Aloxxi

# SALON TECHNICAL GUIDE

PROFESSIONAL TRAINING MANUAL

# THE ALOXXI SUITE: QUICK BRAND REFERENCE

BRAND		CATEGORY	MIXING	APPLICATION
CHROMA®	OROM	PERMANENT CREME COLOUR	1 : 1.5	ON-SCALP OFF-SCALP
ANDIAMO°	Attached	EXPRESS PERMANENT COLOUR	1:1	· ON-SCALP · OFF-SCALP
TONES°	W.M.	DEMI-PERMANENT COLOUR	1:1-OR-1:2	ON-SCALP OFF-SCALP
DIMENSIONS°		HIGHLIGHTING COLOUR	1:1	· OFF-SCALP
ULTRA HOT°	Manuel Ma	INTENSE SEMI-PERMANENT COLOUR	NONE	ON-SCALP OFF-SCALP
INSTABOOST™	At A Moved Moved at at	SEMI-PERMANENT COLOUR	NONE	· ALL OVER
BLUE LIGHTENER	Mond 	POWDER LIGHTENER UP TO 7 LEVELS OF LIFT	1 : 1 -то- 1 : 3	ON-SCALP OFF-SCALP
WHITE LIGHTENER	Secret	POWDER LIGHTENER UP TO 7 LEVELS OF LIFT	1 : 1 -то- 1 : 3	ON-SCALP OFF-SCALP
FREEHAND LIGHTENER	SOLI SOLI SOLI SOLI SOLI SOLI SOLI SOLI	CLAY-BASED POWDER LIGHTENER UPTO 7 LEVELS OF LIFT	1:1	ON-SCALP OFF-SCALP
ULTRA LIGHTENER	Mod (S)	POWDER LIGHTENER UP TO 9 LEVELS OF LIFT	1 : 1.5 -TO- 1 : 2.5	ON-SCALP OFF-SCALP
QUICK LIFT LIGHTENER	Alcoval Alcoval Alcoval	QUICK LIFT LIGHTENER UP TO 5 LEVELS OF LIFT	30g DEVELOPER     15g LIFTING CREAM     1 Packette BOOSTING     POWDER	· OFF-SCALP

# EXPERT CAREFOR GOLORFUL HAIR

We are an indie brand made up of passionate hair enthusiasts united in sharing our knowledge and love of hair. Formulated by stylists for anyone who demands expert care for their hair, we deliver exceptional products that are proven to make hair healthier, shinier and more colorful.

WELCOME TO YOUR ALOXXI EXPERIENCE.

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**COLOR TONAL SERIES** 

(CHROMA or TONES) Used for natural level

excessive warmth or coolness. Adding to color formula ensures 100% coverage on grey/white hair.

(ANDIAMO) This base contains all three primary

determine natural level and is recommended to

be mixed with fashion shades to achieve 100%

Formulated with an increased pigment level of

Natural gold base creates natural looking rich

with warm tonal balance and lowlighting.

warm tones. Ideal for 100% grey/white coverage

Natural blue/violet base produces natural cool

tones and controls unwanted orange/yellow tones. May be used for 100% grey/white

all three primary colors. Recommended to

produce 100% coverage on 50% or more

colors in varied proportions. It is used to

grey/white coverage.

resistant grey/white hair.

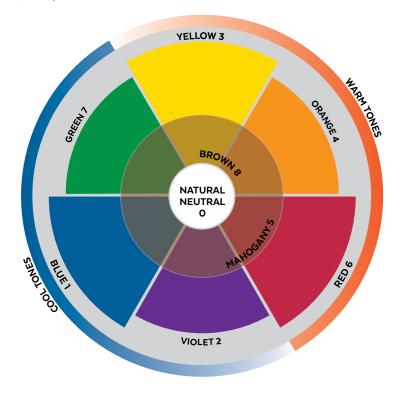
coverage

selection. The base contains all three primary colors

in varied proportions. Creates natural results without

# **COLOR WHEEL**

- Colors across the wheel neutralize tonal direction.
- · Colors may be warm or cool depending on the proportion of the primary colors present: blue, red and vellow.



# PRIMARY COLORS

# BLUE

Blue is the darkest and most dominant, cool primary. It is the first color pigment deposited, and the first to be lightened from the hair. When added to the color formula, blue will produce depth.

# RED

Red is a medium warm dynamic primary. When added to the color formula, red adds richness.

# YELLOW

Yellow is the lightest warm primary. It adds brightness when added to the color formula.

- three primary colors.
- · The ANDIAMO (NEUTRAL) N base contains all three primary colors in varied proportions. It is used to determine natural level and is recommended to be mixed with fashion shades to achieve 100% grey/white coverage.

# TONAL RANGE

COPPER 5 MAHOGANY 6 RED GREEN BROWN

# ADDITIONAL INFORMATION

- The CHROMA and TONES (NATURAL) N and NN Series are proportional blends of all

NEUTRAI

- Natural blue/green base that controls unwanted warm tones when lifting natural dark bases. May be used for 100% grey/white coverage.
- BEIGE
- Ideal blend of ash and gold for a classic beige
- Gold/violet base creates soft, balanced, warm tones. Ideal for lowlighting and color backs.
- ASH
- Blue base controls unwanted orange tones when lifting.
- INTENSE ASH
- Intense blue base controls unwanted warm tones when lifting.
- **PEARL**
- Violet/blue base controls unwanted yellow/gold tones when lifting.

# ADDITIONAL INFORMATION

- · May use tonal series N, NN, NT, NA, and NAMt on their own for blending and coverage of grey/white hair.
- · If desired result is any other tonal series, the N, NN, NT, NA or NAMt series must be included into the formulation for a natural result.



Blue/red base creates rich burgundy shades. Add to lighter levels to control unwanted



Red/gold base produces luminous warm reds.



Red/red brown base creates beautiful natural reds



Formulated with a true red base that ensures rich vibrant red tones.



Intense red base creates extremely rich



Red/orange base produces bold, vibrant red-copper tones.



(K for CHROMA or TONES shades, C for ANDIAMO shades) Orange base enhances and accentuates warm tones.



Gold/red base produces beautiful rich, warm mahogany tones.



Gold/red base produces beautiful rich, warm mahogany tones.



Gold base creates brilliant golden tones.

**BROWN** GOLD

Brown/gold creates a warm brown with

enhanced golden tones.

EXPERT CARE FOR COLORFUL HAIR

# LEVEL & TONAL DIRECTION

U.S. & INTERNATIONAL NUMBERING SYSTEMS

# CHROMA 7NT FORTUNA AT THE FORUM MEDIUM NATURAL WARM BLONDE 7 N T 7 N 3

NOTES		

# NATURAL LEVEL + EXPOSED CONTRIBUTING PIGMENT GUIDE

LEVEL	NATURAL LEVEL		EXP	OSED CONTRIBUTING PIGMENT
10N		LIGHTEST BLONDE		PALE YELLOW
9N		VERY LIGHT BLONDE		LIGHT YELLOW
8N		LIGHT BLONDE		YELLOW
7N		MEDIUM BLONDE		ORANGE + YELLOW
6N		DARK BLONDE		ORANGE
5N		LIGHT BROWN		RED + ORANGE
4N		MEDIUM BROWN		RED
3N		DARK BROWN		RED
2N		DARKEST BROWN		RED
1N		BLACK		RED

# **HEALTHY HAIR**

Accepts Warm Tones: red, orange and yellow

Rejects Cool Tones: blue and violet

# **DAMAGED HAIR**

Accepts Cool Tones: blue and violet

Rejects Warm Tones: red, orange and yellow

# FORMULATION & APPLICATION

# APPLICATION TECHNIQUES

# GOING DARKER AND TONE ON TONE:

Apply color to the base area and then immediately apply color to the midlengths and ends. Develop according to the Aloxxi developer selected.



mid-lengths and ends. Develop for 15 - 20 minutes. Prepare a fresh mixture of color. Apply color to the base area and develop according to the Aloxxi developer selected or until color is uniform from base to ends.

# **RETOUCH APPLICATION:**

Apply to new growth area.

Develop according to the Aloxxi developer selected.



# NOTEO

# **4 SIMPLE STEPS TO HAIR COLOR**

- Determine natural level and/or existing color including % of grey/white hair
- · Analyze texture and porosity
- Identify desired level and tonal direction
- Utilize the Developer & Timing Chart to select color objective, developer and timing

# COMPANION PRODUCTS

# **COLOURPRIME PRE-COLOR TREATMENT**

### **HOW TO USE**

Apply ColourPrime Pre-Color Treatment to hair prior to application to equalize hair's porosity and help to ensure even results, cleanse hair, and help prevent scalp irritation. Spray evenly on the hair and scalp prior to all color applications. Do not rinse. Continue with selected color application.

### BENEFITS:

ColourPrime Pre-Color Treatment is a gentle herbal cleanser, scalp protector, porosity equalizer and color extender all in one product. Using ColourPrime Pre-Color Treatment before a color service is guaranteed to provide more even, longer-lasting results.

# COCCEPTONE STORY OF THE PROPERTY OF THE PROPE

# **BARRIER CREME**

# HOW TO USE:

Apply Barrier Creme to prevent the skin from staining and protect from irritation. Place a small amount onto fingertips and apply around the hairline avoiding contact with the hair.

### BENEFITS:

Barrier Creme is a rich moisturizing cream that protects the skin from staining and irritation when applied before color service. Barrier Creme stays on the skin without being absorbed so it can easily be wiped off after coloring.



# **COLOURLOCK POST-COLOR FINISHER**

### HOW TO USE:

Rinse hair thoroughly with tepid water. Apply ColourLock Post–Color Finisher to cleanse and condition hair, close the cuticle and neutralize residual  $\rm H_2O_2$ . Leave on for two minutes. Rinse.

### BENEFITS:

ColourLock Post-Color Finisher is a botanically enriched formula that cleanses, conditions and neutralizes the residual  $\rm H_2O_2$  in one step. The antioxidant complex reduces hair's pH, closes the cuticle and neutralizes residual peroxide after any hair color service. The result is long-lasting, vibrant color.



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# **FORMULATION** WORKSHEET







FORML			OHEE	
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			n	

NAME:

GREY/WHITE %: NATURAL LEVEL:

POROSITY: TEXTURE:

■ NORMAL ■ RESISTANT ■ POROUS FINE AVERAGE COARSE

**DESIRED COLOR PERSONALITY:** 

FORMULA:

APPLICATION TYPE:

**DEVELOPMENT TIME:** 

CHROMA® PERMANENT CREME COLOUR	8
ANDIAMO™ EXPRESS PERMANENT COLOUR	13
TONES® DEMI-PERMANENT COLOUR	15
DIMENSIONS® HIGHLIGHTING COLOUR	17
ULTRA HOT® INTENSE SEMI-PERMANENT COLOUR	19
INSTABOOST™ CONDITIONING COLOR MASQUE	20
LIGHTENERS	21
RRx TREATMENT™ 2-STEP PROFESSIONAL TREATMENT	22

# PROFESSIONAL

**COLOR & PRODUCT GUIDE** 

# CHROMA® PERMANENT CREME COLOUR

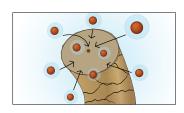
Aloxxi

PERMANENT CREME COLOUR

Aloxxi CHROMA® is formulated with CDP Complex® to Condition, Deposit color, and Protect the hair to provide multi-dimensional color.

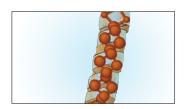


# **HOW IT WORKS:**



# **CONDITIONS**

Emollients derived from Coconut Oil combined with highly charged co-polymers including p22 create a cocoon of conditioners which encapsulate the color pigments.



# **DEPOSITS**

High-definition Crystallized Micro-Pigments ensure 100% color saturation. Crystallized Micro-Pigments easily penetrate inside the cortex. Once inside the cortex, the Crystallized Micro-Pigments begin to aggregate, forming larger, more concentrated molecules.



# **PROTECTS**

Plant based protectant Bisabolol (derived from Candeia) combined with a low ammonia formula protect the hair and scalp during the color process.

# COMPANION PRODUCTS



# H,O, CREME DEVELOPERS:

H<sub>2</sub>O<sub>2</sub> Creme Developers and H<sub>2</sub>O<sub>2</sub> Blue Creme Developers are formulated to deliver consistent deposit and lift. The rich, creamy formula allows for easy application without dripping and is gentle to the scalp for client comfort.

# CUSTOMIZE YOUR COLOR



# **PLATINUM SERIES**

- The PLATINUM Series is formulated to achieve the ultimate in high lift blondes without creating excessive warmth.
- The botanical base provides protection to the hair as well as adds shine.
- High concentration of pigments provide for a 1:2 mixing ratio. (1 part color to 2 parts developer)
- · Virgin application and new growth applications ONLY.
- Start color application in the darkest area and apply generously utilizing small sections.
- The PLATINUM Series may be mixed with BOOST to create up to 1 additional level of lift. For maximum lift utilize 15g BOOST + 15g PLATINUM series mix with 60g 40 Volume (12%) Developer.
- Develop at room temperature for up to 50 minutes for maximum lift and tonal control.
- · Utilize TONES to refresh mid-lengths and ends.

# MIXING RATIO:



# **BOOST**

### **MIXED WITH CHROMA**

- · Provides up to 1 additional level of lift.
- May be used on resistant grey/white hair for better color penetration (see page 11).
- BOOST is part of the formula therefore additional developer is needed.
- May mix up to equal parts of BOOST with CHROMA prior to adding H<sub>2</sub>O<sub>2</sub> Creme Developer.

# **USAGE AS A LIGHTENING CREME**

- · Virgin Hair: Mix BOOST 1: 1.5 with 20 Volume (6%) Developer, 30 Volume (9%) Developer or 40 Volume (12%) Developer to achieve 1 - 3 levels of lift on virgin hair
- Previously Colored Hair: Mix BOOST 1: 1.5 with 40 Volume (12%) Developer to achieve 1 - 1½ levels of lift on previously colored hair level 6 and above. Achieve a ½ - 1 level of lift when applied to previously colored hair level 5 and below

# **MIXED WITH DIMENSIONS**

• See page 18

IMPORTANT:

**BOOST IS NOT RECOMENDED TO BE MIXED WITH LIGHTENERS** 

CHROMA GEMS CONCENTRATES **GEMS** 



GEMS are a collection of color concentrates that are used to customize color formulas for each individual client. If utilizing a small addition of GEMS, no additional developer is needed (30g color and 5g GEMS to 45g developer). If the amount of GEMS is increased in the formula, then additional developer is needed (20g color and 10g GEMS to 45g of developer).

### **COOL GEMS: BLUE & VIOLET**

Can be utilized to enhance cool tones in darker levels (level 5 and darker) or to control unwanted warm tones in lighter levels (level 6 and lighter).

# **WARM GEMS: RED, GOLD & COPPER**

Warm GEMS are used to enhance warm tones and ensure balanced color results in lowlighting on porous hair. Warm GEMS can be used for fillers during color corrective services (see page 12).

**COOL TONES:** 





BLUE

**WARM TONES:** 



GOLD



COPPER

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# **DEVELOPER & TIMING CHART**

COLOR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME*
GREY/WHITE COVERAGE - TONE ON TONE	10 VOLUME (3%)	25 - 35 MINUTES
GREY/WHITE COVERAGE - 1 LEVEL OF LIFT	20 VOLUME (6%)	30 - 45 MINUTES
GREY/WHITE COVERAGE - 2 LEVELS OF LIFT	30 VOLUME (9%)	40 - 45 MINUTES
GREY/WHITE COVERAGE - 3 LEVELS OF LIFT (up to 4 levels with PLATINUM series)	40 VOLUME (12%)	40 - 50 MINUTES

# TIP:

- The Blue Developers will assist Aloxxi color in controlling the underlying warmth when lifting.
- Aloxxi Blue Creme Developer is available in 20 Volume (6%) and 40 Volume (12%).

# OPTIONS FOR COVERING GREY/WHITE HAIR

# Natural end results are achieved when N, NN, NT, NA or the NAMt series are selected for grey/white hair.

 All other series need to be mixed with the N, NN, NT, NA or NAMt series.

# SAMPLE SWATCH:





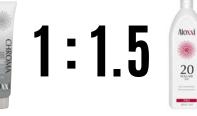






# MIXING





COLOR	DEVELOPER
30g	45g
60g	90g
•••••	•••••
1 oz	1½ oz
2 oz	3 oz

# PLATINUM HIGH LIFT COLOR



COLOR	DEVELOPER
15g	30g
30g	60g
•••••	• • • • • • • • • • • • • • • • • • • •
½ oz	1 oz
1 oz	2 oz

# UP TO 50% GREY/WHITE

For up to 50% grey/white, the percentage of grey/white is equal to the percentage of N, NN, NT, NA, or NAMt mixed with desired shade.

# **EXAMPLE:**

# STARTING LEVELS:

Natural Level: 5 Grey/White %: 25% Desired Color Personality: Sicilian Siren

# FORMULA:

15g of 6GR with 5g of 6NT Developer: 30g of 20 Volume (6%)

# OVER 50% GREY/ WHITE

For over 50% grey/white, mix equal parts N, NN, NT, NA, or NAMt with desired shade.

# **EXAMPLE:**

# STARTING LEVELS:

Natural Level: 5 Grey/White %: 70% Desired Color Personality: Sicilian Siren

# FORMULA:

15g of 6NT with 15g of 6GR Developer: 45 g of 20 Volume (6%)

# FOR COVERING RESISTANT GREY/WHITE HAIR

Options or resistant grey/white hair:

- NN series mixed 1: 1.5 with developer.
- 3g of BOOST may be added to 30g of CHROMA color formula mixed 1: 1.5 with developer.
- N, NT, NA or NAMt mixed 1:1 with developer.

# TIPS:

- When selecting a warm tonal end result, utilize the NT series to ensure grey/white coverage. When selecting a neutral or cool end result, utilize the N, NN, NA or NAMt series.
- Increase development time to 45 minutes at room temperature.
- Apply generously and begin application in the area of greatest grey/white concentration.
- Color refresh ends with TONES or CHROMA omitting the N, NN, NT, NA or NAMt series in the refreshing formula.

# **COLOR REFRESHING**



# **USING TONES:**

- To refresh the mid-lengths and ends, select a complimentary TONES shade and apply.
- Develop until color is uniform from base to ends.



# **USING CHROMA:**

- · Mist hair with ColourPrime Pre-Colour Treatment.
- Mix 1 part CHROMA to 2 parts 10 Volume (3%).
- Apply and develop for 10 20 minutes or until color is uniform from base to ends.

(For Application Techniques see page 5.)

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<sup>\*</sup>Fine hair is more receptive to hair color, therefore less development time is needed.

# PRE-PIGMENTATION FOR ISOLATED GREY/WHITE HAIR

# CHROMA

# **USING THE GR OR G SERIES:**

- From the GR or G Series, select one level lighter than desired end result and mix with equal parts of distilled water. No developer is added.
- Apply mixture to the isolated grey/white area and leave on for 3 - 5 minutes. Do not rinse.
- · Mix and apply desired color formula directly over the pre-pigmented area.

# **COLOR FILLERS**

It is recommended to fill the hair when coloring back more than 2 levels or if the hair is overly porous and won't hold color on mid-lengths and ends. CHROMA or TONES GEMS may be utilized depending on the physical properties of the hair.

### COLOR FILLER FORMULA

- Mix 60g distilled water with 45g of GEMS concentrates: R, K, or G. Select GEMS concentrate by referencing the Contributing Pigment Guide on page 4.
- $\cdot$   $\,$  Develop 15 25 minutes at room temperature and strand test for even results.
- · Blot off or lightly rinse and follow with color application.

# **COLOR REMOVAL**

To remove unwanted cool tones or color saturation from mid-lengths and ends, the following formula can be used:

### COLOR REMOVAL FORMULA:

- · 30g Blue or White LIGHTENER
- · 90g Developer or Distilled Hot Water
- 5g RRx Reparative Serum

LEVELS OF LIFT	MIXING
1/2-1 or slight tonal	LIGHTENER with Distilled Hot Water
2-3	LIGHTENER with 10 Volume (3%) Developer
3 – 4	LIGHTENER with 20 Volume (6%) Developer
4 – 5	LIGHTENER with 30 Volume (9%) Developer
5 – 6	LIGHTENER with 40 Volume (12%) Developer

# TIPS:

- Development time is up to 50 minutes. Strand test often for optimal results and to ensure the hair remains in the best condition for future color services.
- It is recommended to use 10 Volume (3%) or 20 Volume (6%) for on-scalp color removal applications.
  - 30 Volume (9%) or 40 Volume (12%) may be applied on midlengths and ends, only if hair is in optimum condition.
- HEAT IS NOT RECOMMENDED.

# **ANDIAMO** EXPRESS PERMANENT COLOUR



# **HOW IT WORKS:**



INCREASED PIGMENT CONCENTRATION	DEPOSITS A HIGH CONCENTRATION OF DYES IN ONLY 10 MINUTES
CALIBRATION DYE COUPLER FORMULA	REGULATES THE DYE OXIDATION PACE TO ENSURE CONSISTENT, ON-POINT COLOR RESULTS
ILLIPE BUTTER	PROVIDES NOURISHMENT, SHINE AND MANAGEABILITY

Achieve beautiful color and complete grey coverage in just 10 minutes with ANDIAMO. Formulated with TURBO DYE TECHNOLOGY®, this color deposits a high concentration of long-lasting dyes while achieving up to 4 levels of lift.

# **KEY BENEFITS:**

- Express color services in just 10 minutes
- Long-lasting color, vibrancy and shine
- Outstanding care and condition for healthy hair
- · Achieve up to 4 levels of lift

# **RECOMMENDED PRODUCTS & SERVICES**

# **ANDIAMO EXPRESS SERVICES:**

- · Short hair application
- Retouch
- Quick highlights
- · Creative techniques
- Men's color

# H<sub>2</sub>O<sub>2</sub> CREME DEVELOPERS:

 ${
m H_2O_2}$  Creme Developers and  ${
m H_2O_2}$  Blue Creme Developers are formulated to deliver consistent deposit and lift.

The rich, creamy formula allows for easy application without dripping and is gentle to the scalp for client comfort.



H
Aloxxi
40
20
65%) HyO, Blue Creme Develop Developpeur HyO, crime In
PRO BSR0:/ILO

NOTES	

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# **DEVELOPER & TIMING CHART**

COLOR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME*
GREY/WHITE COVERAGE - TONE ON TONE	10 VOLUME (3%)	10 MIN. UP TO 15 MIN.
GREY/WHITE COVERAGE - 1 LEVEL OF LIFT	20 VOLUME (6%)	10 MIN. UP TO 15 MIN.
GREY/WHITE COVERAGE - 2 LEVELS OF LIFT	30 VOLUME (9%)	10 MIN. UP TO 15 MIN.
GREY/WHITE COVERAGE - 3 LEVELS OF LIFT (up to 4 levels with PLATINUM series)	40 VOLUME (12%)	10 MIN. UP TO 15 MIN.

IMPORTANT: DO NOT DEVELOP WITH HEAT

# MIXING



Mix 1 part Aloxxi ANDIAMO to 1 part Aloxxi H<sub>2</sub>O<sub>2</sub> Creme Developer in a plastic or glass bowl.

# **COLOR REFRESHING**



Apply ANDIAMO to new growth area (base) and apply TONES to refresh previously color mid-lengths and ends.

(For Application Techniques see page 5.)

# **GREY/WHITE COVERAGE**

To achieve natural coverage, fashion shades may be mixed with Neutrals (.O Series), or Natural Tan (.03 Series).

Suggested mixing ratios are:

- Up to 50% grey/white: Mix 1 part N or NT to 2 parts fashion shade
- Over 50% grey/white: Mix 1 part N or NT to 1 part fashion shade

# HIGH LIFT SHADES (11N & 11A)

- · Formulated to achieve up to 4 levels of lift.
- · Start color application in the darkest area and apply generously utilizing small sections.
- · Utilize TONES to refresh mid-lengths and ends.

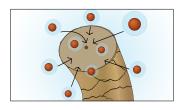
# NOTES

# TONES® DEMI-PERMANENT COLOUR



TONES<sup>®</sup> is the perfect no ammonia demi-permanent partner to CHROMA® Permanent Creme Colour and ANDIAMO® Express Permanent Colour. Formulated with CDP Complex® to Condition, Deposit color and Protect the hair to provide multi-dimensional color. This high-definition color ensures 100% saturation and healthy, shiny hair.

# **HOW IT WORKS:**



### CONDITIONS

MEADOWFOAM SEED OIL: Imparts an extra boost of moisture.



# **DEPOSITS**

CRYSTALLIZED MICRO-PIGMENTS: Penetrate the hair shaft to deposit superior color with no lift.



### **PROTECTS**

NO AMMONIA FORMULA: Helps protect against cuticle damage during the color process. Weightless emollients surround the cuticle with a protective shield

# H<sub>2</sub>O<sub>2</sub> CREME ACTIVATOR

H<sub>2</sub>O<sub>2</sub> Creme Activator 7 Volume (2%) is designed to be used with TONES to maintain a stabilized viscosity ensuring proper tonal direction and depth.



# TONES CLEAR

Mix CLEAR with Activator to create shine and condition. CLEAR may also be added to a TONES formula to dilute tonal direction.

# **GREY/WHITE HAIR**

Less than 50% grey/white hair: mix 1 part N, NT or NA to 3 parts desired shade. More than 50% grey/white: mix 1 part N series to 1 part desired shade.

# · Color refresher on mid-lengths and

ends for Aloxxi color clients

WHEN TO USE TONES:

- · Blend grey/white hair with no lift
- · Refresh color after a chemical service on the same day
- · Add shine to dull hair
- Lowlighting
- · Toner on pre-lightened hair
- · First time color clients
- · Tone on tone enhancement

EXPERT CARE FOR COLORFUL HAIR

<sup>\*</sup>Fine hair is more receptive to hair color, therefore less development time is needed.

DEPO



# **TONES GEMS CONCENTRATES**

### **GEMS**

GEMS are a collection of color concentrates that are used to customize color formulas for each individual client. If utilizing a small addition of GEMS, no additional developer is needed (30g color and 5g GEMS to 30g developer). If the amount of GEMS is increased in the formula, then additional developer is needed (30g color and 10g GEMS to 40g of developer).

### **COOL GEMS: BLUE & VIOLET**

Can be utilized to enhance cool tones in darker levels (level 5 and darker) or to control unwanted warm tones in lighter levels (level 6 and lighter).

# **WARM GEMS: RED. GOLD & COPPER**

Warm GEMS are used to enhance warm tones and ensure balanced color results in lowlighting on porous hair.

# **COOL TONES:**

- B BLUE
- V VIOLET

# **WARM TONES:**

- R RED
- GOLD
- COPPER

**DEVELOPER & TIMING CHART** 

COLOR OBJECTIVE	MIXING RATIO	DEVELOPMENT TIME* (ROOM TEMP.)	DEVELOPMENT TIME* (W/HEAT)
BASIC COLOR BLENDS UP TO 50% GREY/WHITE HAIR	1:2	20 – 25 MINUTES	10 — 15 MINUTES
COLOR REFRESHER	1:2	10 – 15 MINUTES	5 – 10 MINUTES
TONER AND CHEMICALLY PROCESSED HAIR	1:2	10 — 15 MINUTES	NOT RECOMMENDED
INTENSE TONAL DIRECTION	1:1	20 – 25 MINUTES	10 — 15 MINUTES
BLENDS OVER 50% GREY/WHITE HAIR	1:1	30 – 40 MINUTES	15 – 20 MINUTES

<sup>\*</sup>Fine hair is more receptive to hair color, therefore less development time is needed.

# **MIXING**







# **COLOR REFRESHING**



Apply TONES to the new growth area (base). Develop according to timing directions. Work through the mid-lengths and ends the last five minutes.

(For Application Techniques see page 5.)

DIMENSIONS

SIT OSE IA CECCHE GÉTADE

PASSO

LIFT & DEPOSIT

HIGHLIGHTING COLOUR 1:1

WHEN TO USE DIMENSIONS:

· Creative off-scalp applications

treated hair

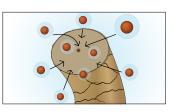
• Highlight in 1-step on natural or color

· Create natural or vibrant fashion shades

# DIMENSIONS® HIGHLIGHTING COLOUR 1 STEP LIFT & DEPOSIT

# FORMULATED WITH CDP COMPLEX

# **HOW IT WORKS:**







# **DEPOSITS**

**CONDITIONS** 

CRYSTALLIZED MICRO-PIGMENTS: Penetrate the hair shaft to deposit superior color.



### **PROTECTS**

SUNFLOWER SEED EXTRACT: Helps protect hair color from damaging UV rays.

# MIXING

# LEVEL 8



				E
DIMENSIONS	1	-	1	Alox

NOTES	

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# **SHADE SELECTION CHART**

NATURAL LEVEL	NATURAL .0	GOLD ASH .31	VIOLET RED .26
LEVEL 8	30 VOLUME (9%) CREME DEVELOPER		
LEVEL 7	40 VOLUME (12%) CREME DEVELOPER		
LEVEL 6	40 VOLUME (12%) CREME DEVELOPER*		
LEVEL 5	40 VOLUME (12%) CREME DEVELOPER*		
LEVEL 4			40 VOLUME (12%) CREME DEVELOPER*
LEVEL 3			40 VOLUME (12%) CREME DEVELOPER*

**NOTE**: A strand test is recommended on previously colored hair.

# **APPLICATION**

Please reference shade selection chart. OFF-SCALP APPLICATION ONLY.

# **DEVELOPMENT TIME**

30 - 45 MINUTES.

Fine hair is more receptive to hair color, therefore less development time may be required.

# **COLOR REFRESHING**

TONES Demi-Permanent Colour is recommended to refresh previously colored mid-lengths and ends.



# TIPS:

- DIMENSIONS may be mixed with BOOST for additional lift. Mix 1 part DIMENSIONS to 1 part BOOST to equal amounts of 40 Volume (12%).
- DIMENSIONS shades can be mixed together to achieve custom colors.
- Color results may be less intense on natural or previously colored dark hair.
- On previously colored hair, a strand test is recommended prior to application.
- Heat optional. Use heat when maximum lightening results are needed, strand test recommended.





Ignite color with this vibrant palette of shades that delivers incredible shine. All colors are formulated with ADVANCED DIRECT DYE TECHNOLOGY for more even color results that fade on tone. They can be intermixed for easy customization.

# ADVANCED DIRECT DYE TECHNOLOGY:

This technology contains positively charged cationic dyes that create a magnetic attraction to negatively charged hair for longer-lasting color results that fade on tone. The light, creamy consistency ensures even color distribution.

# WHEN TO USE ULTRA HOT:

- To deliver endless color possibilities with 10 intermixable shades
- Create pastel shades
- · As a shine intensifier on natural or color treated hair

# APPLICATION & TIMING CHART

COLOR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME
FOR INTENSE FASHIONABLE COLOR	PRE-LIGHTEN HAIR TO PALE YELLOW prior to applying the desired ULTRA HOT shade. Apply the ULTRA HOT shade directly onto damp hair	10 — 20 minutes depending on the intensity of the desired color result.
PASTEL COLORS	PRE-LIGHTEN HAIR TO PALE YELLOW prior to applying the desired ULTRA HOT shade. Mix the desired ULTRA HOT color with ULTRA HOT Clear. Apply the ULTRA HOT mix directly onto damp hair.	10-20 minutes. Check color results frequently until desired intensity is achieved.
SHINE INTENSIFIER ON NATURAL OR COLOR TREATED HAIR	Apply ULTRA HOT directly onto damp hair.	10 — 40 minutes. Check color results every 10 minutes until desired shine is achieved.

- · Control the intensity of each shade by using ULTRA HOT Clear as a mixer.
- · Add a smokey effect to any shade by using ULTRA HOT Black as a mixer.
- · Rinse with cool water

NO SEPARATE DEVELOPER REQUIRED

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<sup>\* 30</sup> Volume (9%) Creme Developer may be used on fine hair. A strand test is recommended.

# INSTABOOST CONDITIONING COLOUR MASQUE



Instantly refresh fashion color, or tone natural or previously colored hair. Extra pigmented formulas add intense color to pre-lightened platinum to medium blonde hair, or give a hint of color to dark blonde to light brown hair while nourishing strands.

# **KEY BENEFITS:**





- Features CDP Complex
- · Cumulative results make color more intense with each use.
- · Lasts up to 10-15 washes\*
- · 10 FREE formula contains no: SULFATES, PARABENS, GLUTEN, SODIUM CHLORIDE, ETHANOLAMINES, PHTHLATES, TALC, MICROBEADS, ALUMINUM COMPOUNDS, FORMALDEHYDE

# LIGHTENERS

# **POWDER LIGHTENERS**



LIGHTENERS are formulated with Silk Proteins to protect the hair's integrity and Olive Oil for improved combability and moisture retention. De-dusted for optimum control and gentle lift, each formula mixes to a creamy consistency for easy, precise application.

# WHEN TO USE POWDER LIGHTENERS:

- To decolorize natural or artifical color
- BLUE LIGHTENER: to control unwanted warm tones while lifting
- WHITE LIGHTENER: to create natural tones
- FREEHAND LIGHTENER: for controlled results without the use of foils
- Pre-lighten hair prior to application of ULTRA HOT

# TIPS:

- Utilize Blue Creme Developers to control underlying warmth while lifting.
- To increase lightening results with FREEHAND LIGHTENER: mix 1 part ULTRA LIGHTENER to 3 parts FREEHAND LIGHTENER with equal parts developer
- Development is VISUAL with a maximum time of 50 - 55 minutes.
- Check frequently to ensure that over lightening does not occur.
- Heat is not recommended.

# CUMULATIVE RESULTS GRID On pre-lightened hair









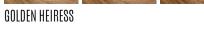
















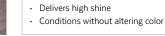












COPPER CABANA

**AQUAMARINE DREAM** 

HAZEL-NUTS FOR YOU

GLOSS BOSS (CLEAR)

TIP:

# POWDER LIGHTENER DEVELOPER & TIMING CHART

LIGHTENER	BLUE/WHITE	FREEHAND	ULTRA
LEVELS OF LIFT	UP TO 7 LEVELS	UP TO 7 LEVELS	UP TO 9 LEVELS
ALOXXI H <sub>2</sub> O <sub>2</sub> CREME DEVELOPER	ON-SCALP: 7, 10, or 20 Vol. OFF-SCALP: 7, 10, 20, 30, or 40 Vol.	ON-SCALP: 10, or 20 Vol. OFF-SCALP: 10, 20, 30, or 40 Vol.	ON-SCALP: 20 Vol. OFF-SCALP: 20 or 30 Vol.
MIXING	ON-SCALP: 1:2 to 1:3 OFF-SCALP: 1:1 to 1:3	ON-SCALP: 1:1 OFF-SCALP: 1:1	ON-SCALP: 1:2 OFF-SCALP: 1:1.5 to 1:2.5
DEVELOPMENT TIME	UP TO 50 MINUTES	UP TO 50 MINUTES	UP TO 55 MINUTES

# **QUICK LIFT LIGHTENER**



# WHEN TO USE QUICK LIFT LIGHTENER:

- To lift up to 5 levels in 15 minutes
- Off-scalp application techniques

# QUICK LIFT LIGHTENER CHART

DEVELOPER	40 VOLUME (12%)
MIXING	Mix 1 packette (24g) Boosting Powder with ¼ tube (15g) Ammonia-Free Lifting Cream and 30g 40 Volume (12%). Blend until smooth and creamy. Apply immediately after mixing to unwashed hair. Apply in small sections.  DO NOT APPLY TO SCALP.
DEVELOPMENT TIME	• 15 minutes with low heat • Up to 35 minutes without heat

# **HOW TO USE INSTABOOST:**

- Use gloves to avoid staining hands. 2) Apply a generous amount to damp hair.
- If applying to specific strands, work through the area with fingers.
- 4) If applying to a full head of hair, comb through from base to ends for even distribution.
- Leave on for 3-5 minutes then rinse thoroughly.
- 6) Use more frequently for more intense results.
- 7) When used on brown hair, multiple applications may be needed to achieve desired results.

Shades can be intermixed with

Gloss Boss to soften intensity.

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<sup>\*</sup> Depending on the porosity of the hair and the shade selected.

# PROFESSIONAL RANGE: TREATMENTS

# RRX TREATMENT® PROFESSIONAL 2-STEP TREATMENT



Rebuild, repair & replenish damaged hair. This 2-step professional system protects hair bonds during the chemical process and delivers reparative benefits to severely damaged hair. It's clinically proven to significantly improve hair strength for healthy hair with movement after one use.\*

# **STEP 1:** REPARATIVE SERUM

- · Restores hair strength
- Protects against future damage & breakage

# **STEP 2:** REPLENISHING CREAM

- Revitalizes elasticity
- Nourishes dry, brittle, damaged hair
- · Smoothes hair surface

# **HOW IT WORKS:**

KEY INGREDIENTS	BENEFITS
ADVANCED RECOVERY TECHNOLOGY ™	Strengthens and renews weak, depleted, color treated hair
PATENTED CONDITIONING AGENT	Restores healthy hair dynamics to damaged hair by reducing inter-fiber friction and enhancing fiber alignment for unrestricted, fluid hair movement that is typical of healthy hair
PEA PEPTIDE & GOTU KOLA EXTRACT	Vegetable proteins, rich in amino acids, dramatically restores strength and hydration to damaged hair
AMINO ACIDS & LIPIDS	Drastically improves hair strength while conditioning, softening and restoring depleted proteins
CAMELLIA & ARGAN SEED OILS	Smoothes and adds shine

# **FOR INTENSIVE REPARATIVE TREATMENT:** 15 - 25 MINUTES

- 1. Mix 15mL of Reparative Serum with 45mL water in an applicator bottle (mixing ratio is 1 part Reparative Serum to 3 parts water).
- 2. Apply to hair and saturate thoroughly. Comb through for even distribution.
- 3. Process without heat for 5 minutes, then towel dry hair. Do not rinse.
- 4. Generously apply Replenishing Cream directly over Reparative Serum and leave on for 10 20 minutes. Heat may be used for maximum results depending on the level of damage and hair type.
- After processing is complete, rinse well, then proceed with the next service.

# **FOR EXPRESS REPARATIVE TREATMENT:** 15 - 20 minutes (depending on level of damage)

- 1. Mix Reparative Serum and Replenishing Cream together in a bowl according to level of damage, using the reference chart below.
- 2. Apply mixture to shampooed & towel dried hair saturating thoroughly. Comb through for even distribution.
- 3. Process according to the reference chart below
- 4. After processing is complete, rinse well, then proceed with the next service.

DAMAGE	AMAGE REPARATIVE SERUM REPLENISHING CREAM		PROCESSING TIME
SLIGHT DAMAGE	5mL	30mL	5 – 10 MINUTES
MODERATE DAMAGE	10mL	30mL	10 — 15 MINUTES
SEVERE DAMAGE	15mL	30mL	20 MINUTES

### **ADDITIONAL USES:**

# **USE AS AN ADDITIVE TO LIGHTENER:**

- 1. Mix LIGHTENER and developer according to regular instructions/use.
- 2. Add Reparative Serum to your pre-mixed LIGHTENER according to the mixing ratio in the chart below and mix thoroughly.
- 3. Allow LIGHTENER to develop, then rinse well
- 4. Towel dry hair.

- 5. Apply Replenishing Cream generously and comb through for even distribution.
- 6. Leave on hair for 10 20 minutes. Heat may be used for maximum results.
- 7. After processing is complete, rinse well, then proceed with the next service.

LIGHTENER	DEVELOPER	REPARATIVE SERUM	DESIRED RESULT	DEVELOPER ADJUSTMENT	APPLICATION
30g	30 – 60g	5g	10 VOLUME	20 VOLUME	ON & OFF-SCALP
30g	30 – 60g	5g	20 VOLUME	30 VOLUME	OFF SCALP ONLY
30g	30 – 60g	5g	30 VOLUME	40 VOLUME*	OFF SCALP ONLY

\*IMPORTANT: DO NOT MIX ALOXXI ULTRA LIGHTENER WITH 40 VOLUME DEVELOPER

TIPS

The addition of Reparative Serum may increase development time. To avoid this, you may increase your level of developer according to the chart below.

- The development time may be increased to achieve the desired results.
- Please do not exceed 20 Volume for on-scalp application.

# **USE WITH PERMS:**

- After the perm has been neutralized, rinse well, blot excess moisture and leave the hair on rods.
- 2. Mix 15mL Reparative Serum with 90mL of water in an applicator bottle.
- 3. Saturate the hair on rods and leave on for 10 15 minutes.
- 4. Rinse, remove rod, lightly shampoo and condition with an Aloxxi conditioner selected for specific hair types.

# **USE WITH RELAXERS:**

- After the neutralizer or neutralizing shampoo has been rinsed from the hair, towel blot excess moisture.
- 2. Mix 15mL of Reparative Serum with 90mL of water in an applicator bottle.
- 3. Saturate the hair thoroughly and leave on for 5 minutes.
- 4. Rinse, shampoo and condition with Replenishing Cream for 5 10 minutes.

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<sup>\*</sup> vs damaged, untreated hair

**RETAIL COLLECTIONS** STYLE PRODUCTS

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**CARE & STYLE** 

# WE BELIEVE WHAT WE PUT IN OUR PRODUCTS IS JUST AS IMPORTANT AS WHAT WE LEAVE OUT.

Our products combine years of targeted scientific research with cutting-edge technology.

All for the love of color.

# 10 FREE

All of our retail products are free of:

NO: SULFATES **PARABENS** GLUTEN SODIUM CHLORIDE **ETHANOLAMINES** 

PHTHLATES TALC MICROBEADS **ALUMINUM COMPOUNDS** FORMALDEHYDE

# COLOURCARE COMPLEX®

Each product features ColourCare Complex. This blend of 10 different anti-oxidants and botanicals helps protect hair from UV damage to extend the life of color between salon visits.

### INCLUDING:





















GRAPE SEED

RETAIL COLLECTIONS

Maintain vibrant color and address specific hair concerns with Aloxxi's family of products.



# BOMBSHELL SHAMPOO & CONDITIONDER

Get killer body in an instant while banishing lackluster strands! This shampoo and conditioner duo features Sugar Starch to speed up drying time, Quartz Dust to provide texture and shine, and Bombshell Boost, consisting of White Nettle and Ginseng Extracts to fortify and restore volume for full bodied style.

# BOMBSHELL VOLUMIZING GRIP STYLER: HOLD FACTOR 3

Experience the ultimate blowout and achieve effortlessly chic volume with this show-stopping spray. This styler offers smooth fullness, body, texture and shine while providing hair with a flexible, medium hold. Essential for use with hot tools, it shields hair from heat stylers up to 450°F and protects hair color from fading by helping to block damaging UV rays.

# BOMBSHELL SHINE MIST

Steal the spotlight in an instant with this weightless, superfine mist. This finisher is formulated with Quartz Dust to provide a high-shine and lightweight Coconut Oil to smooth frizz and flyaways. The result is touchably soft, silky strands.

# HYDRATING



# CLARIFYING SHAMPOO

anti-aging extracts.

HYDRATING SHAMPOO & CONDITIONER

This sulfate-free shampoo gently removes build-up from hard water, styling products, pool elements, oils and environmental pollutants with Aloxxi Detox Blend. Hair is rinsed free of impurities without depleting essential moisture.

Enriched with Olive and Avocado Oils, Hydrolyzed Keratin and Silk

amino acids, this shampoo and conditioner prevents UV damage,

helps repair and strengthen hair and contains a unique blend of 10

# VIOLET SHAMPOO

Counteract brassiness and enhance silver tones with this color refreshing shampoo that delivers bright, cool results for those with blonde, grey or white hair. This deeply pigmented purple formula gently cleanses hair while providing hydration and won't compromise blonde tones.

# INSTABOOST



# CONDITIONING COLOR MASOUE

Instantly refresh fashion color, or tone natural or previously colored hair with this conditioning color masque. Featuring CDP Complex\* to Condition, Deposit and Protect color treated hair; this masque adds beautiful color while providing intense nourishment and shine. The extra-pigmented formula adds intense color to pre-lightened platinum to medium blonde hair, or gives a hint of color to dark blonde to light brown hair. Cumulative results make color more intense with each use. InstaBoost can be used as a replacement to conditioner after shampoo, and lasts up to 10 - 15 washes\*\*.

# VMI IIIMII7ING



- \* InstaBoost contains CDP Complex in place of ColourCare Complex.
- \* Depending on the porosity of the hair and shade selected.

# **VOLUMIZING SHAMPOO & CONDITIONER**

This duo features Apple Stem Cell Technology, a revolutionary formula that protects and strengthens while adding volume without opening the cuticle and exposing delicate color molecules. Hair is left healthier and with more body.

# CONDITIONING DETANGLER

Nourish your hair with this weightless detangler that helps strengthen, revitalize and protect your hair color. The results are improved texture and manageability.

# DRY SHAMPOO

Ideal for all hair colors, this invisible dry shampoo cleanses and refreshes the hair without leaving a heavy residue feeling. Natural ingredients absorb excess oils, impurities and odors leaving hair fresh.

# REPARATIVE



# REPARATIVE SHAMPOO & CONDITIONER

Cleanse and condition damaged and over-processed hair without stripping strands of nourishment. This duo repairs weak strands with Advanced Recovery Technology®, a blend of strengthening peptides, amino acids and conditioning agents.

# REPARATIVE TREATMENT MASOUE

Revitalizing damaged, weak and dull hair, this masque features a super blend of multi-weight plant proteins including Pea Peptide & Keratin to fortify strands, add luster and improve manageability for strong, smooth, shiny hair.

# SPLIT ENDS MEND

Smooth and strengthen broken, fragile hair and protect against future damage. Infused with Advanced Recovery Technology, a blend of fortifying peptides, amino acids and conditioning agents, this mending serum repairs split ends and provides nourishment to weak, depleted strands while visibly reducing split ends by 88%.\*

# ESSENTIAL 7 OIL



# ESSENTIAL 7 OIL CLEANSING OIL SHAMPOO & TREATMENT CONDITIONER

Strengthen and restore elasticity and shine to lackluster hair with the Essential 7 Botanic Blend, a medley of seven botanic oils that provide intense hydration and tame frizz, resulting in smooth, soft, silky, manageable hair.

# ESSENTIAL 7 OIL LEAVE-IN CONDITIONING CREAM

This weightless leave-in conditioning cream detangles while blocking humidity, helping to reduce static & breakage, and controlling frizz 4X longer\*\* for smooth, soft, silky, manageable hair.

# ESSENTIAL 7 OIL RESTORATIVE HAIR SERUM

As a conditioning, styling and finishing tool, this versatile serum makes hair 3X smoother and stronger\*\*\* while reducing styling time, strengthening the hair, detangling and improving manageability. Hair looks and feels healthy, smooth, silky and conditioned.

# ESSENTIAL 7 OIL DRY OIL SHINE MIST

Create a high shine finish and tame frizz & fly-aways while nourishing & rejuvenating dull, dry hair. This mist improves shine by 87%\*\*\*\* and is the perfect finishing touch to any hair type or style, absorbing quickly and illuminating color.

- \* By binding split ends back together.
- \* Based on a clinical study using Essential 7 Oil Cleansing Oil Shampoo, Treatment Conditioner Leave-In Conditioning Cream regimen vs. untreated hair. Individual results may vary.
- \*\*\* vs. untreated hair, after I use.
- \*\*\*\* After 1 use. Individual results may vary.

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# STYLE PRODUCTS

# ALOXXI STYLING PRODUCTS ARE DESIGNED TO BE COCKTAILED, LAYERED AND MIXED TOGETHER FOR CUSTOM FORMULAS THAT DELIVER EXACTLY WHAT YOUR HAIR NEEDS.

Created to protect color-treated hair, all Style products also contain ColourCare Complex and are 10 Free.



# ESSENTIAL 7 OIL RESTORATIVE HAIR SERUM

As a conditioning, styling and finishing tool, this versatile serum makes hair 3X smoother and stronger\* while reducing styling time, strengthening the hair, detangling and improving manageability. Hair looks and feels healthy, smooth, silky and conditioned.

# VOLUMIZING WHIP: HOLD FACTOR 3

Create body, define waves and nourish hair while controlling frizz. This rich conditioning mousse provides soft, silky volume without crunch.

# STRONG HOLD MOUSSE: HOLD FACTOR 5

Create volume from base to tip that won't collapse. Strong enough to lift, sculpt and hold full-bodied styles, lightweight enough to not leave hair sticky or crunchy while washing-out easily.

# THICKENING SERUM: HOLD FACTOR 2

Formulated with Apple Stem Cell Technology and the most advanced thickening agents available, Thickening Serum strengthens from the base while expanding the volume of the entire hair shaft, leaving hair thicker and stronger.

# SPLIT ENDS MEND

Smooth and strengthen broken, fragile hair and protect against future damage. Infused with Advanced Recovery Technology, a blend of fortifying peptides, amino acids and conditioning agents, this mending serum repairs split ends and provides nourishment to weak, depleted strands while visibly reducing split ends by 88%.\*\*

# BOMBSHELL VOLUMIZING GRIP STYLER: HOLD FACTOR 3

Experience the ultimate blowout and achieve effortlessly chic volume with this show-stopping spray. This styler offers smooth fullness, body, texture and shine while providing hair with a flexible, medium hold. Essential for use with hot tools, it shields hair from heat stylers up to 450°F and protects hair color from fading by helping to block damaging UV rays.

# DEFINE



# **MOLDING PASTE:** HOLD FACTOR A

This firm yet workable dry paste shapes and defines hair with a natural finish. A combination cream, paste & wax, it gives hair pliability while separating and holding texture.

# GEL WAX: HOLD FACTOR 4

Define style with this strong hold formula that offers the control of a gel with the flexibility of a wax. Provides long-lasting hold and texture with a high gloss finish that doesn't leave hair stiff or crunchy.

# STYLING CREAM: HOLD FACTOR 2

This hydrating styling cream nourishes hair, smoothes frizz & fly-aways and imparts shine without weighing hair down. Provides light style control and soft, manageable locks.

# LIGHTWEIGHT SCULPTING WAX: HOLD FACTOR 2

This lightweight foam transforms into a waxy balm that offers soft, pliable control and gives hair texture and separation. Leaves hair shiny and protects hair color from fading.

# FIMISH



After 1 use. Individual results may vary

# TEXTURIZING SPRAY: HOLD FACTOR 3

Build texture and definition with this lightweight spray that creates tousled style. Texturizing Spray protects hair color from fading by blocking damaging UV rays.

# WORKING HAIRSPRAY: HOLD FACTOR 2

Protect hair from heat styling up to 428°F with this anti-humidity working hairspray that provides long-lasting flexible hold and a light shine while preventing UV damage.

# FIRM HOLD HAIRSPRAY: HOLD FACTOR 5

This quick drying ultra-firm hairspray locks in body & volume and provides a humidity resistant all-day hold without flaking.

# BOMBSHELL SHINE MIST

Steal the spotlight in an instant with this weightless, superfine mist. This finisher is formulated with Quartz Dust to provide a high-shine and lightweight Coconut Oil to smooth frizz and flyaways. The result is touchably soft, silky strands.

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vs. untreated hair, after 1 use.

By binding split ends back together.

# **ABOUT THE STUDIO**

Dedicated to creative learning and artistic growth, the Aloxxi Studio not only serves as a learning facility but also as a place to conduct cutting-edge product testing, host events, capture the talent of our National Education Team through photo and video shoots, and transform into any kind of space we dream of.

To book a studio session online, visit: aloxxi.tix.com

# TECHNICAL SUPPORT

To access professional information, download marketing assets and see our latest promotions, create an account at:

aloxxi.com/professionals

# **TECHNICAL SUPPORT HOTLINE:**

1-877-425-6994

