



Demi-Permanent Liquid Color

Glow Liquid Color.

SELECTIVE[®]
PROFESSIONAL 

Make your Color Glow.

ALL THE POWER OF BLOND





PARTNERS IN

BLOND



Glow Liquid Color.

• VEGAN •
NO ANIMAL INGREDIENTS

The vegan Demi-Permanent Color that treats hair while coloring it.

The new tone-on-tone beauty filter to enhance blonds and lighter shades. With a **vegan** formulation and a **jelly texture**, **12 easy-to-use shades** for natural, translucent results.

Glow Liquid Color. The partner of blonds with versatile, fast and precise performance.

Glow Key.



Enhances natural and cosmetic color with extreme gentleness and softness

Leaves hair particularly **disciplined and conditioned**

Extremely easy and versatile to use

Does not lighten the natural or colored **pigment** of hair



Glow Plus.

AMMONIA-FREE

VEGAN FORMULA

BALANCED PH WHEN MIXED WITH DEVELOPER



Jelly texture handy to be applied

Creates a translucent effect that emphasizes lighter shades

Gives an incredible **luminous effect**

Long-lasting results: over time, the color blends with the natural or cosmetic hair color

Offers new service possibilities for the hairdresser in the salon:

toning, softening unwanted tones, intensifying, brightening or masking any lightenings

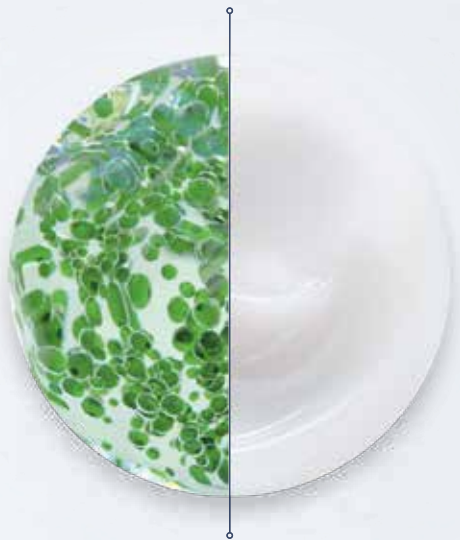


Glow Formula.

DEMI-PERMANENT COLOR

Designed and formulated to make a difference to hair and personal well-being.





(GREEN TECHNOLOGY)

The **vegan** and **cruelty-free** formula is a blend of natural ingredients from organic cultivation, effectively balanced for functionality and sustainability, aiming at the greenest side of beauty. A traceable production chain of **NO GMO**, solvent-free active ingredients.



MONGONGO OIL

A tree typical of southern Africa, rich in Omega-6 and vitamin E, known for its **moisturizing and antioxidant** properties. It contains eleostearic acid, which reacts rapidly with **UV rays** to polymerize into a protective layer, improve shine and protect color.

Active Ingredients.



ITALIAN CHESTNUT EXTRACT

Thanks to the innovative molecular bio-liquefaction process, a particularly active extract is obtained from organic chestnuts of the Tuscan-Emilian Apennines, capable of building a **repairing and protective film** on hair that helps close damaged cuticles and **maintain the natural moisture of hair**.

Active Ingredients.



ITAPEELEX

A phytocomplex made of waste materials from organic grape peels from Emilia, Sicilian lemons, apples from Trentino and organic wheat bran extracted using molecular bio-liquefaction technology, to make the active ingredients more bio-available and effective.
*A powerful **natural Italian blend** able to protect the color from external aggression, making it resistant and durable to washing.*

Active Ingredients.





GLOW
WITH
FLUO

Glow Liquid Color.

OWN
THE
OWN

Demi-Permanent Liquid Color



Glow Portfolio.

Glow Liquid Color.

12 SPECIFIC SHADES for natural
or cosmetically colored blond hair.

TONES AND TREATS IN 1 STEP

INCREASES THE ELASTIC STRENGTH OF HAIR

MEETS ALL *B*LONG NEEDS

RESULTS UP TO 10-15 WASHES





10.31

*Ash Golden
Extra Light Blond*



10.21

*Ash Irisé
Extra Light Blond*



10.12

*Irisé Ash
Extra Light Blond*



9.35

*Mahogany Golden
Very Light Blond*



9.31

*Ash Golden
Very Light Blond*



9.3

*Golden
Very Light Blond*



9.2

*Irisé
Very Light Blond*



9.13

*Golden Ash
Very Light Blond*



9.1

*Ash
Very Light Blond*



8.1

*Ash
Light Blond*



7.1

Ash Blond



CLEAR

IDEAL FOR

- *Increasing brightness*
- *Increasing the translucent effect*
- *Diluting the intensity of other shades*
- *Avoiding excessive deposit on very porous hair*
- *Customizing a creative formula*

Glow Liquid Color. DEVELOPER

• VEGAN •
NO ANIMAL INGREDIENTS

Specific 5-volume activator
for Glow Liquid Color.

DOES NOT LIGHTEN

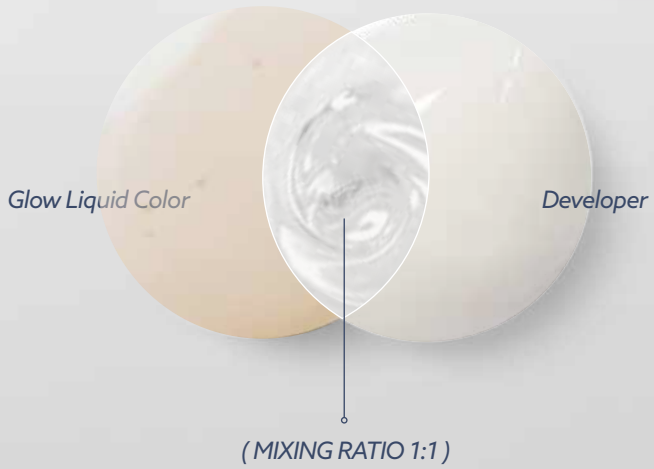
GUARANTEES THE CORRECT TONE

ENSURES THE DURABILITY OF THE COLORING

GIVES BODY TO THE TEXTURE



Glow Portfolio.



Specifically formulated to keep a **balanced pH** and stabilize the viscosity of the blend. It turns the liquid consistency of the color into a thicker, handier gel. **Vegan**, without ingredients of animal origin, it works in synergy with demi-permanent coloring in total control and safety.



The **jelly texture** has a dense, jelly consistency that is **handy to be applied**, excellent to be used with a color brush or bottle and for quick free-hand services. It does not drip, allowing to have the service done both at the chair and at the washing station. Quick and easy to rinse, it improves hair combing. These features improve and optimize time, shortening a **technical service up to 6 minutes**.

Mixing ratio: **1:1**

Resting time: **10-20 minutes**

How to use it:





During the resting time, the intensity of the blend color applied on hair increases as the color oxidizes, while maintaining the final result.

Shades that can be mixed together to create unusual colors.
A service portfolio that will allow colorists to create and color without limits.

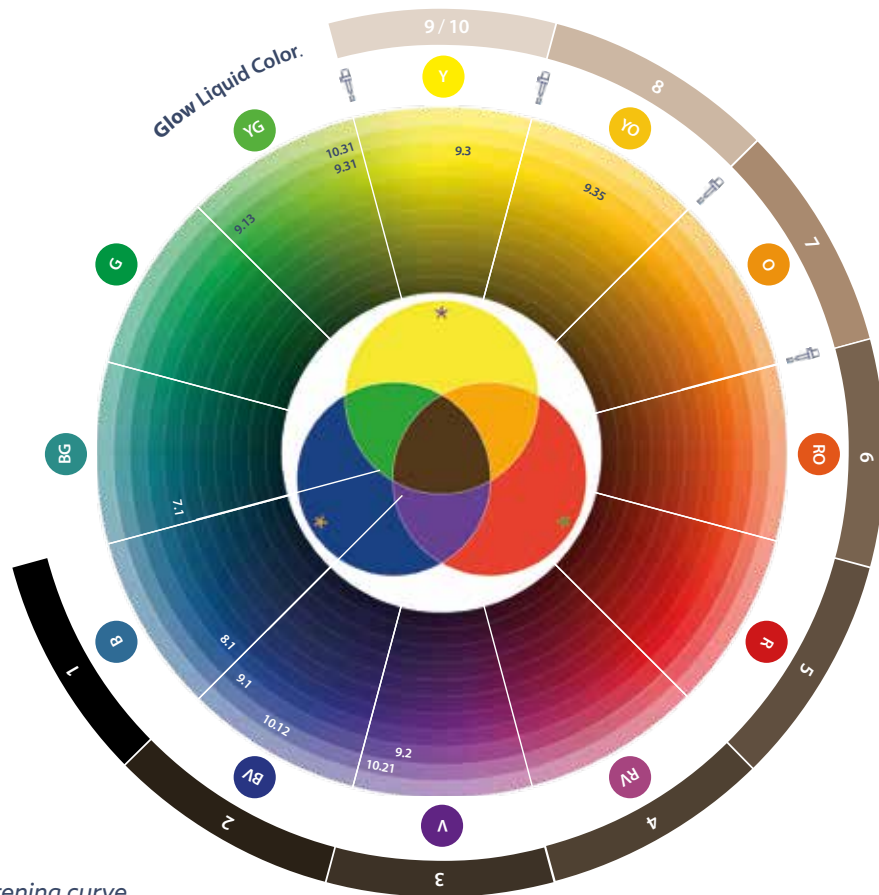
Ex: *mixing 10.1 + 9.2 + Developer 5 vol.*

The image features the words "GLOW", "COLOR", and "MAP" stacked vertically in a bubbly, 3D font. The letters are rendered with a rainbow gradient, transitioning from purple on the left to yellow on the right. The background is a dark blue gradient with a bright light source on the right side, creating a lens flare effect. The text is centered horizontally and vertically.

GLOW
COLOR
MAP

Coloring Supports.

- Y Yellow / Giallo
- YO Yellow Orange / Giallo Arancio
- O Orange / Arancio
- RO Red Orange / Rosso Arancio
- R Red / Rosso
- RV Red Violet / Rosso Violetto
- V Violet / Violetto
- BV Blue Violet / Blu Violetto
- B Blue / Blu
- BG Blue Green / Blu Verde
- G Green / Verde
- YG Yellow Green / Giallo Verde



BASE TONES






Use the color circle and lightening curve to determine which **Glow Liquid Color** to use to neutralize or intensify a tone.

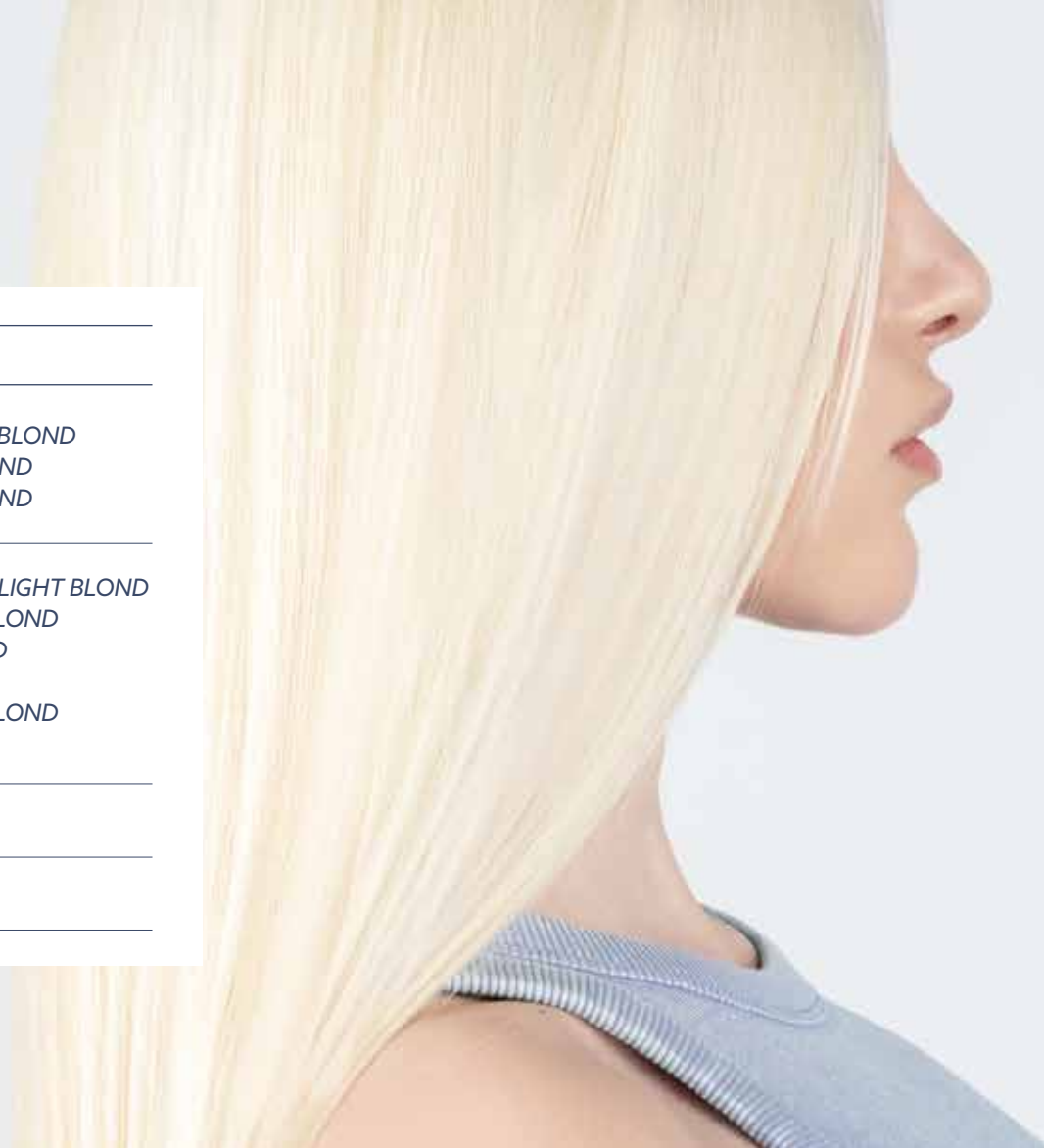
Guidelines to the final result.

Use **Glow Liquid Color** to neutralize or intensify.

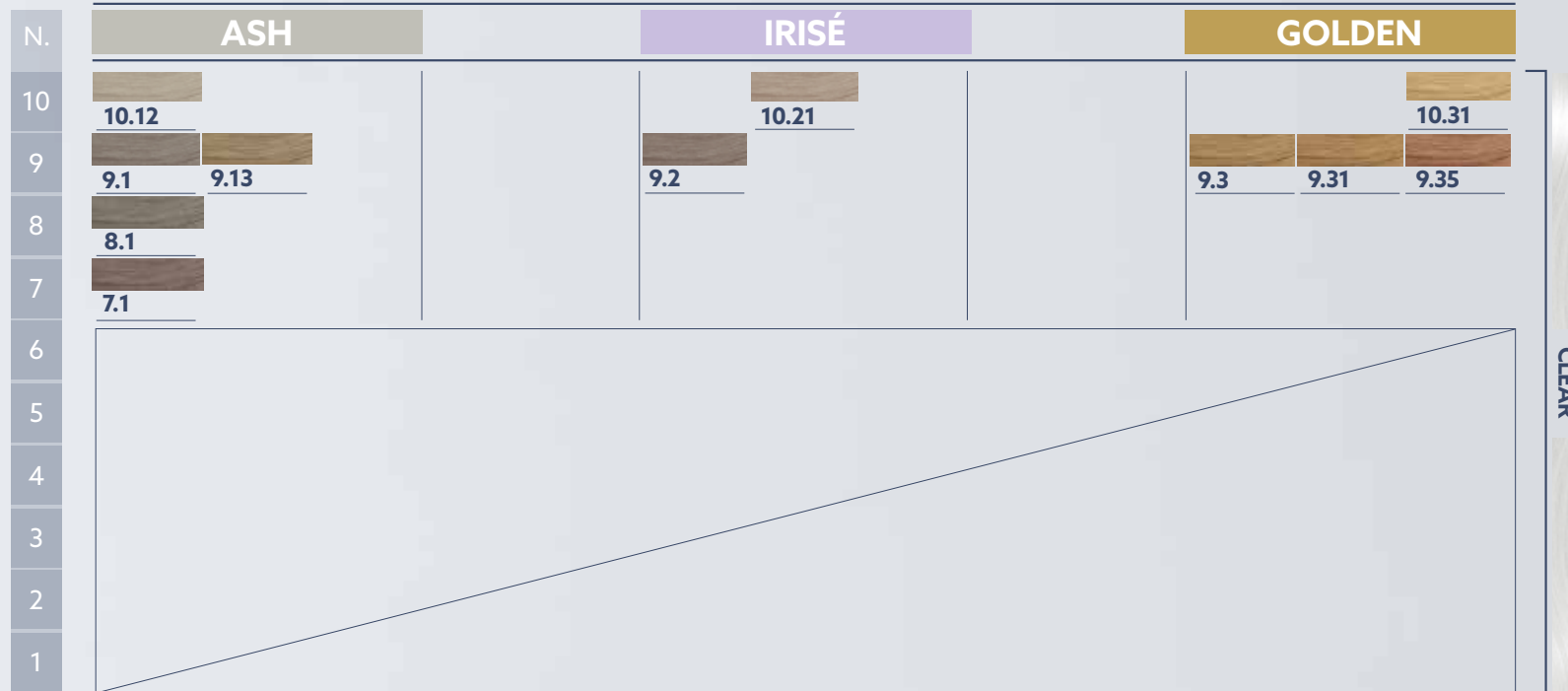
TO NEUTRALIZE consult the color circle, choose the tone opposite to the dominant one.

TO INTENSIFY choose tones that are close to or the same as the dominant tone.

	LEVEL	PRE-LIGHTENING	FINAL RESULT
	10	PALE YELLOW	ASH GOLDEN EXTRA LIGHT BLOND ASH IRISÉ EXTRA LIGHT BLOND IRISÉ ASH EXTRA LIGHT BLOND
	9	YELLOW	MAHOGANY GOLDEN VERY LIGHT BLOND ASH GOLDEN VERY LIGHT BLOND GOLDEN VERY LIGHT BLOND IRISÉ VERY LIGHT BLOND GOLDEN ASH VERY LIGHT BLOND ASH VERY LIGHT BLOND
	8	YELLOW / ORANGE	ASH LIGHT BLOND
	7	ORANGE / YELLOW	ASH BLOND



Glow Liquid Color.



Glow Menù.



Demi-permanent color is an ideal and reliable choice for quick, uniform and cosmetic services. Versatile and easy to use, **Glow Liquid Color** broadens the possibilities of the colorist to specialize in perfecting every shade of blond.

Glow Tone. The **Glow Liquid Color** toning service. Essential after any bleaching service to enhance a lightening, achieve a sophisticated cosmetic effect and emphasize the shine of blonds. 12 shades ready to use or mix to create customized shades.

Glow Refresh. The service to revive a dull color and regain the vivid radiance of a perfect blond. Ideal as a refresh service even after a service of shaping, to revive cosmetic color that may have faded in the process, bringing dull and drained lengths back to life thanks to the conditioning demi-permanent color that sets the right tone.

Glow Correct. The technical service to correct unwanted tones and achieve even color. **Glow Liquid Color** is ideal for counteracting yellow-orange tones, eliminating stripes and retouching overly accentuated regrowth effects. It should also be used before a coloring service on heavily bleached hair, to obtain a uniform base to work on without any snags.

Glow Deep. The quick and precise service to tone a regrowth and create a fashionable depth effect. To be combined during a coloring service, to work on the root and refresh the re-growth area during the resting time of the lengths; leaves a translucent, fresh and modern tone-on-tone result.

Glow Dimensional. The vegan service, enriched with restructuring actives to enhance tones, give three-dimensionality to the color with cold and warm or light and dark contrasts, in a soft way and without altering the natural base color. A product that is quick and easy to use and becomes essential for the colorist.

Glow Blond. The specific service for blond hair ideal to intensify tones before or after the bleaching service, giving new light and structure to hair from the very first application. The quick technical service that will make all blond women fall in love with it.

Glow Clear. The most valuable vegan partner for the colorist. To be used in synergy with other shades to attenuate the intensity of the tones or simply mixed with **Glow Liquid Color Developer** to give a new light to clients' hair without interfering with their color.

Glow Crazy. The fashionable service to create unprecedented shades. **Glow Liquid Color** can be mixed with each other or with the **PIGMENTS** pure pigments to create more vivid and lasting crazy effects. Infinite blending possibilities to have fun, customize and create unique effects.

Differences

Glow Liquid Color.



Demi-permanent result

Translucent results

Does not lighten the base color

Tones and treats

Jelly texture



Mixing ratio 1:1

Resting time 10-20 minutes

12 specific shades for light hair



Application on damp hair

Application with brush or bottle



Vegan and ammonia free

REVERSE20 HAIR COLOR



Demi-permanent result

Non-drip

Fashionable nuances

Lightens the base color slightly

Creamy texture



Mixing ratio 1:2

Resting time 10-30 minutes

7 specific nuances for light hair



Application on damp or dry hair

Brush application



Ammonia and ppd free

thePIGMENTS



Lasting result

Pipettes with dispenser

Strong nuances

Colors also when used in synergy with balm

Liquid texture



Customizable mixing according to the intensity to be obtained

Customizable resting time depending on the base

7 pure nuances



Application on wet or dry hair

Application with a brush





Glow Liquid Color.



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