



21
VENTUNO

tint me 

osmoikon
PERMANENT HAIR COLOUR


WELLA
PROFESSIONALS

Bleach & Color
color pigments

BIG
PROFESSIONAL

COMPAGNIA DEL  COLORE

Permanent Color

All color ranges have upwards of 65 different shades. It is well known that not all colors in the range are equally popular. That results in wasted costs for the distributor as they have to carry stock of all shades irrespective of how well they sell. There are other expenses like color charts that have to be produced showing all shades, storage & other logistical costs even though only about a quarter of shades account for most of the sales.

In these difficult economic times, salons demand a suitable color solution: well-priced tints without compromising quality! HH&B are pleased to announce that we have met this challenge for the **tint me** range by creating a range that offers only the top 42 shades that sell the best at the most affordable price.

Because the **tint me** range is only made up of the best-selling permanent shades, we have been able to pass on substantial savings. This has allowed us the price this 100ml tint at the most affordable price possible. The newly introduced 180ml tubes gives a further cost saving of up to 30%!

The color is made in Italy by a world-class manufacturer with no compromise in the quality. It will perform to the highest expectations as only the best ingredients (Pure Micro Pigments) & the lowest levels of ammonia possible have been used. **tint me** is compatible with our CDC range of tints, giving you the flexibility to mix special colors as required.

PLEASE ENQUIRE ABOUT OUR OPENING TINT ME DEALS!

INTENSE NATURALS	100ml	180ml
1 Black	9251	14263
1.10 Intense Natural Blue Black	16995	
2 Darkest Brown	9252	14264
3 Dark Brown	9253	14265
4 Brown	9254	14266
5 Light Brown	9255	14268
6 Dark Blond	9256	14270
7 Blond	9257	14272
8 Light Blond	9258	
9 Very Light Blond	9259	
10 Intense Natural Platinum Blond	16996	
EXTRA INTENSE NATURALS		
4.000 Extra Intense Natural Brown	9260	14267
5.000 Light Extra Intense Natural Brown	9261	14269
6.000 Dark Extra Intense Natural Blond	9262	14271
7.000 Extra Intense Natural Blond	16284	16297
8.000 Extra Intense Natural Light Blond	16290	16303
ASH NATURALS		
4.01 Ash Natural Brown	16289	16302
5.01 Light Ash Natural Brown	16282	16295
6.01 Dark Ash Natural Blond	16281	16294
7.01 Ash Natural Blond	16283	16296
8.01 Light Ash Natural Blond	16286	16299
9.01 Very Light Ash Natural Blond	9263	
MAT NATURALS		
7.11 Mat Blond	16279	
8.11 Light Mat Blond	16278	
9.11 Very Light Mat Blond	16277	
SAVANNAH NATURALS		
5 NS Light Savannah Brown	9264	
6 NS Dark Savannah Blond	9265	
COPPER		
6.4 Dark Copper Blond	16292	16305
7.44 Intense Copper Blond	16276	
CHOCOLATE		
4.35 Chocolate Brown	9266	
5.35 Light Chocolate Brown	9267	
MOKA		
4.88 Moka Brown	9271	
5.88 Light Moka Brown	9272	
MAHOGANY		
4.5 Mahogany Brown	16999	

REDS	100ml	180ml
4.62 Red Violet Brown	16291	16304
5.56 Light Red Mahogany Brown	9268	14754
5.6 Light Red Brown	9269	
5.666 Extra Intense Red Light Brown	17000	
6.66 Dark Intense Red Blond	9270	
6.666 Extra Intense Red Blond	17001	
VIOLET		
2.2 Darkest Violet Brown	16997	
4.2 Violet Brown	16287	16300
5.22 Light Intense Violet Brown	16285	16298
5.222 Brown Violet Extra Intensive	16998	
SUPERLIGHTENERS		
10.1 Super Light Ash Blond	9273	
10.111 Platinum Metallic Blond	17004	
10.21 Platinum Irisé Ash Blond	17003	
12.11 Extreme Ash Blond	9274	14788
GREY		
Light Grey	9275	14262
Dark Grey	16280	16293
TONERS		
Silver	16288	16301
Lilac	17005	
SPECIALS		
9.21 Very Light Ice Blond	17002	

Tuft Swatch Chart, 53 Colors
17454



180ml

100ml

NEW!

Toners
100ml



Beige
18032



Pink
18033



Rose
18034



Amethyst
18035



Ash
18036



Pearl
18037



Copper
18038



Natural
18039



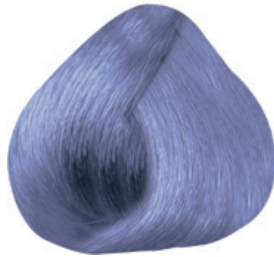
Clear
18040



Gold
18041



Violet
18042



Blue
18043



Smokey Silver
18044



Toner Tuft Swatch Chart
18251



tint me Professional Cream Peroxide - 1 Litre

NEW!



5 Volume (1.5%)
18027



10 Volume (3%)
18028



20 Volume (6%)
18029



30 Volume (9%)
18030



40 Volume (12%)
18031

Professional MULTI-CHROMATIC, TRANSLUCENT color for shinier, brighter, natural & modern hair at half the processing time. Super-sized at 200ml for cost effective savings, to minimize waste & environmental sensitivity. Super-fast processing saving up to half the normal processing time for your time-sensitive clients who demand EXPRESS SERVICES.

BIG

PROFESSIONAL

Beautiful Intelligent Genuine

Advanced, secure, performance focused, professional chemical service formulations & technologies

PROFESSIONAL POINTS OF DIFFERENCE

Not all professional hair color is created equal...

There are thousands of professional hair color brands. Most are very similar.

BIG PROFESSIONAL is the new standard for the following 4 reasons:

1. The Safest Hair Color Formulations

NH3 CONTROL

AMMONIA ENCAPSULATION TECHNOLOGY

Reduces ammonia inhalation & irritation by up to 90%

POLY-FORCE BOND SCIENCE

(BOND-REDUCTION) PROCESS TECHNOLOGY

Lifts & deposits without chemical bond breakage or damage

2. Non-Progressive Hair Color that Processes in Half the Time

Thanks to new technologies we are witnessing grey coverage in as fast as 10 minutes (without chemical accelerators)

3. Logical & Ecological

Professional sized products for professional use only

Reduces bulk packaging waste by more than 75%

Color Tube: 200ml

Developers: 3000ml

Powder Bleach: 2500g tub

Bleach Paste: 1000g tub

Direct Colors: 1000ml

Shampoo & Conditioner: 3000ml tubs

4. Practical & Cost-Effective

The professional colorist can create everything to satisfy the clients' needs while cutting inventory by up to 80%

39 Shades, 5 Developers, 2 Bleach Types, 10 Direct Colors, 9

Permanent Toners & 4 Black Bar Treatments

CLIENT BENEFITS

Lowest Ammonia, Purist Ingredients, Beautiful Color, Fabulous Hair with Comfort & Safety Benefits for you & for your clients!

12 CLIENT BENEFITS:

When speaking with a client regarding BIG PROFESSIONAL, speak to them about the benefits, not the features. While features & technologies are important, benefits relate the features & technologies to the client.

1. Healthier Color Services

Let's be honest, there are no organic or natural oxidation hair colors or lightening services.

Effective permanent, semi & demi-permanent cosmetic hair colorings are chemical services.

BIG PRO offers safe hair color & lightening alternatives.

2. No More Tears from Ammonia Vapors

Ammonia Performance. YES

Ammonia vapors. NO!

BIG PRO technologies reduce up to 90% ammonia vapor inhalation & irritation

3. Beautiful Color in Half the Time

Chances are your clients took time off from work or family needs to make their appointments.

Thanks to BIG PRO technologies, colorists have the option to produce beautiful hair color in half the time of standard hair colors.

4. Reduced Exposure

Scientists claim that under ideal conditions, the average healthy persons capacity to defend against substantial chemical absorption during oxidation processing is approximately 15 - 20 minutes. BIG PRO's standard processing times are approximately 15- 20 minutes.

5. Improve Elasticity & Shine by Coloring your Hair

BIG PRO's bond building formulas & ABk-C Complex add extra strength & shine to lackluster, listless hair.

6. Personalize Your Color

Color formulas aren't one-size-fits-all!

BIG PRO was created to mix & blend for hand-tailored color services, as opposed to one, flat, all-over color from a single tube or box.

7. The More you Color the better your Hair looks & feels

Clients truly feel & see the difference as their hair quality greatly improves over time using BIG PRO.

8. Natural Looking Translucency with Softer Growouts

The natural, multi-chromatic appearance of BIG PRO colors tend to grow out with softer blended lines of demarcation.

9. No More "Just Tinted My Hair" Smell or Waxy Feel

BIG PRO colors easily wash & rinse free from the hair, leaving ZERO chemical or waxy residues. Hair feels & smells clean, fresh & natural.

10. Dermatologically Tested on Humans, Verified Safe & Secure

BIG PRO is Fragrance-Free, Gluten-Free, SLS-Free, Paraben-Free, Silicone-Free, Vegan Friendly. Pure. Clean. Simple & Functional.

11. More Savings, More Compliments

Following your stylist's BIG PRO prescription for color & maintenance, you will actually find you spend less time & money to look better than if you did your hair at home.

12. Anti-Age Color for your Hair

As we age hair tends to get wiry, grey, dry & dull with less elasticity & difficult to color.

BIG PRO technologies fight free radicals, & subtly soften, cover, color, brighten & tone for a natural, lustrous, youthful appearance.



NH3 CONTROL

AMMONIA ENCAPSULATION TECHNOLOGY

INTERNATIONAL PATENT

This patented technology electromagnetically attracts, encapsulates and locks the Ammonia molecules and the emerging vapors into the color cream at the moment of activation with the BIG OXY BUTTER Developers.

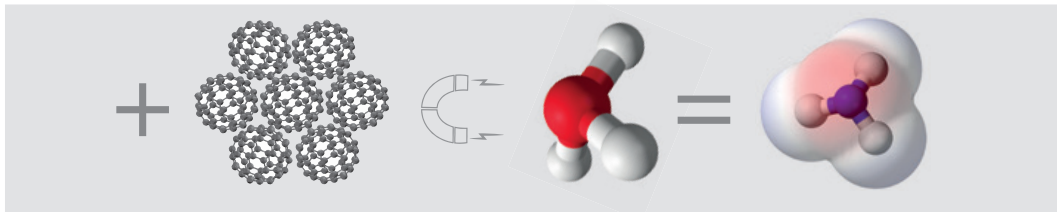
The encapsulated ammonia is then transported directly to the hair shaft where it gently and naturally opens the cuticles while acting as a catalyst enhancing the pigmentation process.

Once the color development is completed the water-soluble ammonia is easily carried away by water leaving no ammonia residues and no unpleasant irritating vapors or odors.

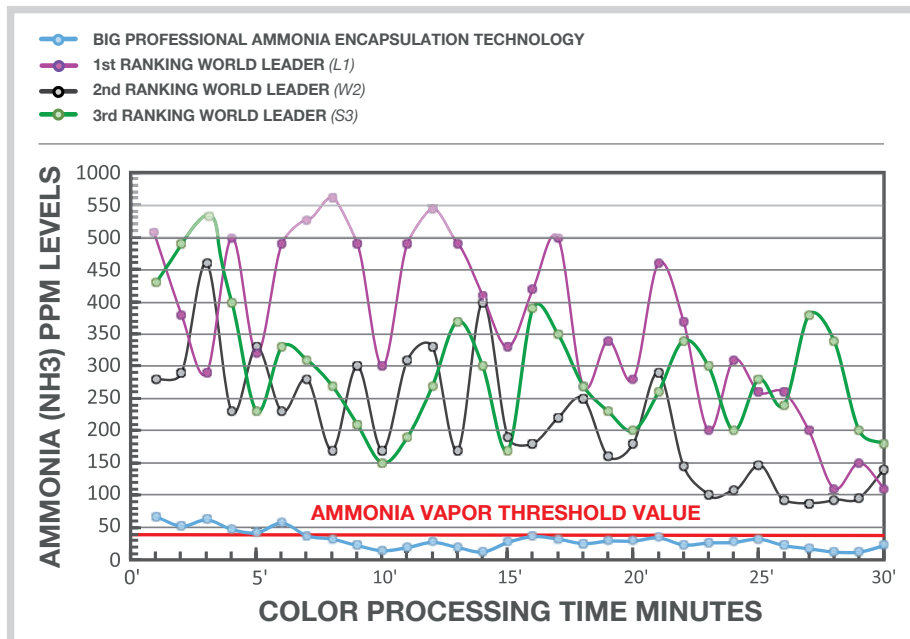
NANO-ABSORBED
MOLECULAR MAGNETS

ACTIVATED AMMONIA

NH3 CONTROL AMMONIA
ENCAPSULATION



AMMONIA VAPORS RELEASE COMPARISON BETWEEN MAIN COMPETITORS



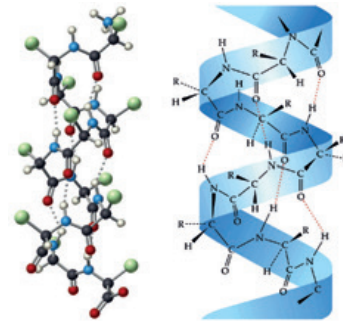
THE RED LINE REPRESENTS THE LEVEL OF HUMAN PERCEPTION TO THE PRESENCE OF AMMONIA VAPORS; below the red line humans are unaware to the presence of ammonia vapors. The GREY AREA represents high levels of toxicity.

BOND REDUCTION: This advanced technology gently reduces the hydrogen bonds, ionic bonds & disulphide bonds within the hair's polypeptide structures, facilitating pigment penetration without breakage or damage to the bonds.

The Big Professional Color cream contains 98.9% pure, ultra-refined color pigments which instantly enter, cluster & fuse with the hair's amino acid keratin protein structures.

This results in superior grey coverage, longevity of color & improved condition of the hair. Deeper penetration of the pigment & superior lift & deposit ensures true-to-color-chart results that last.

BOND-REDUCTION



BIG
PROFESSIONAL

TARGETED HAIR REPAIR enriched with A-BkC Complex. This Amino Btonik Conditioning Complex made of essential oils & botanic extracts:

- Recreates cuticles & seals in color
- Smooths static & frizz
- Repairs damage
- Prevents split ends
- Moisturizes & emulsifies dry hair
- Strengthens fragile hair
- Adds luster, softness & a silky finish
- Improves detangling & manageability
- Keeps hair youthful & elastic
- Gives UV & environmental protection

- BIG PROFESSIONAL is:
- Dermatologically Tested
 - Fragrance-Free
 - Gluten-Free
 - SLS-Free
 - Paraben-Free
 - Vegan Friendly
 - No Animal Testing



BIG PROFESSIONAL
The Coloring Book Technical
13774



BIG PROFESSIONAL
Color Chart
13773



BIG PROFESSIONAL
Tube Squeezer
13917





BIG

PROFESSIONAL

40 shades of permanent color (the world's most popular shades):

	NATURALS: Mix 1+1 1/2
13720	3.0 BIG PROFESSIONAL DARKEST CHESTNUT 200ML
13723	5.0 BIG PROFESSIONAL LIGHT CHESTNUT 200ML
13731	7.0 BIG PROFESSIONAL BLONDE 200ML
13740	9.0 BIG PROFESSIONAL VERY LIGHT BLONDE 200ML
	ASH NATURALS: Mix 1+1 1/2
13721	4.01 BIG PROFESSIONAL NATURAL ASH CHESTNUT 200ML #
13727	6.01 BIG PROFESSIONAL NAT DARKASH CHESTNUT 200ML #
13738	8.01 BIG PROFESSIONAL NATURAL LT ASH BLONDE 200ML #
13744	10.01 BIG PROFESSIONAL NAT PLATINUM ASH BLONDE 200ML
	# Ideal for Men
	ASH: Mix 1+1 1/2
13719	1.10 BIG PROFESSIONAL BLUE BLACK 200ML
13724	5.11 BIG PROFESSIONAL LT INTENSIVE ASH CHESTNUT 200ML #
13732	7.11 BIG PROFESSIONAL INTENSIVE ASH BLONDE 200ML #
13741	9.11 BIG PROFESSIONAL VERY LT INTENSIVE ASH BLONDE 200ML #
	# Ideal for Men
	GOLDEN: Mix 1+1 1/2
13733	7.3 BIG PROFESSIONAL GOLDEN BLONDE 200ML
13742	9.3 BIG PROFESSIONAL VERY LT GOLDEN BLONDE 200ML
	BEIGE: Mix 1+1 1/2
13734	7.31 BIG PROFESSIONAL BEIGE BLONDE 200ML
13743	9.31 BIG PROFESSIONAL VERY LT BEIGE BLONDE 200ML
	TOBACCO: Mix 1+1 1/2
13729	6.35 BIG PROFESSIONAL TOBACCO DARK BLONDE 200ML
13735	7.35 BIG PROFESSIONAL TOBACCO BLONDE 200ML
13789	9.35 BIG PROFESSIONAL LIGHT TOBACCO BLONDE 200ML
	MODA: Mix 1+1 1/2
13722	4.45 BIG PROFESSIONAL BRONZE CHESTNUT 200ML
13726	5.53 BIG PROFESSIONAL CHOCOLATE LT CHESTNUT 200ML
13728	6.20 BIG PROFESSIONAL DARK BLONDE INTENSIVE VIOLET 200ML
13730	6.6 BIG PROFESSIONAL DARK RED BLONDE 200ML
13737	7.6 BIG PROFESSIONAL RED BLONDE 200ML
13725	5.5 BIG PROFESSIONAL LIGHT MAHOGANY CHESTNUT 200ML
	COPPER: Mix 1+1 1/2
13736	7.4 BIG PROFESSIONAL COPPER BLONDE 200ML
13739	8.44 BIG PROFESSIONAL LT BLONDE INTENSIVE COPPER 200ML
	SUPER LIGHTENERS: Mix 1+2
13745	11.0 BIG PROFESSIONAL ULTRA LT NAT BLONDE 200ML
13746	11.11 BIG PROFESSIONAL ULTRA LT ASH BLONDE 200ML #
13747	11.13 BIG PROFESSIONAL ULTRA LT BEIGE BLONDE 200ML
13748	11.2 BIG PROFESSIONAL ULTRA LT IRISE BLONDE 200ML
	# Ideal for Men
	INTENSIVE BOOSTERS/COLOR CORRECTORS:
13749	11A BIG PROFESSIONAL ASH COLOR-CORRECTOR BOOSTER 200ML
13750	22V BIG PROFESSIONAL VIOLET COLOR-CORRECTOR BOOSTER 200ML
13751	66R BIG PROFESSIONAL RED COLOR-CORRECTOR BOOSTER 200ML
13752	88B BIG PROFESSIONAL BLUE COLOR-CORRECTOR BOOSTER 200ML
13753	33G BIG PROFESSIONAL GOLD COLOR-CORRECTOR BOOSTER 200ML
13790	03Y BIG PROFESSIONAL YELLOW COLOR-CORRECTOR BOOSTER 200ML
13791	38G BIG PROFESSIONAL GREEN COLOR-CORRECTOR BOOSTER 200ML
13792	00C BIG PROFESSIONAL CLEAR COLOR-CORRECTOR BOOSTER 200ML

BIG OXY BUTTER VELVETY LUSH DEVELOPER

Performs a 5-Phase Fusion Action during the color process:

1. Activates the ammonia & oxidative actives within the color cream.
2. Assists with the encapsulation of the ammonia & developing vapors at the moment of oxidation.
3. Delivers the active ingredients directly to the hair shaft where it reacts in conjunction with the ammonia to lift & diffuse the natural pigments.
4. Assists with the development, delivery & linkage of the newly forming activated color pigments deep into the cortex to the amino protein structures.
5. The pigments are then linked & trapped in the spaces between the hair's peptide bonds for extended color vibrancy.

- 1% 3VOL 3L **13796**
- 3% 10VOL 3L **13754**
- 6% 20VOL 3L **13755**
- 9% 30VOL 3L **13756**
- 12% 40VOL 3L **13757**



BIG BLUE BLEACH1+2 DUST FREE 5KG

Formulated with Biodegradable Polyglycol-Dust-Inhibitor Technology. This anti-volatile technology creates a dust-free molecular composition with rapid bleaching action that lifts up to 7 levels, making it ideal for lightening darker base shades that require a higher lift concentration.

This ammonia free, pH-balanced formula adheres well, does not swell or expand to assist in preventing or minimizing overlapping. The Micronized Blue Pigment Technology creates a unique combination of lightening + toning for visibly clearer & cooler blonde results.

Recommended for stronger lift on medium to coarse hair with higher volumes % of developer. Can use the multiple application method. **13758**



BIG CREAM BLEACH1+1 DE-COLORATION 2.5KG

This conditioning cream lightener can easily & gently lift up to 6 levels, & is ideal for on scalp bleaching treatments as well as free-hand highlighting techniques. Built-in conditioning & barrier oils protect while the ultra-lightening factors work on lifting the melanin molecules to the desired levels.

The anti-yellow features work to neutralize warm hues from inside-out, giving it excellent toning capabilities. The creamy emollient formula gives the colorist an unlimited array of lightening technical options & application control.

Recommended for gentle bleaching on medium to fine hair with lower volume % developers. Can be used for multiple applications. **13759**



SUPER SONIC BOND BLEACH 1+2

A powder lightener that ensures 8/9 levels of lift & outstanding protective properties.

This BOND BUILDING BLEACH leaves hair incredibly soft & the hair structure remains supple & elastic even after total lightening. Low ammonia, MEA-free formulation does not swell or expand preventing overlap. **2.5KG 14613**



BIG COLOR DIRECT SEMI-PERMANENT

An alkaline direct color conditioning system.

The collection has ten concentrated shades.

Depending on the amount of color & technique used these luscious, joyous shades can produce amazing colors, change or intensify the natural base tone, create avant-garde effects or gentle natural pastels & highlights.

When you want to lighten the BIG Color Direct color shades or create a pastel tone, mix the color with the 000.Pastel White toner a small amount at a time in a bowl until the desired shade is achieved. To darken, intensify, deepen or create more matte color tones, gradually add .111 Black to the mixture until the desired richness is achieved.



-  .111 BLACK 1L **13760**
-  .000 PASTEL 1L **13769**
-  .18 IRON 1L **13765**
-  .01 METAL 1L - NEW BOND FORMULA* **13766**
-  .33 GOLD 1L **13764**
-  .62 FUCSIA 1L **13763**
-  .77 BROWN 1L **13761**
-  .44 COPPER 1L **13762**
-  .22 VIOLET 1L - NEW BOND FORMULA* **13767**
-  .66 RED 1L **13768**

*BEST SELLER

BIG BACK BAR POST COLOR SHAMPOO & TREATMENTS:
pH-Balancing Targeted Hair Repair

BIG BACK BAR POST COLOR SHAMPOO

Thanks to the low pH3.9 factor, this luscious shampoo used after professional coloring completes the fixing of the pigments deep within & ensures durability & brilliance of color.

It favors the balance of pH levels while eliminating alkaline residues. Restores moisture & elasticity, re-establishing the proper physiological condition of skin & hair.

3000ml
13770



BIG BACK BAR POST COLOR CONDITIONER
Post-Color Conditioner pH4.5
A Post-Color Treatment that reconstructs & offers intensive rehydration & combability.

Post-Color Conditioning treatment counteracts the oxidation & aging of cosmetic color enhancing the naturalness & brilliance of color.
3000ml
13771



COLOR CARE HOME TREATMENTS

POST-COLOR SHAMPOO

Non stripping, protects & seals in color
pH 4.5
480ml
14101



BIG BACK BAR POST COLORFIX SPRAY
Post-Color ColorFix Leave-in Spray pH3.5
Intensive Post-Color treatment spray, multi-action, leave-in. Gives immediate body & vitality to the hair. Easy to use, has multiple properties:

- Increases the shine of the hair.
- Disciplines frizzy hair.
- Facilitates combing.
- Gives body & volume.
- Increases the longevity & intensity of color.
- Protects from heat damage.
- Speeds up the drying.
- Increases the color fastness.
- Restores the pH of skin & hair after every technical treatment.

500ml
13772



POST-COLOR CONDITIONER

pH 4.0
480ml
14102



POST-COLOR COLORFIX SPRAY

pH 3.5
250ml
14103



A range of color pigmentation:
BLEACH & COLOR® PERMANENT CREAM & SPECIALONECOLOR® SEMI-PERMANENT MASKS.
Made in Italy

A revolutionary one step, high fashion hair color system
From the color you have, to the color you want in one step!

Unlike any other product on the market, Bleach&Color® lifts & deposits color pigments on both natural & previously colored hair in one step. Bleach&Color® offers endless creativity, with the ability to lift up to 7 levels, while oxidation-resistant pigments deposit into the hair shaft.

Bleach&Color® permanent cream 80ml, 16 shades:



There are 3 main components that comprise Bleach&Color®

- **Lightening** - upon application, Bleach&Color® Cream first acts as a decolorizer to remove the pigments present in the hair (both natural & synthetic)
- **Depositing** - once the hair has been lightened appropriately, Bleach&Color® Color cream begins depositing the new oxidation-resistant pigments into the hair
- **Combined** - the lightening & depositing actions create an ideal environment for the new color pigments to bond with those remaining in the hair after lightening, while leaving the cuticle intact, ensuring minimal damage to the hair



HOW TO USE:

The mixing ratio is 1 part developer to 1 part BLEACH&COLOR®. (example: 30g of 30 volume developer + 30g Bleach&Color®)

For best results, always use a scale to measure, & mix formula thoroughly until smooth.

Choose the right developer that suits the amount of lift required, either 20 volume, 30 volume or 40 volume.

40 volume is recommended for previously colored & level 5 or darker hair.

Cover the hair with foil, meche or a processing cap, & you may process under heat. Check the hair after 10-15 minutes to ensure the cuticle is not damaged. As long as the hair is not damaged, continue processing under heat, checking every 10 minutes (check green every 5-10 minutes), up to 50 minutes. Remove from heat & allow an additional 15 minutes for the color to deposit. It is extremely important to monitor the color progression.

IMPORTANT: The shades containing primarily blue pigment (blue, aquamarine, & green) are considered advanced shades & must be monitored very closely. If the green is left longer than intended, the blue pigment will become the dominant pigment & the hair will appear more blue than green. Once you have achieved your desired color, rinse the hair & shampoo to remove any color residue. Do not condition if you plan to apply a mask.

Light
Blonde
13193



Ash
Blonde
13194



Silver
13195



Steel
13196



Champagne
13197



Brown
13198



Yellow
13199



Copper
Blonde
13200



Titian
Blonde
13201



Red
13202



Fuchsia
13203



Violet
Magenta
13204



Purple
13205



Aqua
Marine
13206



Green
13207



Blue
13208



SpecialOneColor® Semi-Permanent Masks can be used to enhance an existing shade in the hair or to change the shade in pre-lightened hair. Create unlimited shades by mixing any of the SpecialOneColor® masks together to create any custom shade you desire. The 000 mask is used to dilute more intense masks shades & create pastel colors.

SpecialOneColor® masks:

Unlike other direct dyes, SpecialOneColor® masks contain a special alkaline agent which allows the pigments to penetrate the hair cuticle & adhere to the hair for longer-lasting results.

SpecialOneColor® masks do not require developer. When formulating, simply choose the desired color masks & apply directly to the hair. Do not add developer to your formulation.

If hair has been previously lightened or decolorized, SpecialOneColor® masks can be used without Bleach&Color®.

HOW TO USE:

Choose your desired mask shade(s). If mixing more than 1 mask together, make sure to mix well to ensure even color distribution. Apply the mask to pre-washed, towel dried hair. Process for 15 - 20 minutes, then thoroughly rinse, shampoo & condition the hair. For optimal results, use on hair that has been previously colored with BLEACH&COLOR®.

SpecialOneColor® masks 200ml (except Pastel White 000, 400ml)

Bleach&Color® (16) & SpecialOneColor® (18) Tuft Color Chart 13228

Color Stabilizer pH 3.5 Spray 200ml 13227



000

Pastel White
13209



01

Platinum
13210



11

Intense Grey
13211



02

Lavender
13212



22

Intense Violet
13213



88

Blue
13214



03

Very Light
Golden Blonde
13215



13

Light Beige
13216



34

Golden Copper
13217



04

Copper
13218



44

Intense Copper
13219



05

Mahogany
13220



52

Magenta
13221



56

Ruby Red
13222



62

Fuchsia
13223



66

Intense Red
13224



07

Moka
13225



75

Cocoa
13226



How do you use this system? For example:

1. If your initial base color is a level 4, using any one of the 16 BLEACH&COLOR® permanent shades achieves the target base color shown on the right-hand side. Assuming you used champagne (13197), this is the effect:
2. If you want a more intensive color, choose any of the 18 SPECIALONECOLOR® semi-permanent shades or a combination of different colors to achieve any one of the 10 results shown:
3. Once the Bleach&Color® is fully processed, the resultant base color may be altered and/or enhanced with one or a formulation mixture of SpecialOneColor® Masks as shown below. Other makes of fashion color lines require pre-lightening to a light blonde shade in order for the fashion colors to show up, however, when the colors fade, the base they fade to is usually an uneven, & sometimes "washed out", leaving an undesirable tone. With Bleach&Color® the new base color is permanent, which means the mask shades will always have those base tones to adhere to, & will never fade to those uneven & undesirable tones.



Remember, depending on the initial color, condition, & texture of your client's hair, the color you achieve using the Bleach&Color® may not be your exact target shade, however, the SpecialOneColor® masks give you the creative freedom to create & enhance any shade.



BASE / BLEACH&COLOR®

SEMI-PERMANENT MASK SPECIALONECOLOR®

INITIAL BASE COLOR

TARGET BASE COLOR

LEVEL 4 / LIGHT BLONDE
13193

INITIAL BASE COLOR

TARGET BASE COLOR

LEVEL 4 / ASH BLONDE
13194

INITIAL BASE COLOR

TARGET BASE COLOR

LEVEL 4 / SILVER
13195

INITIAL BASE COLOR

TARGET BASE COLOR

LEVEL 4 / STEEL
13196

INITIAL BASE COLOR

TARGET BASE COLOR

LEVEL 4 / CHAMPAGNE
13197

INITIAL BASE COLOR

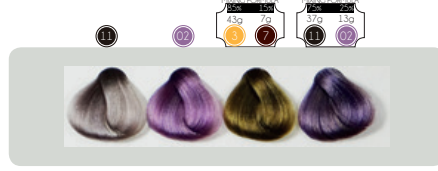
TARGET BASE COLOR

LEVEL 4 / BROWN
13198

INITIAL BASE COLOR

TARGET BASE COLOR

LEVEL 4 / YELLOW
13199



BASE / BLEACH&COLOR®

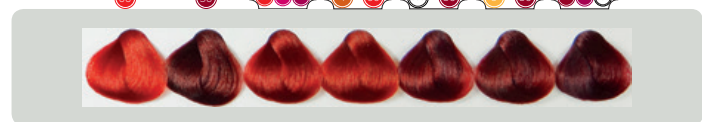
SEMI-PERMANENT MASK
SPECIAL ONE COLOR®



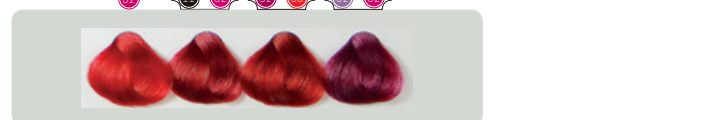
LEVEL 4 / COPPER BLONDE
13200



LEVEL 4 / TITAN BLONDE
13201



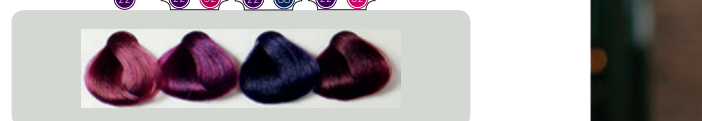
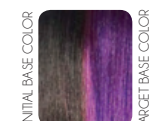
LEVEL 4 / RED
13202



LEVEL 4 / FUCHSIA
13203



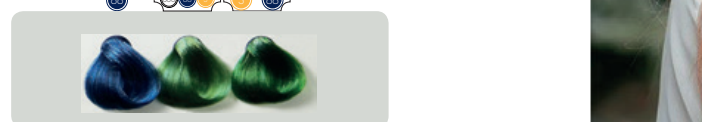
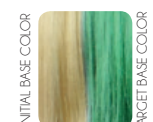
LEVEL 4 / VIOLET MACENTA
13204



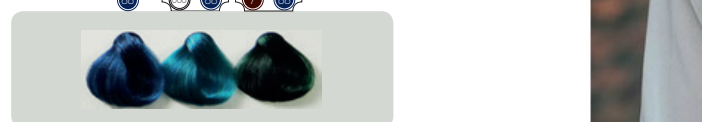
LEVEL 4 / PURPLE
13205



LEVEL 10 / AQUAMARINE
13206



LEVEL 10 / GREEN
13207



LEVEL 10 / BLUE
13208



COMPAGNIA DEL COLORE®

Love is in the Hair

Made in Italy

CDC is well known for its quality & extreme variety of high technology colors. You can choose from 130 different colors, making it the widest range in the world & allowing you to really express your creativity & satisfy any of your customer's requirements. CDC coloring cream formula has the lowest possible level of ammonia thanks to the use of **Pure Micro Pigments** which guarantee deep penetration of the color molecule with the minimum disruption to the hair's natural structure.

- Great & consistent color results whilst respecting the hair: the natural ingredients used guarantee uniformity of color, brightness, shine & long-lasting properties, also making the hair silky & soft.
- 100% Grey coverage power.
- Lifting power: 1 to 4 tones with higher lifting from the super lightening shades.
- Cost effectiveness: all colors are packed in 100ml tubes with a mix ratio of 1 part color to 1.5 parts developer, allowing up to 3 applications per tube.
- Easy to use: the particular emollient qualities of the ingredients & the mix ratio make the color easy to apply, spread & rinse out
- Environmentally friendly: the color is low in ammonia & bio-degradable.
- The coloring cream combines two precious ingredients: Orange butter & Honey. Orange butter has anti-oxidising, UV protection, anti-pollution & anti-age properties, while honey is nourishing & hydrating for cuticles & gives elasticity, body & shine to hair.

TIP

100ml CDC tint weighs 96g
100ml peroxide weighs 92g



CDC Scalp Soothing Fluid 004

Protects the scalp during chemical treatments. Applied either directly on the skin or mixed with product used.
150ml
8063









INTENSE NATURALS	
CDC 1 Black 100ml	3277
CDC 1.10 Blue Black 100ml	3296
CDC 2 Darkest Brown 100ml	3278
CDC 3 Dark Brown 100ml	3279
CDC 4 Brown 100ml	3280
CDC 5 Light Brown 100ml	3281
CDC 6 Dark Blond 100ml	3282
CDC 7 Blond 100ml	3283
CDC 8 Light Blond 100ml	3284
CDC 9 Very Light Blond 100ml	3285
CDC 10 Natural Platinum Blond 100ml	3286



Opening deals available. Please request details.

EXTRA INTENSE NATURALS (for resistant grey coverage)	
CDC 4.000 Extra Intense Natural Brown 100ml	5502
CDC 5.000 Light Extra Intense Natural Brown 100ml	5503
CDC 6.000 Dark Extra Intense Natural Blond 100ml	5504
CDC 7.000 Extra Intense Natural Blond 100ml	5505
CDC 8.000 Extra Intense Natural Light Blond 100ml	5506
ASH NATURALS	
CDC 4.01 Ash Natural Brown 100ml	3297
CDC 5.01 Light Ash Natural Brown 100ml	3298
CDC 6.01 Dark Ash Natural Blond 100ml	3299
CDC 7.01 Ash Natural Blond 100ml	3300
CDC 8.01 Light Ash Natural Blond 100ml	3301
CDC 9.01 Very Light Ash Natural Blond 100ml	3302
MAT NATURALS	
CDC 6.11 Dark Mat Blond 100ml	3492
CDC 7.11 Mat Blond 100ml	3493
CDC 8.11 Light Mat Blond 100ml	3461
CDC 9.11 Very Light Mat Blond 100ml	3462
SAVANNAH NATURALS	
CDC 4 NS Savannah Brown 100ml	3407
CDC 5 NS Light Savannah Brown 100ml	3408
CDC 6 NS Dark Savannah Blond 100ml	3409
CDC 7 NS Savannah Blond 100ml	3410
CDC 8 NS Light Savannah Blond 100ml	3411
CDC 9 NS Very Light Savannah Blond 100ml	3412
CDC 10 NS Platinum Savannah Blond 100ml	3413
WARM NATURALS	
CDC 5.03 Light Warm Natural Brown 100ml	3290
CDC 6.03 Dark Warm Natural Blond 100ml	3291
CDC 7.03 Warm Natural Blond 100ml	3292
CDC 8.03 Light Warm Natural Blond 100ml	3293
CDC 9.03 Very Light Warm Natural Blond 100ml	3294
CDC 10.03 Warm Natural Platinum Blond 100ml	3295
BEIGE	
CDC 4.32 Medium Beige Brown 100ml	16972
CDC 5.32 Light Beige Brown 100ml	16973
CDC 6.32 Dark Beige Blond 100ml	3303
CDC 7.32 Beige Blond 100ml	3304
CDC 8.32 Light Beige Blond 100ml	3305
CDC 9.32 Very Light Beige Blond 100ml	3306
CDC 10.32 Platinum Beige Blond 100ml	3414

GOLDEN	
CDC 4.3 Golden Brown 100ml	3307
CDC 5.3 Light Golden Brown 100ml	3308
CDC 6.3 Dark Golden Blond 100ml	3309
CDC 7.3 Golden Blond 100ml	3310
CDC 8.3 Light Golden Blond 100ml	3311
CDC 9.3 Very Light Golden Blond 100ml	3312
INTENSE GOLDEN	
CDC 5.33 Light Intense Golden Brown 100ml	3415
CDC 6.33 Dark Intense Golden Blond 100ml	3416
CDC 7.33 Intense Golden Blond 100ml	3287
CDC 8.33 Light Intense Golden Blond 100ml	3288
CDC 9.33 Very Light Intense Golden Blond 100ml	3289
COPPER	
CDC 4.4 Copper Brown 100ml	3313
CDC 5.4 Light Copper Brown 100ml	3314
CDC 6.4 Dark Copper Blond 100ml	3315
CDC 7.4 Copper Blond 100ml	3316
CDC 8.4 Light Copper Blond 100ml	3317
CDC 9.4 Very Light Copper Blond 100ml	3318
CDC 7.44 Intense Copper Blond 100ml	3319
CDC 6.34 Dark Gold Copper Blond 100ml	3345
CDC 7.34 Gold Copper Blond 100ml	3346
CDC 8.34 Light Gold Copper Blond 100ml	3347
CDC 9.34 Very Light Gold Copper Blond 100ml	3348
MAHOGANY	
CDC 4.5 Mahogany Brown 100ml	3320
CDC 5.5 Light Mahogany Brown 100ml	3321
CDC 6.5 Dark Mahogany Blond 100ml	3322
CDC 7.5 Mahogany Blond 100ml	3323
CDC 5.55 Intense Light Mahogany Brown 100ml	3325
CDC 8.52 Light Mahogany Violet Blond 100ml	3324
CHOCOLATE	
CDC 4.35 Chocolate Brown 100ml	3362
CDC 5.35 Light Chocolate Brown 100ml	3363
CDC 6.35 Dark Chocolate Blond 100ml	3364
CDC 7.35 Chocolate Blond 100ml	3365
CDC 8.35 Light Chocolate Blond 100ml	3366
RED	
CDC 4.62 Red Violet Brown 100ml	3327
CDC 7.62 Red Violet Blond 100ml	3332
CDC 5.56 Light Red Mahogany Brown 100ml	3328
CDC 5.6 Light Red Brown 100ml	3329
CDC 6.6 Dark Red Blond 100ml	3330
CDC 6.66 Dark Intense Red Blond 100ml	3326
CDC 7.66 Intense Red Blond 100ml	3333
CDC 8.66 Light Intense Red Blond 100ml	3417
CDC 7.46 Red Copper Blond 100ml	3331
CDC 8.46 Light Red Copper Blond 100ml	3418
Mat	
CDC 6.7 Intense Dark Matte Blond 100ml	 16975
CDC 7.7 Intense Medium Matte Blond 100ml	 16976
CDC 8.7 Intense Light Matte Blond 100ml	 16977

VIOLET	
CDC 2.2 Darkest Violet Brown 100ml	3334
CDC 4.2 Violet Brown 100ml	3335
CDC 5.2 Light Violet Brown 100ml	3336
CDC 6.2 Dark Violet Blond 100ml	3337
CDC 7.2 Violet Blond 100ml	3419
CDC 5.22 Light Intense Violet Brown 100ml	3338
TOBACCO	
CDC 4.23 Tobacco Brown 100ml	3341
CDC 5.23 Light Tobacco Brown 100ml	3342
CDC 6.23 Dark Tobacco Blond 100ml	3343
CDC 7.23 Tobacco Blond 100ml	3344
CDC 8.23 Light Tobacco Blond 100ml	3420
HAZELNUT	
CDC 4.73 Hazelnut Brown 100ml	3421
CDC 5.73 Light Hazelnut Brown 100ml	3422
CDC 6.73 Dark Hazelnut Blond 100ml	3423
CDC 7.73 Hazelnut Blond 100ml	3424
CDC 8.73 Light Hazelnut Blond 100ml	3425
CDC 9.73 Very Light Hazelnut Blond 100ml	3426
MOKA	
CDC 4.88 Moka Brown 100ml	3427
CDC 5.88 Light Moka Brown 100ml	3428
CARAMEL	
CDC 5.8 Gianduia Caramel Brown 100ml	 16974
CDC 6.8 Dark Caramel Blond 100ml	3429
CDC 7.8 Caramel Blond 100ml	3430
IRISÉ	
CDC 8.21 Light Irisé Ash Blond 100ml	 16970
CDC 10.21 Platinum Irisé Ash Blond 100ml	 16971
SUPERLIGHTENERS (mix ratio 1:2)	
CDC 10.0 Super Light Natural Blond 100ml	3349
CDC 10.1 Super Light Ash Blond 100ml	3352
CDC 10.13 Super Light Pearl Blond 100ml	3351
CDC 10.3 Super Light Golden Blond 100ml	3350
CDC 11.0 Platinum Blond 100ml	3353
CDC 11.13 Pearl Platinum Blond 100ml	3355
CDC 11.3 Golden Platinum Blond 100ml	3354
CDC 12.00 Extreme Blond 100ml	3431
CDC 12.03 Extreme Golden Blond 100ml	3432
CDC 12.11 Extreme Ash Blond 100ml	3434
CDC 12.13 Extreme Pearl Blond 100ml	3433
CORRECTIVE AGENTS	
CDC Yellow 100ml	3356
CDC Red 100ml	3357
CDC Orange 100ml	3437
CDC Violet 100ml	3358
CDC Blue 100ml	3359
CDC Green 100ml	3360
CDC Clear 100ml	3361
GREY	
CDC Light Grey 100ml	3339
CDC Dark Grey 100ml	3340
TONERS	
CDC Lilac 100ml	3435
CDC Silver 100ml	3436

Ideal to work on the lengths of hair (with 7 or 10 vol. peroxide) after having done the roots with permanent shades.

Also ideal for using on treated hair (highlighted, permed, bleached) as ammonia free colors have a greater restructuring power on damaged, processed hair.

52 Colors: 49 are the same as permanent shades with 3 special shades only available in ammonia free. Also can be used between tints for temporary retouches.

INTENSE NATURALS - AMMONIA FREE 100ml	
CDC 1 Black	10050
CDC 1.10 Blue Black	10051
CDC 2 Darkest Brown	10055
CDC 3 Dark Brown	10056
CDC 4 Brown	10057
CDC 5 Light Brown	10062
CDC 6 Dark Blond	10072
CDC 7 Blond	10081
CDC 8 Light Blond	10090
CDC 9 Very Light Blond	10095
CDC 10 Natural Platinum Blond	10052
ASH NATURALS - AMMONIA FREE, 100ml	
CDC 5.01 Light Ash Natural Brown	10063
CDC 7.01 Ash Natural Blond	10082
CDC 9.01 Very Light Ash Natural Blond	10096
BEIGE - AMMONIA FREE, 100ml	
CDC 10.32 Platinum Beige Blond	10054
CDC 8.32 Light Beige Blond	10092
CDC 9.32 Very Light Beige Blond	10097
GOLDEN - AMMONIA FREE, 100ml	
CDC 5.3 Light Golden Brown	10066
CDC 6.3 Dark Golden Blond	10074
CDC 7.3 Golden Blond	10084
CDC 8.3 Light Golden Blond	10091
COPPER - AMMONIA FREE, 100ml	
CDC 4.4 Copper Brown	10059
CDC 5.4 Light Copper Brown	10068
CDC 6.34 Dark Golden Copper Blond	10075
CDC 6.4 Dark Copper Blond	10077
CDC 7.4 Copper Blond	10086
CDC 8.34 Light Gold Copper Blond	10093
CDC 8.4 Light Copper Blond	10094
MAHOGANY - AMMONIA FREE, 100ml	
CDC 5.5 Light Mahogany Brown	10069
CDC 6.5 Dark Mahogany Blond	10078
CDC 7.5 Mahogany Blond	10088
CHOCOLATE - AMMONIA FREE, 100ml	
CDC 5.35 Light Chocolate Brown	10067
CDC 6.35 Dark Chocolate Blond	10076
CDC 7.35 Chocolate Blond	10085

RED - AMMONIA FREE, 100ml	
CDC 4.62 Red Violet Brown	10060
CDC 5.6 Light Red Brown	10070
CDC 6.6 Dark Red Blond	10079
CDC 7.46 Copper Red Blond	10087
VIOLET - AMMONIA FREE, 100ml	
CDC 4.2 Violet Brown	10058
CDC 5.22 Light Intense Violet Brown	10064
CDC 6.2 Dark Violet Blond	10073
TOBACCO - AMMONIA FREE, 100ml	
CDC 5.23 Light Tobacco Brown	10065
CDC 7.23 Tobacco Blond	10083
MOKA - AMMONIA FREE, 100ml	
CDC 4.88 Moka Brown	10061
CDC 5.88 Light Moka Brown	10071
CARAMEL - AMMONIA FREE, 100ml	
CDC 6.8 Dark Caramel Blond	10080
CDC 7.8 Caramel Blond	10089
SUPERLIGHTENERS (MIX RATIO 1:2) - AMMONIA FREE, 100ml	
CDC 10.1 Super Light Ash Blond	10053
SPECIAL SHADES - AMMONIA FREE, 100ml (not available in permanent color)	
CDC 9.21 Very Light Ice Blond	5242
CDC 5.666 Extra Intense Red Light Brown	5240
CDC 7.666 Extra Intense Red Blond	5241
CORRECTIVE AGENT, 100ml	
Clear	10098



BY POPULAR DEMAND - CDC CREAM PEROXIDE

Should be used in conjunction with CDC Permanent color range to enhance the final result. Rich in conditioning & protective agents. Scented for stylist & customer's comfort. Made in Italy.

					
7 Volume 150ml 1000ml	10100 10099	10 Volume, to tone & give 1 level lift 1000ml 7271	20 Volume, covers grey & gives 2 levels lift 1000ml 7272	30 Volume, achieves 3 levels of lift & can be used with superlightener series 1000ml 7273	40 Volume, achieves 4 levels of lift & must be used with superlightener series 1000ml 7274

Tuft Swatch Chart
125 permanent, 5 correctors & 52 ammonia-free shades
3403



Bleach powder, dust free, 500g
White
3375



Blue
3376



From Dark Chocolates & Vibrant Coppers to Superlight Blondes, OSMO IKON offers extensive coloring options & easy application. Serious colorists are free to express their creativity & versatility. The micro-sized OSMO IKON color molecules are easily absorbed in the hair cuticle, allowing for a far lower ammonia content in the formula. Hair conditioning is significantly improved. MCT molecules are locked into the cuticle, providing longer-lasting color clarity, complete grey coverage & multi-dimensional shine.

PLEASE ENQUIRE ABOUT OUR OPENING OSMO IKON DEALS!

NATURALS	
1.0 Black 100ml	8064
3.0 Dark Brown 100ml	8102
4.0 Medium brown 100ml	8104
5.0 Light Brown 100ml	8110
6.0 Dark Blonde 100ml	8121
7.0 Medium Blonde 100ml	8130
8.0 Light Blonde 100ml	8138
9.0 Very Light Blonde 100ml	8146
10.0 Lightest Blonde 100ml	8094
COOL NATURALS	
5.00 Natural Cold 100ml	10769
6.00 Natural Cold 100ml	10770
7.00 Natural Cold 100ml	10771
8.00 Natural Cold 100ml	10772
9.00 Natural Cold 100ml	10773
WARM NATURALS	
4NW Medium Natural Warm Brown 100ml	8108
5NW Light Natural Warm Brown 100ml	8119
6NW Dark Natural Warm Blonde 100ml	8129
7NW Medium Natural Warm Blonde 100ml	8137
BAHIA	
5.003 Light Chocolate Brown 100ml	8111
6.003 Dark Chocolate Blonde 100ml	8122
7.003 Medium Chocolate Blonde 100ml	8131
8.003 Light Chocolate Blonde 100ml	8139
9.003 Very Light Chocolate Blonde 100ml	8147
SPECIAL BLACK	
1.1 Black - Blue 100ml	8093
ASH	
4.1 Medium Ash Brown 100ml	10774
5.1 Light Ash Brown 100ml	10775
6.1 Dark Ash Blonde 100ml	10776
7.1 Medium Ash Blonde 100ml	10777
8.1 Light Ash Blonde 100ml	10778
9.1 Very Light Ash Blonde 100ml	10779
10.1 Lightest Ash Blonde 100ml	16666

INTENSE ASH	
6.11 Intense Ash Dark Blonde 100ml	16711
7.11 Intense Ash Blonde 100ml	16712
8.11 Intense Ash Light Blonde 100ml	16663
9.11 Intense Ash Very Light Blonde 100ml	16665
GOLDEN	
5.3 Light Golden Brown 100ml	8114
6.3 Dark Golden Blonde 100ml	8124
7.3 Medium Golden Blonde 100ml	8133
8.3 Light Golden Blonde 100ml	8142
9.3 Very Light Golden Blonde 100ml	8150
NATURAL GOLDEN ASH	
8.13 Light Natural Ash Golden Blonde 100ml	8141
9.13 Very Light Natural Ash Golden Blonde 100ml	8149
COPPER	
5.4 Light Copper Brown 100ml	8115
6.4 Dark Copper Blonde 100ml	8125
COPPER INTENSE	
7.44 Medium Intense Copper Blonde 100ml	8135
8.44 Light Intense Copper Blonde 100ml	8143



COPPER GOLDEN	
6.43 Dark Copper Golden Blonde 100ml	8126
7.43 Medium Copper Golden Blonde 100ml	8134
VIOLET	
5.22 Light Intense Violet Brown 100ml	8113
8.2 Light Violet Blonde 100ml	10780
9.2 Very Light Violet Blonde 100ml	10781
10.2 Lightest Violet Blonde 100ml	10782
MAHOGANY	
4.5 Medium Mahogany Brown 100ml	8106
5.5 Light Mahogany Brown 100ml	8117
6.55 Dark Intense Mahogany Blonde 100ml	8127
ABSOLUTE RED	
4.62 Medium Red Violet Brown 100ml	8107
5.66 Light Intense Red Brown 100ml	8118
8.62 Light Red Violet Blonde 100ml	8144
6.666 Special Red 6 100ml	16713
7.666 Special Red 7 100ml	16662
8.666 Special Red 8 100ml	16664
CHOCOLATE	
4 Coffee 100ml	16702
5 Choc Dark Chocolate 100ml	16703
6 Choc Milk Chocolate 100ml	16704
BLONDE BOOST	
0.00 Blonde Boost 100ml	8092

SUPER BLONDES	
12.0 Natural Scandinavian Blonde 100ml	8099
12.01 Ice Ash Scandinavian Blonde 100ml	16667
12.10 Intense Ash Scandinavian Blonde 100ml	16668
12.11 Silver Scandinavian Blonde 100ml	16669
12.12 Pearl Scandinavian Blonde 100ml	16670
12.2 Violet Scandinavian Blonde 100ml	16403
12.21 Iris Scandinavian Blonde 100ml	16671
12.25 Violet Mahogany Scandinavian Blonde 100ml	16672
12.32 Beige Scandinavian Blonde 100ml	16700
12.62 Pink Scandinavian Blonde 100ml	16701
COLOR CORRECTORS	
Blue Corrector 100ml	8153
Red Corrector 100ml	8154
Yellow Corrector 100ml	8155
COLOR INTENSIFIERS	
Pearl Intensifier 100ml	10786
Silver Intensifier 100ml	10787
Violet Intensifier 100ml	10788
GREY METALLICS	
Dark Anthracite 100ml	13837
Medium Graphite 100ml	13838
Light Aluminium 100ml	13839
PASTEL METALLICS	
Apricot 100ml	14484
Strawberry 100ml	14485
Lilac 100ml	14486
Aquamarine 100ml	14487
Ice 100ml	14488

OSMO IKON Tuft Color Shade Guide Chart with 96 Shades
Latest revised tuft shade guide with new IKON colors, with level finder
16710

OSMO IKON Technical Manual
18252



IKON Cream Developers

The perfect complement to OSMO IKON Permanent Colour, as the developer deeply penetrates the hair fibre for maximum saturation of vibrant color.

1 Litre



5 Volume 16568 10 Volume 8156 20 Volume 8157 30 Volume 8158 40 Volume 8159

IKON Dust-Free Bleach

Power Lift Bleach, 500g
Blue 8151



White 8152



IKON Hi-Lift

What is Hi-Lift tint?

Hi-Lift tint is for those clients who refuse to bleach their hair. Still a permanent hair dye, but works differently because of its unique formula. Hi-Lift colors contain more ammonia, more dye pigment, & are mixed with a double ratio of 40 Volume Cream Developer.

Hi-Lifts are the booster rockets in your hair color arsenal. They are the strongest colors in your palette, giving the maximum amount of lightening & tonal deposit. These magic colors are not bleach, as bleach will lighten the hair, but will have no tonal refining capabilities.

Mixing ratio - 1:1.5

Mix Hi-Lift with 10 Vol, 20 Vol or 30 Vol depending on how much lift is needed. Has a processing time of 35-45 minutes.

Features & Benefits:

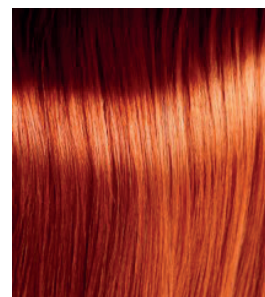
- Can be used over tint - hi-lifts cut through tint where normal reds will not
- Achieves maximum lift without the need for bleach
- High levels of pigment deliver intense, rich & vibrant results
- Higher amount of ammonia for supreme lightening levels
- Can be used on a darker level to create a vibrant red
- Can be added to other reds in the range as a booster
- Range includes 3 rich & wearable shades, all in 100ml tubes



Red 17729



Violet Red 17730



Copper Red 17731

IKON Pastel Metallics Collection

Pastel Metallics Collection

A range of 5 gorgeous, fashion-led pastel metallic shades that can be applied direct for intense results or diluted for beautiful watercolor effects.

Mixing Ratios:

For intense reflect: 1:1.5

For slight reflex: 1:3

For watercolor reflex: 1:4

100ml



Apricot 14484



Strawberry 14485



Lilac 14486



Aquamarine 14487



Ice 14488



#ASKFORWELLA

INTRODUCING
**OUR PUREST
COLOR EVER**

PERMANENT COLOR WITH **ME+** TECHNOLOGY

» PURE, BALANCED COLOR RESULTS WITH NATURAL DEPTH AND SHINE.



KOLESTON PERFECT ME+ All Tubes 60ml

PURE NATURALS: PURE

10/0	Lightest Blonde	15550
9/0	Very Light Blonde	15540
8/0	Light Blonde	15484
7/0	Medium Blonde	15520
6/0	Dark Blonde	15506
5/0	Light Brown	15496
4/0	Medium Brown	15486
3/0	Dark Brown	15489
2/0	Black	15487


PURE NATURALS: RESISTANT COVER

99/0	Very Light Blonde Intensive	15543
88/0	Light Blonde Intensive	15531
77/0	Medium Blonde Intensive	15521
66/0	Dark Blonde Intensive	15508
55/0	Light Brown Intensive	15497
44/0	Medium Brown Intensive	15492
33/0	Dark Brown Intensive	15490

PURE NATURALS: WARM

10/04	Lightest Natural Red Blond	15552
10/03	Lightest Blonde Natural Gold	15551
9/04	Very Light Natural Red Blonde	15542
9/03	Very Light Natural Gold Blonde	15541
8/07	Light Blonde Natural Brown	15530
6/07	Dark Blonde Natural Brown	15507
4/07	Medium Brown Natural Brown	15491

RICH NATURALS: COOL

10/97	Lightest Blonde Cendre Brown	15560
10/96	Lightest Blonde Cendre Violet	15559
10/95	Lightest Blonde Cendre Mahogany	15064
10/86	Lightest Blonde Pearl Violet	15557
10/8	Lightest Blonde Pearl	15556
10/38	Lightest Blonde Golden Pearl	15555
10/16	Lightest Blonde Ash Violet	15554
10/1	Lightest Blonde Ash	15553
9/97	Very Light Blonde Cendre Brown	15549
9/96	Very Light Blonde Cendre Violet	15548
9/81	Very Light Blonde Pearl Ash	15062
9/8	Very Light Blonde Pearl	15547
9/16	Very Light Blonde Ash Violet	15545
9/1	Very Light Blonde Ash	15544
8/97	Light Blonde Cendre Brown	15539
8/96	Light Blonde Cendre Violet	15538
8/2	Matt Light Blonde	15533
8/1	Light Blonde Ash	15532
4/3	Medium Brown Gold	16678 

**RICH NATURALS: COOL**

7/18	Medium Blonde Ash Pearl	15061
7/17	Medium Blonde Ash Brown	15523
7/1	Medium Blonde Ash	15522
6/97	Dark Blonde Cendre Brown	15511
6/2	Matt Dark Blonde	15510
6/1	Dark Blonde Ash	15509
5/2	Light Brown Matt	15499
5/1	Light Brown Ash	15498
2/8	Black Pearl	15488

RICH NATURALS: WARM

9/31	Very Light Blonde Gold Ash	15546
7/31	Medium Blonde Gold Ash	15524

VIBRANT REDS: COOL

8/45	Light Blonde Red Mahogany	15535
7/45	Medium Blonde Red Mahogany	15525
66/46	Dark Blonde Intensive Red Violet Intensive	15571
6/45	Dark Blonde Red Mahogany	15515
6/41	Dark Blonde Red Ash	15513
55/66	Light Brown Intensive Violet Intensive	15569
55/65	Light Brown Intensive Violet Mahogany Intensive	15568
55/46	Light Brown Intensive Red Violet Intensive	15567
5/5	Light Brown Mahogany	15501
5/41	Light Brown Red Ash	15500
5/43	Light Blonde Red Gold	16679 
44/66	Medium Brown Intensive Violet Intensive	15566
44/65	Medium Brown Intensive Violet Mahogany Intensive	15565
44/55	Medium Brown Intensive Mahogany Intensive	15564
33/66	Intensive Dark Brown Intensive Violet	15562
33/55	Dark Brown Intensive	15561

VIBRANT REDS: WARM

8/43	Light Blonde Red Gold	15534
77/43	Medium Blonde Intensive Red Gold Intensive	15572
7/47	Medium Blonde Red Brown	15526
66/44	Dark Blonde Intensive Red Intensive	15570
6/43	Dark Blonde Red Gold	15514
6/34	Dark Blonde Golden Red	15512
44/44	Medium Brown Intensive Red Intensive	15563
99/44	Very Light Blonde Intensive Red Intensive	16677 

DEEP BROWNS: COOL

7/71	Medium Blonde Brown Ash	15528
6/75	Dark Blonde Brown Mahogany	15518
6/71	Dark Blonde Brown Ash	15517
5/75	Light Brown Mahogany	15504
5/71	Light Brown Ash	15503
4/75	Medium Brown Mahogany	15494
4/71	Medium Brown Ash	15493

DEEP BROWNS: WARM

8/74	Light Blonde Brown Red	15537
8/7	Light Blonde Brown	15536
7/77	Medium Blonde Brown Intensive	15529
7/7	Medium Blonde Brown	15527
6/77	Dark Blonde Brown Intensive	15519
6/7	Dark Blonde Brown	15516
5/77	Light Brown Brown Intensive	15505
5/7	Light Brown Brown	15502
4/77	Medium Brown Brown Intensive	15495

SPECIAL BLONDES: COOL

12/96	Special Blonde Cendre Violet	15588
12/89	Special Blonde Pearl Cendre	15587
12/81	Special Blonde Pearl Ash	15586
12/61	Special Blonde Violet Ash	15585
12/22	Special Blonde Matt Intensive	15584
12/11	Special Blonde Ash Intensive	15485
12/1	Special Blonde Ash	15583

SPECIAL BLONDES: NATURAL

12/0	Special Blonde Natural	15582
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SPECIAL MIX: COOL

0/88	Blue Intensive	15581
0/66	Violet Intensive	15580
0/65	Violet Mahogany	15579
0/28	Matt Blue	15574
0/11	Ash Intensive	15573

SPECIAL MIX: WARM

0/44	Red Intensive	15578
0/43	Red Gold	15577
0/33	Gold Intensive	15576
0/30	Gold	15575



BLEACHES

7411	Blondor Multi-Blonde Bleach Powder 400g
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CREME DEVELOPERS - All Bottles 1 Litre

15591	Welloxon Perfect 1.9% (6 Vol.)
15592	Welloxon Perfect 4% (13 Vol.)
7412	Welloxon Perfect 6% (20 Vol.)
7413	Welloxon Perfect 9% (30 Vol.)
7414	Welloxon Perfect 12% (40 Vol.)



WELLA MULTI BRAND TUFT COLOR CHART
Contains swatches for KOLESTON ME+,
COLOR TOUCH & ILLUMINA
15972

COLOR TOUCH - All Tubes 60ml

10/81	Lightest Pearl Ash Blonde	7761
10/6	Very Light Blonde Violet	7760
10/0	Lightest Blonde	7759
9/97	Very Light Blonde Cendre Brown	15596
9/16	Very Light Ash Violet Blonde	7763
9/01	Very Light Natural Ash Blonde	7762
8/81	Light Pearl Ash Blonde	7766
8/38	Light Gold Pearl Blonde	13718
8/3	Light Gold Blonde	7765
8/0	Light Blonde	7764
7/97	Medium Blonde Cendre Brown	15595
7/7	Medium Brunette Blonde	7771
7/43	Medium Red Gold Blonde	7770
7/3	Medium Gold Blonde	7769
7/03	Medium Natural Gold Blonde	7768
7/0	Medium Blonde	7767
6/77	Dark Intense Brunette Blonde	7779
6/75	Dark Brunette Mahogany Blonde	7778
6/71	Dark Brunette Ash Blonde	7777
6/7	Dark Brunette Blonde	7776
6/4	Dark Red Blonde	7774
6/37	Dark Gold Brunette Blonde	7773
6/0	Dark Blonde	7772
5/97	Light Brown Cendre Brown	15594
5/71	Light Brunette Ash Brown	7784
5/5	Light Mahogany Brown	7783
5/4	Light Red Brown	7782
5/3	Light Gold Brown	7781
5/0	Light Brown	7780
4/77	Medium Intense Brunette Blonde	7789
4/71	Medium Brunette Ash Brown	7788
4/0	Medium Mahogany	7785
3/66	Dark Intensive Violet Brown	7791
3/0	Dark Brown	7790
2/0	Black	7792



COLOR TOUCH

COLOR TOUCH INTENSIVE REDS

77/45	Medium Int Red Mahogany Blonde	7793
66/45	Dark Intense Red Mahogany Blonde	7794
66/44	Dark Intense Red Blonde	7795
55/65	Light Intense Violet Mahogany Brown	7796
55/54	Light Intense Mahogany Red Brown	7797

COLOR TOUCH MIXTONES

0/68	Violet Pearl	7802
0/56	Mahogany Violet	7801
0/45	Red Mahogany	7800

DEVELOPERS All Bottles 1 Litre

Touch Crème Lotion 1.9% (6 Vol.)	7431
Touch Intensive Crème Lotion 4% (13 Vol.)	7432

BLONDOR FREELIGHTS

Powder
400g
12969
Ideal for Balayage



Freelights
Developer 1ltr
20 Vol (6%)
12970
30 Vol (9%)
12971
40 Vol (12%)
12972



ILLUMINA COLOR - All Tubes 60ml

10/93	Light Cendre Gold Blonde	12032
10/69	Lightest Cendre Blonde	12004
10/38	Lightest Gold Pearl Blonde	12003
10/36	Lightest Gold Violet blonde	12002
10/1	Lightest Ash Blonde	12001
10/05	Lightest Natural Mahogany Blonde	12000
10/	Lightest Blonde	11999
9/7	Very Light Brown Blonde	12031
9/60	Very Light Violet Natural Blonde	12030
9/43	Very Light Red Gold Blonde	12029
9/03	Very Light Natural Gold Brown	12028
9/	Very Light Blonde	12027
8/69	Light Violet Cendre Blonde	12026
8/38	Light Gold Pearl Blonde	12025
8/37	Light Gold Brunette Blonde	13716
8/13	Light Ash Gold Blonde	13717
8/1	Light Ash Blonde	12024
8/05	Light Natural Mahogany Blonde	12023
8/	Light Brown	12022
7/81	Medium Pearl Ash Blonde	12021
7/7	Medium Brown Blonde	12020
7/43	Medium Red Gold Blonde	12019
7/35	Medium Gold Mahogany Blonde	12018
7/31	Med Gold Ash Blonde	12017
7/3	Medium Gold Blonde	12016
7/	Medium Blonde	12015
6/76	Dark Brown Violet Blonde	12014
6/37	Dark Gold Brunette Blonde	13715
6/19	Dark Ash Cendre Blonde	12013
6/16	Dark Ash Violet Brown	12012
6/	Dark Blonde	12011
5/81	Light Pearl Ash Brown	12010
5/7	Light Brown Brown	12009
5/43	Light Red Gold Brown	12008
5/35	Light Gold Mahogany Brown	12007
5/02	Light Natural Matt Brown	15593
5/	Light Brown	12006
4/	Medium Brown	12005





10 minuti EXPRESS



A REVOLUTION in the world of coloring...

The modern permanent color solution for modern color clients.

Clients are increasingly hesitant to spend much time in a salon. They are also increasingly more concerned about the ingredients used in coloring products, demanding safer & friendlier ingredients, as well as more compassionate manufacturing. 21 VENTUNO 10minuti Express is the ultra-fast coloring solution for current times, & is perfect for the health & environmentally-conscious client.

A permanent hair coloring kit with three major advantages:

1. Ultra-fast & non-progressive processing time of 10 minutes, instead of the usual lengthy 40 - 45 minutes.
2. Available in kit form, with everything needed in one box, ideal for use in the salon and/or selling to clients for use at home.
3. Formulated with safety in mind - vegan, free-from usual undesirable ingredients & dermatologically tested for maximum gentleness.

A range of 16 perfectly calibrated, ultra-fast & non-progressive shades for long-lasting results & perfect, uniform coverage, with lightening up to 4 tones. Unleash the power of concentrated pigments in just 10 minutes. Thoroughly tested both in vivo & in vitro, dermatologically tested to ensure optimal skin tolerability.

Benefits for the salon:

- Quicker processing time for accelerated productivity
- Color more clients in a day - color & style in less than an hour
- Covers 100% of white & grey hair
- Easy application & non-progressive processing
- A trusted, safe & high quality color system for clients to use at home
- Non-Progressive: Old technology express colors have the flaw of being progressive, where color continuously darkens if left on for too long. 10minuti Express 21 VENTUNO is non-progressive color.

Active Ingredients:

TAU PLEX - Improves hair elasticity by restoring natural physiology. Hair is more resistant to breakage, preserving its cuticular structure, improving shine in the process. Color is more uniform over the entire length, allowing for 100% grey coverage with lasting color.

Amino Acid Mix - Amino acid mix of vegetable origin with restructuring, repairing & reinforcing features of keratin. A vegan friendly mix that nourishes & replenishes the hair.

The first sustainable & fast color system. Ecological, sustainable, vegan & safe.

Free from Gluten, Parabens, Silicones, MEA, Phosphate, Formaldehyde & SLS/SLES.

What's in the kit?

- 1 x 60ml tube 10 minute express permanent color
- 1 x 60ml 20 volume peroxide in shaker bottle with removable dispensing spout
- 2 x 15ml Post Color Restructuring Mask sachets
- 1 x 15ml Velvety Hair Serum sachet
- Instructions

Color Printed Chart, 16 Colors
Compact color chart with printed swatches.
17451

