should be applied with a wide-tooth comb from the base to the ends, starting ½ cm from the scalp and avoiding contact with the skin as much as possible. If the hair is rinsed very thoroughly, the pillow and sheets should not stain, but it is advisable to avoid laying on them with wet hair immediately after application.

Can I use it on natural hair?

YES. The result depends on the intensity of the natural starting color. Its effect will fade gradually, wash after wash, avoiding the appearance of regrowth.

Does PASSION COLOR MASK cover white hair?

NO. It has no covering power because it only colors the external part of the hair. Intense Black is the only nuance that can soften white hair.

Is it possible to create pastel color effects?

YES. By mixing the desired nuance with the NUDE Passion Color Mask base.

Can I intermix the various nuances?

YES. The table provides a few nuance blends, but the imagination and creativity of the professional can customize any color, creating infinite shades.

Can Passion Color Mask damage the hair?

NO. Thanks to its conditioning base enriched with *Chlorella Vulgaris*, *Lupinus Albus* and *Orange Peel*, it has a protective effect on the hair. Hair treated with **PASSION COLOR MASK** is shiny and soft, with intense and vibrant colors.

Does PASSION COLOR MASK stain the hands during application?

YES. As recommended in the instructions for use, protective gloves should be worn during application, both by professionals in the salon and by clients at home.

Can I then recommend and sell PASSION COLOR MASK to clients for use at home?

YES. The product will ensure color longevity and the condition of the hair, allowing the professional to deliver excellent results in terms of color durability and maintenance while preserving the structure of the hair.



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Discover Passion Color Mask



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