

AQUAR&LY®

TECHNICAL REFERENCE GUIDE



AQUARELY®

START HERE

1. Determine your client's Natural Level

Using the AQUARELY swatch chart, take the removable Natural Series swatch card, place it next to the clients hair (root area) and determine the natural level of your clients hair. Note your natural level on the Developer Usage Chart to the right (A). When finding the natural level, if the level falls between two levels and you can't truly determine the level, always formulate with the darker level.



DEVELOPER USAGE CHART

(B) DESIRED LEVEL

2. Determine the Desired Level

First decide whether the client wishes to go lighter, darker, or match the Natural Level. Using the chart to the right, locate and note the desired level you wish to achieve (B).

(A)

3. Determine the Proper Developer to use

Using the chart on the right, locate the Natural Level you selected and the Desired Level you selected, and where the two numbers intersect. Where the two numbers intersect will determine the developer to use to achieve the results you desire.

EX: Natural Level **5** / Desired Level **8** intersect at **40** Volume.

NATURAL LEVEL

	1	2	3	4	5	6	7	8	9	10						
1	10/20	20	30	40	LIFT REQUIRED WITH ITELY HAIRFASHION DECOLORIZER											
2		10/20	20	30							40					
3			10/20	20							30	40				
4				10/20							20	30	40			
5											10/20	20	30	40	40 SS	
6												10/20	20	30	40	40 SS
7													10/20	20	30	40
8														10/20	20	30
9															10/20	20
10																10/20

Deposit Only

4. Identify the Natural Color Contribution at the desired level (C)

This is the underlying tone that the clients hair will contribute when lifting and this will affect the end result. Determine whether the client wants the desired level to be warm, cool or neutral. Then decide whether or not you need to refine/neutralize or enhance/intensify the natural color contribution. (D)

5. Determine Percentage of Gray

A. Using the SQUARELY swatch chart, take the removable swatch card, place it next to the clients hair (root area) to determine the percentage of gray in your clients hair.

B. If gray is less than 50% and mixed throughout the hair, no adjustment of formulation is necessary.

C. If client is more than 50% gray, your formula will include 50% of “N”, “NF”, “CL” or “NI” Series at your desired level.



EX: Desired level 8 Red. The formula would be equal parts 8R + 8N, 8CL or 8NI Depending on Desired Intensity

MIXING & PROCESSING - SQUARELY Cream is mixed with 1 part color to 1.5 parts developer. (1 : 1.5)

- Squeeze the contents of the tube or tubes into your plastic mixing bowl
- Blend the cream before adding developer
- Add Developer in parts for smoothest consistency
- Apply & Process according to the following instructions:

Mixing: ITELY Hairfashion recommends using a scale to weigh contents.

DEVELOPER USAGE / TIMING CHART

Ratio	Developer Volume	Timing	Application
1:1,5	10	25' - 30'	1/2
1:1,5	20	30' - 35'	1 - 2
1:1,5	30	40'	2 - 3
1:1,5	40	45'	3 - 4
1:2 (SS)	40	45' - 50'	4 - 5

APPLICATION

Option 1 – CONVENTIONAL APPLICATION

SQUARELY is applied by brush with standard professional application steps for treatment desired.

Option 2 – ROOTS to ENDS

SQUARELY may also be applied ROOTS to ENDS as preferred or needed. This is made possible by SQUARELY' target sensitive shade calibration and conditioning base that is designed not to over-process or “grab base” unless hair is exceptionally overly-porous.

NOTE: When applying Roots to Ends Application, ITELY recommends the use of PROCOLORIST EQUALIZER to ensure optimum protein to balance moisture and even porosity.

BASE	COLOR SERIES																			REFLECTION	C
	(N) NATURAL	(NI) NATURAL INTENSE	(NF) COLD NATURALS	(CL) WARM NATURALS	(C) ASH	(CC) INTENSE ASH	(B) BEIGE	(II) INTENSE MATT	(K) SMOKY	(D) GOLDEN	(R) COPPER	(RF) INTENSE RED	(V) VIOLET	(M) MAHOGANY	(CH/CA) CHOCOCARAMEL	(A) ARCTIC	(L) LAVENDER	(CV) VIOLET ASH	(PC) PEARLASH		
	Red / Yellow / Blue	Double: Red / Yellow / Blue	Red / Yellow / Blue + Blue	Red / Yellow / Blue + Yellow	Blue	Double Blue	Green / Yellow	Double Green	Green / Blue	Yellow	Orange	Red	Violet	Red / Violet	Warm Brown / Yellow	Blue / Red	Warm Violet	Blue / Violet	Cool Violet	Designer Violet	
	.0	.00	.01	.03	.1	.11	.23	.22	.21	.3	.4	.5	.6	.56	.73	.08	.86	.16	.81	.83	
SS I SUPERLIGHT	SSN		SSA		SSC									SSM				SSL			
11 ARCTIC			11AA		11AC											11AP					

10 ULTRALIGHT BLONDE	10N				10C				10K									10L	10CV	10PC	10PD	PALE YELLOW	
9 LIGHTEST BLONDE	9N	9NI	9NF	9CL	9C	9CC	9B	9II	9K	9D								9L	9CV	9PC	9PD	YELLOW	
8 LIGHT BLONDE	8N	8NI	8NF	8CL	8C	8CC	8B	8II	8K	8D	8R							8L	8CV	8PC	8PD	YELLOW ORANGE	
7 MEDIUM BLONDE	7N	7NI	7NF	7CL	7C	7CC	7B	7II	7K	7D	7R	7RF			7CA			7L	7CV	7PC		ORANGE	
6 DARK BLONDE	6N	6NI	6NF	6CL	6C	6CC	6B	6II	6K	6D	6R	6RF	6V	6M	6CA								RED ORANGE
5 LIGHT BROWN	5N	5NI	5NF	5CL	5C			5II				5RF	5V	5M	5CH								RED
4 MEDIUM BROWN	4N	4NI	4NF	4CL											4CH								RED VIOLET
3 DARK BROWN	3N														3CH								VIOLET
2 DARKEST BROWN	2N																						BLUE VIOLET
1 BLACK	1N				1C																		BLUE

EFFECT	PRIMARY PERCENTAGES																						
	Natural																						
Natural	Intense Natural for very resistant hair	Natural, adds cool effect	Natural, adds warmth	Neutralizes red and orange	Neutralizes red / orange / yellow	Neutralizes yellow and gold	Neutralizes red / orange / yellow	Neutralizes red and orange	Adds gold / yellow	Adds copper / red	Add intense fire red	Adds violet tone	Adds mahogany / red tone	Adds caramel brown tones	Soft, cool, nordic blonde tones	Neutralizes yellow tones	Neutralizes yellow / orange tones	Neutralizes warm tones	Pastel peach shades				

D

FEATURES

&-PLEX™ BOND REPAIR

EVERY shade of SQUARELY is formulated with the exclusive **&-PLEX™ Bond Repair™**; A proven technology designed to restructure and protect broken or damaged bonds in the hair.

&-PLEX™ Bond Repair™ contains 7 precious vegetable oils & butters that strengthen, add shine & protect the hair during the service & after. No additional timing or change in developer required!

7 precious vegetable oils and butters:

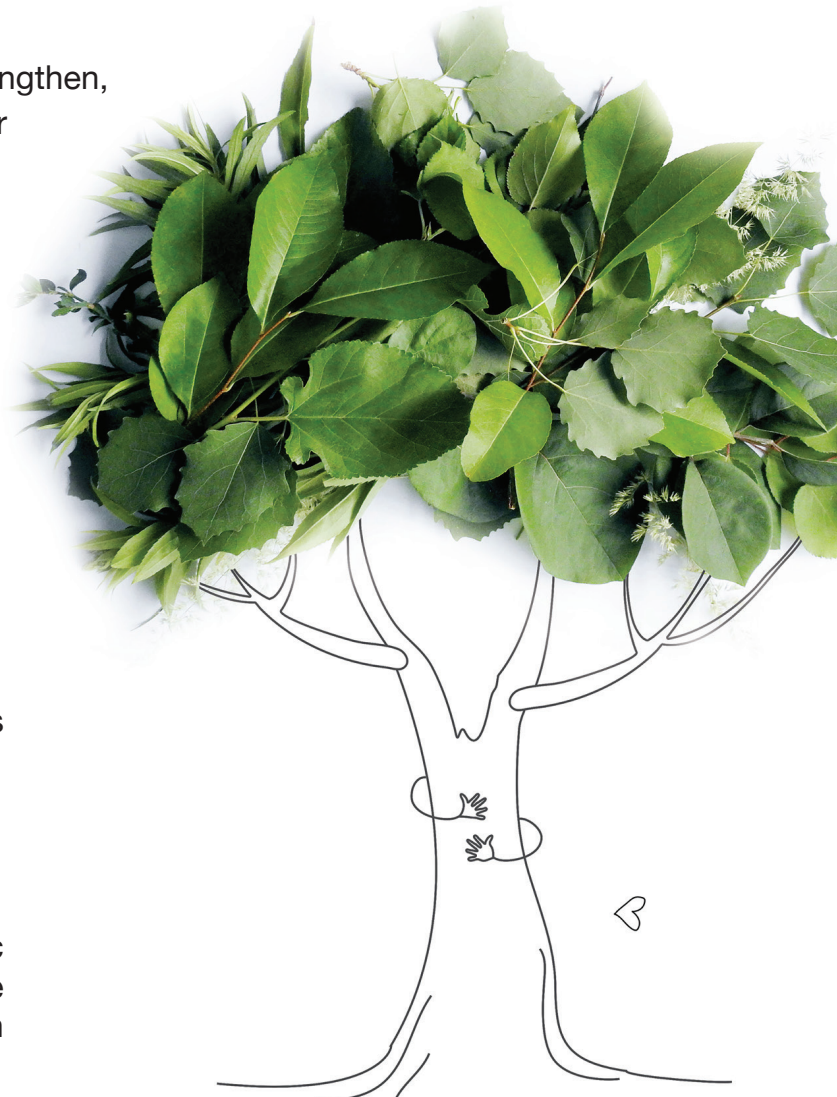
- Rebalance porosity in the hair from root to ends.
- Improves strength, maintains volume & eliminates frizz.
- Improves brightness and elasticity of hair.
- Nourishes the hair to strengthen and improve overall hair health.
- Free radical protection for a more vibrant & longer lasting hair color.

BIOMIMETIC EMULSION

Biomimetic emollient obtained by extracting phytocomplexes from olive leaves, completely of natural origin, has a high refractive index and helps maintain the hair's shine.

BIODEGRADABLE FRAGRANCE

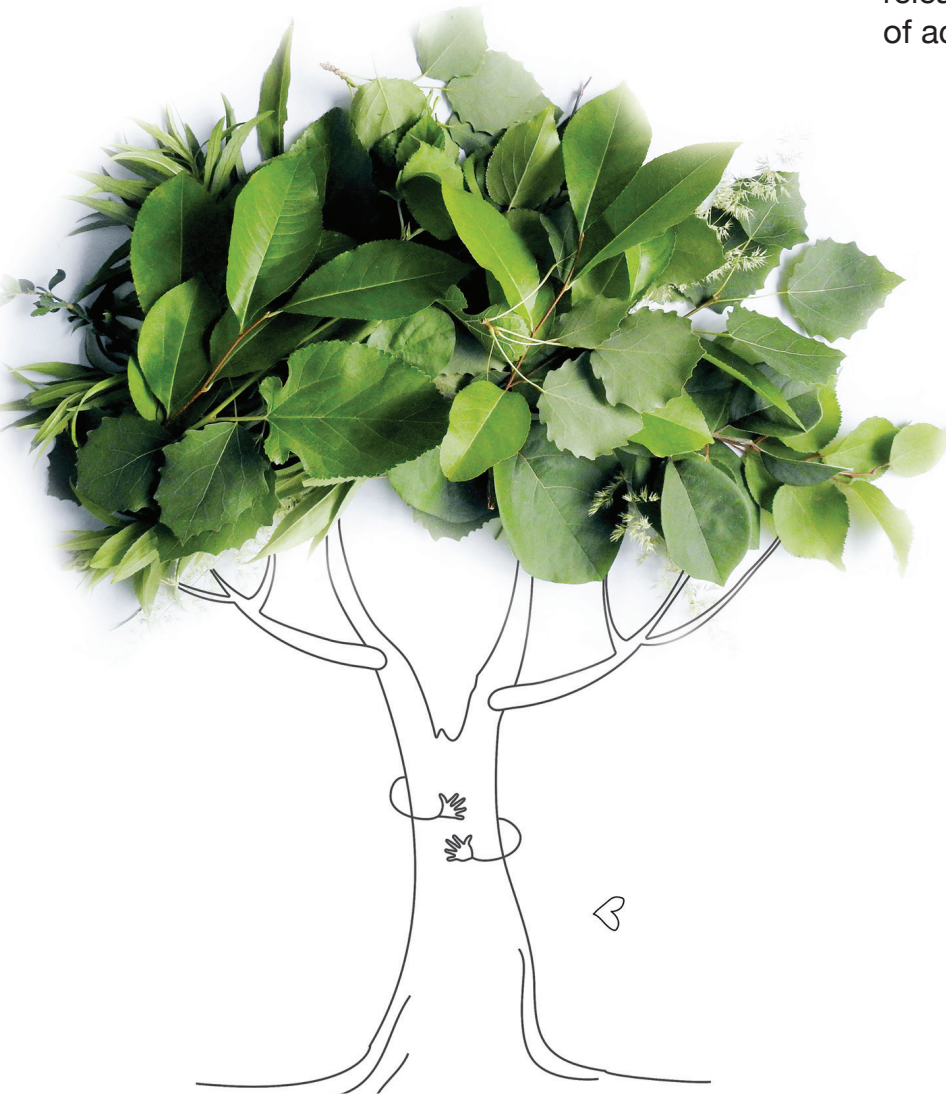
The new **BIODEGRADABLE** fragrance completely masks the classic ammonia smell for greater comfort for the colorist and a relaxing experience for the client during the color service. The new fragrance is perceived even after 1-2 shampoos.



TECHNOLOGY

CRYSTALSPHERE

Crystalsphere is a microencapsulation technology that optimizes cosmetic performance. It fixes on the hair surface even after rinsing and, with its gradual release technology, Crystalsphere improves the absorption and the efficacy of active ingredients.



SUSTAINABILITY

Aquarely is formulated with particular attention to the balance between sustainability and performance. The special 100% Vegan and Cruelty free formula reflects our research path aimed at creating more ethical and respectful cosmetics for the planet: what we call “aware cosmetics”. The design of the Aquarely packaging demonstrates our commitment to sustainability. The whole package is 100% recyclable: aluminum tube, plastic cap and FSC paper case. We also eliminated the leaflet by printing instructions inside the case to reduce paper waste.



VEGAN FORMULA

ETHICAL MANUFACTURING


ORGANIC INGREDIENTS


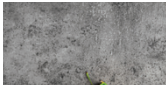

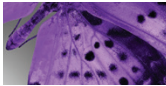

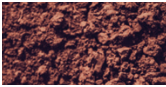





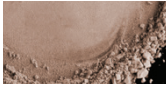




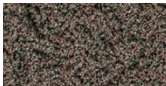


RECYCLABLE PACKAGING

MOLAR FORMULA

A MOLAR formulation requires the formula to be balanced at the molar level. This means that the quantities of colorants that react with each other [present in the dye] are included in equal quantities. This characteristic means that following the oxidation reaction between the dyes and hydrogen peroxide, we will not find any “residue” of dyes that have not had an active function inside the dye: leading to a brighter and more faithful color result. At the cosmetic level we have a safer product and a more effective action of the protective & conditioning active ingredients.

AQUARELY | COLOR SERIES



 Natural	 Ash	 Smoky	 Violet	NEUTRA-TON	 Lavender
 Natural Intense	 Intense Ash	 Gold	 Mahogany		 Intense Violet
 Natural Cold	 Beige	 Copper	 Choco-caramel		 Ash Pearl
 Warm Natural	 Intense Matt	 Intense Red			 Gold Pearl

AQUAR&LY®

**TECHNICAL HOTLINE:
1-800-621-4859**

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www.itelyhairstyle.com



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