

# TECHNICAL color world **BOOK**



Nouvelle®





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# PRINCIPLES OF COLORIMETRY





# 1. HUE

It refers to the actual color and indicates a chromatic specificity that corresponds to a wavelength.



## 2. SATURATION

It means the purity or intensity of a color. A pure color does not contain parts of black or white, therefore it has the maximum degree of intensity.



**SATURATED RED**

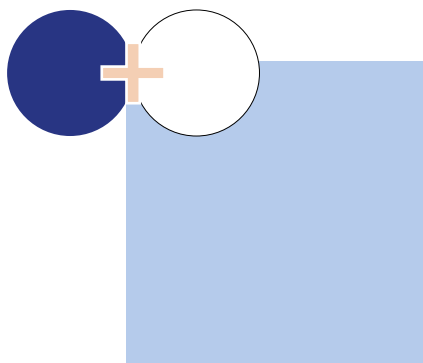


**RED DESATURATED  
WITH BLACK**

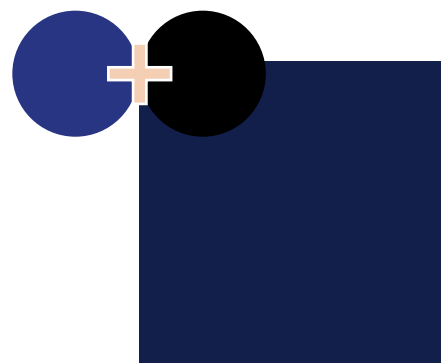
A color at its maximum degree of saturation is said to be a pure color.

### 3. LIGHTNESS

It expresses the light intensity in the direction of vision: quantifies how much black or white is present in the perceived color.



**ADDING WHITE  
TO THE COLOR**



**ADDING BLACK  
TO THE COLOR**



**FOR EXAMPLE: THE FIGURE REFERS TO THE CHROMATIC SCALE OBTAINED BY MIXING THE COLOR BLUE WITH AN INCREASING QUANTITY OF WHITE OR BLACK.**



## COLORING

The **primary colors** (subtractive) are fundamental colors because they cannot be obtained by mixing any other color, and they are **red** (magenta), **blue** (cyan) and **yellow**. All other colors are obtained by mixing the primary colors. Together with black and white, the primary colors represent the essential palette of a painter.



The **secondary colors** are obtained by mixing together two primary colors in equal quantities. Each mixed primary color pair generates a secondary color, like this:

yellow + red = **orange**

yellow + blue = **green**

red + blue = **violet**



# COLOR PERCEPTION

**OBJECTS AND ALL ILLUMINATED SURFACES REFLECT A PART OF LIGHT.**



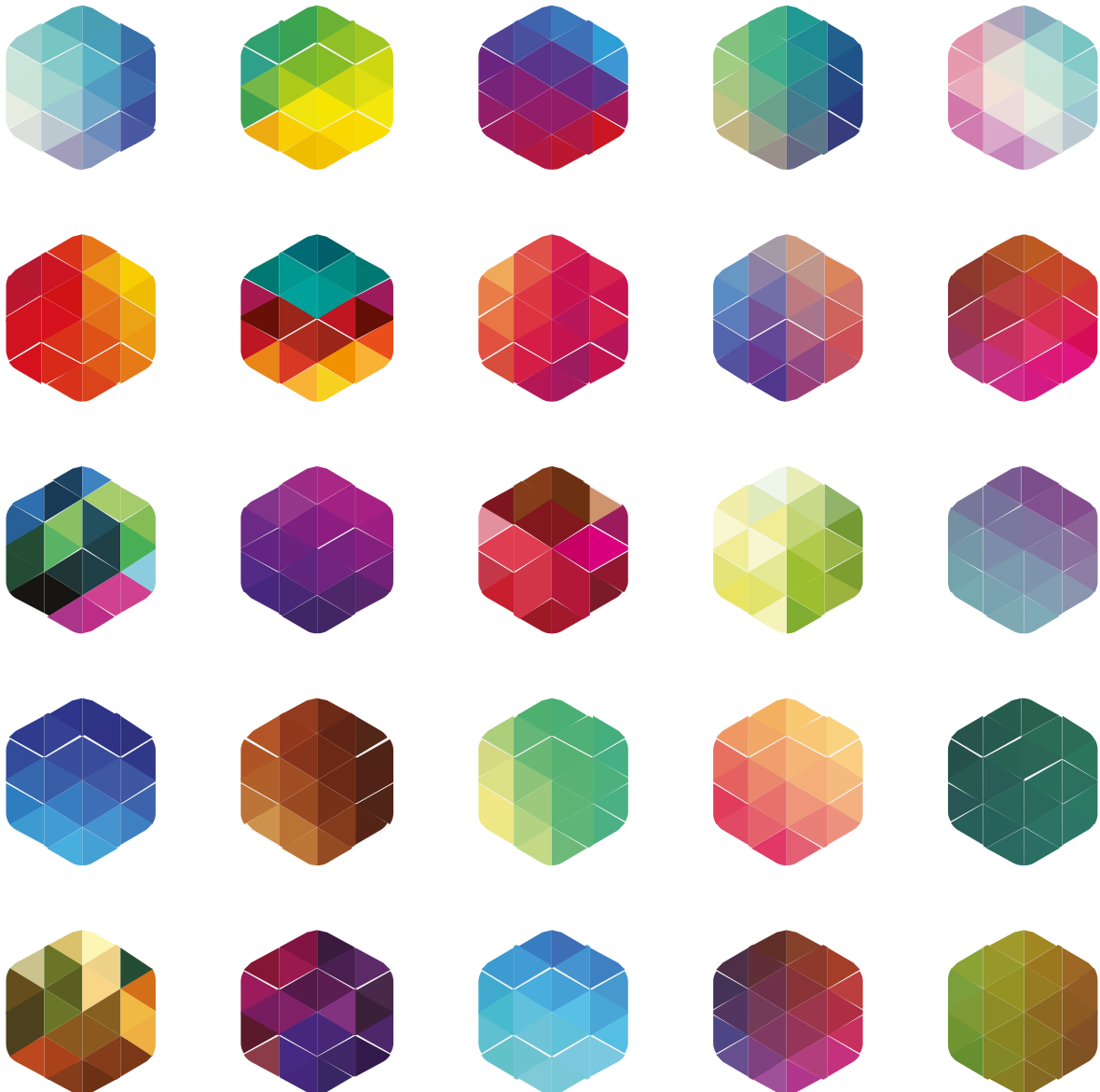
The light radiation that is reflected from the surface passes through a part of the eye until it is absorbed by the retina's photoreceptors.

The photoreceptors are sensitive to three different wavelengths that correspond to the three fundamental colors (red, green, blue). From here, nerve signals are generated and sent to the brain through the optic nerve, giving rise to the color stimulus.

## RELATION PRINCIPLE

Our eye is unable to perceive the intensity and brightness of a color individually.

A COLOR MUST BE DEFINED BY COMPARISON WITH OTHER COLORS.



**THERE ARE FACTORS  
THAT INFLUENCE  
OUR PERCEPTION**



**TONE COLOR**

**LOCAL COLOR**

**AMBIENT COLOR**

## . TONE COLOR

i.e. the alterations due to the effects of light and shadow.



TONE GRADATION

## . LOCAL COLOR

The specific color of its surface.



## . AMBIENT COLOR

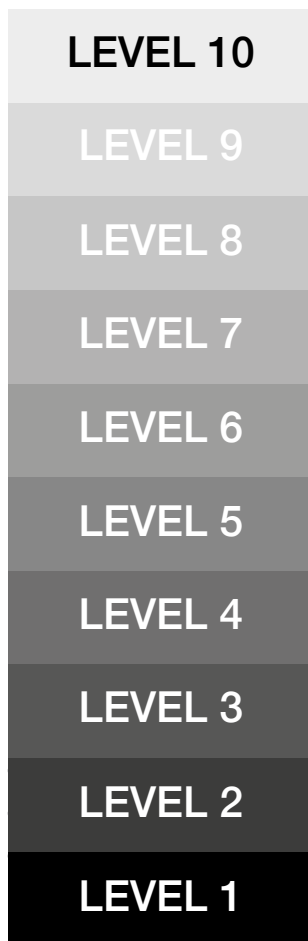


i.e. the colors reflected on the object by the surrounding colors.

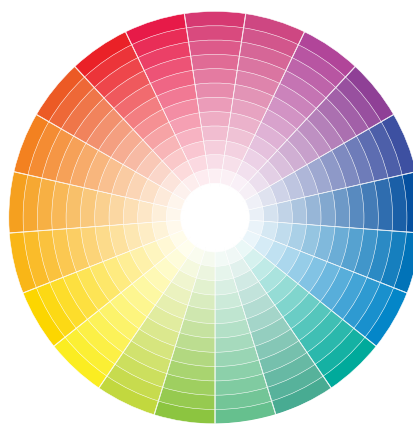
# THE PARAMETERS OF COLORIMETRY

**MODERN COLORIMETRY  
CONSIDERS 3 PARAMETERS  
TO DEFINE A COLOR:**

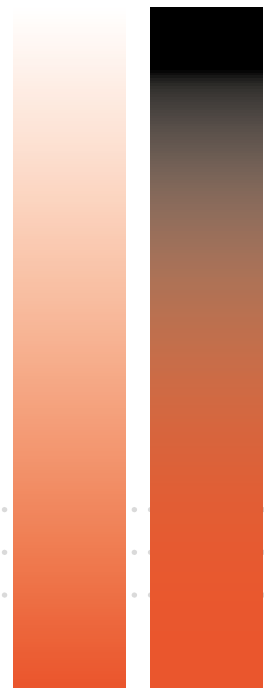
**. BRIGHTNESS  
LEVEL**



**. SHADE**



**. INTENSITY**



# THE NATURAL COLOR OF THE HAIR AND ITS UNDERTONE

**NATURAL COLOR IS COMPOSED OF 3 ELEMENTS**



## **EUMELANIN**

is a group of pigments that generate the color black and very dark brown/brown.



## **TRICHOSIDERIN**

is a group of pigments that generate the color red.

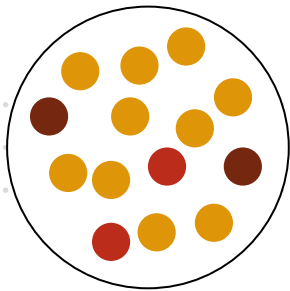


## **PHEOMELANIN**

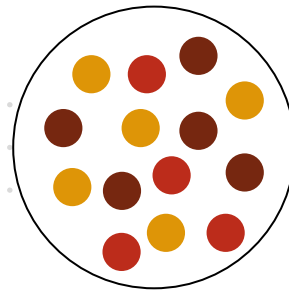
is a group of pigments that generate the color yellow.



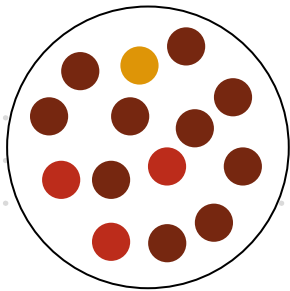
## . NATURAL MELANINS



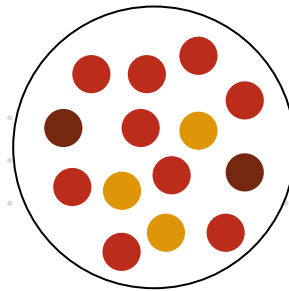
LIGHT BLONDE  
is made up  
of a few black, very  
dark brown and  
red pigments.



DARK BLONDE  
has a medium  
quantity of black,  
very dark brown  
and red pigments.



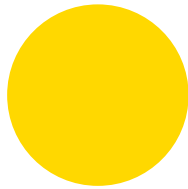
DARK BROWN  
has a high level  
of black, very dark  
brown and few red  
pigments.



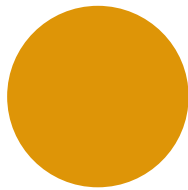
RED is characte-  
rized by a medium  
quantity of red  
pigments and few  
black and very dark  
brown ones.

## . **UNDERTONE**

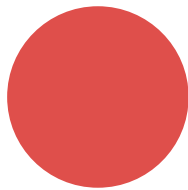
THIS IS IDENTIFIED  
AS THE NATURAL MELANIN  
UNDERTONE THAT IS  
EXPRESSED AFTER  
A LIGHTENING.



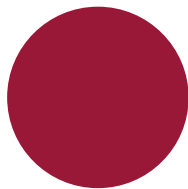
**LEVEL 9**



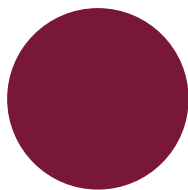
**LEVEL 7**



**LEVEL 6**



**LEVEL 4**



**LEVEL 3**

## UNDERTONE SCALE



1	BLACK		BLACK-VERY DARK BROWN
2	VERY DARK BROWN		EXTRA DARK BROWN
3	DARK BROWN		DARK RED
4	BROWN		RED
5	LIGHT BROWN		ORANGE RED
6	DARK BLONDE		RED ORANGE
7	BLONDE		ORANGE
8	LIGHT BLONDE		ORANGE YELLOW
9	VERY LIGHT BLONDE		YELLOW
10	PLATINUM BLONDE		LIGHT YELLOW

# APPLIED COLORIMETRY

## HOW TO IDENTIFY THE COLORING IN THE COLOR CHART

The LEVEL is the “measure” of color and is always represented by a number or a name.

<b>1</b>	<b>BLACK</b>
<b>2</b>	<b>VERY DARK BROWN</b>
<b>3</b>	<b>DARK BROWN</b>
<b>4</b>	<b>BROWN</b>
<b>5</b>	<b>LIGHT BROWN</b>
<b>6</b>	<b>DARK BLONDE</b>
<b>7</b>	<b>BLONDE</b>
<b>8</b>	<b>LIGHT BLONDE</b>
<b>9</b>	<b>VERY LIGHT BLONDE</b>
<b>10</b>	<b>PLATINUM BLONDE</b>

The HUE (or tone) is the «tendency» of the color.

It can be represented by a number [and preceded by a dot (.) or a slash (/)] or by a name.

NATURAL
ASH
BEIGE
GOLD
COPPER
RED
MAHOGANY
VIOLET
BROWN
MATT

## HOW TO READ THE NUMBERING

**.11 = INTENSE ASH**

**.3 = GOLD**

**.44 = INTENSE COPPER**

**.43 = GOLDEN COPPER**

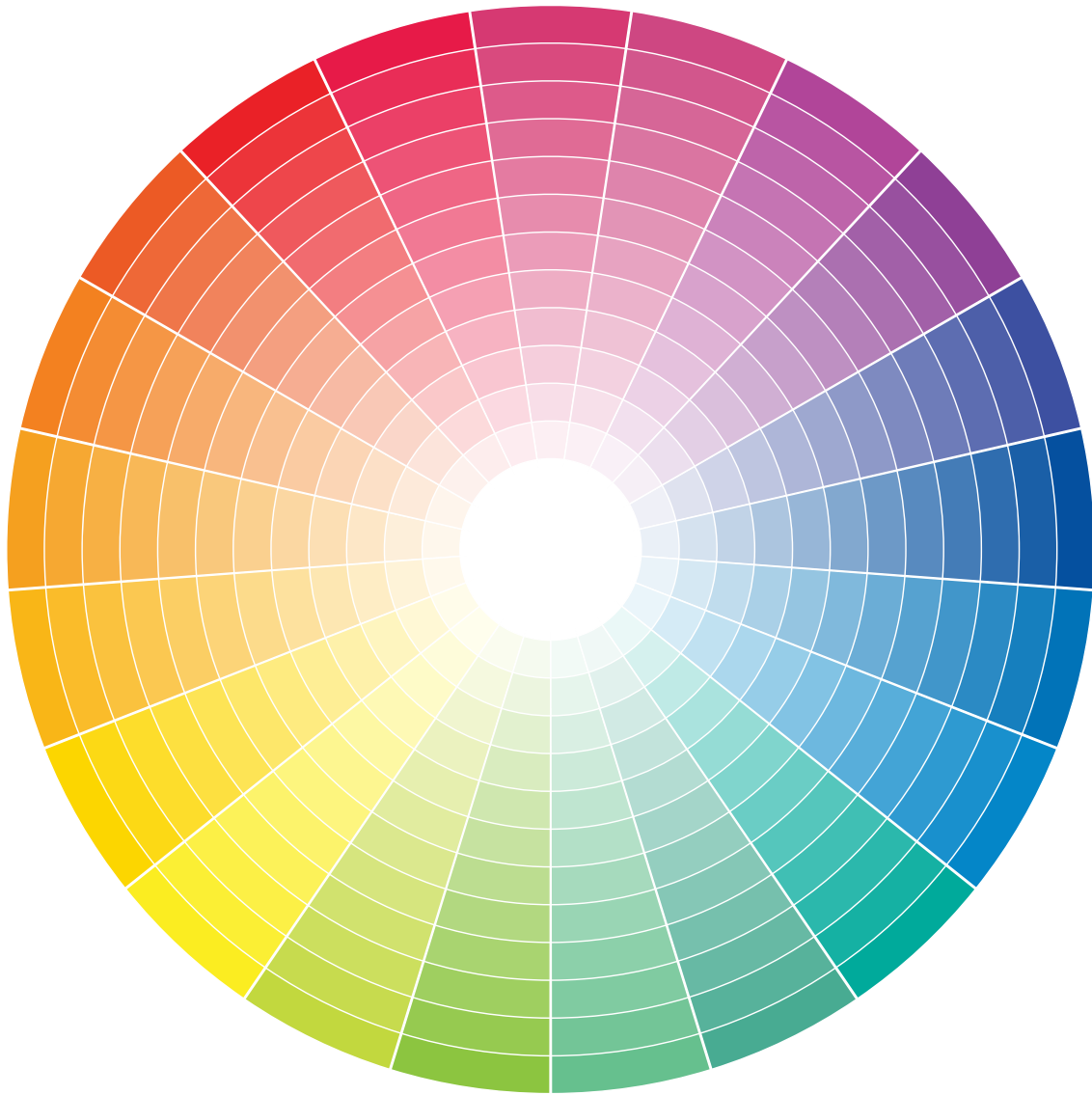
**.64 = COPPER RED**



**CAUTION:**

- THE FIRST NUMBER REPRESENTS THE PRIMARY TONE
- THE SECOND NUMBER REPRESENTS THE SECONDARY TONE

## WHERE THE MAIN TONES ARE POSITIONED ON THE COLOR WHEEL

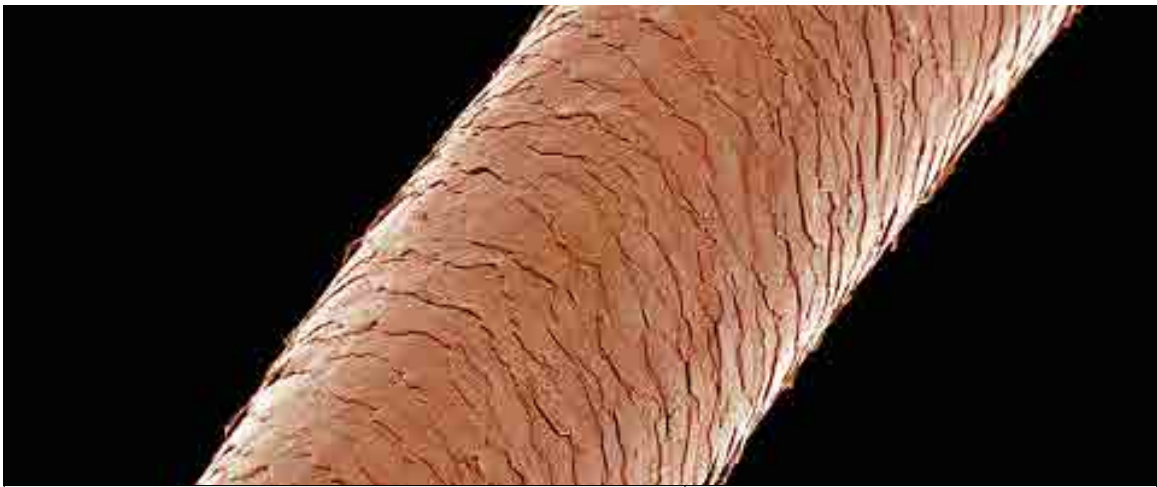


# COLORIMETRY APPLIED TO HAIR





# SOME IMPORTANT DATA REGARDING HAIR



<b>AVERAGE NUMBER OF HAIR</b>	100.000
<b>CONCENTRATION OF HAIR</b>	150-200 FOLLICLES/cm <sup>2</sup>
<b>HAIR THICKNESS</b>	MIN. 60 MICRONS MAX. 100 (1 tenth of a mm)
<b>DAILY GROWTH</b>	0.37 mm
<b>MONTHLY GROWTH</b>	1 - 1.5 cm (woman)
<b>YEARS OF LIFE</b>	2 - 4 YEARS (man) 3 - 7 YEARS (woman)
<b>HAIR STRENGTH</b>	100 g

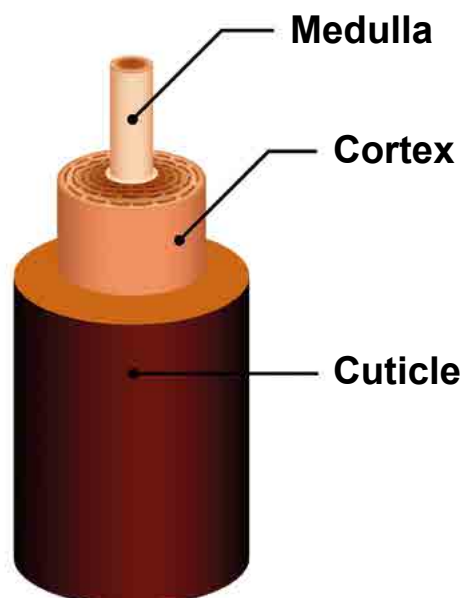
# HAIR COMPONENTS

## THE HAIR IS MADE UP OF 3 LAYERS:

The CUTICLE is the external part that protects the internal part of the hair.

The CORTEX is composed of helical protein fibers filled with keratin, rich in sulphur. When these cells are weakened, the hair becomes fragile and breaks easily.

The MEDULLA is the innermost layer, composed of many dead cells arranged next to each other, and examining them under the microscope we see that these cells are empty.



## THE MAIN CONSTITUENTS OF THE HAIR

A thorough knowledge of the hair structure is necessary in order to understand the most useful mechanisms and substances for the hair's well-being.

PROTEIN (INCLUDING KERATIN)	70 / 80%
WATER	11%
LIPIDS	3%
PIGMENT	0,5 - 0,1%
MINERALS	8%
CARBOHYDRATES	0,1 - 0,5%

**THESE PERCENTAGES DEFINE A HEALTHY HAIR STRUCTURE.**

**THE LACK OR VARIATION OF THESE ELEMENTS PRODUCES UNATTRACTIVE HAIR.**

## **HAIR CHARACTERISTICS**

In terms of structure, hair has particular characteristics that perform important functions:



- . ELASTICITY**
- . DURABILITY**
- . IMPERMEABILITY**
- . ELECTROSTATICITY**
- . COLORING**
- . PROTECTION**



## **HYGROSCOPICITY**

In order to subject the hair to a chemical treatment without damaging its internal fibrous structure, one of the most important properties is maintaining its liquid absorption capacity.

**THIS PROPERTY  
IS CALLED  
HYGROSCOPICITY.**



**BY ABSORBING WATER, HAIR SWELLS  
AND INCREASES IN WEIGHT UP TO 35-45%.**

## **SPECIAL FEATURES OF THE HAIR'S INTERNAL STRUCTURE**

### **INTERMOLECULAR BONDS OR BRIDGES.**

The compactness of the structure and the shape of a hair depend on various bonds.

These bonds are defined as:  
BRIDGES:

**> HYDROGEN BRIDGES**

**> SALT BRIDGES**

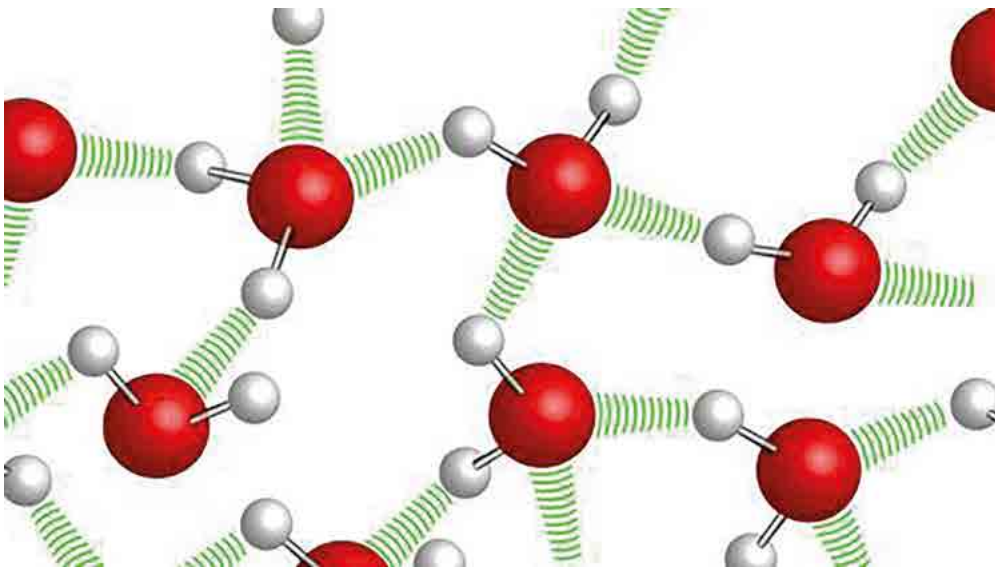
**> DISULFIDE BRIDGES**

## **HYDROGEN BRIDGES**

These are bonds that arise with the interaction of Hydrogen and Oxygen.

They are very weak.

Hair returns easily to its original state.

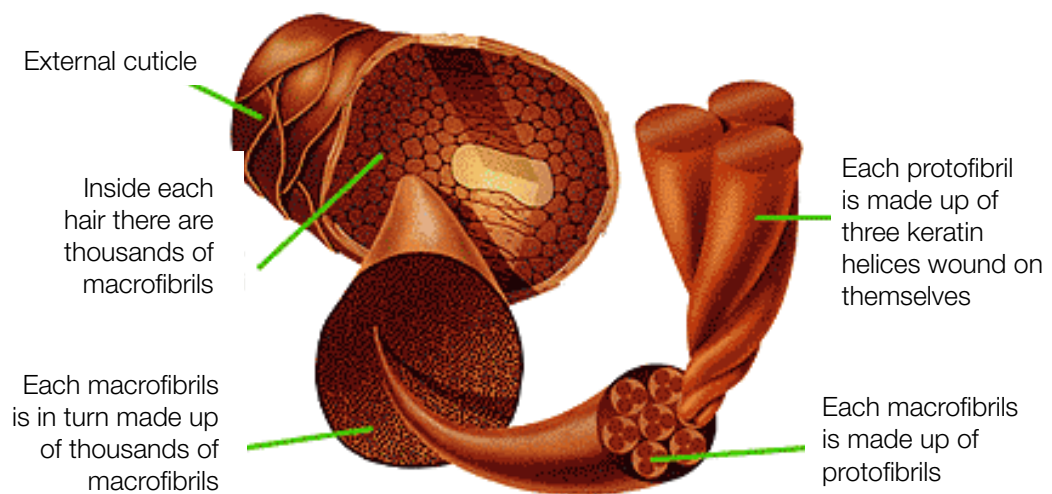


## SALT BRIDGES

These are bonds in the keratin of the hair.

They are more solid.

The cleavage is facilitated by the increase in pH.



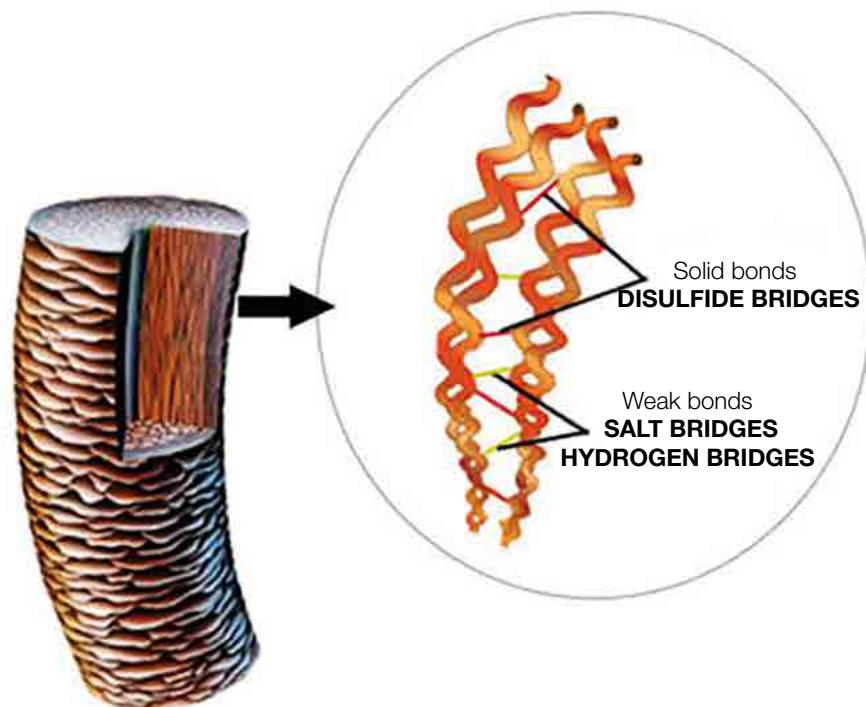


## DISULFIDE BRIDGES

CYSTINE is an amino acid capable of binding two whole Keratin molecules through a bridge called a disulfide bridge or a sulphur bond.

These are very solid bonds.

To modify them, it is necessary to intervene chemically.



# POROSITY

## **POROSITY IS AN IMPERFECTION OF THE HAIR.**

The level of porosity can interfere with the result of a chemical treatment.

## **ELEMENTS THAT CAUSE POROSITY ON THE HAIR:**

- Inadequate shampoo and hair products
- Sun, salt and chlorine
- Smog
- Excessive hair dryer use
- Hot tools such as straighteners, hair dryers, irons
- Inadequate technical treatments

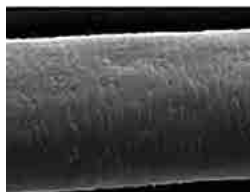
Porous hair tends to absorb color and cool tones faster.

## **WHY?**

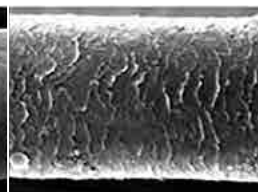


**THE CUTICLE LAYER IS LEFT OPEN, RESULTING IN AN EXPOSURE OF THE INTERNAL PART (= CORTEX).**

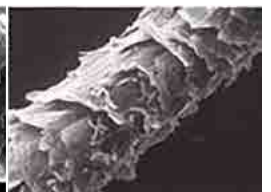
LOW POROSITY HAIR



MEDIUM POROSITY HAIR



HIGH POROSITY HAIR



## **CONSEQUENTLY:**

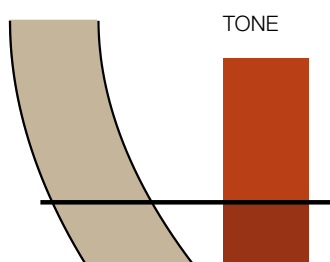
- THE COLORS LOOK DARKER**
- THERE IS A DIFFERENT INTENSITY ON FASHION COLORS**

Furthermore, the degree of porosity can vary according to the type of hair. Previously dyed long hair is more porous on the ends.

Porous areas can also be the result of a localized disorder or scalp problem.

Excessively porous hair is often the result of too many chemical treatments and the excessive use of hair dryers and straighteners.

## THE CORRECT COLORING PROCEDURE IN CASE OF:



### LOSS OF TONE

#### 1<sup>ST</sup> PHASE

Apply the color to the regrowth.  
Development time according to the chosen oxidant emulsion.

#### 2<sup>ND</sup> PHASE

In the last 5 minutes of development, moisten the lengths and ends with water, emulsify and rub.



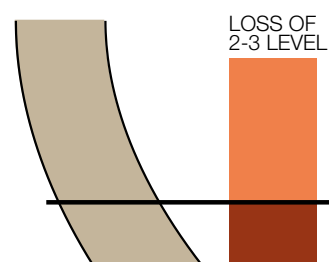
### LOSS OF HUE AND 1 LEVEL

#### 1<sup>ST</sup> PHASE

Apply the color to the regrowth.  
Development time according to the chosen oxidant emulsion.

#### 2<sup>ND</sup> PHASE

In the last 15 minutes of development, moisten the lengths and ends with water, emulsify and rub.



### LOSS OF 1 TO 3 LEVELS

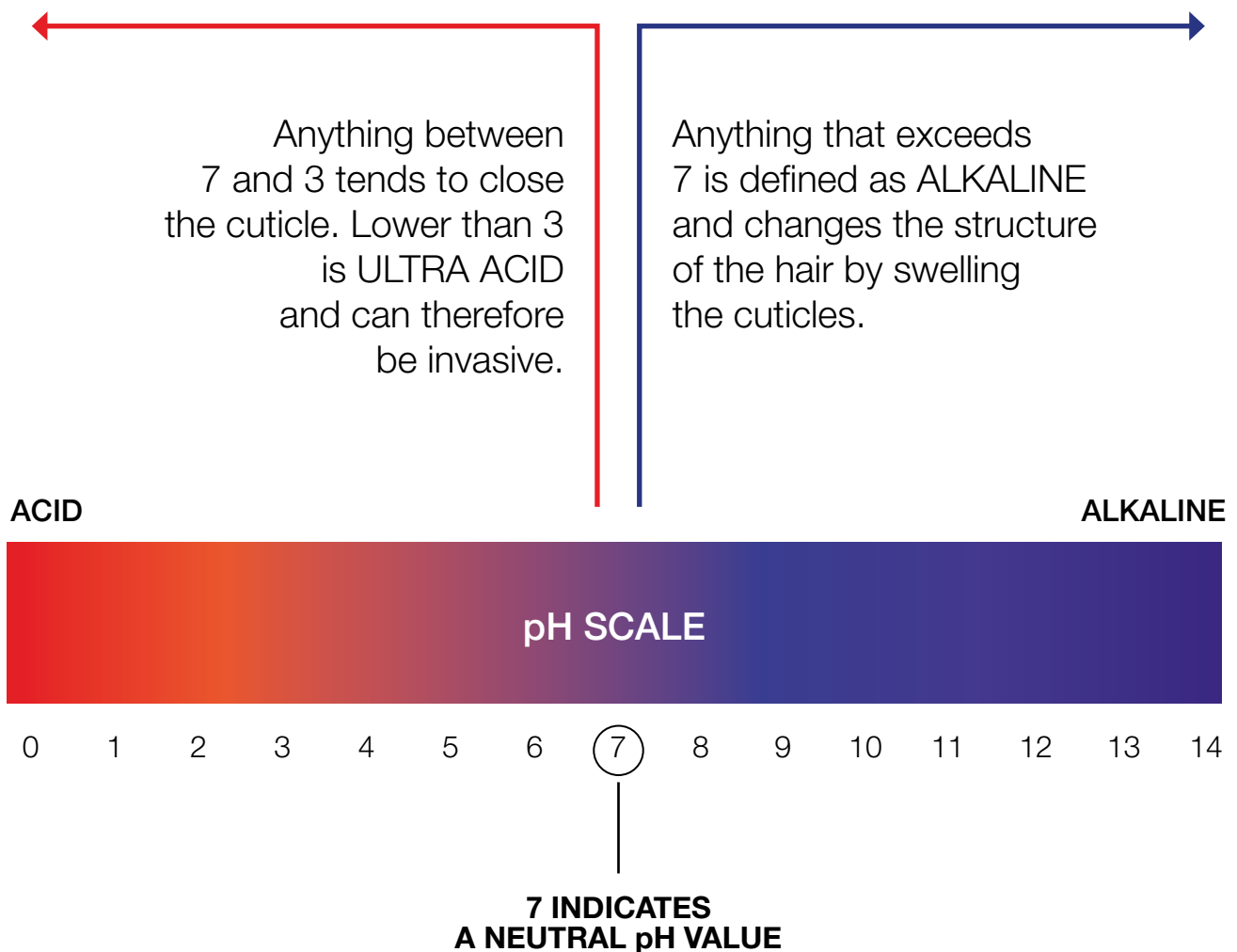
#### SINGLE PHASE

Apply the color to the root and subsequently to the lengths and ends.

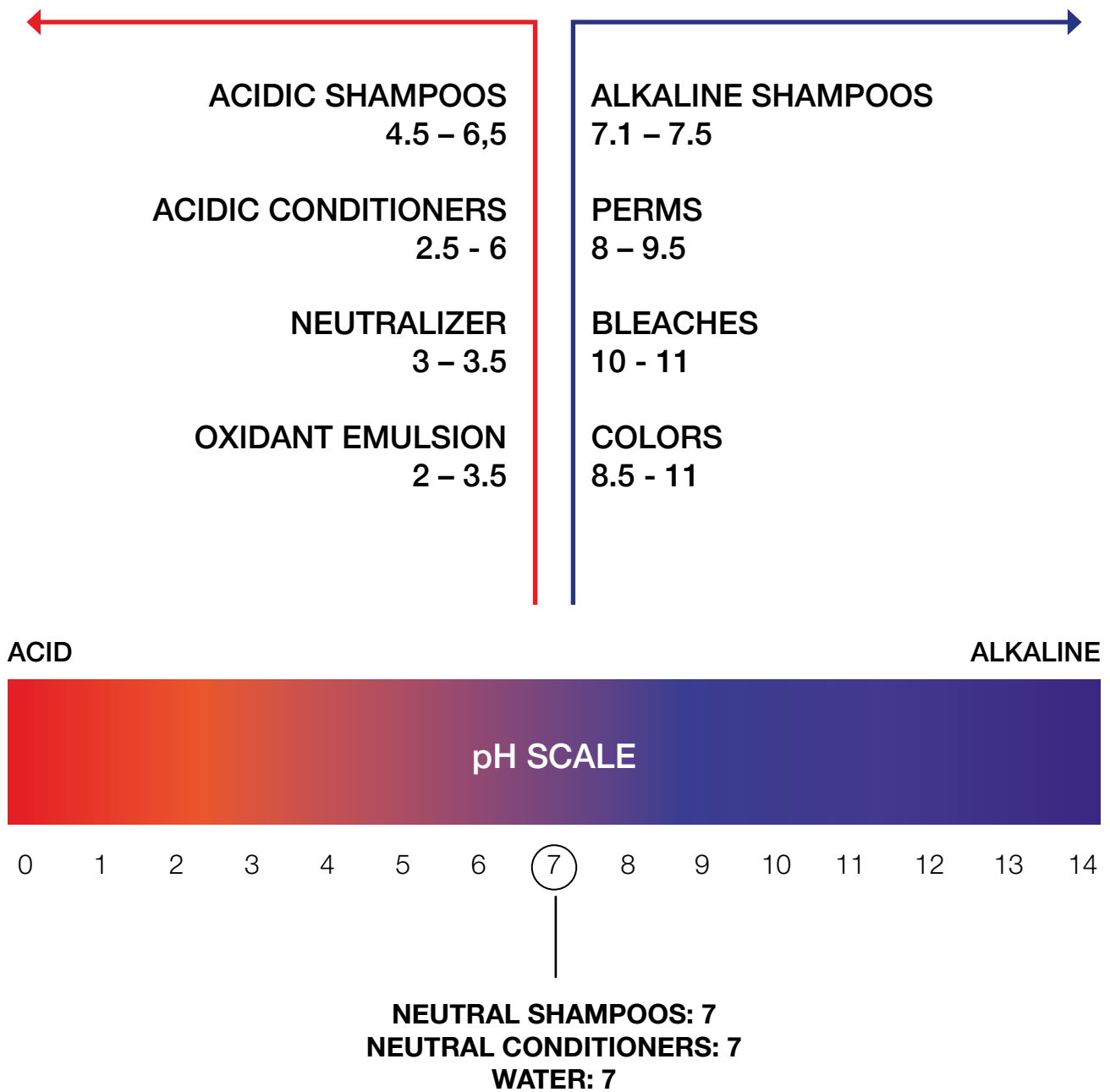
**N.B.** VARY THE VOLUMES OF THE OXIDANT EMULSION ACCORDING TO THE TARGET.

# BRIEF NOTES ABOUT THE pH

**pH IS A SCALE FOR MEASURING  
THE ACIDITY OR ALKALINITY OF A  
SUBSTANCE IMMERSSED IN WATER.**



## THE pH VALUE OF PROFESSIONAL HAIR PRODUCTS



# COLORIMETRY FOR NOUVELLE



# CLASSIFICATION AND ACTION OF DYES AND SUPER-LIGHTENERS ON THE HAIR

## DIRECT COLORING

- Temporary
- Semi-permanent
- Demi-permanent

## SEMI-PERMANENT COLORING

Tone-on-tone oxidation

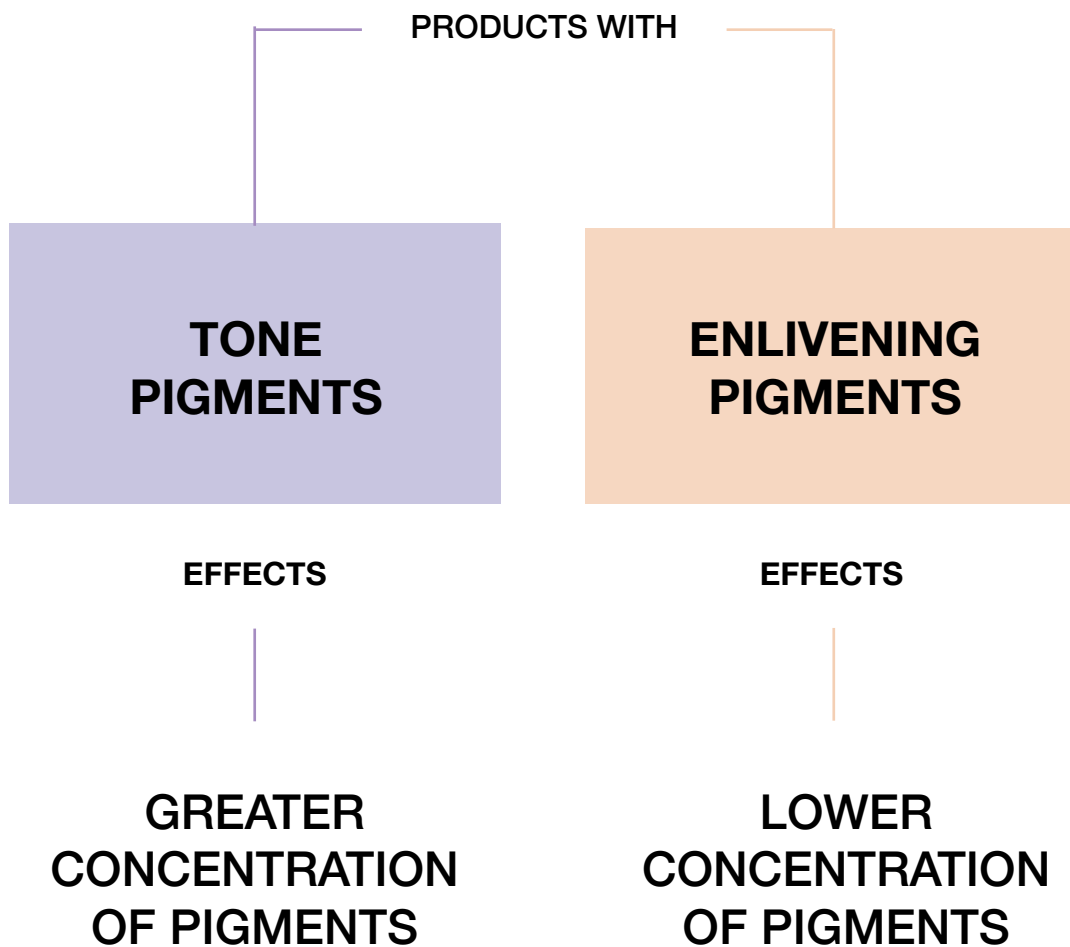
## PERMANENT

- Oxidation
- With ammonia
- Without ammonia

## BLEACHES



# DIRECT COLORING

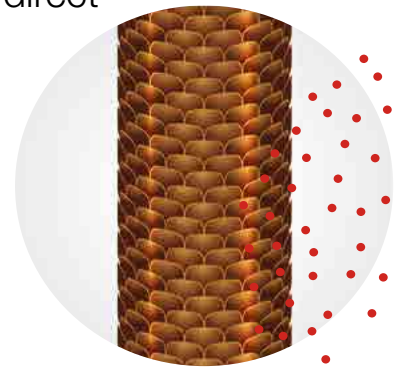


## **THE ADHESION TO THE HAIR OCCURS BY ELECTROSTATIC EFFECT**

Adheres to the outermost layer of the hair.

Its duration depends on the hair structure (porosity) or on the concentration of direct pigment.

Duration: from 1 to more washes.



### **THE SERVICES**

- GIVES REFLECTIONS TO NATURAL HAIR
- ENLIVENS COLORED HAIR
- TONES BLEACHED HAIR
- RE-PIGMENTS FOR MORE INTENSE AND DARKER COLORS
- RE-PIGMENTS TO AVOID THE QUICK FADING OF THE OXIDATION COLOR

# OXIDATION COLORING

**SEMI-PERMANENT  
TONE-ON-TONE**

**PERMANENT**

**EFFECTS**

**EFFECTS**

**MINIMUM LIGHTENING**  
(from 0 to 0.5 levels)

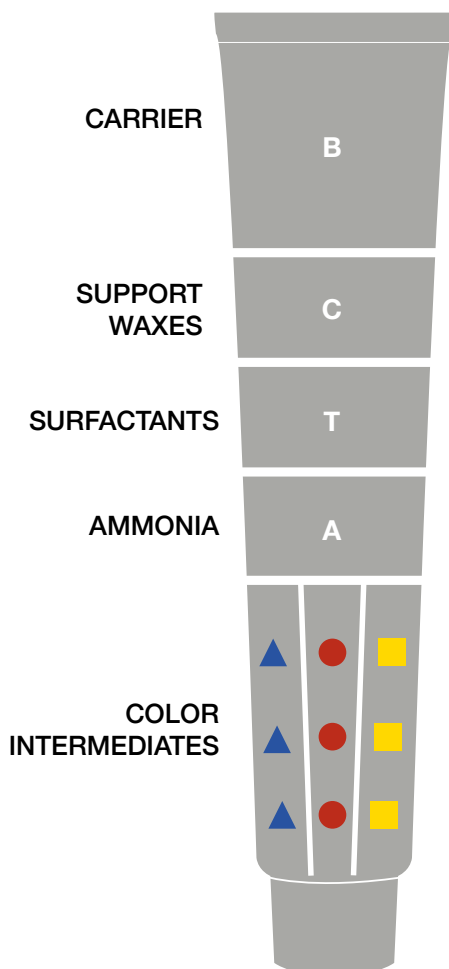
**LIGHTENING**  
up to 4-5 levels

**COVERAGE**  
up to 50-70%  
of white hair.

**TOTAL COVERAGE**  
of white hair.

## THE COMPONENTS OF OXIDATION COLORING

What a color tube contains:



### CARRIER OR DELIVERY BASE

Compound consisting of various substances to ensure a safe application and no dripping during the setting time. Promotes the delivery and development of the dyes. Protects the scalp from irritation.

### SUPPORT WAXES

Moisturizers that maintain a certain moisture content in the hair during the pigment oxidation process.

### SURFACTANTS

Surfactants are detergents that have the task of promoting the detachment of the color from the scalp and hair during the rinsing phase.

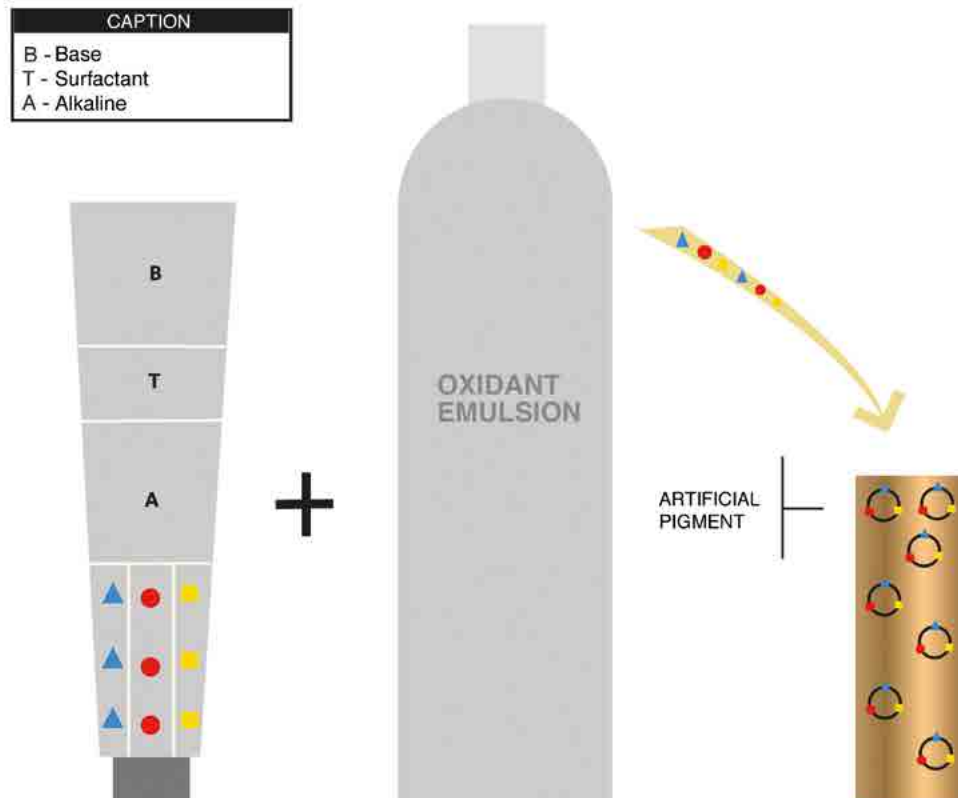
### AMMONIA / WATER

Ammonia in nature is a gas which, in order to be added as a color component, needs to be dissolved in water.

### THE COLOR INTERMEDIATES

The color intermediates (or precursors) are pigments to be developed, i.e. the chemical organic substances responsible for the intensity and the tone.

## HOW AN OXIDATION COLOR WORKS



**WHEN MIXING THE COLOR WITH THE OXIDANT EMULSION, A PROCESS DEVELOPS THAT PERFORMS SEVERAL SIMULTANEOUS ACTIONS.**

The ammonia dilates the cuticle, while the oxygen lightens the natural melanins and at the same time transports the intermediates (micro-molecules) into the hair. During the development stage, the intermediates are oxidized and they bind together, forming a macromolecule called ARTIFICIAL PIGMENT.

## OXIDATION COLORING

These colorings do not have color molecules that are already developed, but the molecules are contained in a preparation in the potential state that precedes their development.

The development must take place through a chemical reaction with other substances.

Through this process and the very small size of the intermediates, the color will remain stable and definitive inside the hair.

This is why, in addition to a carrier substance, there is the need for a second substance capable of opening and swelling the hair to allow intermediates to enter and bond with each other, turning into artificial pigment.

The concentration in volumes of an oxidant emulsion solution is the ratio between the volume of gaseous oxygen and the volume of the solution itself.

For example, if an oxidant emulsion solution has a rating of 10 volumes, this means that the complete decomposition of the oxidant emulsion contained in 1 liter of solution produce 10 liters of gaseous oxygen.

## THE OXIDANT EMULSIONS



### THE OXIDANT EMULSIONS ARE AVAILABLE IN DIFFERENT VOLUMETRIC CONCENTRATIONS.

- The lower the volumes, the lower the lightening effect on the hair's natural melanins.
- The higher the volumes, the greater the lightening effect on the natural melanins.

---

### OXIDANT EMULSIONS PERFORM 3 SPECIFIC ACTIONS:

- Adjust the pH of the coloring mixture
- Lighten the natural melanin
- Deposit and develop the cosmetic pigment

## THE SETTING TIMES IN RELATION TO THE OXIDANT EMULSION

<b>PRODUCT</b>	<b>ACTION/RESULT</b>	<b>SETTING TIME</b>
5 VOL. (1.5%)	DEPOSIT	5 - 20 MIN
5 VOL. (1.5%)	TONE ON TONE	5 - 20 MIN
10 VOL. (3%)	DEPOSIT AND LIGHTENING BY UP TO 1 LEVEL	UP TO 30 MIN
20 VOL. (6%)	WHITE HAIR COVERING AND LIGHTENING FROM 1 TO 2 LEVELS	UP TO 35 MIN
30 VOL. (9%)	WHITE HAIR COVERING AND LIGHTENING FROM 2 TO 3 LEVELS	UP TO 40 MIN
40 VOL. (12%)	LIGHTENING UP TO 4 TO 5 LEVELS	45 - 60 MIN



# THE NOUVELLE COLORING LINES





## IN 2021, THE NEW ERA OF SPECIFIC COLORING FOR THE PERFECT BLONDE IS BORN

**NOUVELLE new generation** is the new professional line of exclusive coloring products dedicated to those who want to specialize in the world of coloring, bleaches and toners to create vibrant colors, perfect ashes and pure, absolute and flawless blondes.

The range offers a coloring and bleaching system capable of optimizing and neutralizing the unwanted yellow effect during the in-salon technical service.

# NOUVELLE HAIR COLOR OXIDATION HAIR COLORING

The innovative formulation of the NOUVELLE color is enriched with special high-performance three-dimensional ANTI-REFLECTIVE pigments.



## NOUVELLE HAIR COLOR

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- Creamy permanent oxidation hair coloring.</li><li>- Consisting of 121 color shades.</li><li>- 100 ml tube, dilution of 1:1 – 1:2.</li></ul>
<b>WHAT DOES IT DO?</b>	<ul style="list-style-type: none"><li>- Permanently colors the hair.</li><li>- Completely covers white hair.</li><li>- Lightens by up to 5 levels.</li><li>- Bestows intense and vibrant tones.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For the person with decisive taste who wants complete cover.</li><li>- For the person who wants a dye with plays of color and light.</li><li>- For the person who wants professional but easy color.</li><li>- For the person who wants a long-life color and soft shiny hair.</li></ul>

## NOUVELLE HAIR COLOR

<p><b>WHAT ARE THE FUNCTIONAL INGREDIENTS?</b></p>	<p>The special synergy of RICE PROTEIN - YARROW - MALLOW - VITAMIN C - with conditioning, anti-oxidant and nourishing properties to keep the hair healthy, compact, soft and shiny.</p>
<p><b>HOW MANY APPLICATIONS FROM ONE TUBE?</b></p>	<p>About 2 applications with a 100 ml tube, even for long hair.</p>
<p><b>WHAT IS THE BEST DILUTION OF NOUVELLE COLOR?</b></p>	<p>Color 1:1.                  Super lighteners 1:2.                  Toner - correctors - 000 1:2.</p> <p>It is possible to increase the proportion of oxidant emulsion, but only if you wish to obtain more diluted color (tone).</p>



**HIGH TOLERABILITY EVEN ON THE MOST SENSITIVE SCALPS**

**121 SHADES**

**21 SERIES**

**DEVELOPMENT TIME**

All shades: 20 to 45 min  
 Super-lighteners: 45-50 min  
 Toners: 5-30 min

## THE SPECIAL SERIES

<p><b>THE DIFFERENCE BETWEEN THE THREE NATURAL SERIES</b></p>	<p><b>Natural:</b> natural series with neutral tone.  <b>Warm natural:</b> natural series with warm tone.  <b>Cold natural:</b> natural series with cold tone.</p>
<p><b>CORRECTORS</b></p>	<ul style="list-style-type: none"> <li>- If used pure, dilute at ratio of 1:2.</li> <li>- If used in a mix with other colors to: naturalize, intensify, brighten or tone down a hue, dilute at 1:1.</li> </ul>
<p><b>000</b></p>	<ul style="list-style-type: none"> <li>- <b>Dye free from color intermediates.</b> Ideal for a controlled lightening base on natural hair with oxidant emulsion at 10-20-30-40 volumes at a dilution of 1:2, with lightening strength from 1 to 4 levels.                      N.B. the hair can be lightened and dyed further with this treatment.</li> <li>- <b>On dyed hair</b> 30-40 volumes are used at dilutions of 1:2 to lighten from 1 to 3 levels (not recommended for darker bases than cosmetic no. 4).</li> <li>- <b>Lightening enhancer:</b> mix 20% of 000 of total color mix (for cold colors add blue corrector to the color mix).</li> <li>- <b>Correction of a cosmetic color that is too dark:</b> mix 50% of 000 + 50% target color at 30-40 volumes, setting time 45-50 minutes.</li> <li>- <b>Natural effect streaks:</b> mix 50% of 000 + 50% target color at 30-40 volumes, setting time 45-50 minutes.</li> <li>- <b>Fantasy color streaks on dyed hair:</b> mix 50% of 000 + 50% of corrector at 30-40 volumes, setting time 45-50 minutes.</li> <li>- <b>Covering difficult white hair:</b> prepare 5 g of 000 with 10 g of oxidant emulsion at 10 volumes and stain the area concerned with cotton wool. Leave to act for 5 minutes, and then proceed with the application of the final color.</li> </ul>
<p><b>TONERS</b></p>	<p>A series of toners that will add color without damaging the structure. For use on bleached or super-lightened bases from levels 8 to 11; the strength of the result will depend on the level they are applied to.</p> <p>Dilution 1:2 with 5 -10 volumes, setting time from 5 to 30 minutes.</p>

## PERMANENT PROFESSIONAL NOUVELLE COLOR

- 1. 100% COVERAGE** of white hair.
- Wide range of **fantasy** tones to create **intense** and **bright** colors, **stable** and **long-lasting**.
- Developed with **micro-molecules** of the highest **quality**, free of mineral impurities, for high stability and durability of the color over time.
- All **fantasy colors** are formulated with a **natural base** component to allow excellent coverage of white hair.
- High **tolerability** even on the most sensitive scalps.
- Easily mixable and uniform creamy base for **maximum comfort** during application.
- 7. Professionalism** and **ease** of use according to the technical directions provided.

## **SPECIAL BLONDE COLOR GUIDES THE PROFESSIONAL IN THE WORLD OF BLONDES**



Thanks to dedicated products, specific tools and appropriate working methods to obtain all shades of blonde, depending on the application base and the customer's wishes.



## THE COLOR

**SIZE:** 100 ml

**RANGE:** **22 special colors** special colors dedicated to blonde in all its expressions.

**ACTIVE INGREDIENTS:** **Rice Protein, Yarrow, Mallow, Vitamin C** with conditioning, antioxidant and moisturizing properties for healthy, vital and soft hair.

**MIX:** with NOUVELLE developers 5-10-20-30-40 vol.

### USE:

**The YELLOW KILLER COLOR and TONER series must be mixed 1:2**

(e.g. 50 ml of cream + 100 ml of NOUVELLE developer).

### APPLICATION

On unwashed hair, apply the mixture **from roots to ends**, leaving it on for the time necessary according to the service to be performed.



## OXIDANT EMULSION

High-performance oxidant cream for glowing results. Its formula performs a more gentle action on the skin and hair.

**SIZE:** 100 ml / 1000 ml

**RANGE:** 5 - 10 - 20 - 30 - 40 vol.

**ACTIVE INGREDIENTS:** **Hydrolysed rice protein** which protects and moisturizes the hair.





## HOW TO OBTAIN THE PERFECT BLONDE

During the lightening phase, the undertone of the natural hair must always be taken into account. The latter strongly affects the final result, since mixing with the cosmetic tone creates a mix of tones. To obtain the best result you need to lighten 1 level more than the target.

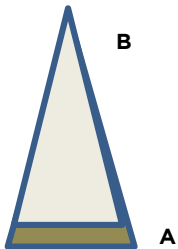
SOME EXAMPLES:

### TARGET 8 COOL MEDIUM HAIR

- A natural base 6
- B cosmetic base 8 cool

Formula:

A: 8 cool + 30 volume mix 1:1  
minutes 40/45



1	BLACK		BLACK-VERY DARK BROWN
2	VERY DARK BROWN		EXTRA DARK BROWN
3	DARK BROWN		DARK RED
4	BROWN		RED
5	LIGHT BROWN		ORANGE RED
6	DARK BLONDE		RED ORANGE
7	BLONDE		ORANGE
8	LIGHT BLONDE		ORANGE YELLOW
9	VERY LIGHT BLONDE		YELLOW
10	PLATINUM BLONDE		LIGHT YELLOW

## LIGHTENING WITH SUPERLIGHTENERS:

These are the latest generation Superlighteners with high lightening power that allow you to obtain balanced lightening. Formulated with special anti-reflective pigments with a predominantly violet color, they neutralize the yellow pigment with extraordinary effectiveness, producing a blonde that is pure and absolute.

**MIX:** 1:2

**DEVELOPER:** 30 - 40 vol.

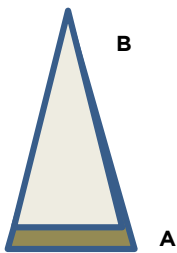
**SETTING TIMES:** 40/60 minutes

**LIGHTENING LEVELS:** 4-5 levels



## TRICKS OF THE TRADE AND THE CORRECT FORMULAS TO OBTAIN THE PERFECT BLONDE

Traditional superlighteners often do not give the desired results, leaving traces of yellow undertone in the hair. The SPECIAL BLONDE series has a greater lightening capacity while also depositing a pigment designed to eliminate any yellow undertone. The secret of a perfect lightening lies in the mixture/abundance of product and setting time.



### MEDIUM HAIR

- A: natural base 5
- B: cool platinum blonde cosmetic base
- Formula:

A: SUPERLIGHTENERS + 40 vol.  
mix 1:2 minutes 50

### THICK HAIR

- A: natural base 5
- B: cool platinum blonde cosmetic base
- Formula:

A: SUPERLIGHTENERS + 000 + 40 vol.  
mix 1:2 minutes 60

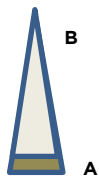
In certain cases,  
it is advisable to tone  
with toners  
+ 5 volumes 1:2

1	BLACK		BLACK-VERY DARK BROWN
2	VERY DARK BROWN		EXTRA DARK BROWN
3	DARK BROWN		DARK RED
4	BROWN		RED
5	LIGHT BROWN		ORANGE RED
6	DARK BLONDE		RED ORANGE
7	BLONDE		ORANGE
8	LIGHT BLONDE		ORANGE YELLOW
9	VERY LIGHT BLONDE		YELLOW
10	PLATINUM BLONDE		LIGHT YELLOW

## **000 SPECIAL USE**

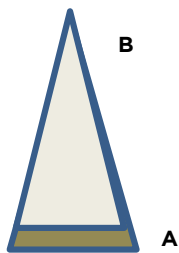
This is a special colorless lightener which allows you to transform natural hair colors into lighter levels, thus making any subsequent lightening of the color easier. It is also perfect to dilute the intensity of a color, making it more pastel.

Lightens natural hair by 4-5 levels.  
Lightens cosmetic colors from color 4 upwards by 1 to 3 levels.  
Its special 1:2 dilution generates a greater quantity of oxygen, thus enhancing the lightening action.  
Since oxygen has an acid pH, the 1:2 mixture becomes gentler on the hair.



**EXAMPLE 1**  
**MEDIUM HAIR**

- A: natural base 3/4
- B: cosmetic base 8 cool
- Formula:
  - A: 000 + 40 vol. dilution 1: 2 minutes 60
  - A: 8 cool + 20 vol. 1:1 minutes 40

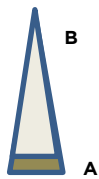


**EXAMPLE 2**  
**MEDIUM HAIR**

- A: natural base 3/4
- B: cosmetic base 9 cool
- Formula:
  - A: 000 + 40 vol. dilution 1: 2 minutes 60
  - A: 9 cool + 30 vol. 1:1 minutes 40

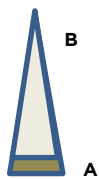
1	BLACK		BLACK-VERY DARK BROWN
2	VERY DARK BROWN		EXTRA DARK BROWN
3	DARK BROWN		DARK RED
4	BROWN		RED
5	LIGHT BROWN		ORANGE RED
6	DARK BLONDE		RED ORANGE
7	BLONDE		ORANGE
8	LIGHT BLONDE		ORANGE YELLOW
9	VERY LIGHT BLONDE		YELLOW
10	PLATINUM BLONDE		LIGHT YELLOW





### EXAMPLE 3 MEDIUM HAIR

- A: natural base 3/4
- B: cosmetic base 9 cool
- Formula:
  - A: 000 + 40 vol. dilution 1: 2  
minutes 60
  - A: 10 cool + 30/40 vol. 1:1  
minutes 50



### EXAMPLE 4 COLORED HAIR, TARGET 8N

- B: cosmetic base 6,3
- Formula:
  - B: ½ 000 + ½ 8 cool + 40 vol.  
volumes dilution 1: 2  
minutes 45/50

1	BLACK		BLACK-VERY DARK BROWN
2	VERY DARK BROWN		EXTRA DARK BROWN
3	DARK BROWN		DARK RED
4	BROWN		RED
5	LIGHT BROWN		ORANGE RED
6	DARK BLONDE		RED ORANGE
7	BLONDE		ORANGE
8	LIGHT BLONDE		ORANGE YELLOW
9	VERY LIGHT BLONDE		YELLOW
10	PLATINUM BLONDE		LIGHT YELLOW

# NOUVELLE NEW METALLUM

The collection of metallic colors that embodies the essence of metal: resistance over time and brilliance.

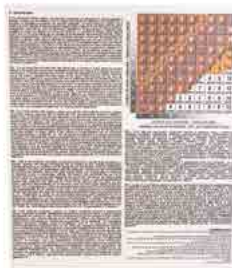


## NOUVELLE NEW METALLUM

<p><b>WHAT IS IT?</b></p>	<ul style="list-style-type: none"><li>- Semi-permanent cosmetic coloring with low ammonia content and ppD free, suitable for light, bleached and ultralift hair.</li><li>- Composed by 7 nuances.</li><li>- Tube of 100 ml.</li></ul>
<p><b>WHAT DOES IT DO?</b></p>	<ul style="list-style-type: none"><li>- To tone hair semi-permanently.</li><li>- To give hair metallic effect.</li></ul>
<p><b>WHO IS IT JUST RIGHT FOR?</b></p>	<ul style="list-style-type: none"><li>- For those who want to tone the hair with intense shades with metallic effect.</li></ul>

## NOUVELLE NEW METALLUM

<b>WHAT ARE THE FUNCTIONAL INGREDIENTS?</b>	Long Lasting Color Technology is the functional ingredient, conceived to maintain the color longer and without color changes.
<b>HOW MANY APPLICATIONS FROM ONE TUBE?</b>	About 2 applications with a 100 ml tube, even for long hair.
<b>WHAT IS THE BEST DILUTION OF NOUVELLE COLOR?</b>	<ul style="list-style-type: none"><li>- To obtain a deep color effect: Mix 1:1 + 5 vol. (1.5%); setting time 25 minutes.</li><li>- To obtain a classic toning effect: Mix 1:1.5 + 5/10 vol. (1.5%/3%); setting time 25 minutes.</li><li>- To obtain a pastel color effect: Mix 1:2 + 10 vol. (3%); setting time 25 minutes.</li></ul>





# ESPRESSOTIME: THE 10 MINUTE COLORING



## **ESPRESSOTIME: THE 10 MINUTE COLORING**

The professional permanent coloring line that provides maximum results of hair coverage and shine in just 10 minutes, reducing by 70% the time needed for the in-salon color service.



- **Maximum effectiveness in the minimum amount of time**
- **Lower % of ammonia compared to traditional colors**
- **Cream texture for easy application without waste**
- **Ideal for covering gray hair and for smoothing or darkening the lengths (in the case of non-porous hair)**

## THE FORMULATION BENEFITS

The innovative formula of the **ESPRESSOTIME** coloring is enriched with:

- **Fermented green coffee**, with antioxidant and strengthening properties. Unripe coffee beans are subjected to a fermentation process that degrades the nutrients into smaller molecules that are easily absorbed and have enhanced properties.



- **Ginseng extract**, rich in antioxidants and vitamins, it promotes oxygenation of the scalp by improving its microcirculation.





## NOUVELLE ESPRESSOTIME

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- Permanent cosmetic cream developer color that works in just 10 minutes.</li><li>- Range consisting of 20 shades.</li><li>- 60 ml ml tube, dilution of 1:1.</li></ul>
<b>WHAT DOES IT DO?</b>	<ul style="list-style-type: none"><li>- To color hair non-invasively but permanently, respecting the scalp.</li><li>- For those who want a coloring with a more natural effect.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For those who want to color their hair with a cosmetic and conditioning formula without giving up on white hair coverage.</li><li>- For those who want to do a color treatment while significantly reducing the setting time.</li><li>- For those who do not want to give up a long duration of the tone.</li></ul>

## NOUVELLE ESPRESSOTIME

<p><b>WHAT ARE THE FUNCTIONAL INGREDIENTS?</b></p>	<p>Latest generation permanent professional coloring cream enriched with fermented green coffee and ginseng.</p>
<p><b>HOW MANY APPLICATIONS FROM ONE TUBE?</b></p>	<p>1 application with a 60 ml tube.</p>
<p><b>WHAT IS THE BEST DILUTION OF ESPRESSOTIME?</b></p>	<p>The perfect dilution is 1:1.</p>



**GENTLE FORMULA THAT WORKS IN 10 MINUTES**

**LOWER % OF AMMONIA**

**TO BE USED WITH THE SPECIFIC OXYGEN ESPRESSOTIME DEVELOPER 27 VOL. (8%)**



## THE OTHER PRODUCTS OF THE LINE



### PRE-COLOR EQUALIZER

**Description:** spray to balance hair porosity, with acidic pH and moisturizing properties. Protects dyed hair from excess color.

**pH:** 3,5/4

**Instructions:** spray onto porous areas and proceed with dying.



### COLOR BARRIER

**Description:** anti-stain protection cream for face skin: it prevents the formation of stains on the skin without affecting the result.

**Instructions:** before the technical service, apply to skin near the hairline. Rinse thoroughly on completion of treatment.



## STAIN REMOVER

**Description:** skin stain remover to easily remove color residues, without causing irritation.

**pH:** 7/8

**Instructions:** gently massage with a cotton ball soaked in stain remover on the areas concerned.

## COLOR BLOCK

**Description:** intense conditioning spray with acidic pH to make hair coloring last longer. Blocks the colored pigments within the hair, providing moisturization and making hair easier to comb.

**pH:** 3,5/4

**Instructions:** after shampooing and rinsing, spray onto scalp and damp hair. Emulsify gently and leave to set for a few minutes. Rinse thoroughly.

# OXIDATION COLORING WITHOUT AMMONIA



Ammonia-free oxidation coloring is similar, if not identical, to the classic ones with ammonia as the basic formulation. The only element that changes substantially is the elimination of ammonia in favor of the addition of a substitute (= ETHANOLAMINE) which, unlike ammonia, does not give off any odor.



## **WHAT IS ETHANOLAMINE**

Ethanolamine is a substance used for its buffer effect to regulate the pH of a product's formula. The Ethanolamine used in cosmetic products must have purity characteristics such as to avoid any risk of reaction with other ingredients present in the product.

## **EFFECTS**

- Colors permanently
- Lightens 3/4 levels with super-lightening colors
- Covers 100% of white hair
- Tones bleached hair
- Does not give off unpleasant odors
- Colors more gently



# LIVELY, THE AMMONIA-FREE NOUVELLE COLORING



## HAIR COLOR CREAM

Cream coloration



## MILDECO

Bleaching powder



## CREAM DEVELOPER

Oxidant cream

## **FERMENTED OILS HAIR COMPLEX**

A powerful mix of nourishing oils, obtained by fermentation, which is a millennia-old sustainable production process.

Scientific studies have proven that the metabolic process of fermentation boosts the active ingredients contained in plant ingredients and helps improve their absorption.

## **THE SUSTAINABLE CHOICE FOR COLOR MAINTENANCE**

A second active ingredient is derived from a recycled part of the pomegranate in a liposome base, and has a proven efficacy in protecting hair color by preventing fading.

At the same time, it protects against UV rays thanks to its powerful antioxidant content.

With high affinity to keratin, this extract retains color by forming a film layer on the hair surface. Liposome-based formulation carries pomegranate pericarp extract encapsulated in liposome spheres through the cuticle and releases its high antioxidant content over time at the cortex.



## LIVELY COLOR

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- Permanent cosmetic coloring with oxidation in ammonia-free hair cream.</li><li>- Composed of 36 shades.</li><li>- 100 ml ml tube, dilution of 1:1.5 – 1:2.</li></ul>
<b>WHAT DOES IT DO?</b>	<ul style="list-style-type: none"><li>- To color hair non-invasively but permanently, respecting the scalp.</li><li>- For those who want a coloring with a more natural effect.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For those who want to color their hair with a cosmetic and conditioning formula without giving up on white hair coverage.</li><li>- For those who do not want to give up a long duration of the tone.</li></ul>

## LIVELY COLOR

<b>WHAT ARE THE FUNCTIONAL INGREDIENTS?</b>	Latest generation professional permanent coloring cream without ammonia. A powerful blend of fermented natural oils and pomegranate pericarp extract ensures better penetration and long-lasting color.
<b>HOW MANY APPLICATIONS FROM ONE TUBE?</b>	About 2 applications with a 100 ml tube, even for long hair.
<b>WHAT IS THE BEST DILUTION OF LIVELY?</b>	<p>The perfect dilution is:</p> <ul style="list-style-type: none"><li>- Color 1:1.5</li><li>- Super lighteners 1:2</li><li>- .00 1:2</li></ul> <p>It is possible to increase the proportion of oxidant emulsion, but only if you wish to obtain more diluted color (tone).</p>



**GENTLE FORMULA WITHOUT ppD  
AND WITHOUT AMMONIA**

**HIGH TOLERABILITY EVEN  
ON THE MOST SENSITIVE SCALPS**

## THE SPECIAL SERIES

**.00**

- **Dye free from color intermediates.** Ideal for a controlled lightening base on natural hair with oxidant emulsion at 10-20-30-40 volumes at a dilution of 1:2, with lightening strength from 1 to 4 levels.  
N.B. the hair can be lightened and dyed further with this treatment.
- **On dyed hair** 30-40 volumes are used at dilutions of 1:2 to lighten from 1 to 3 levels (not recommended for darker bases than cosmetic no. 4).
- **Lightening enhancer:** mix 20% of .00 of total color mix (for cold colors add blue corrector to the color mix).
- **Correction of a cosmetic color that is too dark:** mix 50% of .00 + 50% of target color at 30-40 volumes, setting time 45-50 minutes.
- **Natural effect streaks:** mix 50% of .00 + 50% of target color at 30-40 volumes, setting time 45-50 minute.
- **Covering difficult white hair:** prepare 5 g of .00 with 10 g of oxidant emulsion at 10 volumes and stain the area concerned with cotton wool and leave to act for 5 minutes, and then proceed with the application of the final color.
- Up to 50% in the color mixture to **dilute the intensity of a hue.**

# NOUVELLE COLOR DROPS

Colored concentrated pigments  
that can be mixed with any Nouvelle  
product, both technical and treatment.



**BLUE / PURPLE / RED / YELLOW**  
20 ml

## COLOR DROPS

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- High-concentration direct pigments.</li><li>- Consisting of 4 shades: Blue, Purple, Red, Yellow.</li><li>- 20 ml dropper bottle.</li><li>- Multipurpose, can be mixed with any treatment, color and bleach.</li></ul>
<b>WHAT IS IT FOR?</b>	<ul style="list-style-type: none"><li>- Customizing the color.</li><li>- Creating an antiyellow effect.</li><li>- Reviving the color when mixed with shampoo or masks.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- Those looking for a customized color.</li><li>- Those who want to create toning treatments.</li><li>- Those who want to increase the antiyellow effect in bleaches.</li></ul>



### **BLEACHING/COLOR REMOVAL/STREAKS**

30 g bleach + 60 ml oxygen

<b>COLOR BASE FROM LEVEL 1 TO 4</b>	<b>UP TO 10 DROPS</b>
<b>COLOR BASE FROM LEVEL 5 TO 7</b>	<b>UP TO 6 DROPS</b>
<b>COLOR BASE FROM LEVEL 7 TO 10</b>	<b>UP TO 3 DROPS</b>

### **SUPERLIGHTENER**

with 50 g lightening cream + 100 ml oxygen

<b>COLOR LEVEL 6</b>	<b>FROM 7 TO 10 DROPS</b>
<b>COLOR LEVEL 7</b>	<b>FROM 5 TO 8 DROPS</b>

### **OXIDATION COLORS**

with 50 g of color cream

<b>COLOR LEVEL 1 - 2</b>	<b>UP TO 15 DROPS</b>
<b>COLOR LEVEL 3</b>	<b>UP TO 14 DROPS</b>
<b>COLOR LEVEL 4</b>	<b>UP TO 13 DROPS</b>
<b>COLOR LEVEL 5</b>	<b>UP TO 12 DROPS</b>
<b>COLOR LEVEL 6</b>	<b>UP TO 11 DROPS</b>
<b>COLOR LEVEL 7</b>	<b>UP TO 10 DROPS</b>
<b>COLOR LEVEL 8</b>	<b>UP TO 9 DROPS</b>
<b>COLOR LEVEL 9</b>	<b>UP TO 8 DROPS</b>
<b>COLOR LEVEL 10</b>	<b>UP TO 7 DROPS</b>

### **SHAMPOO – MASKS**

with 10 ml shampoo – with 20 ml mask

<b>COLOR LEVEL 7</b>	<b>UP TO 10 DROPS</b>
<b>COLOR LEVEL 8</b>	<b>UP TO 9 DROPS</b>
<b>COLOR LEVEL 9</b>	<b>UP TO 8 DROPS</b>
<b>COLOR LEVEL 10</b>	<b>UP TO 7 DROPS</b>

We have created a unique and complete professional coloring method that, thanks to infinite and easy mixes of coloring creams and super-concentrated colored drops, allows achieving the **personalized and perfect color for each client.**

**But that's not all!**

The colored drops can be mixed with other Nouvelle products such as shampoos and masks to intensify color or correct unwanted tones.

**36 basic shades + 4 concentrated liquid pigments to make every hairdresser's imagination explode!**

# FLUID COLOR SHADE, DEMI-PERMANENT COLORING





## FLUID COLOR SHADE, DEMI-PERMANENT COLORING

The term “demi-permanent” refers to a relatively new range of cosmetic products that combine permanent and semi-permanent technology. The demi-permanent process is partly oxidative and partly directly pigmented and therefore contains both direct and intermediate oxidation pigments. The use of a low concentration hydrogen peroxide solution allows the development of the color intermediates to start when these have penetrated inside the cortex, while the direct pigments are deposited mainly inside the cuticle itself.

Demi-permanent products last up to 10-20 washes.

Most demi-permanent products do not contain ammonia.

Another advantage of these products is that they ensure a non-aggressive coloring and make the hair shiny and bright.



## FLUID COLOR SHADE

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- Demi-permanent ammonia-free oxidation color with a gel texture.</li><li>- Composed of 27 shades.</li><li>- 60 ml bottle, dilution of 1:1.5 – 1:2 – 1:1.</li></ul>
<b>WHAT DOES IT DO?</b>	<ul style="list-style-type: none"><li>- To color and tone hair in a non-invasive way, respecting the scalp.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For those who want to color and tone their hair with a cosmetic and conditioning formula to give extreme shine to the hair.</li><li>- For those who want to keep their hair color always shiny, healthy and long-lasting.</li></ul>



**WITHOUT AMMONIA**

**WITHOUT PPD**

**pH 8.8**

## FLUID COLOR SHADE THE SPECIAL NUANCES

<b>9.11</b>	Color with an intense ash tone to obtain an anti-yellow silver blonde.
<b>NUDE</b>	Neutral color without predominant tone ideal for those who want a neutral blonde in the lightening levels 9/10/11.
<b>CLEAR</b>	Special coloring without intermediates and direct pigments, to be used alone to give shine to natural and/or colored hair, to be added to each shade to dilute the intensity of the tone and create infinite pastel color shades.

## FLUID COLOR SHADE

<b>HOW IT MIXES</b>	<ul style="list-style-type: none"><li>- The recommended mix is 1:1.5.</li><li>- Depending on the chosen technique, it is possible to mix 1:1 -1:2.</li></ul>
<b>WHICH OXYGEN DO I USE?</b>	<ul style="list-style-type: none"><li>- It is mandatory to use NOUVELLE oxidant cream vol 5% innovative formula enriched with squalane natural, sustainable.</li><li>- Our squalane is a natural component derived from sugar cane. It is normally used for skin care formulations due to its skin protective function. Added to peroxide, it has the ability to regenerate the hydrolipidic film, to prevent damage from external agents and to maintain the optimal level of water and hydration.</li></ul>
<b>HOW IS IT USED?</b>	<p>After using a specific shampoo (the use of ALKASHAMPOO NOUVELLE is recommended), dab the hair with a towel and apply Fluid Color Shade with the special applicator all over the hair, Leave on according to the desired result, rinse carefully and move on to the brushing service. For extremely dry, frizzy or damaged hair, apply a mask after rinsing.</p>

# TOUCH, TONE-ON-TONE COLORING



**NOUVELLE TOUCH**  
Coloring cream

**ACTIVATOR  
ACTIVATOR SPECIAL RED**  
Oxidant cream

## NOUVELLE TOUCH

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- Oxidation cream tone-on-tone cosmetic color, ammonia-free.</li><li>- Composed of 40 shades.</li><li>- 60 ml tube, dilution of 1:1.5.</li></ul>
<b>WHAT DOES IT DO?</b>	<ul style="list-style-type: none"><li>- To color and tone or darken hair in a non-invasive way, respecting the scalp.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For those who want to color tone-on-tone with a cosmetic and conditioning formula.</li><li>- For those who want to approach coloring in a gentle way.</li></ul>



**WITHOUT AMMONIA**

**40 SHADES**

## NOUVELLE TOUCH

<b>HOW IT MIXES</b>	<p>- The recommended mix is 1:1,5.</p>
<b>WHICH OXYGEN DO I USE?</b>	<p>- It is mandatory to use <b>ACTIVATOR 7</b> volumes for traditional colors and <b>ACTIVATOR 13</b> volumes for vibrant red colors.</p>
<b>HOW IS IT USED?</b>	<p>After mixing the color with its special oxidant cream, apply all over the hair and leave on for 10 to 25 minutes depending on the structure of the hair and the depth of the target color, rinse thoroughly and apply <b>COLOR MAINTENANCE SHAMPOO</b> and <b>COLOR MAINTENANCE MASK</b>, then proceed with the styling.</p>

# PAINT BANG, DIRECT PIGMENT COLORING



## MOON SHADE

Neutral shade



## COLORS

Semi permanent direct coloring



## PAINT BANG COLORS

### SEMI-PERMANENT DIRECT AMMONIA-FREE COLOR

For an eccentric and original look,  
used on bleached hair: a true  
explosion of color, customizable  
by mixing different shades.

Duration: from 10 to 20 washes.



## PAINT BANG COLORS

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- Ammonia-free direct coloring with ready pigment.</li><li>- Composed of 12 shades.</li><li>- 75 ml tube.</li></ul>
<b>WHAT DOES IT DO?</b>	<ul style="list-style-type: none"><li>- To create fantasy color effects ideal for natural, colored and bleached hair.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For those who want to obtain vibrant color effects, for those who want to keep their color intact between one coloring and another, for those looking for a crazy tone color.</li></ul>

## **PAINT BANG COLORS**

<b>HOW IT MIXES</b>	It is applied directly on damp or dry hair.
<b>WHICH OXYGEN DO I USE?</b>	Paint Bang does not need oxygen as it contains direct pigment which acts by electrostatic charges on the outside of the hair, creating a color film.
<b>HOW IS IT USED?</b>	After shampooing, apply Paint Bang all over the hair and only in the affected area, wait up to 20 minutes, rinse thoroughly and proceed with COLOR MAINTENANCE SHAMPOO and COLOR MAINTENANCE MASK, and style as desired.

## THE SPECIAL SERIES

### PAINT BANG MOON SHADE

Special coloring without intermediates and direct pigments, to be used alone to give shine to natural and/or colored hair, to be added to each shade to dilute the intensity of the tone and create infinite pastel color shades.



# REV UP, THE CONDITIONING AND RESTRUCTURING SEMI-PERMANENT COLOR



## NOUVELLE REV UP

<b>WHAT IS IT?</b>	<ul style="list-style-type: none"><li>- Semi-permanent cosmetic coloring with conditioning and restructuring base.</li></ul>
<b>WHAT DOES IT DO?</b>	<ul style="list-style-type: none"><li>- Performing three simultaneous actions: restructures, colors and moisturizes in a single step.</li></ul>
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For those who want to color and tone their hair with a cosmetic and conditioning formula to give extreme shine to the hair.</li><li>- For those who want to keep their hair color always shiny, healthy and long-lasting.</li></ul>



**WITHOUT AMMONIA**

**WITHOUT ppD**

## NOUVELLE REV UP

<b>HOW IT MIXES</b>	REV UP is a colored mask, therefore it does not need to be mixed and/or activated.
<b>HOW IS IT USED?</b>	After shampooing with a specific product, dab the hair with a towel and apply REV UP MASK directly to the hair, leave on for 5 to 20 minutes, rinse thoroughly and style as desired.
<b>THE TRICKS OF THE COLORIST</b>	To obtain a more intense and covering color result, you can apply REV UP on dry hair and use a setting time of 20 minutes. You can also mix the REV UPs with each other to obtain infinite color variations.

# NOUVELLE BLEACHING LINES





# THE BLEACHES

Bleaches are substances that can lighten both natural and cosmetically colored hair.

Among the main ingredients that make up the formula of bleaches, PERSALS or PERSULFATES stand out. These are substances that release active oxygen and/or ammonia, and are therefore able to lighten colors of any nature.

## **BLEACHES CAN COME IN VARIOUS FORMS:**

- CREAM**
- POWDER**





## **CREAM BLEACHES**

CREAM BLEACHES are dense solutions created by a mixture of oil in water.

The peculiarity of the cream, compared to the classic bleaching powders, is that it is considered “less invasive”.

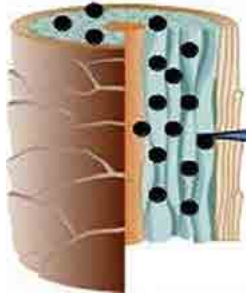
The lifting power of cream bleaches is similar to that of powders.

## **POWDER BLEACHES**

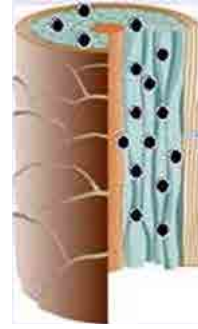
POWDER BLEACHES are the most commonly used in the hairdressing market. Once mixed with the oxidant emulsion, they form a mixture that remains stable if the dilution terms are respected.

The lifting power of powders can even reach 7/8 levels on natural hair.

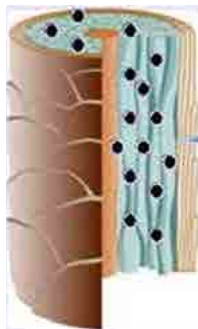
## ACTION OF THE BLEACHING PRODUCTS



The hair contains melanin and/or pigment.



The alkaline pH opens the CUTICLES to penetrate the cortex.



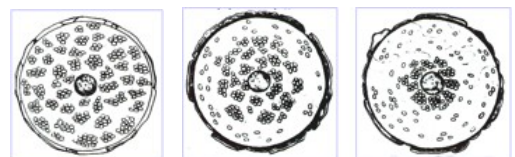
The alkaline pH makes the oxidant emulsion react, producing the oxidation of the pigments.

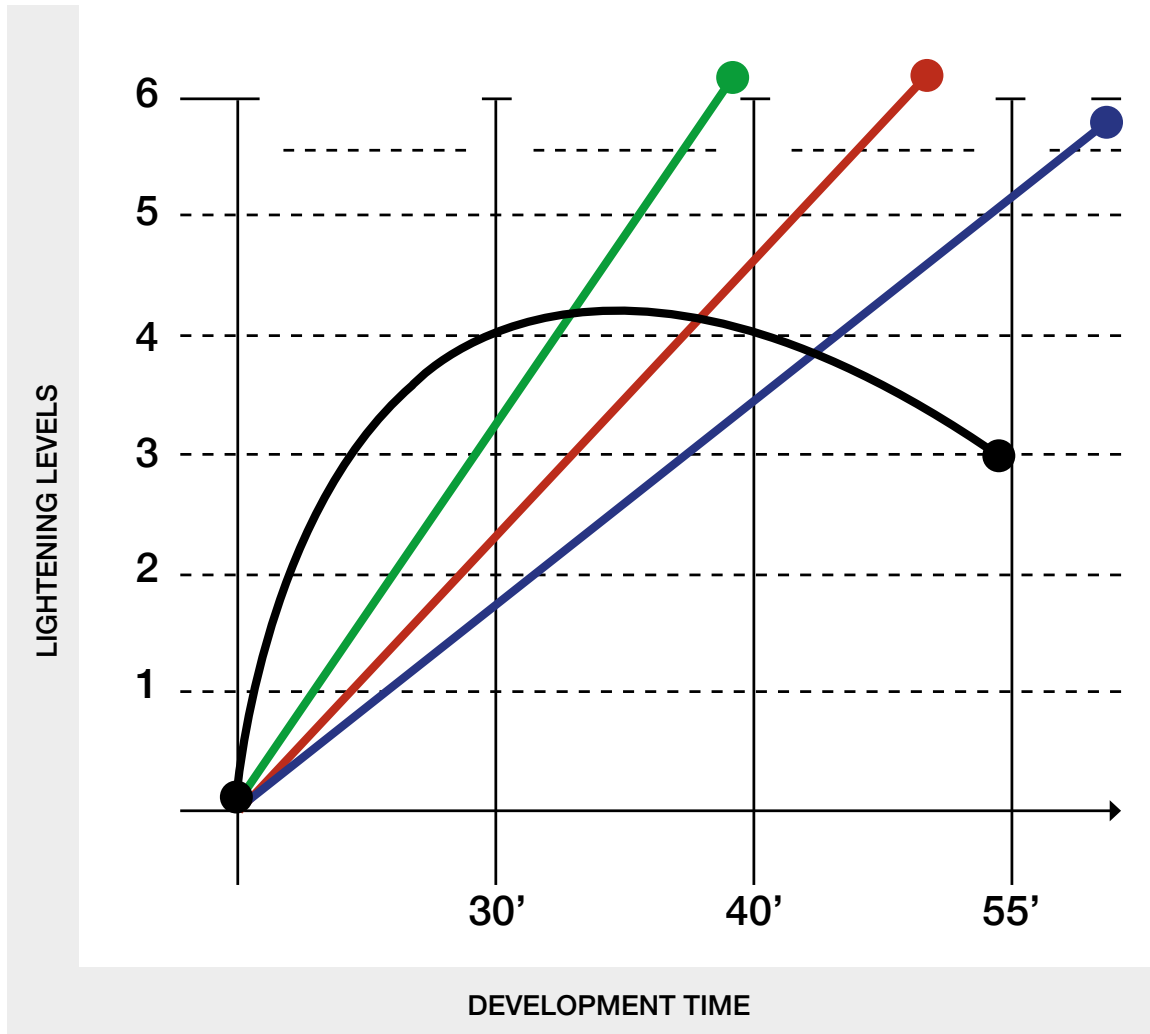


When the oxidant emulsion is released, it separates the pigment granules and dissolves them.



**DURING THE DEVELOPMENT STAGE, THE BLEACH GRADUALLY DISSOLVES THE PIGMENTS, ACTING DEEPER AND DEEPER, LIGHTENING THE COLOR.**





10 VOL.



20 VOL.



30 VOL.



40 VOL.

## NOTES ON THE BLEACHES



### PLEASE PAY ATTENTION TO THE FOLLOWING FACTORS :

#### **TEMPERATURE**

Temperature influences all chemical reactions, increasing their speed when heat increases.

#### **AVOID HEAT SOURCES**

Oxidations always generate heat.

#### **DO NOT COVER TIGHTLY WITH HAIR CAPS**

Especially if the product is applied to the scalp.

#### **AVOID DIRECT CONTACT WITH AIR**

It could block the oxidation process.

## BLEACHING CREAM

<b>WHAT IS IT?</b>	- Bleaching cream for natural or colored and bleached hair.
<b>WHAT IS IT FOR?</b>	- To permanently lighten natural, colored and bleached hair.
<b>WHO IS IT JUST RIGHT FOR?</b>	<ul style="list-style-type: none"><li>- For those who want to lighten their hair up to 7/8 levels, using an innovative creamy base rich in treatment substances.</li><li>- This is perfect for precision retouching on the roots and for any type of lightening technique.</li></ul>

## BLEACHING CREAM

<p><b>HOW IT MIXES</b></p>	<ul style="list-style-type: none"> <li>- The recommended mix is 1:2.</li> <li>- Depending on the chosen technique, it is possible to mix 1:1 - 1:1,5.</li> </ul>
<p><b>WHICH OXYGEN DO I USE?</b></p>	<ul style="list-style-type: none"> <li>- NOUVELLE oxidant emulsion can be used.</li> </ul>
<p><b>WHAT TYPE OF VOLUMES TO USE</b></p>	<p>The use of higher or lower volumes varies the lightening speed; the bleach is activated by mixing with oxygen.        E.g. 10 volumes - maximum lightening 7/8 levels        30 volumes - maximum lightening 7/8 levels</p> <p>Obviously the lower the oxygen volumes, the more time it takes to lighten, and the gentler the impact on the hair.</p>
<p><b>HOW CAN I COMPLETE THE SERVICE?</b></p>	<p>Finish the bleaching service with the special Shampoo and Conditioner system.</p>

## BLEACHING POWDER

<b>WHAT IS IT?</b>	- Compact and scented bleaching powder.
<b>WHAT IS IT FOR?</b>	- To permanently lighten natural, colored and bleached hair. - Acts as a filter against unwanted yellow tones.
<b>WHO IS IT JUST RIGHT FOR?</b>	- For those who want to lighten their hair up to 7 levels. - For any type of lightening technique.



## BLEACHING POWDER

<b>HOW IT MIXES</b>	<ul style="list-style-type: none"><li>- The recommended mix is 1:2.</li><li>- Depending on the chosen technique, it is possible to mix 1:1 - 1:1,5.</li></ul>
<b>WHICH OXYGEN DO I USE?</b>	NOUVELLE oxidant emulsion can be used.
<b>WHAT TYPE OF VOLUMES TO USE</b>	<p>The use of higher or lower volumes varies the lightening speed; the bleach is activated by mixing with oxygen. E.g. 10 volumes - maximum lightening 7 levels 30 volumes - maximum lightening 7 levels</p> <p>Obviously the lower the oxygen volumes, the more time it takes to lighten, and the gentler the impact on the hair.</p>
<b>HOW CAN I COMPLETE THE SERVICE?</b>	Finish the bleaching service with the special Shampoo and Conditioner system.



## DECOCREAM

**Description:** high protective power cream bleach. Thanks to its precious oils combined with lighteners, allows obtaining brilliant lightening and highlights even on very delicate hair, respecting its structure in a simple and safe way while using the usual application techniques.



## DECOFLASH BLUE

**Description:** powder bleach, which combines high lightening power with extreme ease of use.



## FREESTYLE DECO

**Description:** specific bleaching powder for freehand techniques: with a compact consistency, it does not drip and can be used without highlight sheets. Lightens up to 6 levels.



## DECO9

**Description:** bleaching powder with high lightening power up to 9 levels, formulated to preserve the health of the hair with ease of use. Ideal for any lightening technique.



## STEP BY STEP BLEACHING UP TO 9 LEVELS

- Wear protective disposable plastic gloves.
- Pour the required quantity of product (from 20 to 50 g), adding the 10/20/30/40 vol oxidant emulsion depending on the processing technique and the result to be achieved (dilution 1 + 2) in a non-metallic container. Mix using a spatula or a brush until you obtain a creamy and uniform consistency.
- Apply the mixture with the brush on dry, unwashed hair, leaving it on for a maximum of 30 minutes.
- Rinse and finalize the technical service according to the needs agreed with the customer.
- If you want to lighten further, check the level and condition of the newly bleached hair and make a new application with a shorter setting time, not exceeding 45 minutes in total (setting time of the 1st application + setting time of the 2nd application).  
In the case of double application, do not rinse the first application, but remove the product with a comb and check the achieved color level and the hair's condition.

## YELLOW KILLER BLEACHING POWDER



### TONING BLEACHING POWDER

It is the new toning bleaching powder of Nouvelle-Color Effective. Thanks to its special balanced formula, it allows to light up to 9 levels ensuring hair protection and an incredible anti-yellow action.

**USE:** only with a 1:2 mixing ratio

**SIZE:** 500 g

## MILDECO BLEACHING POWDER



**NEW**  
BLEACHING

Bleaching powder with high lightening capacity, without ammonia and with a valid protective action.

**USE:** mixing ratio 1:2

**SIZE:** 500 g

# TONING AND MAINTENANCE

**COLOR EFFECTIVE PRESENTS A FULL RANGE OF ANTI-YELLOW AND ANTI-ORANGE TREATMENTS TO NEUTRALIZE UNWANTED TONES WITH AN EFFECTIVE ANTI-BRASSINESS ACTION.**

## YELLOW KILLER SYSTEM



Specific shampoo to counteract the yellow undertone of coloring, lightening and bleaching, ideal for levels from 7 to 9.



Nourishing pigmented mask to be used after the Yellow Killer shampoo, to counteract the residual yellow hues of coloring, lightening and bleaching, ideal for levels from 7 to 9.

## ORANGE KILLER SYSTEM



Gently cleanses and neutralizes orange tones on natural/lightened hair up to dark blonde (color depth 5/8), making the color natural and shiny.

## YELLOW KILLER SHAMPOO EXTRA VIOLET PIGMENT



**SUITABLE FOR:** bleached, blonde, streaked, or gray hair.

**FORMULA:** gentle cleanser with a special violet pigment that neutralizes unwanted yellow tones.

**ACTION:** neutralizes yellow tones with an immediate toning action.

**USE:** apply to damp hair, massage gently, then rinse.

## **YELLOW KILLER MASK** **EXTRA VIOLET PIGMENT**



**SUITABLE FOR:** bleached, blonde, streaked, or gray hair.

**FORMULA:** rich, nourishing and conditioning with a special violet pigment that neutralizes unwanted yellow tones.

**ACTION:** neutralizes yellow tones leaving the hair soft and shiny.

**USE:** after washing hair with an anti-yellow shampoo, wear disposable gloves and apply to towel-dried hair on lengths and ends. Leave on for 3 to 5 minutes and rinse thoroughly.



## ORANGE KILLER SHAMPOO EXTRA BLUE PIGMENT



**SUITABLE FOR:** dark tone colored hair.

**FORMULA:** gentle cleanser with a special high-concentration blue pigment that neutralizes unwanted copper/orange/red tones.

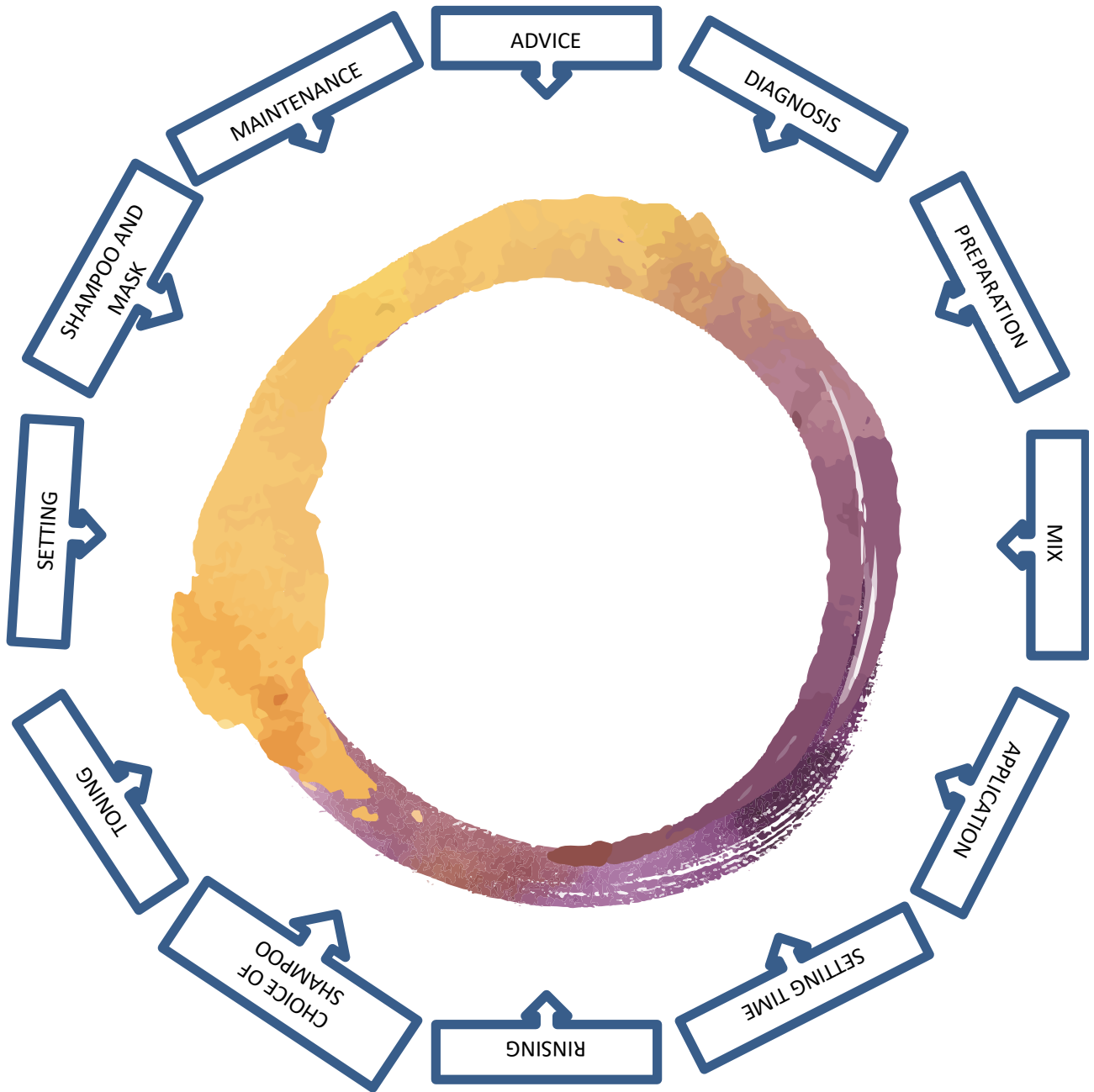
**ACTION:** neutralizes copper/orange/red tones with an immediate toning action. Ideal on white and totally bleached hair for an ice blue effect.

**USE:** apply to damp hair, massage gently, then rinse.

# THE COLOR PATH

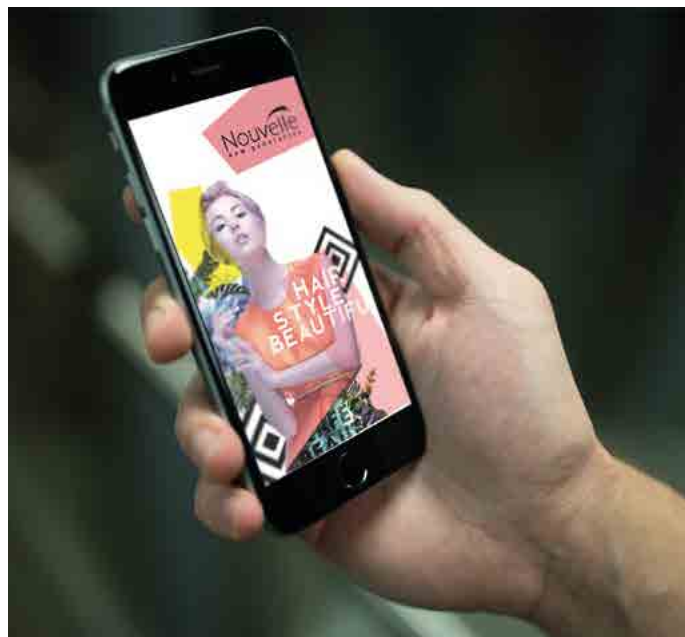
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LET'S CLOSE  
THE CIRCLE



## ADVICE

It is essential to establish with your customers the type of result they want to obtain, through the color chart, photographs or social media.



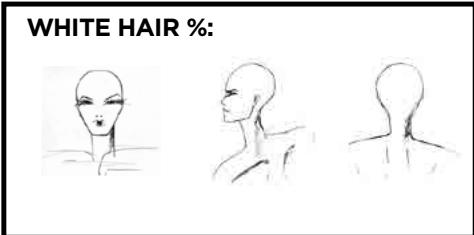
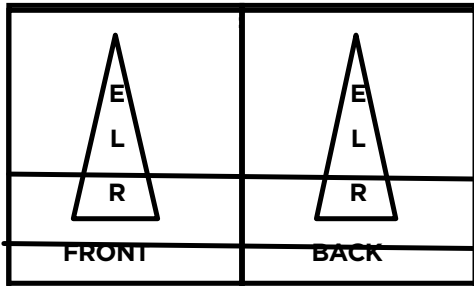
## DIAGNOSIS

A careful diagnosis is the most important step for the good result of the color.

### COLOR DIAGNOSIS

NAME MODELS:

COLOR GOAL:



SCALP:

Sensitive    very sensitive    normal

HAIR:

porous    very porous    normal

IS IT POSSIBLE TO REALIZE THE COLOR?

YES                       NO

Formula:

PRELIMINAR SERVICE:

Pre-pigmentation

Re-pigmentation

Decapage:

Tonalizing

other:

Processing time

	Minute
E	
L	
R	

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PREPARATION

Prepare the customer for the color service. First, duly cover the customer with a color cape, gently brush the hair to remove any knots or residues of styling products, then proceed with the work plan, the separations and the application.



## MIX

After analyzing the colors present in the hair and choosing the ideal mix, we need to focus on how to prepare the color mix. It is extremely important to follow the directions of the chosen color and the type of oxidant emulsion, always using a scale to obtain the correct dilution.



## APPLICATION

The color base acts as an aid for lightening, but in reality what lightens is the oxygen. Since the latter is extremely delicate and volatile, it is essential to apply a sufficient quantity of product to the hair to have a concentration of hydrogen peroxide such as to obtain 4/5 levels of lightening.



## SETTING TIME

The setting time varies according to the oxygen chosen and the gap in the levels to be lightened. The complete table of setting times is shown in the color chart.



## RINSING AND CHOICE OF SHAMPOO

The rinsing phase is very important. The color contains surfactants designed to detach color residues from the skin, that is why it is recommended to massage the hair before adding water, then rinse the scalp and hair with plenty of water.

At this point we must understand from the diagnosis if it is necessary to apply a «YELLOW KILLER O ORANGE KILLER» shampoo or go directly to the toning.





## TONING AND SETTING

Toners can be applied after a coloring, a superlightener or a bleach, but they can also be used between one color and another.

These toners are calibrated and have the ability to deposit the tone in a gradual and constant way without the risk of overloading or darkening the color.



## SHAMPOO AND MASK

After completing the coloring phase, it is important to determine which type of shampoo and mask is most suitable for sealing the treatment.

Yellow Killer Shampoo and Yellow Killer Mask or Orange Killer Shampoo can be used.

You can even choose to use both.  
Example: Orange Killer Shampoo  
and Yellow Killer Mask.



## MAINTENANCE



**COLOR TONER**



**YELLOW KILLER MASK**

### **BENEFITS**

TURN THE COLOR SERVICE INTO A RESTRUCTURING  
COLOR SERVICE

TO ADD NEUTRALIZING FORCE TO THE TONER

MORE CONDITIONING AND SHINE

## THE WORLD OF COLOR IN THE FASHION SYSTEM IS CHANGING

Today, blonde women want to color their hair to follow the trends, feeling free to express their personality.



## **INTENSIFIERS SYSTEM**

**WHEN BLONDE IS THE PROTAGONIST  
OF THE CRAZY COLOR**



## A NEW PROFESSIONAL RANGE OF INTENSIFIER SYSTEM FOR BLEACHED, COLORED OR LIGHTENED HAIR.



### INTENSIFIERS / CORRECTORS



➤ **5 SHADES**

## COLOR MIX TONER PASTEL EFFECT



**INTENSIFIERS**

**000**

### **BENEFITS**

EASE AND SPEED OF EXECUTION

MAXIMUM FREEDOM OF EXPRESSION AND CREATIVITY

INFINITE RANGE OF COLORS

# NOUVELLE TECHNICAL PRODUCTS





# SHAPE

## NOUVELLE PERM



### PERM

<b>WHAT IS IT?</b>	- Waving liquid for difficult/natural/sensitized hair.
<b>WHAT DOES IT DO?</b>	- It is used to obtain an extremely natural permanent wavy or curly effect.
<b>WHO IS IT JUST RIGHT FOR?</b>	- For those who want to change the shape of their hair permanently and obtain elastic and easy-to-manage waves and curls

## PERM /1000 ml

### Volumizing modifier in 3 formulations



Advanced technology perm, formulated to ensure natural curling. Since it is extremely gentle, it can be used more often than traditional perms. Nouvelle perm contains a plant derivative with a moisturizing, emollient and soothing action, which helps restore to the hair fiber the cohesion and elasticity of natural hair.

**ACTIVE INGREDIENTS:** Ammonium thioglycolate (acts by softening the bonds of the keratin fibers of the hair, allowing for the waving), rice proteins (moisturizing, emollient and soothing) and polyquaternium-6 (emollient and conditioning).

**HOW TO USE:** choose the Nouvelle Perm waving liquid taking into account the type of hair to be curled. Wash the hair, then wrap the hair using curlers of a diameter appropriate to the desired result. Saturate the hair wrapped on the curler with the waving liquid, spreading the product carefully, without letting it run on the skin. The setting time varies from hair to hair and must be based on its conditions.

## NEUTRALIZER /1000 ml

### Neutralizer with treating action



Neutralizing solution for permanent waving and straightening. Thanks to its acid pH, it neutralizes the alkaline residues deposited on the hair after the perm.

**ACTIVE INGREDIENTS:** Oxygen (oxidizing the weak bonds) and Cetrimonium Chloride (conditioning agent, gives shine and softness to the hair).

**HOW TO USE:** After the perm and straightening time, carefully rinse the hair without wrapping it in the curler. Remove excess water. Pour 100 ml of Neutralizer Shape into the appropriate applicator. Wet each curler several times. Wait 5-10 minutes, then unwind the curlers without pulling the hair. Pour the product left in the applicator onto the hair and leave on for 5 minutes. Rinse thoroughly.

## **STEP BY STEP**

### **THE PERM**

**STEP 1** - Make the diagnosis to understand the customer's hair type.

**STEP 2** - Choose the curlers according to the desired curl effect.

**STEP 3** - Shampoo; for particularly resistant hair, **ALKASHAMPOO** can be used; in all other cases, we recommend using **Every Day Shampoo**.

**STEP 4** - Position the curlers according to the design chosen for the customer's style.

**STEP 5** - Choose the waving liquid according to the hair type.

**STEP 6** - Apply the waving liquid on the hair wrapped in curlers, saturate well. Leave on:

**Shape Perm 0 – 15 to 20 minutes**

**Shape Perm 1 – 10 to 15 minutes**

**Shape Perm 2 – 5 to 10 minutes**

**STEP 7** - After the setting time, rinse thoroughly without wrapping them in the curler. Remove excess water. Pour 100 ml of **Shape Neutralizer** into the dedicated applicator. Wet each curler, leave on for up to 10 minutes, then unwind the curlers without pulling the hair and apply the remaining product; leave on for another 5 minutes. Rinse thoroughly.

# NOUVELLE KERA SUBLIME



## KERA SUBLIME

<p><b>WHAT IT IS?</b></p>	<ul style="list-style-type: none"> <li>- Improves the structure of frizzy and brittle hair.</li> <li>- Semi-permanently tames frizzy hair.</li> <li>- Smooths naturally curly hair and makes it easier to straighten very curly hair.</li> <li>- Ensures a healthy appearance to damaged hair thanks to its active ingredients, and improves the quality of subsequent technical services.</li> </ul>
<p><b>MORE IN DETAIL</b></p>	<ul style="list-style-type: none"> <li>- <b>ANTI-FRIZZ.</b> Eliminates completely and semi-permanently hair frizz.</li> <li>- <b>TAMING / SMOOTHING.</b> Makes hair easy to manage, smoothing them and drastically reducing drying time while making the hairstyle last longer.</li> <li>- <b>NO VOLUME.</b> Eliminates the unwanted hair volume effect.</li> <li>- <b>LUSTER.</b> Makes hair shiny and bright, with gloss and laminating effect.</li> <li>- <b>LONG LASTING.</b> Relaxing treatment for frizzy, wavy and curly hair with semi-permanent effect, can last 3 to 6 months.</li> </ul>
<p><b>ADDED VALUE</b></p>	<ul style="list-style-type: none"> <li>- Its formula is innovative and compliant with the (most restrictive) European laws.</li> <li>- Free from formaldehyde or harmful products for operators and customers.</li> <li>- Certification that the product does not release any harmful fumes even when using hair straighteners at 230°.</li> <li>- More delicate on color than most competitors.</li> </ul>
<p><b>WHO IS IT ADDRESSED TO?</b></p>	<ul style="list-style-type: none"> <li>- Those with frizzy hair.</li> <li>- Those who constantly use hair dryers and hair straighteners to straighten their hair.</li> <li>- Those who want to reduce drying times.</li> <li>- Those who want to make their hairstyle last for a long time even in humid weather.</li> <li>- Those who want to reduce or eliminate volume.</li> <li>- Those who need to straighten their hair easily and simply.</li> </ul>

## SOME RULES FOR AN EXCELLENT RESULT

1. HAIR PREP
2. STRUCTURE ANALYSIS
3. APPLICATION
4. HAIR STRAIGHTENER TEMPERATURE
5. HAIR STRAIGHTENER MANEUVERABILITY
6. MAINTENANCE AT HOME

### . HAIR PREP

Cleansing as preliminary phase is very important to ensure the best adhesion and efficacy of the treatment.

A light massage should be performed at the roots, whereas a more intense massage is preferable on hair lengths.

In case of particularly resistant hair, it is advisable to use an alkaline shampoo and leave it on for a few minutes (2-5).



## . STRUCTURE ANALYSIS

We remind you that this treatment acts on keratin and on hair bonds.

A very damaged hair may not guarantee a good result in terms of straightening and duration over time.

Performing reconstruction services the weeks before the straightening treatment could guarantee a better outcome.



## . APPLICATION

Application is an important stage in view of achieving the best result.

Hair sections will be determined depending on the end goal and hair type. To achieve the best result in terms of straightening, the section must be max 1 cm wide, and even up to 2 cm wide in all other cases.

The amount of product applied should be neither too much nor too little. The hair should be completely soaked but without excess.

## . HAIR STRAIGHTENER TEMPERATURE

Temperature is also of paramount importance. Bonds slide thanks to the temperature causing the vibration of molecules, combined with the mechanical phase occurring on the hair section treated with the straightener.

The temperature will depend on the hair structure. It must never be lower than 180° though.



## . HAIR STRAIGHTENER MANEUVERABILITY

Vulcanization is another important phase. The sliding of bonds and protein vulcanization take place at this stage. It is very important to glide without holding on too long if hair is damaged or very bleached, but still make sure to pass the iron plate the proper number of times.

It is preferable to glide faster on hair ends, whereas on the base, where gliding is usually not so smooth, even a few more passes are required.



## . MAINTENANCE AT HOME

It is obvious and inevitable to mention the importance of using proper products which are suitable for this service maintenance.

Shampoo and conditioner must be chosen carefully and formulated with the main characteristics for service maintenance.

### THE ROUTINE

- **STRAIGHTENING CARE SHAMPOO**  
(colored or lightened hair), alkaline shampoo (natural or resistant hair)
- 70/80% drying
- Application of **SMOOTHING HERO CREAM**
- Setting time: 15 to 30 minutes
- Application of **THERMO-PROTECT ELIXIR**
- 100% drying
- Pass the hair straightener 5/15 times at 180°/230°
- **STRAIGHTENING CARE SHAMPOO + STRAIGHTENING CARE MASK**
- Smooth straightening with iron plate
- Application of **PERFECTION CARE OIL**
- At least 48 hours without washing, tying up etc...

## SMOOTHING HERO CREAM



**SIZE:** 1000 ml  
**pH** 1,20 - 1,80

### **KERATIN SEMI-PERMANENT STRAIGHTENING CREAM.**

Keratin smoothing cream for semi-permanent straightening action and to eliminate frizz. Suitable for all hair types. The hair is disciplined, smooth, shiny and soft even after numerous washes (the duration varies according to the type of hair).

**HOW TO USE:** on washed and towel-dried hair, create sections of about 1 cm, apply the treatment, soaking the hair well, avoiding contact with the roots. Comb through and keep the product on for 15 to 30 minutes depending on the type of hair and the desired result.

Do not rinse and after applying THERMO-PROTECT ELIXIR, proceed with drying and smoothing with a straightener. Pass the straightener from a minimum of 5 to a maximum of 15 times per strand, using a temperature between 180° and 230°.

Then apply STRAIGHTENING CARE SHAMPOO and STRAIGHTENING CARE MASK and proceed with styling. After the treatment, do not wash or tie your hair for at least the next 48 hours. The straightening treatment could cause colored hair to fade, so it is advisable to proceed with the coloring at least 48 hours after straightening.

## STRAIGHTENING CARE SHAMPOO



**SIZE:** 1000 / 300 /10 ml  
**pH** 5,00 - 6,00

### MOISTURIZING KERATIN SHAMPOO.

Keratin moisturizing shampoo that cleanses the hair and strengthens it thanks to the presence of AMINO SUBLIME COMPLEX and grape seed oil. Prepares the hair for the subsequent smoothing treatment SMOOTHING HERO CREAM. Ideal as home maintenance of the smooth effect.

**HOW TO USE:** before and after the chemical straightening treatment, or as a maintenance at home, apply the product to the whole hair and massage until a rich lather is produced. Rinse off.

## STRAIGHTENING CARE MASK



**SIZE:** 300 / 500 /10 ml  
**pH** 4,00 - 5,00

### NOURISHING KERATIN TREATMENT.

Nourishing and strengthening keratin mask, thanks to the presence of AMINO SUBLIME COMPLEX and grape seed oil. It conditions the hair and makes it easier to comb.

**HOW TO USE:** after STRAIGHTENING CARE SHAMPOO, distribute the product over lengths and ends with the help of a comb, leave on for 2 to 5 minutes, then rinse to eliminate excess product.

## THERMO-PROTECT ELIXIR



**SIZE:** 100 ml

### HEAT PROTECTOR SPRAY.

Thermo protective spray. Enriched with grape seed oil, it keeps hair hydrated and shiny and protects it from chemical damage deriving from the use of hair dryers and straighteners.

**HOW TO USE:** during the smoothing treatment: on damp hair, apply after SMOOTHING HERO CREAM and then proceed with blow-drying and straightening with iron plate. After a routine wash: on damp hair, apply to the whole hair and proceed directly with blow-drying and styling.

## PERFECTION CARE OIL



**SIZE:** 100 ml /5 ml

### NOURISHING AND SHINING OIL.

Nourishing and moisturizing oil. Enriched with grape seed oil, it is recommended to use it as a touch at the end of the routine to ensure post-drying hair silkiness and shine.

**HOW TO USE:** after styling, apply a few drops of product on dry hair.







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