

# INCOLOR

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HYDRA-COLOR® SYSTEM  
TECHNICAL MANUAL

#INSIGHTfeelings

# INSIGHT

[www.insightprofessional.it](http://www.insightprofessional.it)

**#INSIGHTFEELINGS**

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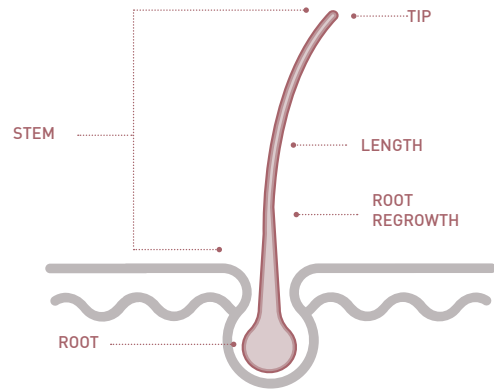


# 1.

## HAIR STRUCTURE

The hair is a thread-like keratin structure originating in the epidermis. Like the nails, the hair performs an important protective function and can be considered an appendage of the skin. Keratin is linked to the vital processes of the skin and of the entire body.

To achieve a positive colouring session outcome it is essential to know the hair's structure, its porosity, its texture and its pH.



# 2.

## LIGHT AND COLOUR

The hair's natural colour is formed by three primary colours. Artificially produced colours, on the other hand, can be cold (blues), warm (reds) and neutral, but they can also give rise to colours outside the brown colour scheme.



### PRIMARY COLOURS: YELLOW, RED AND BLUE

They are the base of the colour spectrum.

### SECONDARY COLOURS: ORANGE, PURPLE AND GREEN

They are the result of the combination of two primary colours.

### TERTIARY COLOURS:

Shades of colour are the result of combining a secondary colour and a primary colour.

### COMPLEMENTARY COLOURS:

Two colours directly opposite each other on the colour wheel neutralise each other and produce black or dark brown. These colours are called complementary.

Incolor offers a high degree of saturation with a broad spectrum of pigments that offer pure, bright and natural tones.

To increase the lightening power it is necessary to use a higher activator volume or to incorporate the 0.0 corrector.

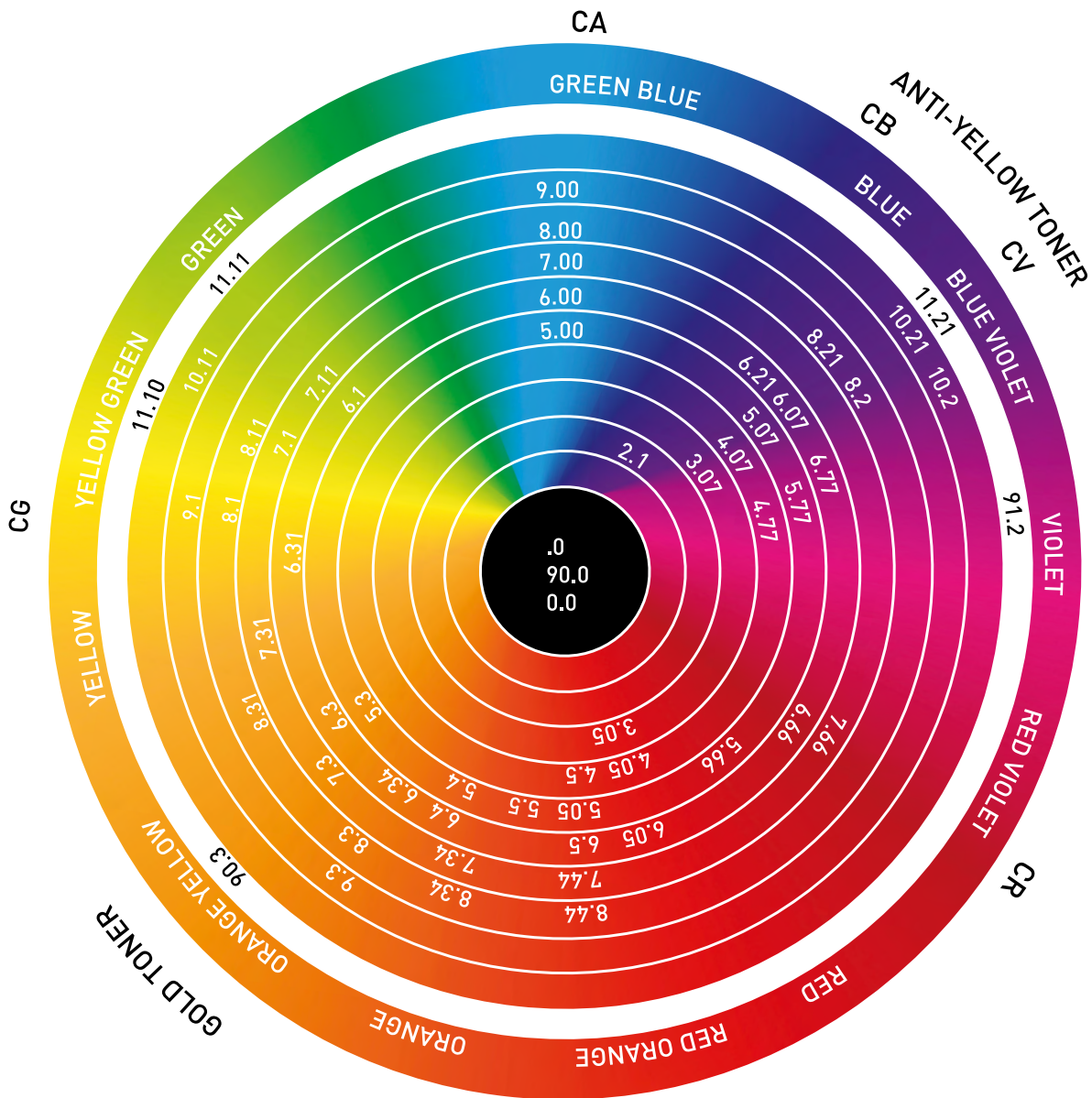
The **Incolor Activator** makes it possible to:

- lighten the hair's melanin;
- improve the penetration of pigments through the cuticle;
- ensure the total oxidation of pigments..

## 2.1

### COLOR WHEEL

It helps to understand where the shades are located on the color wheel.



# 3.

## HAIR COLOURING

### 3.1

#### MECHANISM OF ACTION

There are different types of hair colourings: Hydra-Color® is a **permanent oxidation colouring that lightens and colours hair at the same time**. To achieve this, three important factors enter into play: **ammonia, oxidising agent and indirect pigments**. It is important for these elements to be mixed well to obtain a cream that is easy to apply. We must now consider the role of these three components inside the hair.

- The ammonia opens the scales and neutralises the H<sub>2</sub>O<sub>2</sub> stabilisers, releasing oxygen, then subsequently partially evaporates;
- The oxygen released by the ammonia reaches the cortex and lightens the hair's natural melanins;
- The indirect pigments reach the cortex and are oxidised

### 3.2

#### ACTIVATORS

**Oxygenated water** is **hydrogen peroxide** (H<sub>2</sub>O<sub>2</sub>) diluted in emulsion. In hair colouring, oxygenated water acts as an **oxidising agent of the cosmetic colour** and as a **lightener on melanin pigments**. Its usage percentages determine its oxidative capacity. The amount of dilution of the hydrogen peroxide in the colouring mixture, established by the manufacturer, is essential to guarantee results.

#### RECOMMENDATIONS ON HOW TO USE THE OXIDISING AGENT CORRECTLY

It must be kept in closed bottles which, once opened, must be used within 12 months. It should not be exposed to the sun or stored in too hot environments. Shake before use.

### 3.3

#### DILUTION

**Hydra-Color® has a standard dilution ratio of 1:1,5.**  
Example: 100 g colour + 150 ml oxygen.

This means that **the colour was formulated so that the components are in perfect balance with each other in a mixture prepared in a 1:1,5 ratio**. The lightening effect for the natural base of the hair compared to the color desired by the client determines the choice of oxygen.

#### CORRESPONDENCE % - VOLUMES

Oxygen 1,8%	→	6 volumes
Oxygen 3%	→	10 volumes
Oxygen 6%	→	20 volumes
Oxygen 9%	→	30 volumes
Oxygen 12%	→	40 volumes

To identify the base colour as best as possible, we recommend using the Incolor colour chart. It is important to determine the differences in tones between the natural base colour and the desired colour in order to choose the concentration at 6, 10, 20, 30 or 40 vol.

### 3.5

#### EPIDERMAL OR SENSITIVITY TEST

Hydra-Color® has a very skin-friendly formulation, but we know that certain allergies or other skin problems can develop over time.

For this reason also, **a skin sensitivity test is recommended before each colour application** to make sure that the customer is not intolerant to the product.

- Thoroughly wash 1 cm behind the ear with alcohol;
- Apply a small quantity of Hydra-Color® to the prepared area;
- Leave on for 45 minutes. Rinse;
- Wait 48 hours without washing.

If any itching or reddening appears after this period, it is likely that there is some sensitivity to the product, and therefore the colour should not be applied.

However, if the test has had a positive effect (therefore no itching or redness has occurred), you can proceed with the application.



### 3.4

#### FOR PERFECT COLOURING

Every stylist wants their colouring job to be perfect in order to fully satisfy customer expectations. Therefore it is important to analyse the **basic steps that will lead us to correct application of Hydra-Color®**.

##### **1. The first aspect concerns the background or base colour.**

The following should be analysed separately: root regrowth, lengths and tips.

##### **2. The following should then be determined: hair colour levels, reflection or shade and whether the colour is natural or artificial.**

It will also be necessary to consider what the necessary colour steps are, the tone to achieve the objective and establish the background pigment. The front and back should be analysed separately, determining the exact percentage of grey hair.

##### **3. Consider the structure of the hair**

Normal, thin or thick; delicate or strong; chemically treated; porous or very damaged (open cuticle).





# 4.

## APPLICATION TECHNIQUES

Before starting, **we recommend applying Dermal Protector** to protect the customer's scalp; the operator should use protective gloves.

### 4.1

#### PREPARING THE COLOUR TECHNICAL PRECAUTIONS

- When preparing the colour the **doses should be precise** to achieve a consistent result.
- **We recommend using a scale** to weigh the correct amounts.
- **Never use metal bowls or tools.**
- **Use the product immediately after it is prepared.**
- **When using more than one shade, mix the creams together first and then add the activator.** You can achieve technically perfect results with excellent effects if you follow a few basic rules. The colour should be mixed with the oxidising emulsion in a 1:1.5 ratio. **Only the Incolor activator guarantees perfect stabilisation and exact correspondence with the volumes indicated.**
- **Pour small amounts** until the liquid is fully incorporated.
- The **final mixture** should be **compact yet soft.**
- **Before using Hydra-Color®**, do not wash hair, but brush it carefully to remove any residues of spray or fixers. Wash hair using a gentle shampoo like **Insight Daily Use Shampoo** only in case of dirty hair or hair with too many finishing product residues; after drying briefly, apply the colouring mixture.

### 4.2

#### APPLICATION AND WASHING INSTRUCTIONS

The colour should be applied carefully and evenly with the brush; avoid "dragging" the brush in order not to remove the just applied colour. **The waiting time is determined by the desired result;** what's essential is that it falls within the minimum and maximum range of indicated times. Rinsing the product before the minimum time has elapsed (35 minutes) leads to imprecise and incomplete results. The waiting times indicated are recommended for Hydra-Color® to ensure optimal performance.

At the end of the waiting time, **emulsify the colour**, avoiding massaging the scalp too much. **Do not add water:** this is important so that the washing part of the product can act on the colour applied to roots and on scalp. **During rinsing, pour the water in small amounts**, continuing to gently massage scalp and hair to ensure that the self-washing power of the product exercises its entire effect. Rinse the product until it has been eliminated completely from the scalp and hair. Cleanse with **Post Chemistry Shampoo** to fix the colour and eliminate residues. Condition and treat with **Post Chemistry Mask**. This procedure restores the pH, eliminates cuticle swelling and keeps the colour from fading.



# INSIGHT

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## HYDRA-COLOR®

Insight offers HYDRA-COLOR®, a high quality dye system, with a low ammonia content, highly hydrating and protective.

Guarantees intense colors and long-life reflections, while protecting the hair fiber.

# INCOLOR EVOLUTION

## HYDRA-COLOR® CREAM

### PROTECTING THE SCALP

During the coloring treatment, one of the most common protection systems acts through a passive mechanism, thanks to the use of products with a shielding action, such as **Incolor Dermal Protector**: the components form a sort of protective barrier on the skin preventing the contact of the coloring mixture with the scalp.

To enhance the color and let it be more skin-friendly, we invented **Hydra-Color® Blend**.

**Hydra-Color® Blend** represents an innovative approach to the possible problem of irritation due to the alkalinity of permanent dyes, as it provides a mechanism of action similar to a self-regulated release system that is activated at the time of application.

### HYDRA-COLOR® BLEND:

#### What is and how does it work?

**Hydra-Color® is an innovative blend of esters of natural origin** (Lauryl Lactate, Octyldodecyl Lactate, Tristearyl Citrate), **derived from Lactic and Citric Acids, with a protective, but above all moisturizing, action. During coloring, from these esters, by fission, derive:**

- Some acids that degrade the skin pH;
- Some neutral salts formed by the combina-

tion with the liberated ammonia, for example ammonium lactate, a component of the NMF, which is a fundamental factor for cutaneous and capillary hydration. In this way the water is retained inside the hair.

### THE EXTRACTS

#### + **Vegetal Phytokeratin**

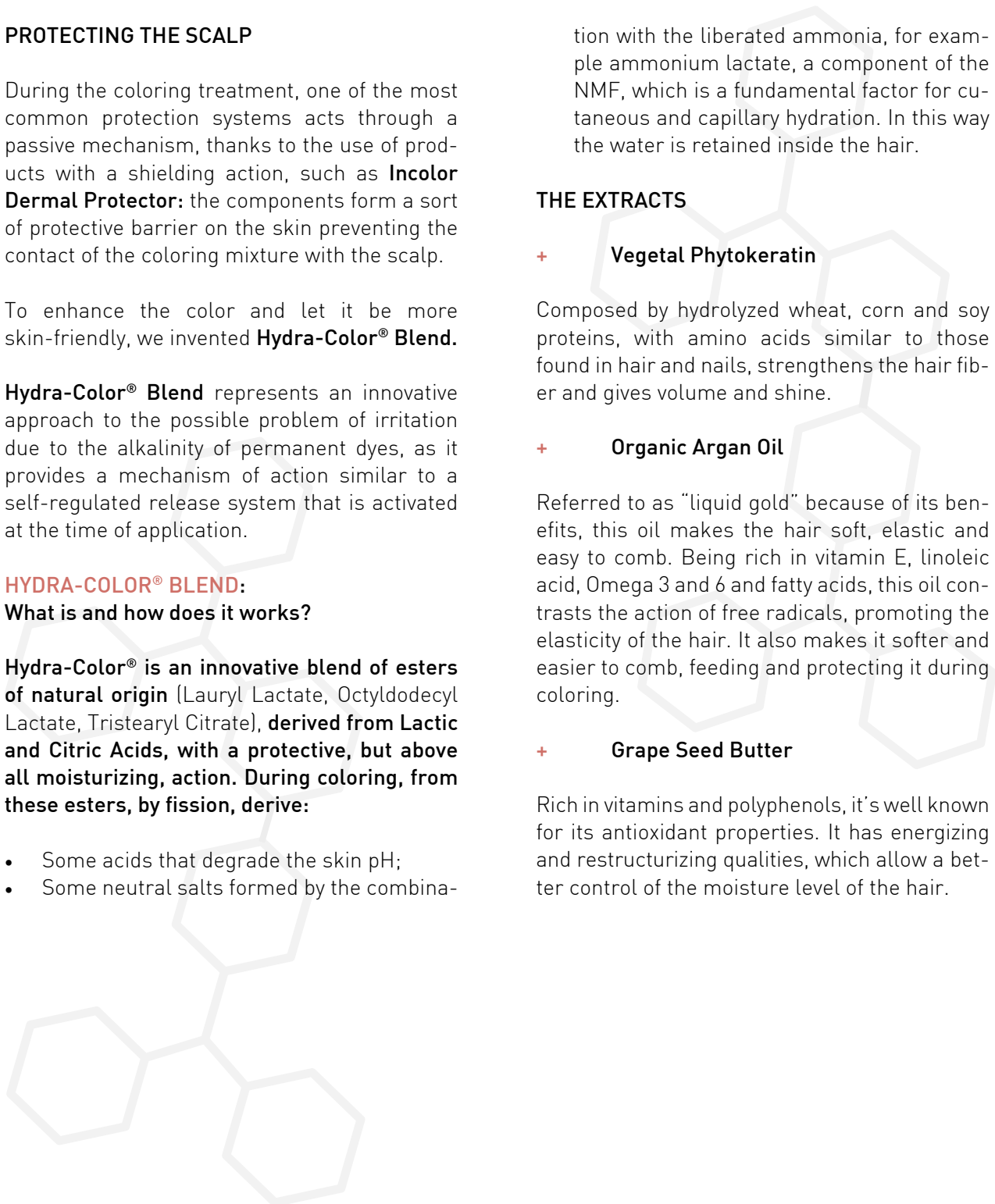
Composed by hydrolyzed wheat, corn and soy proteins, with amino acids similar to those found in hair and nails, strengthens the hair fiber and gives volume and shine.

#### + **Organic Argan Oil**

Referred to as "liquid gold" because of its benefits, this oil makes the hair soft, elastic and easy to comb. Being rich in vitamin E, linoleic acid, Omega 3 and 6 and fatty acids, this oil contrasts the action of free radicals, promoting the elasticity of the hair. It also makes it softer and easier to comb, feeding and protecting it during coloring.

#### + **Grape Seed Butter**

Rich in vitamins and polyphenols, it's well known for its antioxidant properties. It has energizing and restructurizing qualities, which allow a better control of the moisture level of the hair.



# INCOLOR EVOLUTION

## INCOLOR PLUSES

### VEGAN OK CERTIFICATION

Incolor is **VEGAN OK certified**. This standard was established to foster the dissemination of a culture of **respect for life and the environment**, so that such values can be a common heritage for all. Therefore, buying a product bearing the VEGAN OK logo on the label, the consumer implicitly receives a **guarantee from the manufacturer that the product does not contain animal components and so it did not directly involve exploitation and killing of animals**.

### NICKEL TESTED

All our formulas are nickel tested, **< 0,5 PPM**, to guarantee greater safety in case of hypersensitivity.

### HIGH PERCENTAGE OF NATURALITY

Hydra-Color® formula contains a **high percentage of natural derived ingredients**. On average, **more than 90% of the total formula** is composed of raw materials of natural origin.

### LOW CONTENT OF AMMONIA

The **Hydra-color®** phytoproteic coloring cream contains a **low percentage of ammonia**, which can vary according to the chosen shade.

### PRE-NATURALIZED COLOR

Hydra-Color® is a **pre-naturalized color**: hence the reflection shade **it doesn't need to be mixed with a color base** to reach the desired effect, even if in case of grey hair **without the need to mix the nuance with the corresponding natural base**.

### TREATING BASE WITH HIGH CONDITIONING POWER

Thanks to its formula enriched with principle actives, the **Hydra-Color®** coloring cream leaves the hair soft and easy to comb.

### ALLERGEN FREE FRAGRANCE

We have chosen to **use a fragrance without allergens**, to minimize the risk of irritation.



### RESULTS

- Moisturizing and emollient action;
- Higher protection of the scalp during coloring;
- 100% coverage of the most difficult gray hair;
- High duration of the color treatment;
- Intense and deep nuances;
- Soft, nourished and restored hair.

# 5.

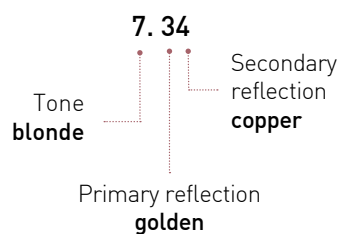
## IL MONDO DEI COLORI INCOLOR

Incolor offers a rich range of shades divided as follows.

**EACH INCOLOR SHADE IS DEFINED BY A SERIES OF NUMBERS REPRESENTING THE HAIR COLOUR LEVELS AND THE REFLECTION:**

- The number before the period represents the tone level on a scale of 1 to 11.
- The first number after the period, indicates the main reflection.
- The second number after the period indicates the secondary reflection.
- When the numbers after the period are different, this indicates two reflections together, with the first being dominant.
- When the numbers after the period are the same, this indicates an intense reflection.

Example:   Coppery Dark Blonde



For the “mixed” shades, the nomenclature provides a general indication of the reflection.

The combination of shades in the formulation of customised colours is made possible because all the shades are calibrated perfectly. **We recommend not combining more than 3 shades together;** this could create dark, imperfect reflections.

### NATURAL SERIES .0

1.0	Natural Black
2.0	Brown
3.0	Natural Dark Brown
4.0	Natural Brown
5.0	Natural Light Brown
6.0	Natural Dark Blond
7.0	Natural Blond
8.0	Natural Light Blond
9.0	Natural Very Light Blond
10.0	Extra Light Blond

### DEEP NATURAL SERIES .00

5.00	Intense Natural Light Brown
6.00	Intense Natural Dark Blond
7.00	Intense Natural Blond
8.00	Intense Natural Light Blond
9.00	Intense Natural Very Light Blond

### GOLDEN SERIES .3

5.3	Golden Light Brown
6.3	Golden Dark Blond
7.3	Golden Blonde
8.3	Golden Light Blond
9.3	Golden Very Light Blond

### ASH SERIES .1

2.1	Blue Black
6.1	Ash Dark Blond
7.1	Ash Blond
8.1	Ash Light Blond
9.1	Ash Very Light Blond
11.10	Platinum Ash Blond

### DEEP ASH SERIES .11

- 7.11 Deep Ash Blond
- 8.11 Deep Ash, Light Blond
- 10.11 Deep Ash, Extra Light Blond
- 11.11 Platinum, Deep Ash Blond

### IRISEE SERIES .2

- 8.2 Irisée Light Blond
- 10.2 Irisée Extra Light Blond

### IRISEE ASH SERIES .21

- 6.21 Irisée Ash, Dark Blond
- 8.21 Irisée Ash, Light Blond
- 10.21 Irisée Ash, Extra Light Blond
- 11.21 Platinum, Irisée Ash Blond

### COPPER SERIES .4

- 5.4 Coppery Light Brown
- 6.4 Coppery Dark Blond

### DEEP COPPER SERIES .44

- 7.44 Deep Coppery Blond
- 8.44 Deep Coppery Light Blond

### MAHOGANY SERIES .5

- 4.5 Mahogany Brown
- 5.5 Mahogany Light Brown
- 6.5 Mahogany Dark Blond

### SERIE ROSSO INTENSO .66

- 5.66 Castano Chiaro Rosso Intenso
- 6.66 Biondo Scuro Rosso Intenso
- 7.66 Biondo Rosso Intenso

### DEEP RED SERIES .66

- 5.66 Deep Red Light Brown
- 6.66 Deep Red Dark Blond
- 7.66 Deep Red Blond

### GOLDEN COPPER SERIES .34

- 6.34 Golden Copper Dark Blond
- 7.34 Golden Copper Blond
- 8.34 Golden Copper Light Blond

### BEIGE SERIES.31

- 6.31 Beige Dark Blond
- 7.31 Beige Blond
- 8.31 Beige Light Blond

### MIXED

- 3.05 Chocolate Dark Brown
- 4.05 Chocolate Brown
- 5.05 Chocolate Light Brown
- 6.05 Chocolate Dark Blond
- 3.07 Ice Chocolate Dark Brown
- 4.07 Ice Chocolate Brown
- 5.07 Ice Chocolate Light Brown
- 6.07 Ice Chocolate Dark Blond

### SUPER-BLEACHING 90.

- 90.0 Natural Super Bleaching Blond
- 90.3 Golden Super Bleaching Blond
- 91.2 Blonde Super Bleaching Pearl

### CORRECTORS

- 0.0 Bleaching Booster
- ASH Ash Corrector
- GREEN Green Corrector
- PURPLE Purple Corrector
- RED Red Corrector
- BLUE Blue Corrector
- COPPER Copper Corrector

### CORRECTORS

- Gold Toner
- Anti-yellow toner

## 5.1

### SUPER-LIGHTENERS

The Incolor series of super-lighteners consists of **3 shades** which, besides possessing the colouring precursors, have **greater lightening power**. This series acts more like a lightener than like a colour, with the advantage of having control over the degree of lightening and on the dominant background pigment, lightening up to 3 tones.

The use of super-lighteners is recommended from hair colour level 6 to 10.

#### 90.0

**Enhances the natural pigments.**

#### 90.2

Emphasize the **cold tones**, turning off the warm ones. Best if used on light tones 8-10.

#### 90.3

**Accentuates golden tones.**

Best if used on light tones 8-10.

To achieve maximum lightening it is necessary to use the Incolor Activator 40 vol./12% and add corrector 0.0 (in this case we can achieve up to 4 tones).

- **Mixing ratio: 1:2** with 30 or 40 volumes activators, according to the desired lightening tone.
- **Waiting time: 45 minutes**

VOLUMES	PRODUCT TO USE	LIGHTENING * UP TO
6% - 20 volumes 9% - 30 volumes 12% - 40 volumes	Hydra-Color® / Booster 0.0	1 tone
	Super Bleaching	2 tones
12% - 40 volumes	Super Bleaching	3 tones
	Super Bleaching + Booster 0.0	4 tones

\* lightening refers to natural hair.



#### ANTI-YELLOW SHAMPOO\*

- + Organic Chamomile Extract
- + Saffron Extract
- + Organic Lemon Extract

Enhances and brightens grey and bleached hair, neutralizing the tendency to yellow.

#### HOW TO USE

Apply on damp hair, massage mainly on the most critical areas. Leave on for 2/3 minutes and rinse thoroughly.

\* It contains a colorant, essential for the action of the product.



## 5.2

### CORRECTORS

#### 6 reflections + 1 bleaching booster.

The purpose of this series is to **intensify or alter the reflections of the oxidation dyes**. It can be used with all Hydra-Color® shades to accentuate or modify the reflection. The properties of the correctors make it possible to obtain a perfect formulation to meet all needs.

#### THE ADDITION OF THE CORRECTOR SHOULD NEVER EXCEED 50% OF THE TOTAL AMOUNT OF COLOURING CREAM.

- The suggested percentage to use for the correctors is from 1 to 20%.
- The correctors can also be used alone, to achieve fashion colours on streaks or highlights.

#### BLEACHING BOOSTER

0.0 is a lightening enhancer without colouring precursors designed to increase the lightening power. It can be used with super-lighteners or light shades to increase the lightening levels.

#### ASH

Created to increase ash grey reflections, turns off the warm reflections.

#### GREEN

Increases cold reflections and neutralizes copper or red / copper reflections.

#### PURPLE

This corrector increases the cold reflection of the colour. It increases purple tones and neutralises golden reflections.

#### RED

Intensifies the red reflections of the color.

#### BLUE

It increases the cold reflections and helps to neutralize the copper or golden / copper reflections.

#### COPPER

Intensifies the copper reflections.



# INSIGHT

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## INCOLOR PRODUCTS

The INCOLOR line includes some complementary products to the coloring treatment, such as bleaching or the neutralizing mini-range for hair treatment after the technical service.

The complete range is shown in the following pages.

**TO PROTECT THE SCALP HEALTH FROM CHEMICAL TREATMENTS**, we have created a product that helps prevent stains on the skin due to coloring service. Contrasts irritation and redness.



### DERMAL PROTECTOR

+ Organic Hemp Oil

If used before the chemical treatments, this product forms a protective barrier to preserve the health and integrity of the skin.

#### HOW TO USE

Add 3/4 drops to the technical product before application or apply directly to the skin, around the face, neck and behind the ears before treatment.



code INC090 size 150 ml

**AFTER THE COLORING SERVICE, THE HAIR NEEDS TO RECEIVE A SPECIFIC TREATMENT TO RESTORE THE NATURAL PH OF THE HAIR AND TO HELP CLOSE THE SCALES ON HAIR'S CUTICLE.** These products help to maintain a long-lasting beautiful color, ensuring the protection and wellness of the hair.



### NEUTRALIZING SHAMPOO

+ Phytokeratin

+ Protective Phytocomplex  
(Organic Raspberry and Black Currant Extract, Pomegranate Extract)

It cleanses gently, sealing the pigments inside the hair. Prolongs and enhances the color lasting.

#### HOW TO USE

Apply to wet hair, distributing evenly. Rinse thoroughly.

### NEUTRALIZING MASK

+ Phytokeratin

+ Protective Phytocomplex  
(Organic Raspberry and Black Currant Extract, Pomegranate Extract)

It helps to slow down the oxidation process after the coloring service. Improves the hair elasticity and shine.

#### HOW TO USE

Distribute evenly on wet hair. Leave on for 5/10 minutes, then rinse.



code INC107 size 900 ml  
code INC106 size 400 ml



code INC066 size 500 ml

THE CORRECT APPLICATION OF THE BLEACHING IS EXTREMELY IMPORTANT for obtaining excellent results on the hair during any technical service.



### WHITE BLEACHING POWDER WITH AMMONIA

+ Organic Argan Oil

Compact bleaching powder, dust free. It acts quickly and does not give off a bad smell during application. Ideal for pickling. Can be used with all lightening techniques. Guarantees lightening up to 4 tones.

#### HOW TO USE

**Mix:** 1:2 with the desired activator, until you get a creamy consistency. **Processing time:** up to 45 minutes. Leave on the hair until you reach the desired lightening level.



code INC073 size 500 gr



### BLEACHING PASTE WITH AMMONIA

+ Organic Shea Butter

+ Organic Olive Oil

Bleaching paste, preserves the right level of hydration during the chemical process. Can be used with all lightening techniques. Lightens up to 5/6 tones.

#### HOW TO USE

**Mix:** 1:2 with the desired activator. **Processing time:** 20 to 50 minutes. It is recommended to visually inspect the bleaching process, until the desired bleaching.



code INC118 size 500 gr



### BLUE BLEACHING POWDER WITH AMMONIA

+ Organic Amaranth Oil

+ Organic Safflower Oil

Compact anti-yellow powder, dust free. Guarantees bleaching up to 6 tones, neutralizing the warm reflections.

#### HOW TO USE

**Mix:** 1:2 with the desired activator, until you get a creamy consistency. **Processing time:** up to 45 minutes. Leave on the hair until you reach the desired lightening level.



code INC142 size 500 gr

**FOR A MORE NATURAL AND DELICATE LIGHTENING ACTION OR FOR A COLOR CLEANING:** the Incolor Bleaching Fluid is a valid product to perform multiple technical services in the salon.



## BLEACHING FLUID

+ **Organic Rice Extract** + **Phytokeratin**

Multifunctional formula, which can be used for the following services:

### NATURAL EFFECT HIGHLIGHTS

To lighten a natural hair up to two tones and to create some very natural effects on lengths and ends. Mix the bleaching fluid with the 10 volumes activator. Apply the mixture on the lengths and leave on maximum 20 minutes, depending on the desired lightening result. Rinse and proceed with the shampoo. The bleaching action and the speed of action of the product can be influenced by the structure of the hair and by the presence of an artificial color on lengths and ends. Obviously, the best result will be obtained on natural hair.

### PRE-COLOR TREATMENT

To prepare the hair to receive a fashion or very light color, for example copper and red shades or super bleaching, on a very dark base. Mix the bleaching fluid with the 10 volumes activator. Apply the mixture to the hair, leave on for 20 minutes, remove the excess product and apply the desired **Hydra-color®** shade.

### SOFTENING OF THE RE-GROWTH EFFECT

To eliminate the contrast between the natural dark base and the lighter lengths, to lighten the contrast between the natural base and the streaks. Mix the bleaching fluid with the 6 or 10 volumes activator. Apply the mixture to the working area, leave on for a time up to 20 minutes, depending on the desired shade. Rinse and proceed with the shampoo.

### POLISHING OF COLORED HAIR AND/OR REMOVAL OF COLOR OVERLOAD

Proceed with covering the root regrowth, using the desired shade. Mix the bleaching fluid with the 6 or 10 volumes activator. Apply the mixture on the lengths for 10-20 minutes. Rinse and proceed with the shampoo.

### HOW TO USE

Mix the Bleaching fluid in a non-metallic container with the selected INCOLOR activator, in a 1: 1 ratio, until a homogeneous cream is obtained. Apply to dry or well-damped hair.

**Processing time:** from 5 to 20 minutes, depending on the desired result and the structure of the hair.



code INC145 size 260 ml

# INSIGHT

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## INCOLOR MAN

INCOLOR MAN is a **high-quality coloring system**, designed for men's hair.

Its low-ammonia formula is moisturising and protective.

# INCOLOR MAN

## Characteristics

- Tube 40 ml;
- Standard application 1:1 with the desired activator;
- Nourishing activator enriched with rice protein;
- Processing time: 10 minutes.

## Results

- Soft, moisturized hair;
- Greater scalp protection during colouring;
- Coverage with natural results;
- Long-lasting colouring treatment over time.

## INCOLOR MAN pluses

- Vegan Ok certification;
- Nickel tested;
- High percentage of natural ingredients;
- Low ammonia content;
- Base treatment with extreme conditioning power;
- Allergen free fragrance.

### + Hydra-color blend

Like the INCOLOR line, INCOLOR MAN also contains Hydra-Color® Blend: an innovative blend of esters of natural origin, with protective and - most of all - moisturising properties.

### + Organic Baobab Oil

Rich in fatty acids and vitamins, it is a worthy ally in protecting hair from weather elements and pollution. Helps nourish damaged hair, giving it strength and softness.

### + Walnut Extract

Known for its high antioxidant properties, this extract helps protect hair from UV rays and the harmful effects of free radicals.





# INSIGHT

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## ENHANCING DIRECT PIGMENTS

For those who want to change their look or revive their reflections, INCOLOR offers **Enhancing direct pigments**, a new, easy-to-apply formulation in gel form.

It **intensifies** the hair's natural colour and accentuates cosmetic colour, tones highlights and lets you create **vibrant fashionable reflections**.

# ENHANCING PIGMENT SYSTEM

## Characteristics

- Ready to use product, does not require an activator;
- Easy to apply;
- Fragrance without allergens;
- Two sizes: 100 ml and 250 ml;
- 12 available shades.

## Results

- Revived colour;
- Intense reflections;
- Soft and shiny hair;
- Fades gradually, without root regrowth effect.

## Natural

**INTENSE  
BROWN**

**DARK  
BROWN**

**LIGHT  
BROWN**

**DARK  
BLOND**

**LIGHT  
BLOND**

**COLD  
BLOND**

## Fantasy

**BRIGHT  
RED**

**FIERCE  
COPPER**

**LUMINOUS  
GOLD**

**DEEP  
PURPLE**

**RICH  
SILVER**

**NEON  
PINK**

# ENHANCING PIGMENT SYSTEM



## ENHANCING PIGMENT

- + Organic Mongongo Oil
- + Organic Argan Oil

The shades can be used pure to achieve intense reflections. Otherwise they can be mixed with the special mask, for easier application and a more natural result. The product, mixed with the mask, can even be applied right after a chemical treatment.

**Do not use in case of high percentage of grey hair;**  
**Do not use in case of brittle hair;**

## HOW TO USE

Shake before using. Distribute the color (pure or diluted) evenly on clean and dry hair. Leave on for up to 20 minutes, then rinse.



size 250 ml

size 100 ml



## DIRECT PIGMENT MASK

- + Organic Mongongo Oil
- + Organic Argan Oil

To achieve a more delicate result, the direct pigments can be mixed with this mask, up to a maximum of 40% pigments in the total mixture.

**+ Mongongo Oil** belongs to a range of oils of the African beauty tradition and derives from a tree that grows in the desert areas of southern Africa.

The use of this oil in the field of natural cosmetics has a wide potential. Thanks to its gloss and combing qualities it's perfect for the use after coloring. Furthermore, one of its essential characteristics is the ability to help the hair to retain its pigment and protect it from sunlight.



code INC121 size 250 ml

# APPLICATION

The amount of color to apply varies depending on the length and the state of health of the hair; the natural pigments present in the hair will influence the final shade result. **It doesn't cover grey hair.**

**HOW TO USE:** distribute the color evenly on clean and dry hair, leave on maximum 20 minutes, then rinse.

## RECOMMENDATIONS FOR USE

### NATURAL NUANCES

They can be used pure, to obtain a more intense color.

**Duration:** 4 / 6 washes

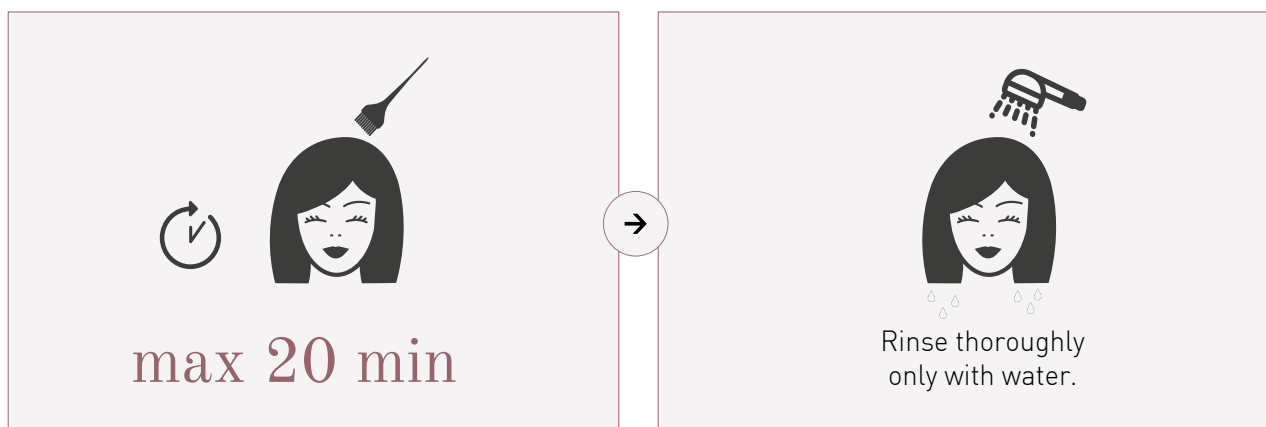
### FANTASY NUANCES

Considering the intensity of these colors, it's advisable to dilute them (up to 40%) in the mask, to revive the color or counteract unwanted reflections. For example, Silver can be used as anti-yellow, to counteract the yellow and golden reflections typical of white or bleached hair. If you want to achieve a fashion effect, you can use the fantasy shades pure, without dilution.

**Duration:** 6 / 8 washes

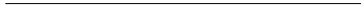
## WARNINGS

- Do not apply on very sensitized hair;
- Do not use in case of high percentage of grey hair;
- Shake before use;
- Do not mix with oxidation color;
- Use gloves during application;
- Do not use heat sources.



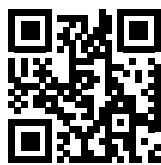
Intense brown	→	<b>IDEAL FOR STARTING BASES</b> from 1 to 4
Dark brown	→	<b>IDEAL FOR STARTING BASES</b> from 1 to 4
Light brown	→	<b>IDEAL FOR STARTING BASES</b> from 3 to 5
Dark blond	→	<b>IDEAL FOR STARTING BASES</b> from 6 to 8
Light blond	→	<b>IDEAL FOR STARTING BASES</b> from 7 to 9
Cold blond	→	<b>IDEAL FOR STARTING BASES</b> from 7 to 10
Luminous gold	→	<b>IDEAL FOR STARTING BASES</b> from 7 to 10
Bright red	→	<b>IDEAL FOR STARTING BASES</b> from 4 to 8 and bleached
Fierce copper	→	<b>IDEAL FOR STARTING BASES</b> from 5 to 8 and bleached
Deep purple	→	<b>IDEAL FOR STARTING BASES</b> from 4 to 6 and bleached
Rich silver	→	<b>IDEAL FOR STARTING BASES</b> from 7 to 10 and bleached
Neon pink	→	<b>IDEAL FOR STARTING BASES</b> from 7 to 10 and bleached

# NOTES



A series of horizontal dotted lines for writing notes.





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