



Demi-Permanent Liquid Color

Slow Liquid Color

SELECTIVE[®]
PROFESSIONAL 

A studio photograph of three women with blonde hair against a plain white background. The woman on the left has long, straight, bright blonde hair and is wearing a light blue ribbed tank top. The woman in the center has shoulder-length, wavy, light blonde hair and is wearing a light blue long-sleeved top. The woman on the right has shoulder-length, layered, golden-blonde hair and is wearing a white long-sleeved top. The text 'PARTNERS IN BLOND' is overlaid at the bottom in a bold, dark blue font.

PARTNERS IN BLOND



The vegan demi-permanent color that treats hair while coloring it.

The new tone-on-tone beauty filter to enhance blonds and lighter shades. With a **vegan formulation** and a **jelly texture**, **12 easy-to-use shades** for natural, translucent results.

Glow Liquid Color. The partner of blonds with versatile, fast and precise performance.

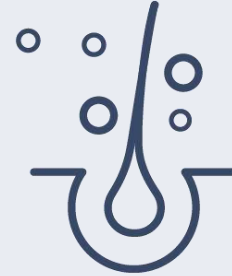
Glow Key.



Ammonia free,
vegan formula
and **cruelty free**



balanced pH
when mixed with
Developer



Extremely **gentle**



Does not lighten
the natural or colored
pigment of hair



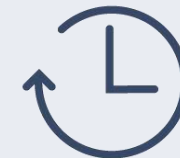
Enhances
natural and cosmetic
color



Leaves hair particularly
disciplined and conditioned



Gives an incredible
luminous effect



Long-lasting results:
over time, the color
blends with the natural or
cosmetic hair color

Glow Formula.



(GREEN TECHNOLOGY)

The **vegan and cruelty-free formula** is a blend of natural ingredients from organic cultivation, effectively balanced for functionality and sustainability, aiming at the greenest side of beauty.

A traceable production chain of **GMO-free**, solvent-free active ingredients.

Glow Formula.

Natural Active Ingredients.



MONGONGO OIL



*Improves color shine
thanks to antioxidant properties*

ITALIAN CHESTNUT EXTRACT



*Creates a protective film
to maintain the natural moisture
of hair*

ITAPEELEX



*Protects the intensity of the color
and **extends its duration***

Glow Portfolio.



Glow Liquid Color.

**12 specific shades for natural
or colored blond hair.**

TONES AND TREATS IN 1 STEP

INCREASES THE ELASTIC STRENGTH OF HAIR

MEETS ALL BLOND NEEDS

RESULTS UP TO 10-15 WASHES



Glow Liquid Color. DEVELOPER

**Specific 5-volume activator
for Glow Liquid Color.**

DOES NOT LIGHTEN

GUARANTEES THE CORRECT TONE

ENSURES THE DURABILITY OF THE COLORING

GIVES BODY TO THE TEXTURE



Glow Use.

MIXING



for high-level blonds



to dilute



for unusual nuances



for crazy results

HOW TO USE IT



RESTING TIME



10-20 minutes



10-20 minutes



10-20 minutes



5-20 minutes



Coloring Supports.

Glow Liquid Color.

Demi-Permanent Liquid Color

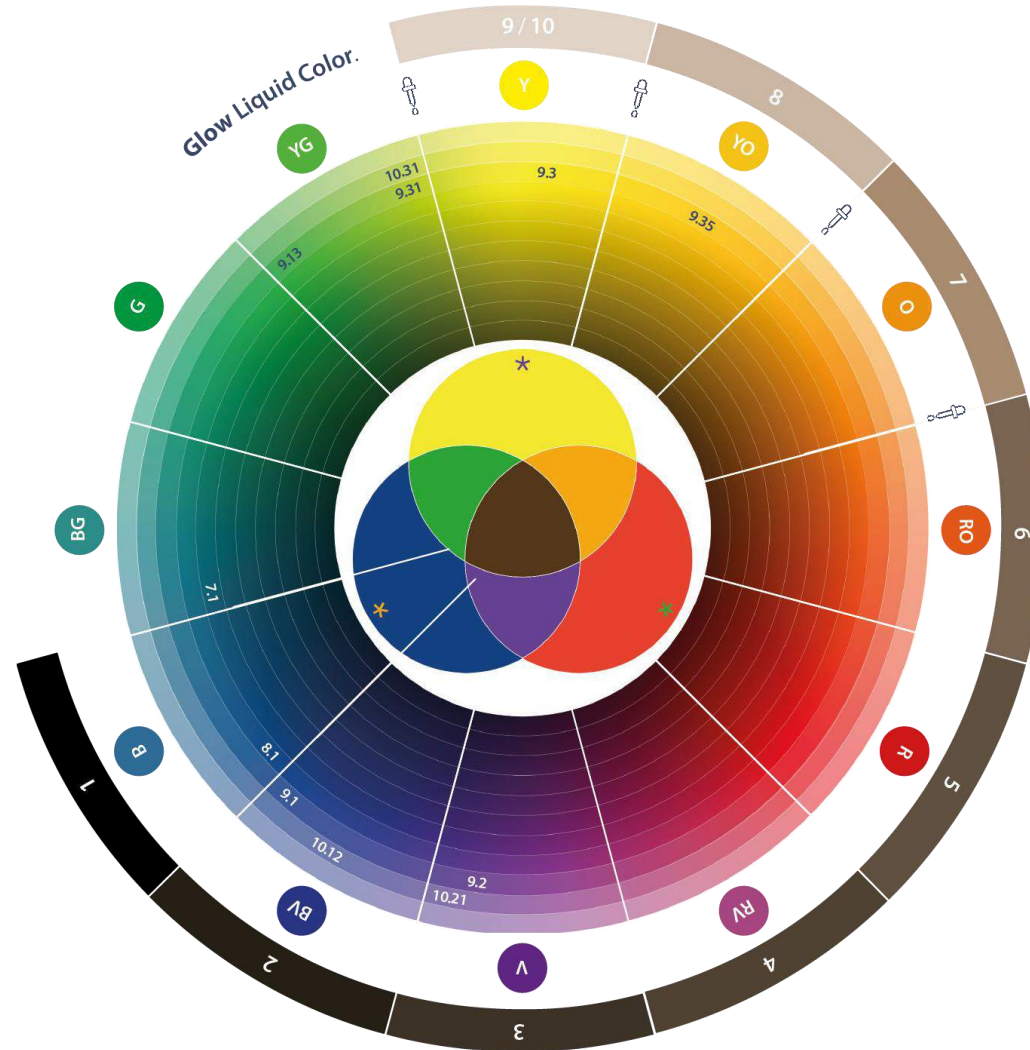
Glow Color Map.

COLOR WHEEL

Always consider the starting tone height.

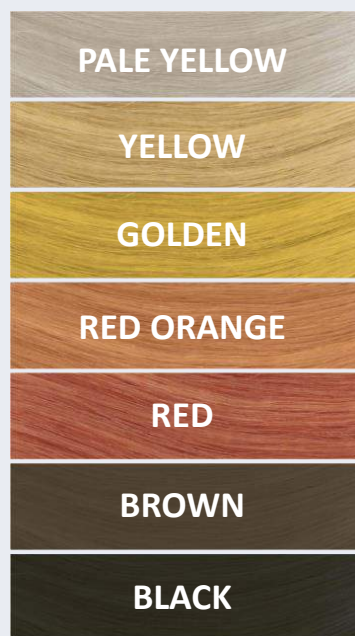
Use the chromatic circle to neutralize or emphasize a tone.

Opposites neutralize; similar tones intensify.



- Y Yellow / Giallo
- YO Yellow Orange / Giallo Arancio
- O Orange / Arancio
- RO Red Orange / Rosso Arancio
- R Red / Rosso
- RV Red Violet / Rosso Violetto
- V Violet / Violetto
- BV Blue Violet / Blu Violetto
- B Blue / Blu
- BG Blue Green / Blu Verde
- G Green / Verde
- YG Yellow Green / Giallo Verde

Step 1.



DETERMINE THE CLIENT'S NATURAL LEVEL

NATURAL LEVEL

level of virgin hair, which has not undergone previous coloring or bleaching treatments

EXISTING LEVEL

level of previously colored or bleached hair. On this level it is also important to assess the state of health of hair.

Step 2.

DETERMINING THE DESIRED COLOR



Changing or emphasizing a tone requires a specific mixture. Once the desired result has been determined, assess the lightening undertone.






*This is especially important when applying **GLOW LIQUID COLOR** to previously bleached hair.*

Step 3.

DETERMINING THE UNDERTONE

After the bleaching step, proceed with toning.

***Glow Liquid Color** does not lighten the base on which it works, so it will be necessary to identify the undertone in order to contrast or emphasize it according to the result you want to achieve.*

	LEVEL	PRE-LIGHTENING	FINAL RESULT
	10	PALE YELLOW	<p><i>ASH GOLDEN EXTRA LIGHT BLOND</i> <i>ASH IRISÉ EXTRA LIGHT BLOND</i> <i>IRISÉ ASH EXTRA LIGHT BLOND</i></p>
	9	YELLOW	<p><i>MAHOGANY GOLDEN VERY LIGHT BLOND</i> <i>ASH GOLDEN VERY LIGHT BLOND</i> <i>GOLDEN VERY LIGHT BLOND</i> <i>IRISÉ VERY LIGHT BLOND</i> <i>GOLDEN ASH VERY LIGHT BLOND</i> <i>ASH VERY LIGHT BLOND</i></p>
	8	YELLOW / ORANGE	<i>ASH LIGHT BLOND</i>
	7	ORANGE / YELLOW	<i>ASH BLOND</i>

Glow Liquid Color.

TECHNICAL INFO

How do I read a **Glow Liquid Color** nuance?

TONE HEIGHT
EXTRA LIGHT BLOND



SECONDARY TONE
ASH

PRIMARY TONE
GOLDEN

N.

ASH

IRISÉ

GOLDEN

10



10.12

*Irisé Ash
Extra Light Blond*



10.21

*Ash Irisé
Extra Light Blond*



10.31

*Ash Golden
Extra Light Blond*

9



9.1

*Ash
Very Light Blond*



9.13

*Golden Ash
Very Light Blond*



9.2

*Irisé
Very Light Blond*



9.3

*Golden
Very Light Blond*



9.31

*Ash Golden
Very Light Blond*



9.35

*Mahogany Golden
Very Light Blond*

8



8.1

*Ash
Light Blond*

7



7.1

Ash Blond



CLEAR

IDEAL FOR

- Increasing brightness
- Increasing the translucent effect
- Diluting the intensity of other shades
- Avoiding excessive deposit on very porous hair
- Customizing a creative formula

Glow Menù.



Infinite service possibilities for lighter hair.

Glow Tone The Glow Liquid Color toning service.

Glow Refresh The service to revive a dull color and regain the vivid radiance of a perfect blond.

Glow Correct The technical service to correct unwanted tones, ideal also before a coloring service on heavily bleached hair, to obtain a uniform base.

Glow Deep The quick and precise service to tone a regrowth and create a fashionable depth effect.

Glow Dimensional The service to enhance tones, give three-dimensionality to the color with natural contrasts.

Glow Blond The specific service for blond hair ideal to intensify tones before or after the bleaching service.

Glow Clear The partner to be used in synergy with other shades to attenuate the intensity of the tones or simply to give a new light to clients' hair without interfering with their color.

Glow Crazy The service to have fun, customize and create unique effects mixing Glow Liquid Color with pure thePIGMENTS, to get more incisive and lasting crazy effects.

Differencies

Glow Liquid Color.



Demi-permanent result

Translucent results

Does not lighten the base color

Tones and treats

Jelly texture



Mixing ratio 1:1

Resting time 10-20 minutes

12 specific shades for light hair



Application on damp hair

Application with brush or bottle



Vegan and ammonia free

.REVERSE20 HAIR COLOR



Demi-permanent result

Non-drip

Fashionable nuances

Lightens base color slightly

Creamy texture



Mixing ratio 1:2

Resting time 10-30 minutes

7 specific nuances for light hair



Application on damp or dry hair

Application with brush



Ammonia and ppd free

thePIGMENTS



Lasting result

Pipettes with dispenser

Strong nuances

Also colors when used in synergy with balm

Liquid texture



Customizable mixing according to the intensity to be obtained

Customizable application time depending on the base

7 pure nuances



Application on wet or dry hair

Application with brush

Lightening techniques

A more natural effect FREE HAND TECHNIQUES

BALAYAGE

OMBRE'

SHATUSH

DEGRADE'

Glow Liquid Color.



BABYLIGHT

FACE FRAMING

Glow Liquid Color.

.REVER20 HAIR COLOR



TRADITIONAL TECHNIQUES

MÈCHES - Tricotage

HIGHLIGHTS

BRONZING

Glow Liquid Color.

.REVER20 HAIR COLOR



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