

EMOTIONAL
EXPERIENCE

SELECTIVE[®]
PROFESSIONAL



COLLECTION

TECHNICAL HANDBOOK



EMOTIONAL EXPERIENCE

INDEX

1. INTRODUCTION	5
2. WHY CHOOSE COLOREVO?	7
2.1 REAL EMOTION	7
2.2 TECHNOLOGY	8
2.3 SALON OFFERS	16
2.4 PRODUCT SPECIFICATIONS	22
3. BASIC TRAINING	27
3.1 HAIR	27
3.2 HAIR COLORING	31
3.3 OXIDATION COLORING	33
3.4 COLORIMETRY	38
3.5 COLOR THEORY APPLIED TO COLORING HAIR	42
4. DIAGNOSIS AND APPLICATION	47
4.1 DIAGNOSIS	47
4.2 CHOOSING THE FORMULA	50
4.3 PREPARATION AND APPLICATION	59
4.4 CONCEPT SHADES	65
4.5 COMBINED PRODUCTS	67
5. EDUCATION	69
6. ASK THE EXPERT	71
7. GLOSSARY	77

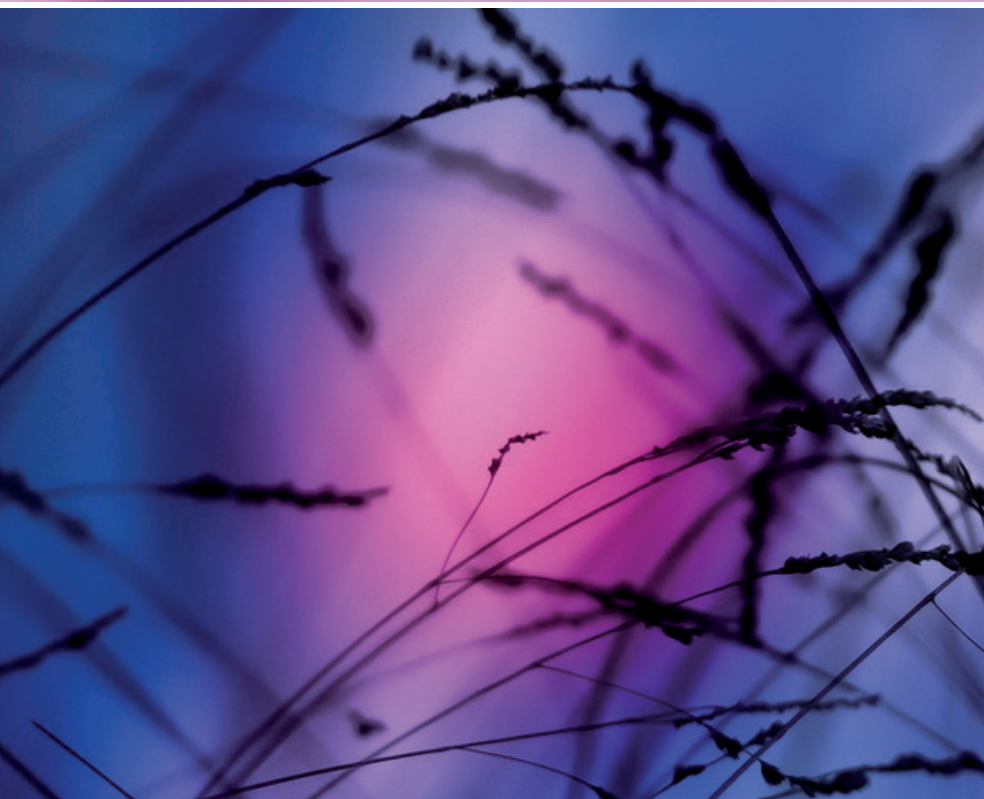


COLOREVO

LET IT TRANSPORT
YOU TO A WORLD OF LIGHT,
REFLECTIONS AND CREATIVITY

CREATIVITY,
FASHION,
PERSONALITY,
ART,
PERFORMANCE,
SAFETY,
BEAUTY,
REFINEMENT,
IMAGE.





beyond color, true emotion

1. INTRODUCTION

Begin a thrilling journey to a world of light, reflections and creativity.

Selective Professional has created the **COLOREVO TECHNICAL HANDBOOK** to guide you through this journey, at the end of which you'll have fully mastered permanent coloring. It will provide you with all the basic theories on hair and coloring and answer any doubts you may have on the best way to use the product.

All this will help you achieve unparalleled results and leave you with satisfied and loyal customers. The ability to get them involved and excite them, understand what they are looking for and help them dream, along with the endless potential of **COLOREVO**, will exalt your work to the full.

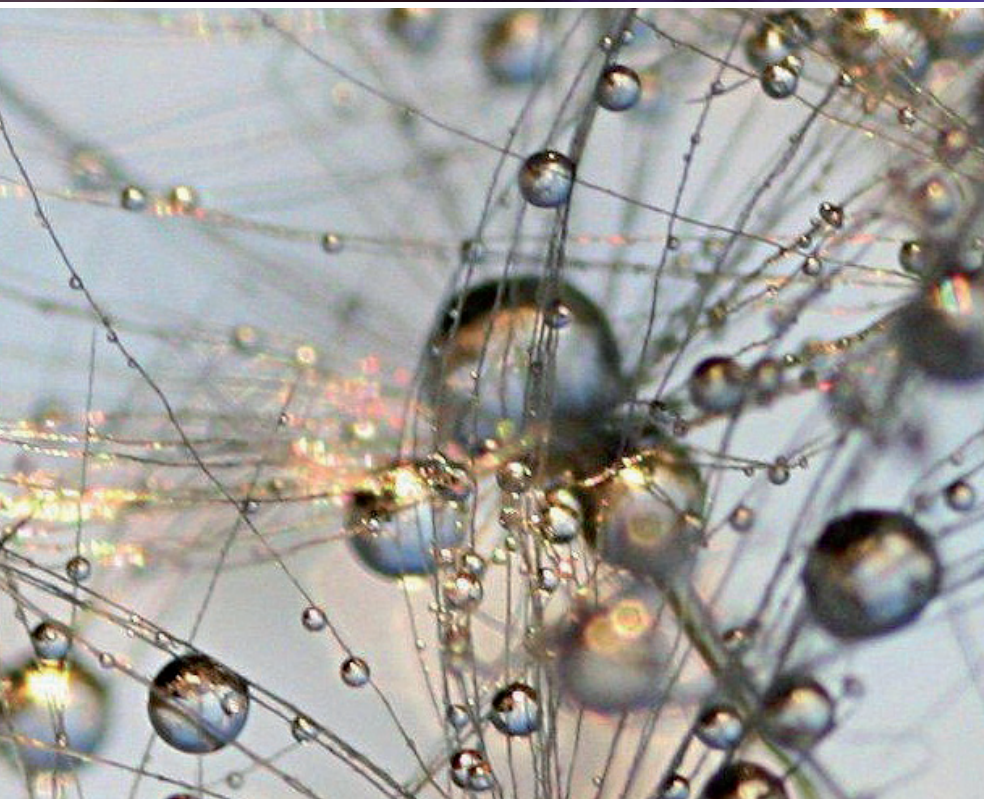
Always follow our advice to ensure you don't make mistakes and achieve the desired results, without unpleasant surprises.

Color is far too important for the activities
of a hair salon to be dealt with superficially.
Remember, it's the key to your success.





exalt your customers' hair



2. WHY CHOOSE? COLOREVO

2.1 REAL EMOTION

Communicating, expressing and experiencing emotions.

Our appearance helps us communicate without words; it is the calling card we use to form our first impressions on whoever we have in front of us. Everything we see generates a sentiment, a feeling and an emotion in us.

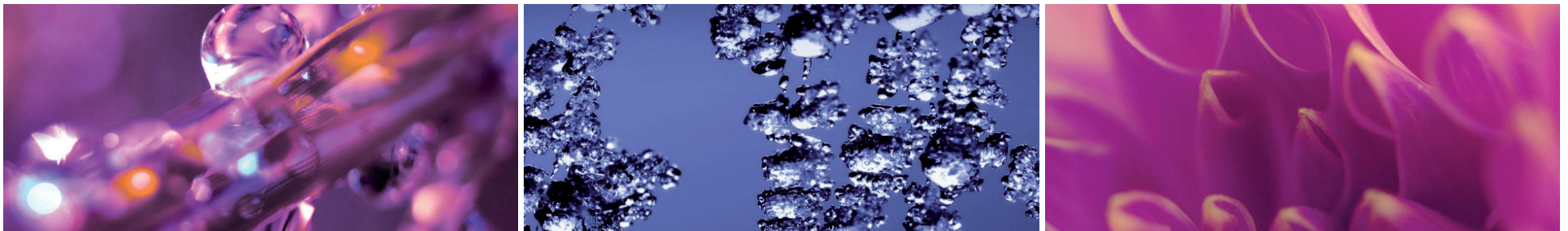
Beautiful hair is no exception and must be expertly enhanced to best communicate exactly who we are and feel comfortable with ourselves and others. As well as the cut and style, hair color, glossiness and health are all cornerstones of a game in which

COLOREVO is the protagonist.

Because emotion

is a perfect color that helps our personality shine like a ray of light,

is the feeling of joy, pleasure and wellbeing we feel when we touch our healthy, compact hair.



2.2 TECHNOLOGY

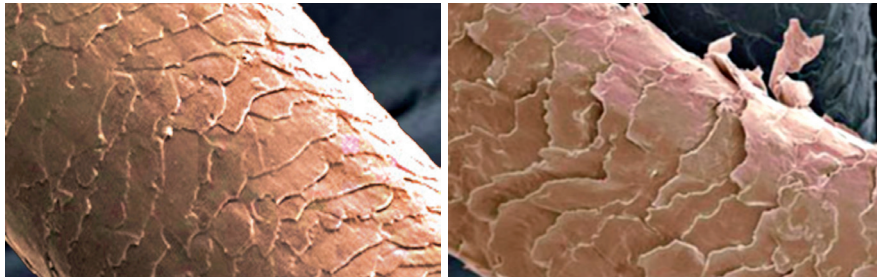
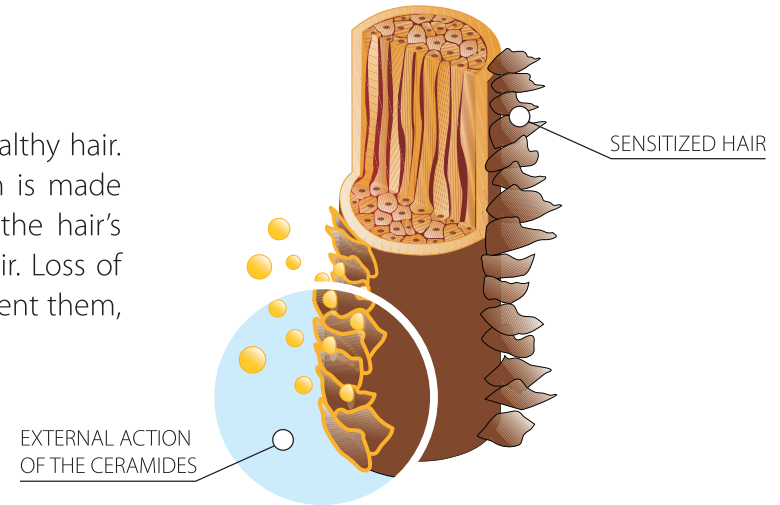
UNPARALLELED COLORS, HEALTHY HAIR AND EXCITING RESULTS

Today, it is all possible thanks to the cutting-edge ceramide technology of **CERAFLUX PLUS**
COLOR DIFFUSION SYSTEM



WHY CERAMIDES?

Ceramides are a particular family of lipids that play a primary role in guaranteeing healthy hair. Ceramides are a structural element of the cuticle, the hair's external coating, which is made of scale-like, flattened cells. Ceramides compact the cuticle allowing it to protect the hair's inner core from external aggressive agents: for healthy, glossy, strong and flexible hair. Loss of ceramides can occur for a number of reasons and it is absolutely essential to supplement them, especially when dealing with a sensitized cuticle.



HEALTHY CUTICLE

DAMAGED CUTICLE

When the cuticle is not compact, its scales are raised and thus the hair's inner core is more exposed. Hair becomes brittle and dull, difficult to comb and style and split ends start appearing. Raised scales also result in greater friction in the hair, which further complicates things. The result is hair described as sensitized.

CAUSES OF SENSITIZED HAIR



Incorrect use of chemical treatments at the salon.



Aggressive action of the hairdryer and irons.



Exposure to the weather
(sunlight, chlorine, saltwater and wind).



Frequent brushing.

We can therefore say that all hair is more or less sensitized. An external supply of ceramides makes it possible to reintegrate the "cement" of the scales and visibly improve hair, making it look healthier and full of body.



THE UNPARALLELED RESULTS OF COLOREVO ARE POSSIBLE THANKS TO THE NEW TECHNOLOGY OF **CERAFLUX PLUS** COLOR DIFFUSION SYSTEM

CERAFLUX PLUS

Sensational hair that's healthy and full of body thanks to the precious complexes of active principles that continue to work throughout the entire coloring process.

Result: even color and sensational hair.

COLOR DIFFUSION SYSTEM

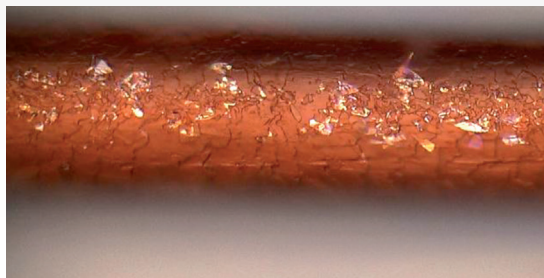
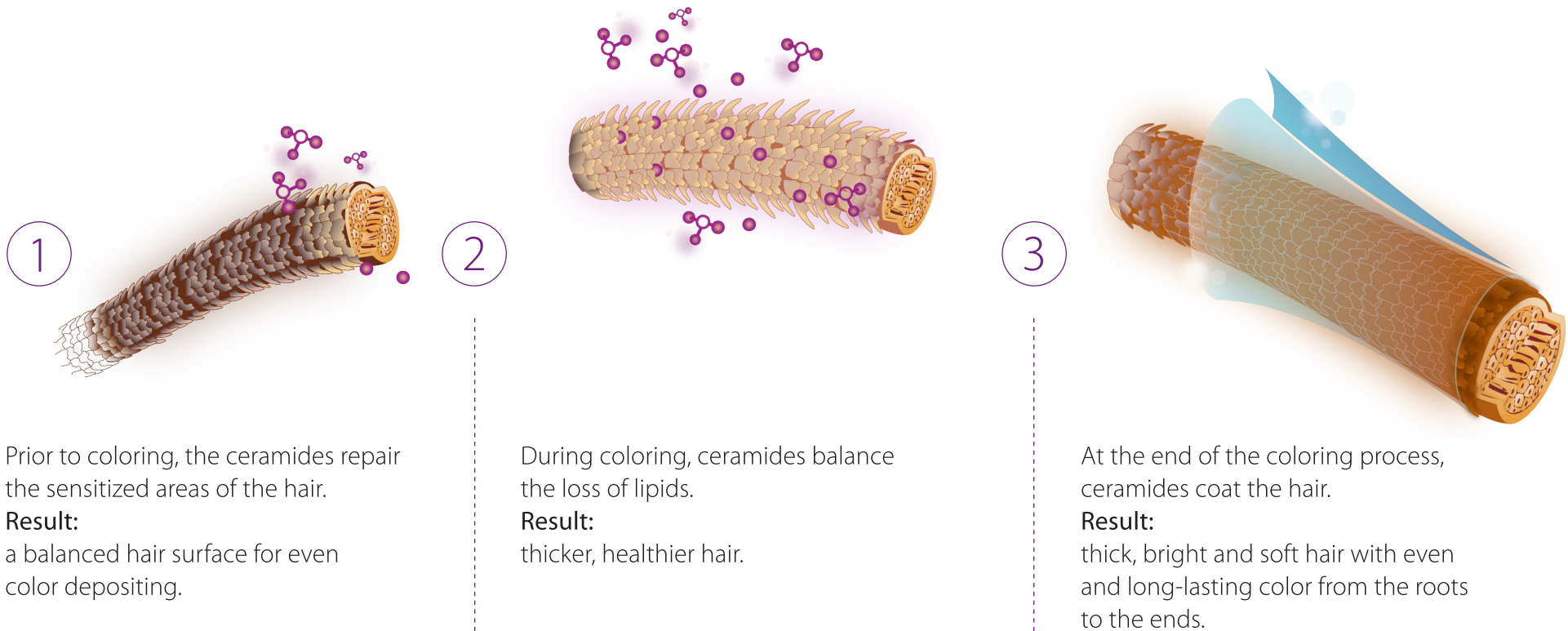
Radiant, glossy and long-lasting colors thanks to the balanced coloring system with added protective agents.

Result: color that is resistant to washing and the effects of sunlight. Bright, scintillating highlights.

CERAFLUX PLUS

- Is a bioidentical lipid concentrate.
- Its composition emulates that of lipids normally found in the hair's cuticle.
- Only a bioidentical formula is capable of supplementing active ingredients in the right quantity and quality for the best cosmetic results.
- Is made up of three different kinds of ceramides: CERAMIDE 1, 3 and 6 II, blended with fatty acids, phytosphingosine and cholesterol from vegetable sources, in order to perfectly mimic the lipids naturally found in hair.

THE ACTION OF CERAFLUX



COLORING WITHOUT USING CERAFLUX PLUS



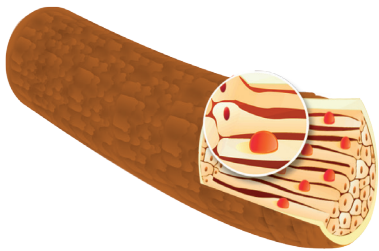
COLOREVO

Microscopic analysis clearly shows that the cuticle of hair treated using COLOREVO is perfectly compact and healthy, whilst hair treated with traditional colors without ceraflux plus shows evident cuticle damage.

COLOR DIFFUSION SYSTEM

A formula optimization system to maximize color diffusion. The term “color diffusion” refers to two different aspects:

PHYSICAL DIFFUSION of the coloring pigments inside the hair.

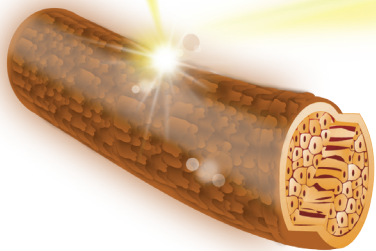


Balanced surfactants, reduce surface tension in the coloring formula to gently increase its ability to soak the hair fiber: for a quicker, more efficient action.

Highly pure pigments that are perfectly balanced guarantee the development of a pure form of color, without any undesired highlights and with results that can be repeated with every application.

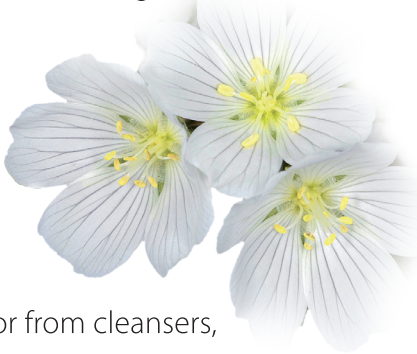
Micro-sized color precursors, which evenly penetrate the deepest layers of the hair, for long-lasting color.

OPTICAL DIFFUSION of the external hair color (the one we see).

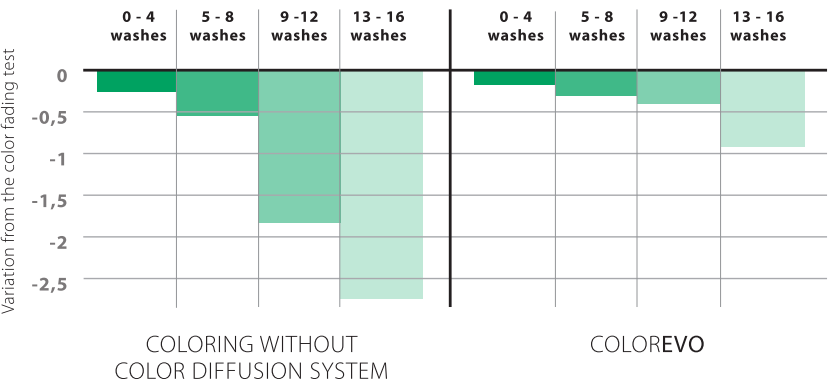


A cuticle protected by ceramides offers the best optical refraction of light, which makes colors look glossier and more vibrant. This glossiness is also enhanced by two active ingredients:

Vegetable extract of Limnanthes Alba seeds which makes color immediately more intense and longer-lasting and helps pigments remain stable for longer on exposure to sunlight, protecting it from fading and stabilizing highlights even after repeated washing.



Lipid sunflower extract protects the cosmetic color from cleansers, keeping it glossier for longer.



Tests have shown that **COLOREVO highlights remain stable even after repeated washing**, better standing the test of time. The charts show color fading after repeated washing. The less fluctuation from 0, the greater color stability is. Standard coloring (the chart on the left) clearly shows a greater fluctuation of highlights compared to **COLOREVO** (the chart on the right).

COLOREVO ALSO CONTAINS

- Active agents of vegetable origin (phytosterols or plant sterols) to hydrate, condition and protect.
- Emulsifying agents and factors of consistency suitably balanced for a constant and reproducible viscosity that remains stable despite environmental variations.
- Humectant agent for better adhesion to the hair.
- Chelating agent to neutralize metallic impurities that could interfere with color development.
- Antioxidizing agents that maintain the product over time.
- Pleasant floral fragrance.
- Controlled ammonia level: minimum quantity for maximum results.





COLOREVO OXY

OXIDIZING EMULSION

The special **COLOREVO OXY** products are formulated for striking results when combined with **COLOREVO**.

Their formula is enriched with **alpha-bisabolol**, the main component of the essential oil obtained from the flowers of the chamomile (*Matricaria Recutita*) that have soothing, alleviating, calming and anti-irritant properties, to guarantee the final customer an absolutely comfortable service.

COLOREVO OXY products are also pleasantly perfumed and when combined with **COLOREVO** guarantee:

- perfect adherence of the mixture;
- complete coverage of gray hair;
- maximum glossiness and long-lasting color;
- perfect development of the bleaching action;
- reduced risk of irritation.



COLOREVO OXY ALSO CONTAINS

- Waxy conditioning substances and quaternary compounds designed to protect and condition the hair and scalp in synergy.
- Emollient and emulsifying agents appropriately calibrated to obtain the best performances from **COLOREVO**; an easy-to-apply formula that soaks the hair in an optimal manner, guaranteeing an even depositing of color that does not drip.
- Positive ionic charge: exalts the conditioning properties of **COLOREVO** favoring attachment of the active complex to hair, which has a negative charge.
- Special pH balancing agents ensure balanced color development throughout the entire resting time.

The gradual and controlled development of the coloring phases guarantees true and long-lasting results.

- Floral fragrance, in line with the **COLOREVO** scent, makes the formula pleasant to use, ensuring maximum comfort for the final customer and the operator.



2.3 SALON OFFERS

COLOREVO makes it possible to offer a highly-professional and high-performance service that offers **tangible advantages** for both the hairstylist and the customer.

FOR THE HAIRSTYLIST

- Exceptional range of nuances.
- Long-lasting highlights and top-quality technical results.
- Thicker hair that is easier to work with.
- Maximum customer satisfaction, creating client loyalty.
- Patented technology for exclusive use in the salon.
- Perfect covering of gray hair.
- Rich, conditioning cream.
- Maximum efficiency in handling purchases.

FOR THE FINAL CUSTOMER

- Beautiful, smooth hair.
- Glossy, long-lasting highlights.
- Maximum application comfort.
- Safe product with no risk to health.
- Long-lasting shine.



MADE IN ITALY production

in full compliance with the latest European good manufacturing practice standards and with ISO 9001:2008 certification.



INFINITE COLOR POSSIBILITIES

For customers who want to be truly unique, COLOREVO offers a highly-personalized and customizable color chart.



SWEET

like fruit

INEBRIATING

like wine

COMPLEX

like a fabric

STRONG

like metal

ADVENTUROUS

like the desert

EXOTIC

like spices

POWERFUL

like electricity

DELICATE

like a watercolor

MYSTERIOUS

like magic



COLOR OPTIONS

Such a broad range of options is made possible thanks to the new concept shades. 68 "recipes" that are the foundations for other shades divided into 9 captivating families: Esoteric, Spices, Deserts, Wines, Metals, Fabrics, Fruits, Watercolors, Electric.

The concept colors are a plethora of creativity at the service of the hairstylist.

A wide range of carefully selected shades of color that can be created by carefully blending the standard nuances.

By exploiting the full potential of COLOREVO, broadening the range of colors offered by the salon is a simple step away for the hairstylist.

COLOREVO
BLOND

1-2

COLOREVO

1-1

SUPERSCHIARENTI - SUPER LIGHTENER

1000 	1001  1011 		1003 	
NATURAL · NATURAL	CENERE · ASH	BEIGE · BEIGE	DORATI · GOLDEN	RAMATI · COPPER
10.0  9.0  8.0  7.0  6.0  5.0  4.0  3.0  2.0  1.0 	10.1  9.1  8.1  7.1  6.01  5.1  1.1 	10.2  9.2  8.23  7.2  6.23 	10.3  9.3  8.3  7.3  6.3  5.03  6.34  7.34  6.34 	10.4  8.4  7.43  6.43  8.44  7.44  6.4  6.46 

10
9
8
7
6
5
4
3
2
1

ROSS • RED

MOGANO • MAHOGANY

VIOLIN • VIOLET

FANTASIA • FANTASIA

1017



10.17



9.17



9.27



8.27



BIONDI BALTI • BALTIC BLOND

7.64



7.66



7.67



6.66



5.66



5.65



5.67



4.65



3.65



6.5



5.5



4.5



8.31



8.24



7.31



7.04



6.31



6.35



5.7



5.04



4.7



4.31



4.35



4.06



7.45



7.05



7.51



6.45



6.05



6.51



5.06



5.05



5.51



4.35



4.06



4.51



3.05



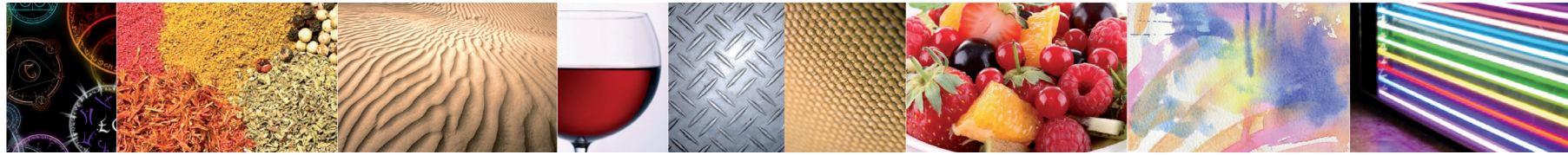
3.53



3.07



COLOREVO


ARCANI
ESOTERIC

SPEZIE
SPICES

DESERTI
DESERTS

VINI
WINES

METALLI
METALS

TRAME
FABRICS

FRUTTI
FRUIT

ACQUERELLI
WATERCOLOURS

ELETTRICI
ELECTRIC

PER TE CHE CHIEDI DI PIÙ, ESSERE UNICA ED IRREPETIBILE, COLOREVO PROPONE UN MENÙ DI COLORI ALTAMENTE PERSONALIZZATI E PERSONALIZZABILI. IL TUO ACCONCIATORE CREERÀ PER TE, LASCIATI COINVOLGERE, ASCOLTA QUELLO CHE OGNI PROPOSTA HA DA DIRTI, ASPETTA IL BRIMBO CHE SOLO LA TUA NUANCE SAPRÀ SCATENARE. VIVI LE EMOTIONI!
FOR YOU WHO ASK FOR MORE, BE UNIQUE AND UNREPEATABLE, COLOREVO OFFERS A MENU OF HIGHLY PERSONALIZED AND CUSTOMIZABLE COLORS. THAT YOUR STYLIST WILL CREATE FOR YOU, GET INVOLVED, LISTEN TO WHAT EACH PROPOSAL HAS TO SAY, WAIT FOR THE THRILL THAT ONLY YOUR SHADES WILL UNLEASH. LIVE THE EMOTIONS!

COLOREVO
11
7. AZTECO
30g 7.2 + 20g 7.05

8. CASSIA
35g 8.44 + 15g 8.23

8. CURRY
35g 8.4 + 15g 8.1

8. SAHARA
30g 8.24 + 20g 8.1

10. VICTORIA
35g 10.1 + 15g 10.2

6. PORTO
35g 5.7 + 15g 7.67

6. PIOMBO
42g 6.00 + 8g 0.11

DAMASCO
45g 10.00 + 5g 8.44

7. SIBILLA
25g 6.5 + 25g 10.3

8. MACIS
40g 8.44 + 10g 7.66

7. TAMARINDO
25g 6.5 + 25g 8.44

8. GOBI
35g 8.23 + 15g 8.24

9. ANTARTICO
35g 9.17 + 15g 9.2

6. CABERNET
37g 5.67 + 13g 7.1

5. TITANIO
35g 5.1 + 15g 0.11

VELLUTO
45g 10.00 + 5g 0.66

7. MAYA
25g 7.51 + 25g 7.1

7. PAPRIKA
35g 7.64 + 15g 7.66

7. CAJUN
35g 7.44 + 15g 7.2

8. ARABICO
25g 8.34 + 25g 8.4

9. DIPINTO
47g 10.17 + 3g 0.77

5. BAROLO
35g 5.7 + 15g 5.67

5. MERCURIO
40g 5.00 + 10g 0.11

RASO
42g 5.00 + 8g 0.77

6. DELFI
30g 6.05 + 20g 6.23

7. PEPPERONCINO? CHIODI DI GAROFANO
35g 7.64 + 15g 7.66

7. GRAN CANYON
30g 7.2 + 20g 7.31

9. SIRIANO
25g 8.31 + 25g 10.1

5. BARBERA
35g 5.51 + 15g 5.66

4. TUNGSTENO
40g 4.31 + 10g 0.11

CHIFFON
47g 10.11 + 3g 0.77

6. ATLANTIDE
35g 6.51 + 15g 6.03

6. ANICE
35g 6.46 + 15g 6.45

6. PIMENTO
25g 6.4 + 25g 6.04

7. LIBICO
35g 7.3 + 15g 7.1

7. GIBSON
25g 7.1 + 25g 7.31

4. BRUNELLO
25g 4.65 + 25g 4.5

4. FERRO
35g 4.00 + 15g 0.11

ORGANZA
47g 10.11 + 3g 0.1

4. TEMPLARE
35g 4.51 + 15g 4.06

6. MASALA
35g 6.43 + 15g 6.45

6. PEPE
35g 6.4 + 15g 6.01

6. KALAHARI
25g 5.5 + 25g 8.31

BROCCATO
38g 5.00 + 12g 0.1


UTILIZZARE COME
SUPERSCHIARENTE
USE AS
SUPER LIGHTENER

COLOREVO
12

UTILIZZARE COME
GLITCH COLOR CONTRAST
USE AS
COLOREVO GLITCH

COLOREVO
11
ALBICOCCA
30g 5.00 + 10g 5.00 + 10g 0.3

CILIEGIA HOLLYWOOD
40g 5.00 + 10g 5.00 + 10g 0.3

MELONE
40g 5.00 + 10g 5.00 + 10g 0.3

FRAGOLA
40g 5.00 + 10g 5.00 + 10g 0.3

MANDARINO
25g 5.00 + 10g 5.00 + 10g 0.3

RIBES
38g 5.00 + 12g 5.00 + 12g 0.77

LAMPONE
30g 5.00 + 15g 5.00 + 15g 0.77

CHIFFON
47g 10.11 + 3g 0.77

ORGANZA
47g 10.11 + 3g 0.1

BROCCATO
38g 5.00 + 12g 0.1


UTILIZZARE COME
TONALIZZANTI SU CAPELLI DECOLORATI O SU ALTEZZE DI TONO DA 9 A 10
USE AS
TONERS ON BLEACHED OR ON HAIR THAT IS LEVEL FROM 9 TO 10

COLOREVO
11
SALMONE
42g 0.00 + 5g 0.3 + 3g 0.66

CRISTALLO
40g 0.00 + 10g 0.11

CORALLO
46g 0.00 + 4g 0.3 + 4g 0.3

SMERALDO
40g 0.3 + 10g 0.1

LILLA
25g 0.00 + 25g 0.11 + 2g 0.77

ARGENTO
25g 0.00 + 25g 0.11

PAPAVERO
47g 0.00 + 3g 0.77

COBALTO
38g 0.00 + 12g 0.1

ROSA ANTICO
43g 0.00 + 7g 0.77

LAVANDA
25g 0.00 + 24g 0.11 + 1g 0.77

RUBINO
20g 0.00 + 20g 0.3 + 10g 0.77

ABISSO
35g 0.3 + 15g 0.1

GLICINE
47g 0.00 + 2g 0.1 + 1g 0.77

PORPORA
43g 0.66 + 7g 0.77

OLTREMARE
35g 0.11 + 15g 0.1

AMARANTO
23g 0.77 + 17g 0.00 + 10g 0.66

AMARANTO
23g 0.77 + 17g 0.00 + 10g 0.66


COLOREVO

COLOREVO
GLITCH



1:1

COLOREVO



2.4 PRODUCT SPECIFICATIONS



100 ml

COLOREVO

PERMANENT COLORING CREAM

DIRECTIONS FOR USE

Preparation: 1+1 (e.g. 100 ml COLOREVO + 100 ml COLOREVO OXY 3-6-9%; 10-20-30 volumes).

Apply to dry, unwashed hair.

Resting time: 30 minutes.



COLOREVO MIX

PURE SHADES

- to neutralize undesired highlights;
- to create unlimited color variations;
- must be mixed with other nuances based on the color theory.

DIRECTIONS FOR USE

Add an appropriate quantity depending on the nuance chosen. The lighter the shade, the less COLOREVO MIX should be added, with the exception of COLOREVO BLOND.

For shades of levels 9 and 10, we recommend adding 5% compared to the total quantity of cream, whilst for darker nuances and for COLOREVO BLOND we recommend adding more.

In any case, never exceed 30%. Mix the total quantity of cream, in a ratio of 1+1 (COLOREVO) or 1+2 (COLOREVO BLOND) with the appropriate volume of COLOREVO OXY.

COLOREVO BLOND

SUPERLIGHTENER FOR HIGH LEVELS OF LIGHTENING

- lightens by up to 4-5 tones;
- neutralizes the lightening base and bright blonds.

DIRECTIONS FOR USE

COLOREVO BLOND nuances are mixed with COLOREVO OXY 40 volumes (12%).
To obtain perfect results we recommend using on natural hair starting from tone 5 (light brown).
COLOREVO BLOND nuances can be used in the presence of up to 30% gray hair.

Preparation: mix **1+2** (e.g. 100 ml COLOREVO BLOND + 200 ml COLOREVO OXY);
Apply to dry, unwashed hair.

Resting time: 45 minutes.



100 ml



COLOREVO GLITCH

PERMANENT COLORING CREAM FOR COLOR CONTRASTS WITHOUT PRELIMINARY BLEACHING.

- Unlike normal coloring that does not lighten the cosmetic color, COLOREVO GLITCH makes it possible to bleach and recolor even dyed hair with just one application. Lightens by 2 to 4 tones depending on the volumes of oxidizer used and the structure of the hair being treated.

DIRECTIONS FOR USE

Preparation: **1+1** (e.g. 50 ml COLOREVO GLITCH + 50 ml COLOREVO OXY 3-6-9-12%; 10-20-30-40 volumes).
Apply to dry, unwashed hair.

Resting time: 15 minutes with a source of heat, 35 minutes without.



60 ml





1000 ml

COLOREVO OXY

OXIDIZING EMULSION SPECIALLY DESIGNED
TO ENHANCE THE PERFORMANCE OF COLOREVO.

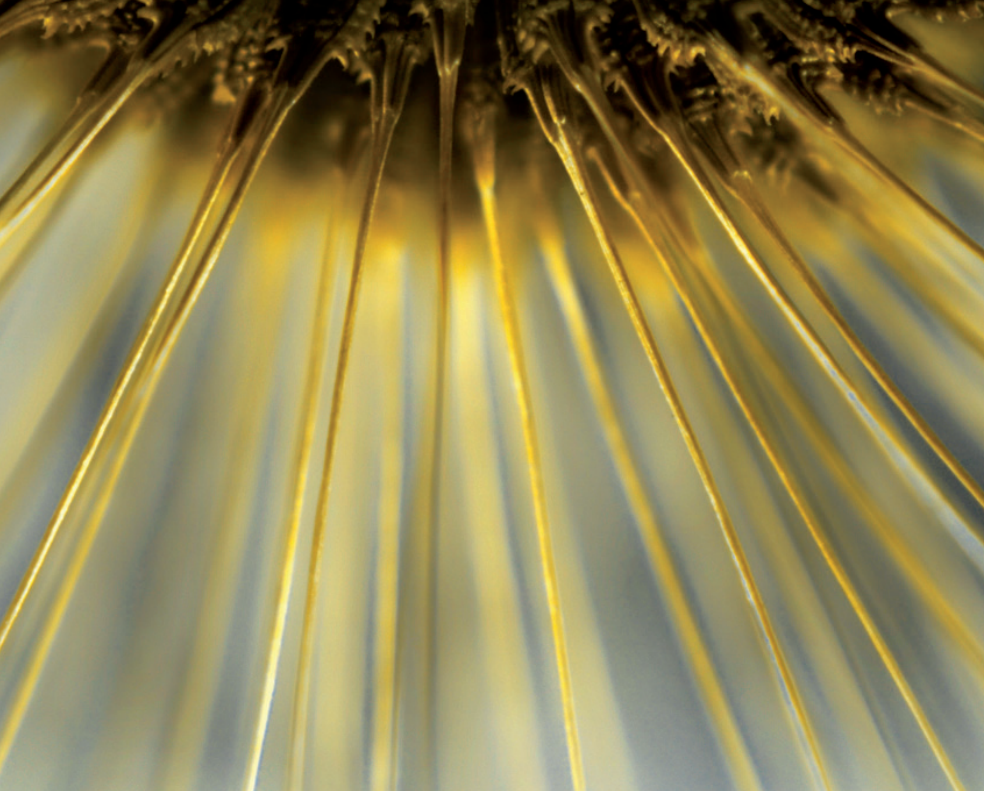
Available in four variations, 3-6-9-12%, 10-20-30-40 volumes.

DIRECTIONS FOR USE

Choose the most appropriate volumes for the treatment to be carried out and mix following the specific instructions of COLOREVO, COLOREVO BLOND and COLOREVO GLITCH.







unparalleled results

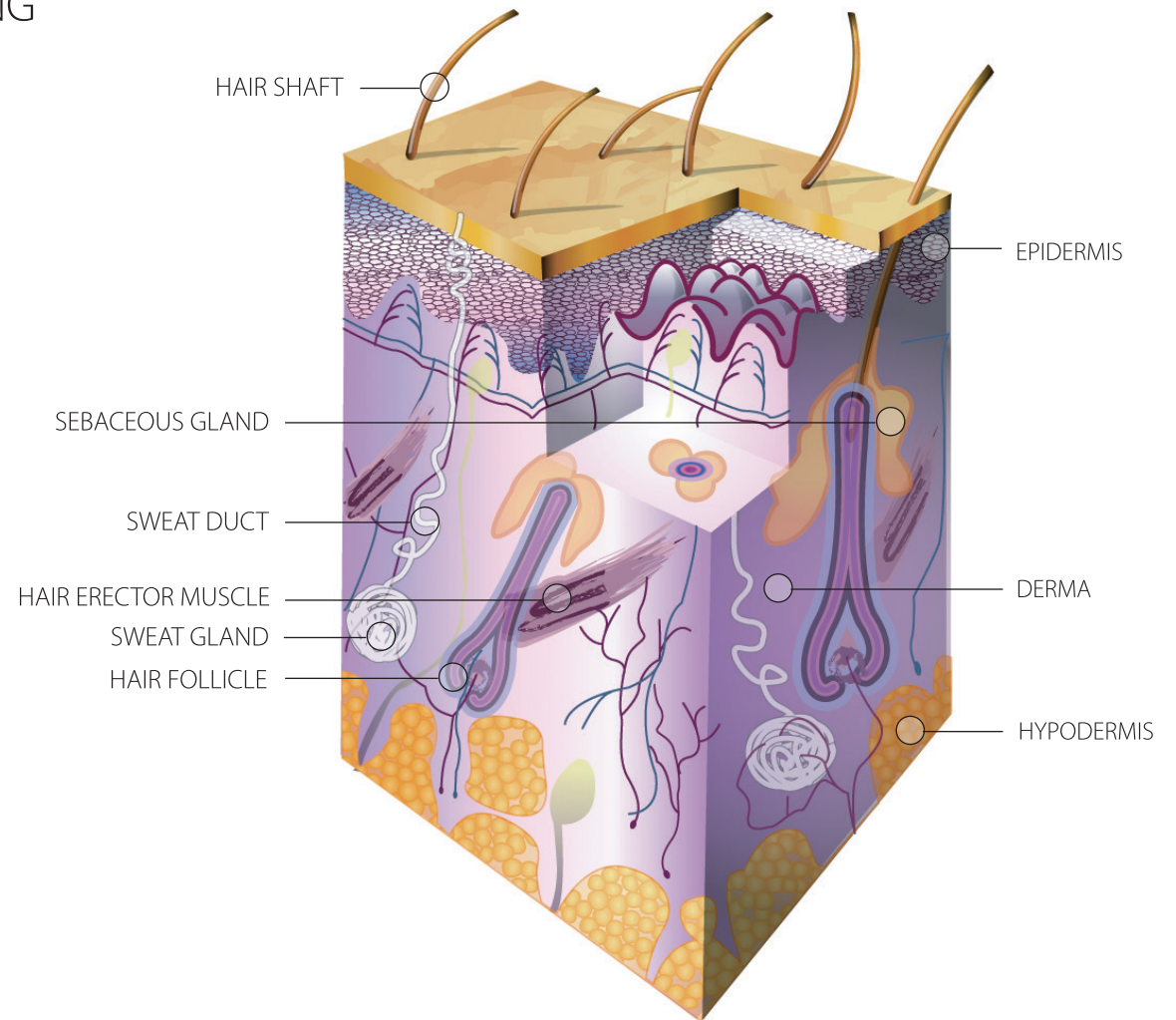


3. BASIC TRAINING

3.1 HAIR

KNOWING ALL ABOUT HAIR AND ITS CHARACTERISTICS IS THE STARTING POINT FOR UNDERSTANDING HOW OXIDATION COLORING WORKS AND LEARNING TO MASTER IT.

Hair consists in the hair follicle, which is in the hypodermis, the deepest part of the scalp. The visible part of hair, the part that comes out of the scalp, is called the **HAIR SHAFT**.



THE HAIR SHAFT

THE HAIR SHAFT IS THE FREE PORTION OF HAIR.

IT IS A “DEAD” STRUCTURE CONSISTING IN CELLS CONTAINING HIGH CONCENTRATIONS OF KERATIN.

IT HAS A DIAMETER THAT VARIES FROM 40 TO 120 MICRONS (1 micron = 1 thousandth of a millimeter).

KERATIN

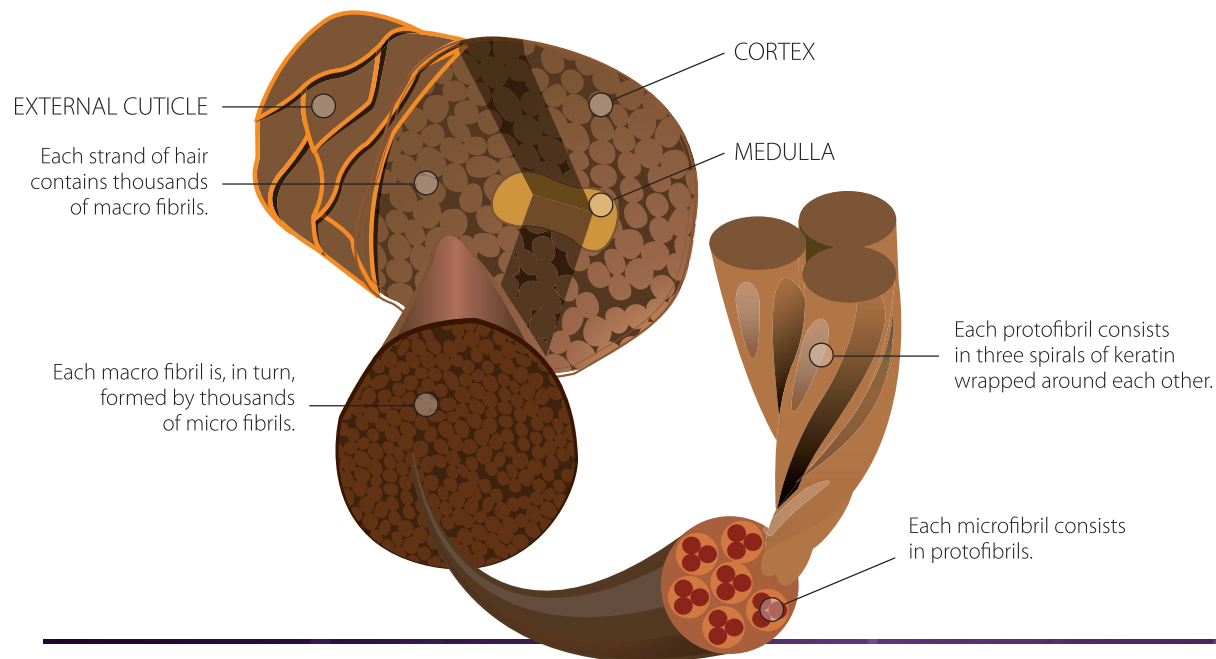
Keratin is a protein and is present in hair, above all in the form of keratin-alpha. It is fibrous, has low sulfur content and is insoluble in water.

Keratin chains are linked to each other by several chemical bonds called “bridges”:

- hydrogen bridges;
- salt bridges;
- sulfur bridges.

The shape of hair can be changed, either temporarily or permanently, by changing these bridges. The hydrogen and salt ones react with water and water steam, which alters the bonds, permitting temporary changes to the shape of hair, such as for example a blow dry.

Sulfur bridges are the most resistant and in order to change them special chemical agents are required. These are commonly used in hair waving and smoothing fluids to create permanent curls or smooth styles.



CHEMICAL COMPOSITION OF HAIR

INORGANIC	%
Carbon	49 - 50.5
Hydrogen	6.4 - 6.5
Oxygen	21 - 26.6
Sulfur	4 - 5
Nitrogen	14 - 16
ORGANIC	%
Proteins	70 - 80
Water	10 - 15
Minerals	1
Lipids	3 - 6
Pigment	up to 1
Carbohydrates	up to 0.5
Mineral residues	0.3 - 0.9

In the cross-section of hair, three concentric parts can be identified:

1. THE CUTICLE

This is the external part. It consists in thin, flat and transparent cells that are overlapping, like tiles on a roof. They are 45 microns long and vary in width between 0.5 and 1.0 microns.

Cohesion of the cuticle is very important for hair health as it protects the internal structure from environmental agents.

2. THE CORTEX

This consists in cells laid out vertically in parallel lines. Each cell varies in thickness from 1 to 6 microns and is approximately 100 microns long.

The cortex represents 90% of the total weight of the fiber and confers solidity and elasticity to the structure. It contains melanins, pigments that give origin to natural hair color.

Cortex cells are formed by macro fibrils, which in turn consist in micro fibrils grouped together, whose structure should be considered an aggregation of protofibrils. Each protofibril consists in three keratin chains parallel to the axis of the fiber and formed by cells with a spiral structure. The spiral represents the elementary unit of the general organization of the fiber.

3. THE MEDULLA

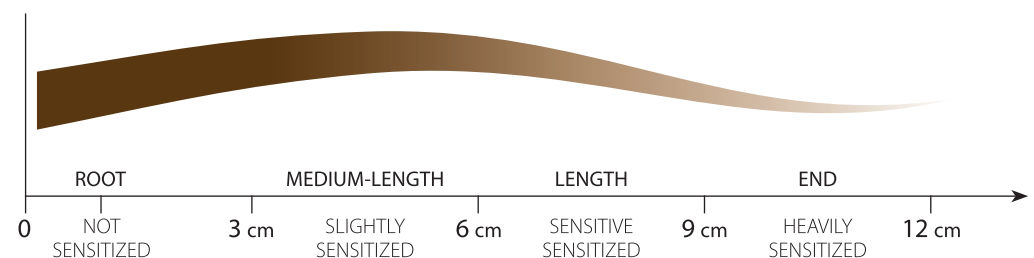
This is the central structure of the hair, similar to a column and with a low cell density; the cells aggregate leaving empty spaces of various sizes.

The medulla has a relative importance compared to the other parts that make up the hair because it only contributes in a minor way to the chemical-physical behavior of the fiber.

THE SURFACE OF HAIR IS VERY HETEROGENOUS

A 12 cm-long hair (in other words, one year's growth) that has undergone several strand of hair treatments has a structure that can be defined along its length as ranging from **not sensitized** to **extremely sensitized**. This means that:

the different state of hair along its shaft makes coloring a delicate technical operation.



ORIGIN OF HAIR COLOR

Natural hair color is determined by melanin, a pigment produced by specific cells called melanocytes. Melanocytes synthesize an enzyme called tyrosinase that catalyzes the transformation of the amino acid tyrosine into melanin.

In human beings, all the different colors originate from just two types of melanin pigments: eumelanins and pheomelanins.

EUMELANINS, vary from reddish brown to blue black and give dark hair colors.

PHEOMELANINS, vary from pale yellow to bright red and give light hair colors.

2 TYPES OF PIGMENT (MELANINS)

GRAINY

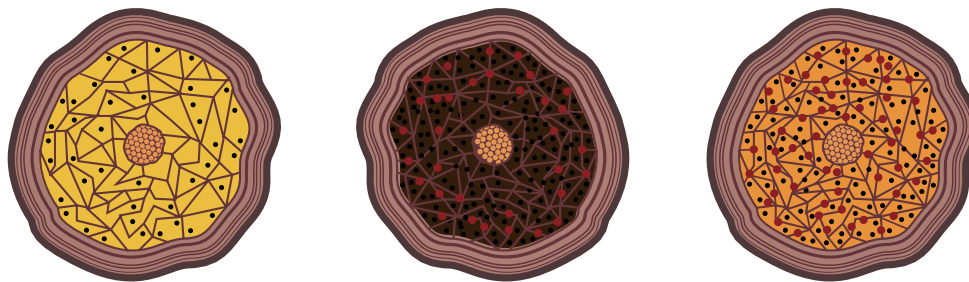


Eumelanins

DIFFUSED



Pheomelanins



BLOND HAIR

BLACK HAIR

RED HAIR

Different hair colors are due to a combination of these basic biochemical structures. By mixing the two pigments in different concentrations, the many shades of color found in nature can be obtained.

In people with darker hair there is a relatively higher production of eumelanins. People with natural red hair produce more pheomelanins. A study analyzing the quantity of eumelanins and pheomelanins in human hair has highlighted that black hair contains 99% of eumelanins and 1% of pheomelanins, brown and blond hair contain 95% of eumelanins and 5% of pheomelanins and red hair contains 67% of eumelanins and 33% of pheomelanins (Borges 2001).

Even in people with darker hair there is in any case, a production of yellow - orange pigments (pheomelanins), mainly however masked by the dark pigments (eumelanins). In these people, the presence of pheomelanins can determine warmer highlights, even in the case of brown hair.

Hair color varies over time and this is linked to various factors (biochemical, dietary, etc). The most radical change is the appearance of gray hair caused by the fact melanin is no longer produced (due to tyrosinase running out) whose origin is probably of a physiological and genetic nature.

There are neither particular diets nor vitamins capable of restoring lost natural color to hair therefore, if gray hair needs to be covered it is necessary to resort to ARTIFICIAL COLORING.

3.2 HAIR COLORING

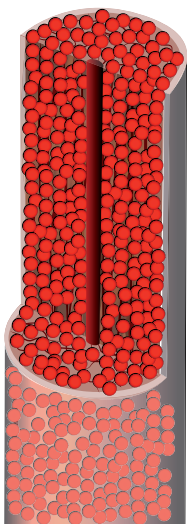
The hairstylist has coloring products that make it possible to satisfy one or more customer expectations:

- Covering gray hair.
- Lightening hair.
- Giving hair a different highlight.

Depending on the end result, colors can be classified into four types.

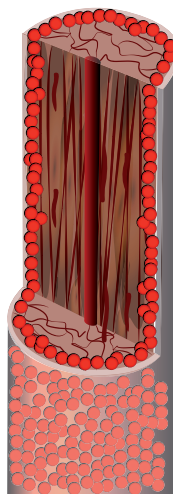
PERMANENT OXIDATION COLORING

- 100% coverage of gray hair.
- Radically changes the natural hair color and shade.
- Resistant to washing.
- Acts on the hair cortex.
- Can lighten natural color by 3 tones and more in superlighteners.
- Can darken hair.
- Contains alkaline substances.
- The product is available in cream, oil or gel.
- It should be mixed with oxidizing emulsions (hydrogen peroxide).
- Apply using a brush.
- Requires a resting time of 30 to 45 minutes, depending on the desired result.

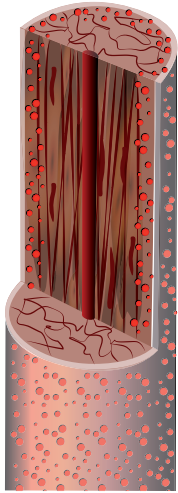


TONE-ON-TONE OXIDATION COLOR

- Good coverage of gray hair (up to 50%).
- Can give a clearly defined highlight.
- Lasts 4 to 6 weeks.
- Penetrates the cuticle layer and deposits color inside the cuticle and partially the cortex.
- Does not have lightening power.
- Does not show root re-growth.
- Does not contain ammonia.
- The product is available in cream, oil or gel.
- Should be mixed with special revealers, depending on the desired result.
- Apply using a brush or applicator bottle.
- Requires a resting time of 30 minutes.

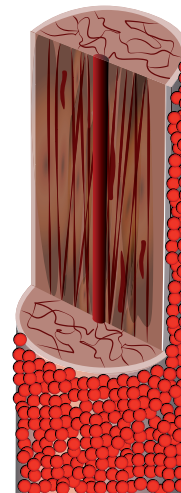


SEMI-PERMANENT DIRECT COLOR

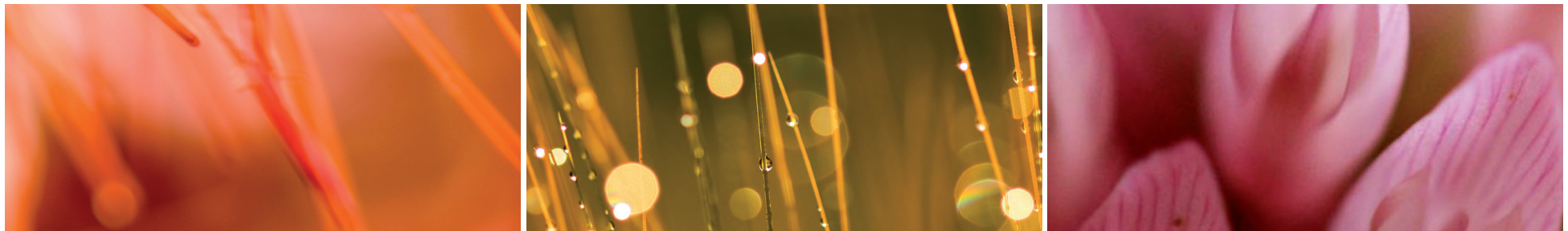


- Masks the first signs of gray hair.
- Gives a highlight that disappears after 4 - 6 washes.
- Acts by depositing the color on the cuticle alone.
- Does not lighten hair.
- Does not contain ammonia.
- Apply directly to hair without the need for preliminary mixing.
- Requires a resting time of 10 - 30 minutes.

TEMPORARY DIRECT COLOR



- Does not cover gray hair.
- Gives a light reflex.
- Washes out after one wash.
- Acts by depositing the color on the exterior of the cuticle.
- Does not lighten.
- Does not contain ammonia.
- Apply directly to hair without the need for preliminary mixing.
- Requires no resting time or final rinse.



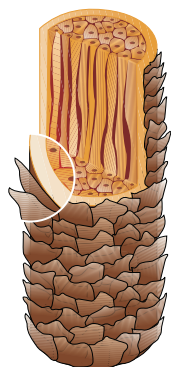
3.3 OXIDATION COLORING

ACTION DYNAMIC IN OXIDATION COLORING

After having seen the main characteristics of hair colorings, this **Technical Handbook** focuses in depth on OXIDATION COLORING, which COLOREVO belongs to. All oxidation colors have two components: an alkaline cream that contains the intermediaries (precursors of color) that color hair and an oxidizing emulsion. A few minutes before application, the two components are mixed together and following a chemical reaction, create the coloring formula. When applied to hair, the formula can lighten or darken it and cover gray hair. The result is permanent and an infinite variety of shades can be obtained in this manner. It is important to know that oxidation coloring can lighten natural hair, but not hair that has been previously colored, on which it is necessary to use other techniques (DECAPAGE or BLEACHING).

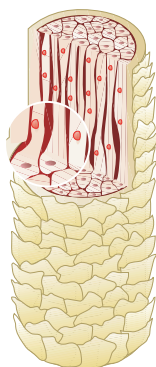
It is also important to remember that the end result of coloring is the sum of the cosmetic pigment and the residual natural pigment lightened.

THE THREE MAIN ELEMENTS INVOLVED IN OXIDATION COLORING ARE:



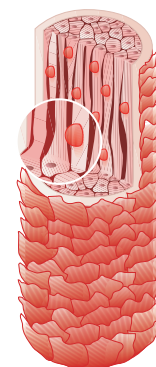
1. Ammonia:

thanks to its alkaline pH it causes the hair fiber to swell, permitting the precursors of color to penetrate it. It also frees the oxygen contained in the oxidizer.



2. Oxidizer (hydrogen peroxide):

it lightens hair's natural hair pigments and oxidizes the precursors to form the oxidizing coloring agents.



3. Precursors:

these are the coloring agents that have not yet been oxidized. Initially colorless, they are transformed into colored pigments inside the hair.



AMMONIA (alkaline agent)

The swelling of hair (mordanting), consists in lifting the cuticle scale to permit the various chemical substances to penetrate inside the cortex.

This action is made possible by the AMMONIA, which also favors development of the oxygen, neutralizing the acid environment in which it is stabilized.

In hair colors it is inserted in the form of ammonium hydroxide that in contact with the hydrogen peroxide in the oxidizer decomposes into gaseous ammonia and water.

Ammonia is the alkaline agent primarily used in permanent coloring, because it is effective at low concentrations and evaporates completely compared to other alkaline agents.

The ammonia content of **COLOREVO** varies from nuance to nuance and is higher only where strictly necessary (minimum quantities, maximum results).

COLOREVO SHADES	AMMONIA
from 1 to 3	< 1%
from 4 to 10	from 1 to 2%
COLOREVO BLOND	about 3%
MIX 000	about 1.5%
MIX CS	about 4%
COLOREVO GLITCH	about 3%

HYDROGEN PEROXIDE

Hydrogen peroxide is a molecule consisting in two atoms of hydrogen and two of oxygen (H_2O_2).

Its main property is that of decomposing in contact with ammonia, with the development of GASEOUS OXYGEN and WATER. It is an energetic bleach and disinfectant. It is difficult to obtain in its pure state and is also difficult to store because the development of oxygen could occur with an explosion. For this reason it is sold diluted in water; the type commonly used as a disinfectant is a 3% solution, whilst the type used cosmetically varies from 1% to 12%. The concentration of the watery solutions is frequently expressed in VOLUMES as well as in percentages; in other words, in the number of liters of oxygen that can be developed in normal conditions from a liter of watery hydrogen peroxide solution. A solution at 3% is also described as 10 volumes because, it is possible to obtain 10 liters of oxygen from a liter of this solution. The maximum quantity permitted in cosmetics is 40 volumes.

In permanent coloring, it performs two fundamental actions:

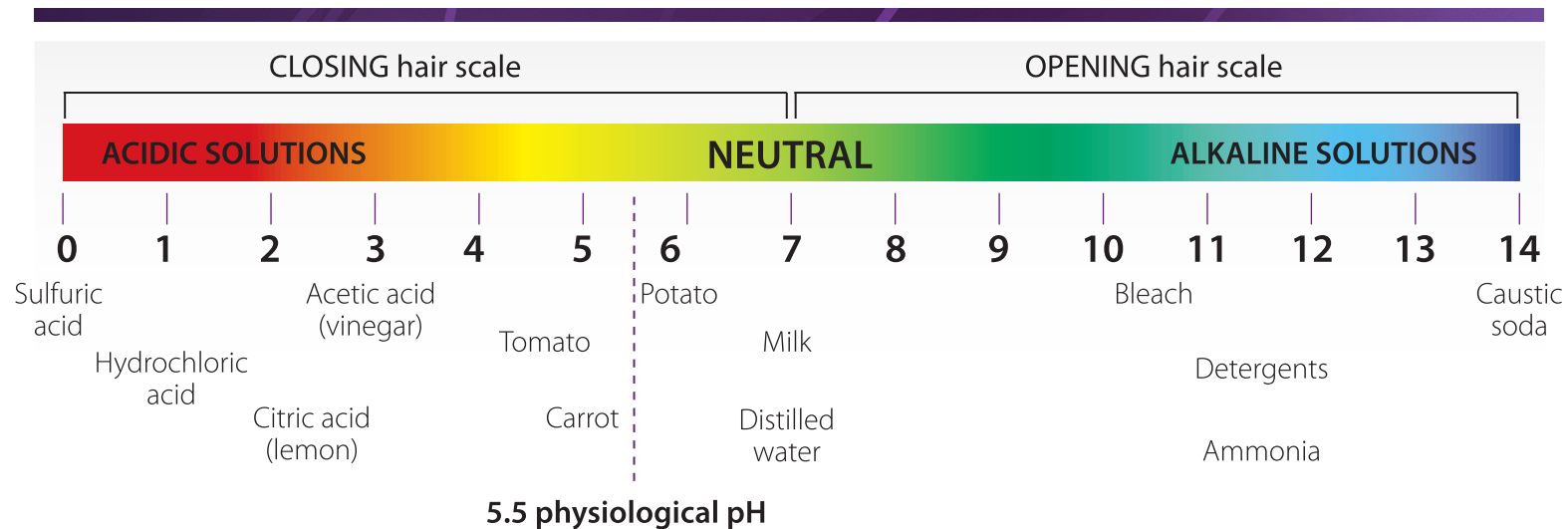
- it reacts with hair's melanin, oxidizing it and making it soluble;
- it oxidizes the precursors and determines color development.

pH

pH is a unit of measurement and its value determines the alkalinity or acidity of a substance that is soluble in water.

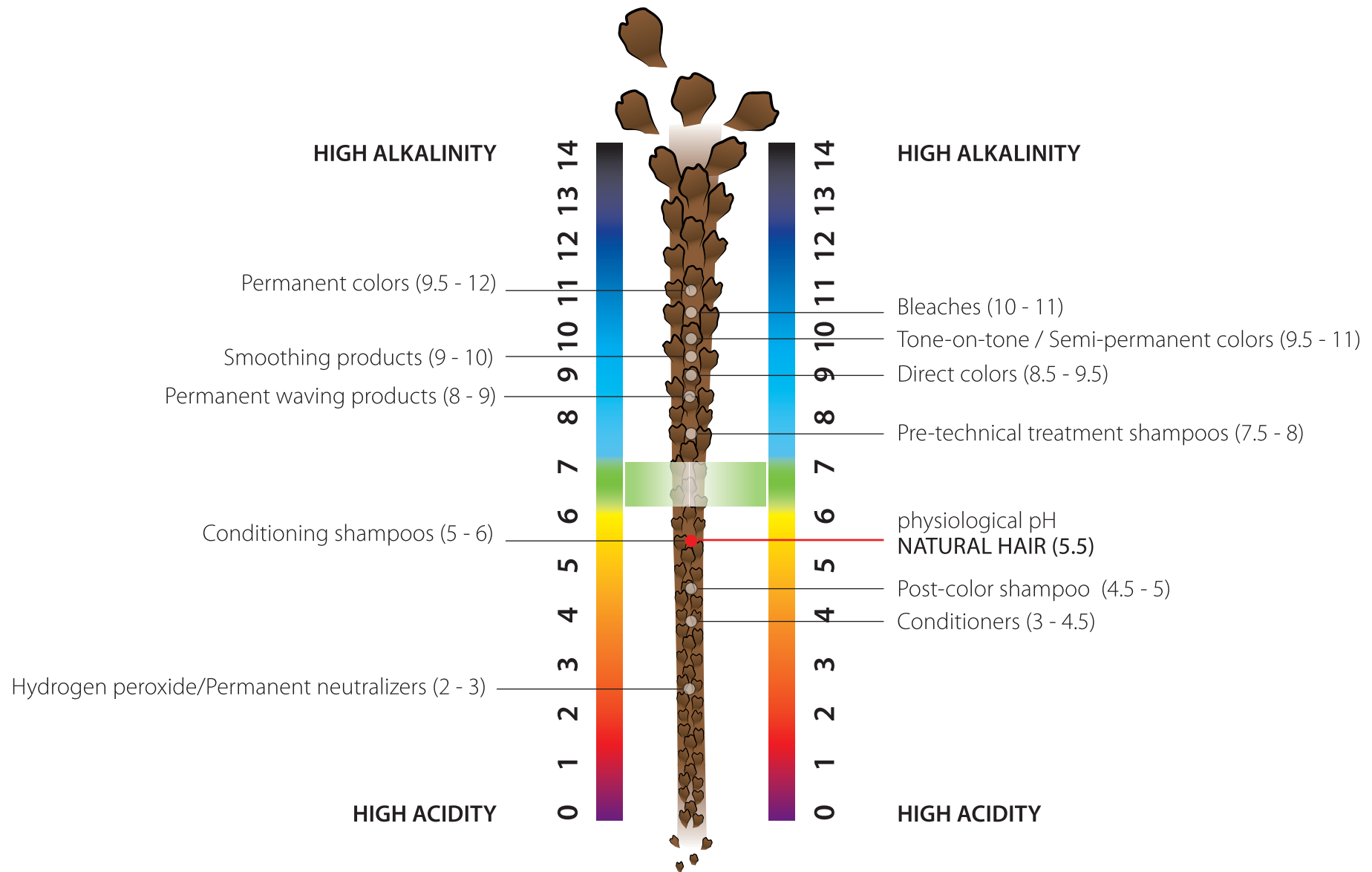
Hair scales react to the pH of the substances they come into contact with by either opening (alkaline substances) or closing (acidic substances).

pH SCALE



AVERAGE pH LEVELS OF HAIR CARE PRODUCTS

Various hair care products have specific pH values depending on the actions they have to perform.



PRECURSORS

Precursors are so-called oxidation colorings. They are very small and are initially colorless. Their small size means they can easily migrate deep into the hair structure. Thanks to hydrogen peroxide they react by generating large colored molecules that firmly attach to the hair's keratin and are not removed by washing.

Oxidation colors can be divided into two classes:

1. OXIDATION BASES OR PRIMARY INTERMEDIATES

These determine the tone to be obtained and guarantee coverage of gray hair. They form very reactive compounds that immediately react with the couplers or modifiers.

They are aromatic compounds that easily oxidize.

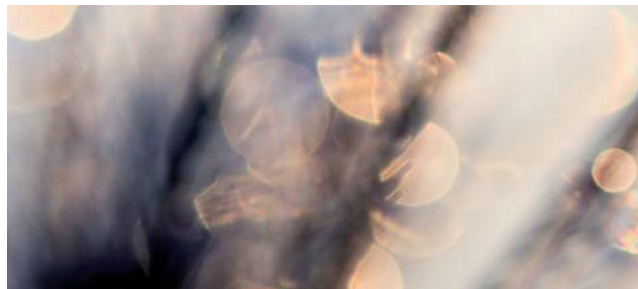
- aromatic diamines (e.g.: p-phenylenediamine, p-toluenediamine or toluene-2,5-diamine, N-phenyl-p-phenylenediamine, 2-chloro-p-phenylenediamine);
- aminophenols (e.g.: p-aminophenol, p-methylaminophenol, 4-amino-m cresol, 2-amino-4-hydroxyethylamino anisole);
- heterocyclic diamines, fundamental for red highlights (e.g.: pyrazole, 2,5,5,6 tetramino-pyrimidine, 2,5,6 triamino-4-pyrimidinol).

2. MODIFIERS OR COUPLERS

These determine the highlights and require the bases because they offer little coverage. Taken separately they only give weak colors (yellow, blond-beige, ash). Combined with the bases they are essential for developing highlights and providing resistance to repeated washing.

They are aromatic compounds that do not easily oxidize.

- m-diamines (e.g.: m-phenylenediamine, 2,4-diaminophenoxyethanol, 2-amino-4-hydroxyethylaminoanisole);
- m-aminophenols (e.g.: m-aminophenol, 4-amino-2-hydroxytoluene, 2-methyl-5-hydroxyethylamino phenol);
- polyphenols (e.g.: resorcinol, 2-methylresorcinol, 4-chlororesorcinol, alpha-naphtol, 1,5-naphthalenediol).



3.4 COLORIMETRY

Colorimetry is the metrics of color or the art of precisely measuring color.

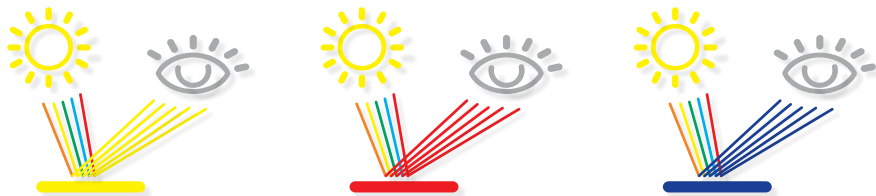
The concept of color is SUBJECTIVE and not OBJECTIVE. Each individual has a personal perception of color.

Light is perceived by the eye, which is our organ of sight. The information thus collected is sent to the brain that elaborates it and “sees” the color.

Sunlight is white and contains all colors.

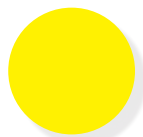
Objects struck by light, reflect and retain all or just a part of the radiations of the visible spectrum.

Should an object absorb all radiations, the color perceived will be BLACK; if on the other hand, all of them are reflected, the color perceived will be WHITE.



PRIMARY COLORS

All the colors of the visible spectrum can be traced back to 3 primary colors:



YELLOW



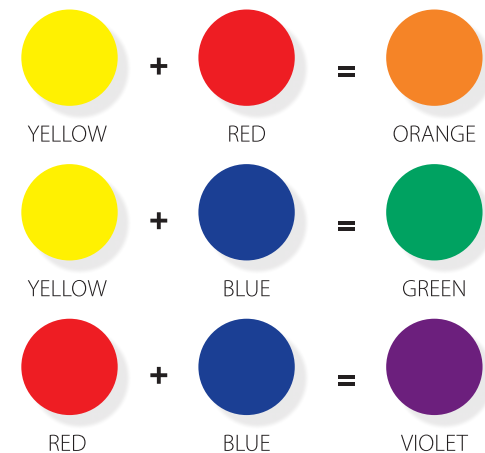
RED



BLUE

SECONDARY COLORS

Secondary colors are those that are obtained by mixing two primary colors in equal quantities:

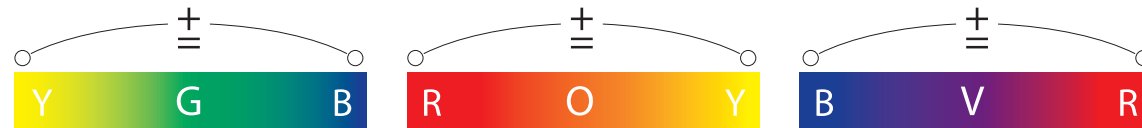


Mixing all the primary colors in equal quantities leads to a gray/black result.

Mixing all the primary and secondary colors in different quantities leads to all the natural and fantasia colors.

EXAMPLE

The color of hair is brown, in other words it consists in two parts of yellow, two parts of red and one part of blue. By taking colored inks and a overhead projector, we can check this:



COMPLEMENTARY COLORS

In primary and secondary colors we have three pairs of colors called COMPLEMENTARY.

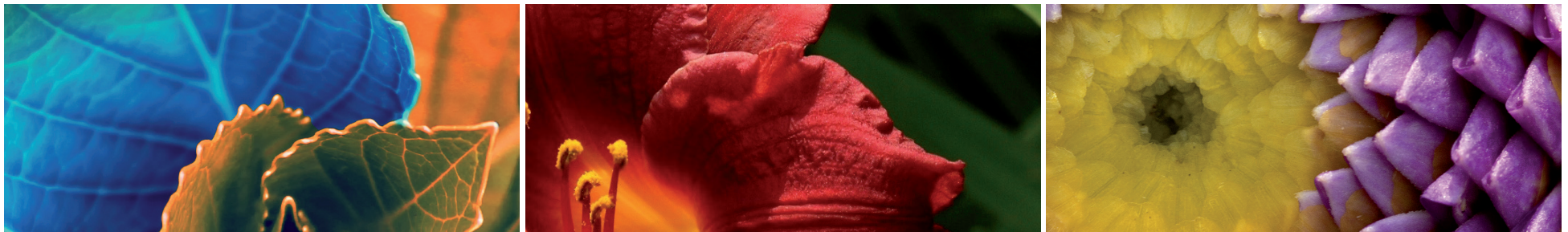
Each pair of complementary colors consists in a primary and a secondary color obtained by mixing the other two primary colors.

If placed alongside each other, complementary colors exalt each other, whilst if they are mixed together in equal measure, they cancel each other out:



A basic color is neutralized by using its complementary:

- to camouflage a yellow base, use a nuance tending towards violet;
- to camouflage an orange base, use an ash nuance (tending towards blue);
- to camouflage a green base, use a nuance tending towards red.



OSWALD COLOR WHEEL

The Oswald color wheel enables us to highlight the PRIMARY AND SECONDARY COLORS AND DETERMINE THE NEUTRALIZING OPPOSITE OF EACH COLOR.

Basically, as described above, two primary colors form a secondary color (Yellow + Blue = Green; Red + Blue = Violet; Yellow + Red = Orange) and the latter is the opposite of the third primary color, which is excluded from its formation, and neutralizes it.

WARM AND COLD COLORS

Colors are classified on the basis of chromatic sensations linked to the psychological effects of warmth and cold.

- WARM COLORS

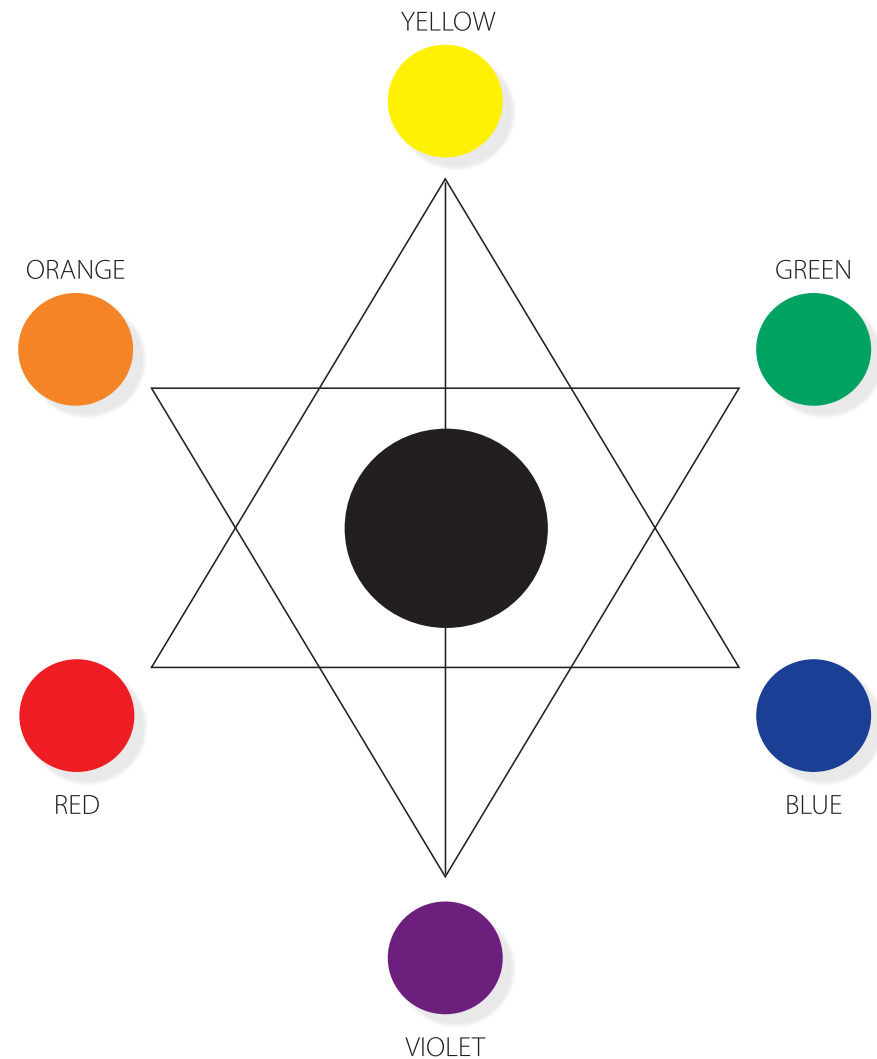
Yellow and red predominate.

This is explained by the fact that yellow and red recall the sun and fire, which are sources of heat.

- COLD COLORS

Blue and blue-green predominate.

In fact, these two colors recall cold natural elements such as the air in the sky or sea water.



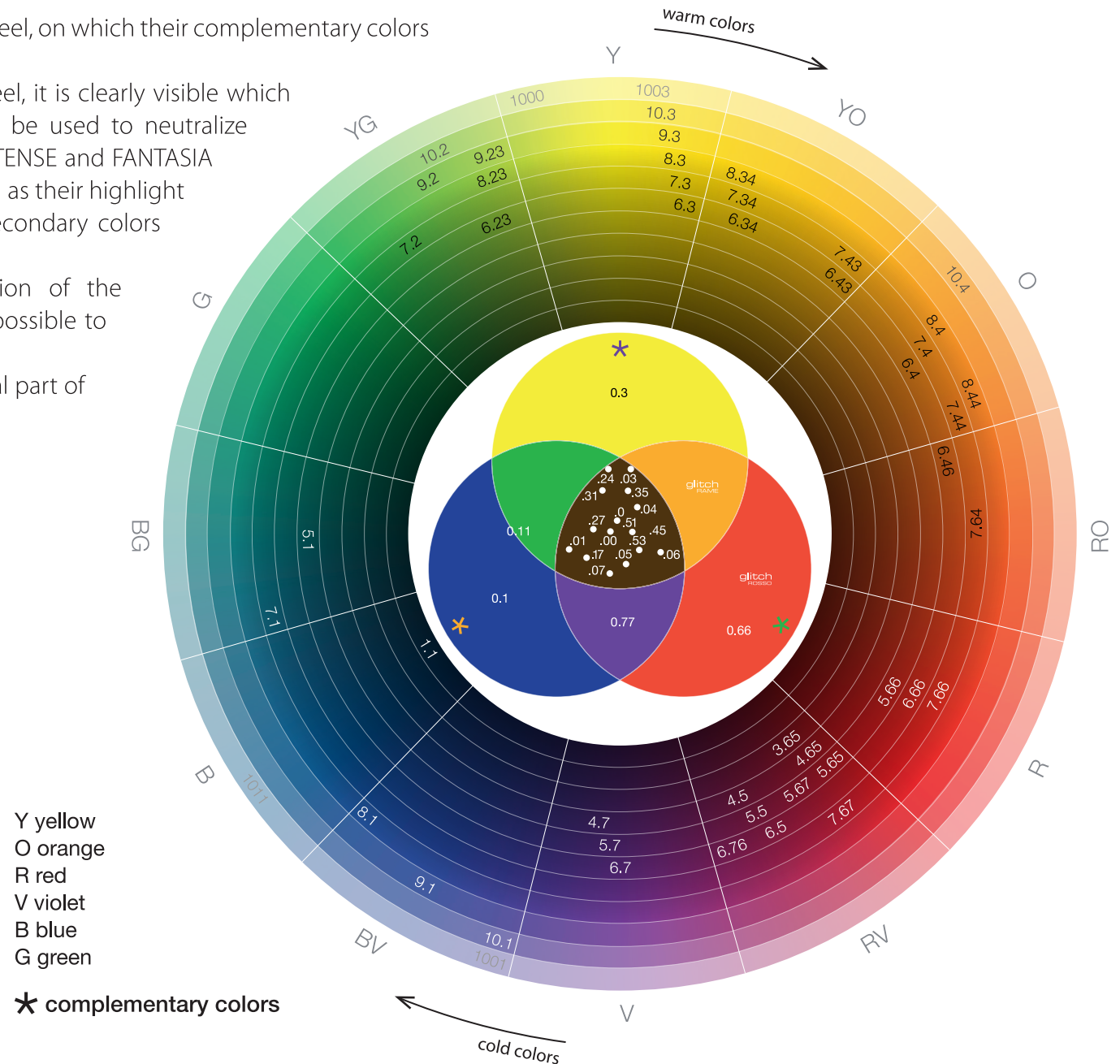
THE COLOR WHEEL AND COLOREVO

All visible colors can be positioned on a color wheel, on which their complementary colors will be opposite them.

By positioning **COLOREVO** nuances on the wheel, it is clearly visible which highlights they contain and which colors can be used to neutralize unwanted color toning. NATURAL, NATURAL INTENSE and FANTASIA colors are exceptions in this classification system as their highlight is represented by the union of primary and secondary colors (tertiary colors) in varying quantities.

Their numbering therefore gives an indication of the highlights they contain, but does not make it possible to position them univocally on the color wheel.

For this reason, they are positioned in the central part of the wheel itself.



3.5 THE THEORY OF COLOR APPLIED TO COLORING HAIR

As seen on page 30, there are two main types of melanin:

EUMELANINS,
which range from reddish brown to blue black, give dark hair colors.

PHEOMELANINS,
which range from pale yellow to bright red, give light hair colors.

When the eumelanin pigment is predominant we will have dark colors, in the opposite case, we will have light colors.

These pigments are also responsible for the color of eyes and skin.

The melanin pigment found in the cortex determines natural hair color that, for convenience, can be assessed based on a special tonal scale.



10. EXTRA LIGHT BLOND



9. VERY LIGHT BLOND



8. LIGHT BLOND



7. BLOND



6. DARK BLOND



5. LIGHT CHESTNUT BROWN



4. CHESTNUT BROWN



3. DARK CHESTNUT BROWN



2. BROWN



1. BLACK

tone

The levels of natural tone are variations of a single common natural base: **brown**.

FOR EXAMPLE

Black is a very dark brown, blond is a light brown, etc.

We should remember that oxidation coloring lightens and then recolors natural hair and that the end result is the sum of the cosmetic pigment and the residue of the lightened natural pigment. It is therefore opportune to know that every natural hair tone level has a corresponding residue of melanins that are not eliminated by the bleaching process and that add to the cosmetic color, contributing to the end result. This residue is called the lightening base. Mastering the lightening bases means it is possible to intervene to avoid undesired highlights; for example, with an opportune use of the MIX formulas.

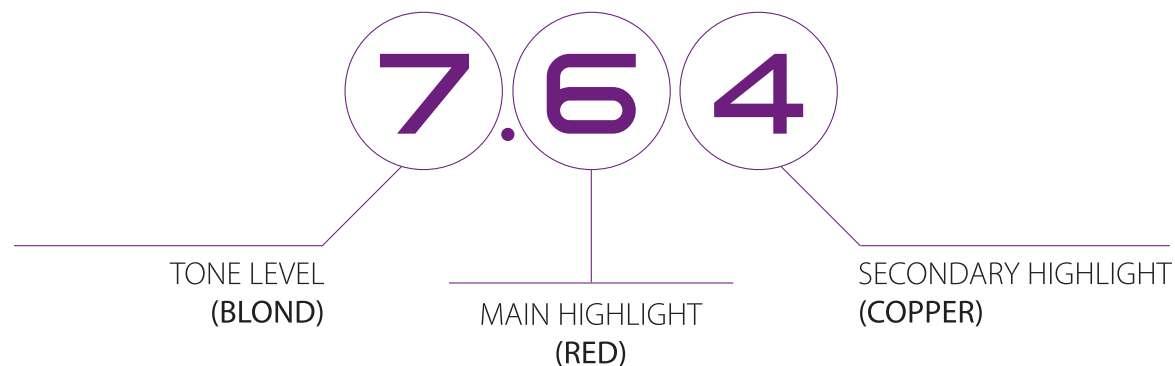
	TONE LEVEL		LIGHTENING BASE		LIGHTENING BASE NEUTRALIZERS	
EXTRA LIGHT BLOND PLATINUM		10		PALE YELLOW		LIGHT VIOLET
VERY LIGHT BLOND		9		YELLOW		VIOLET
LIGHT BLOND		8		YELLOW ORANGE		VIOLET/BLUE
BLOND		7		ORANGE		BLUE
DARK BLOND		6		ORANGE RED		GREEN/BLUE
LIGHT CHESTNUT BROWN		5		RED ORANGE		GREEN/BLUE
CHESTNUT BROWN		4		RED		GREEN
DARK CHESTNUT BROWN		3		RED - BROWN		GREEN
BROWN		2		BROWN		NONE
BLACK		1		NONE		NONE

NUANCES

COLOREVO USES AN INTERNATIONAL NUMBERING SYSTEM PRESENT IN OVER 50 COUNTRIES. IT IS A SYSTEM THAT MAKES CHOOSING COLOR VERY SIMPLE AND OVERCOMES ANY LINGUISTIC BARRIER.

Selective Professional color nuances are identified by a number, followed by a full stop and one or two other numbers.

- The number before the full stop indicates the tone level, from light to dark (from 10 to 1);
- The first number after the full stop indicates the main color highlight;
- The second number after the full stop indicates the secondary highlight.



7.4

A single number after the full stop indicates that there is only a main highlight (blond **copper**).

6.03

A zero before the secondary highlight number indicates that there is no predominant primary highlight and the highlight, having become secondary, is lighter (dark blond **natural golden**).

7.44

Two identical numbers after the full stop indicate a more intense main highlight (blond **copper intense**).

The numbers indicate practically everything on the coloring to be carried out.

For further information, consult the COLOREVO color chart (see page 18) and the diagram of use (see page 51).

NUMBERING OF HIGHLIGHTS	.0	NATURALI NATURAL	.4	RAMATI COPPER
	.1	CENERE ASH	.5	MOGANO MAHOGANY
	.2	BEIGE BEIGE	.6	ROSSI RED
	.3	DORATI GOLDEN	.7	VIOLINI VIOLET

Some examples will help you understand how to read the numbers associated to a shade:

5.0 NATURAL LIGHT CHESTNUT BROWN

7.1 ASH BLOND

6.43 DARK BLOND COPPER GOLDEN

6.01 NATURAL DARK ASH BLOND

5.00 NATURAL LIGHT CHESTNUT BROWN INTENSE

6.66 DARK BLOND RED INTENSE

The names of the Fantasia nuances do not follow the standard rules as they contain tertiary highlights.

In any case, they also have a numbering system that helps the hairstylist to know the predominant highlights of each formula.

Example of how to read FANTASIA nuances:

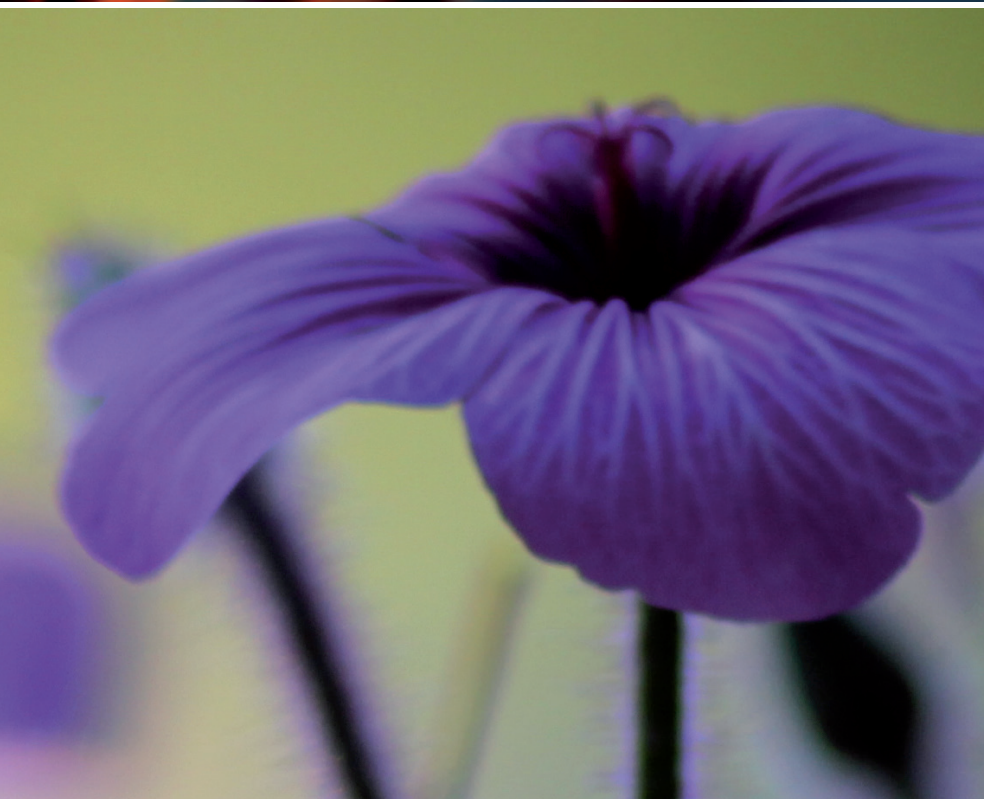
4.31 CHESTNUT BROWN JUNIPER

6.51 DARK BLOND GIANDUIA





perfect color and wonderful hair



4. DIAGNOSIS AND APPLICATION

4.1 DIAGNOSIS

For a successful color it is important to understand the needs and expectations of your customers and carry out correct hair diagnosis.

UNDERSTANDING THE NEEDS AND EXPECTATIONS OF CUSTOMERS.

The following brief comments will undoubtedly be of use:

Listen carefully to what the customer has to say and try to also understand any hidden exigencies that she is not mentioning to you; for example, that she came to you because she was not satisfied with other hairstylists. In this phase, you can get an idea of her expectations and lifestyle.

Ask questions to clarify the customer's exigencies better.
At times it may be useful to repeat what you have been told in the form of a question to be sure to have understood clearly (for example; "so, what you want is a cold blond?"). It is important to identify the customer's lifestyle: whether she does sport; how often she washes her hair; can she return periodically to touch up her roots; does she want a radical change or not, etc.

Consider the information obtained.
Do the requests made suit the person or would it be better to suggest something different? For example; does the color chosen match the customer's skin tone?
Good taste and sensitivity are indispensable to match colors in different ways to create a harmonious result.
In the case of hair color, combining colors has to be intended as the creation of that particular shade in harmony with the customer's facial features. It would be opportune to accurately assess whether to MODIFY, SOFTEN or REDUCE or in some cases, ENHANCE facial features with strong contrasts, trying to soften those that are too marked and to highlight gentler ones.
The facial features to be harmonized are:

EYES, when hair is colored in an opposite and complementary shade, a light warm reflex will be enough to make eyes seem brighter.

SKIN, over time, becomes lighter and an extremely strong contrast, with dark and intense colors, should be avoided. It would be preferable to lighten the natural hair tone to avoid contrasts that are too harsh.

These are only indications and color should always be interpreted on the basis of the overall characteristics of the individual.

Offer your opinion.
If the changes the customer requires are not achievable or risk creating a result that is not very harmonious, suggest an alternative with your reasons, helping yourself with the color chart too. Showing that you have understood the customer will give you the necessary authority to guide her towards the best solution for her and to be sure she is happy with the result.



CARRY OUT CORRECT HAIR DIAGNOSIS

During your chat with the customer, touch and analyze her hair. Try to understand whether it has already been colored and if yes, using what type of coloring (direct? tone-on-tone? henna?) or if it has been subjected to other technical treatments such as bleaching or perming.

It is also essential that you have fully understood:

- **The desired result.**

This makes it possible to:

- establish the application method;
- choose the intensity of the tone and highlight the customer wants;
- choose the most suitable oxidizing emulsion.

- **The nature of hair.**

Depending on its physiological and genetic nature, hair can be more or less thick. Thick hair is normally refractory and therefore, is difficult to color. On the other hand, fine and porous hair is easy to color and absorbs color more easily than non-porous hair.

- **The tone level of the non-cosmetic color (natural).**

It is necessary to establish the customer's natural hair color. This makes it possible to choose the nuance and oxidizing emulsion suited to obtaining the desired color. To establish the tone level, refer to the natural color scale present on the **COLOREVO** color chart.

- **The percentage of gray hair.**

This makes it possible to choose the oxidizing emulsion and color formula best suited to obtaining the desired result.

- **The tone level of the lengths and ends.**

This makes it possible to establish whether it is compatible with the color chosen or whether it is necessary to intervene first to level the coloring.

Always filling in a diagnosis form will help you not to forget any important element (see next page).

TECHNICAL FORM

Treatment date Operator name

Customer name tel.

DIAGNOSIS

AIM

Natural root color

Artificial color along the length/ends

Percentage of gray hair	FOREHEAD	0-30%	30-50%	50-100%
	NAPE	0-30%	30-50%	50-100%

COLOR FORMULAS

Root color Oxy

Color along the length/ends Oxy

Resting time roots Resting time along the length/ends

PRODUCTS USED

Pre-treatment

Post-treatment

Maintenance at home

NOTES

.....

.....

4.2 CHOOSING THE FORMULA

Once the needs of the customer have been defined, the objective has been identified and the diagnosis has been completed, it is time to proceed to mixing the product.

Starting from a natural tone level (non-cosmetic), to determine whether the tone and highlight of the color chosen can be achieved and which oxidizing emulsion is best suited to obtaining them, Selective Professional experts have created a **DIAGRAM OF USE**.

The formula to be used can be found at the point where the natural hair tone level (non-cosmetic) and the objective color tone level (color chart) meet.

If several types of oxidizers are present in the box, the choice must be made on the basis of the porosity of hair and the percentage of gray hair.

If it is necessary to darken by more than 3 tones, we recommend carrying out a repigmentation treatment (see page 61) before proceeding with coloring. The cases in which to repigment are highlighted by the presence of the letter R.

Vice versa, to lighten by more than 5 tones, use **COLOREVO BLOND** (yellow diagram boxes) or where this is not possible, before coloring it is necessary to carry out a bleaching treatment (diagram boxes with the words DECO).

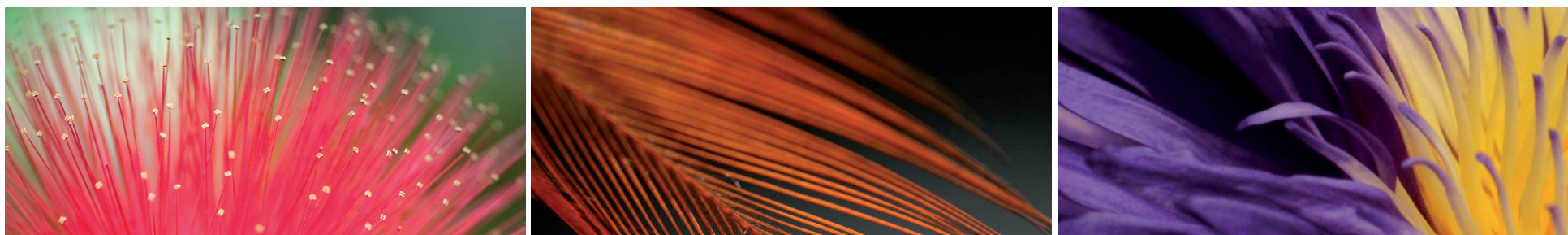


DIAGRAM OF USE

NON-COSMETIC COLOR TONE LEVEL	10	1 ²⁰ 10/20	2 ²⁰ 10/20	3 ²⁰ 10/20	4 ²⁰ 10/20	5 ²⁰ 10/20	6 ²⁰ 10/20	7 ²⁰ 10/20	8 10/20	9 10/20	10 10/20
	9	1 ²⁰ 10/20	2 ²⁰ 10/20	3 ²⁰ 10/20	4 ²⁰ 10/20	5 ²⁰ 10/20	6 ²⁰ 10/20	7 10/20	8 10/20	9 10/20	10 10/20
	8	1 ²⁰ 10/20	2 ²⁰ 10/20	3 ²⁰ 10/20	4 ²⁰ 10/20	5 ²⁰ 10/20	6 10/20	7 10/20	8 10/20	9 10/20	10 20
	7	1 ²⁰ 10/20	2 ²⁰ 10/20	3 ²⁰ 10/20	4 ²⁰ 10/20	5 10/20	6 10/20	7 10/20	8 10/20	9 20/30	10 ³⁰ 20
	6	1 ²⁰ 10/20	2 ²⁰ 10/20	3 ²⁰ 10/20	4 10/20	5 10/20	6 10/20	7 10/20	8 20/30	9 ³⁰ 40	10 ⁴⁰ 40
	5	1 ²⁰ 10/20	2 ²⁰ 10/20	3 10/20	4 10/20	5 10/20	6 10/20	7 20/30	8 ³⁰ 40	9 ⁴⁰ 40	10 ⁴⁰ DECO
	4	1 ²⁰ 10/20	2 10/20	3 10/20	4 10/20	5 10/20	6 20/30	7 ³⁰ DECO	8 DECO	9 DECO	10 DECO
	3	1 10/20	2 10/20	3 10/20	4 10/20	5 20/30	6 ³⁰ DECO	7 DECO	8 DECO	9 DECO	10 DECO
	2	1 10/20	2 10/20	3 10/20	4 20/30	5 DECO	6 DECO	7 DECO	8 DECO	9 DECO	10 DECO
	1	1 10/20	2 10/20	3 20/30	4 DECO	5 DECO	6 DECO	7 DECO	8 DECO	9 DECO	10 DECO
		1	2	3	4	5	6	7	8	9	10
OBJECTIVE COLOR TONE LEVEL											

 COLOREVO

 Repigmentation

 COLOREVO
BLOND

 Bleaching

If the hair to be treated has been colored previously using oxidation coloring, it is possible to remove it without further sensitizing the hair structure by using the color remover OXY RELOAD as an alternative to bleaching. Decapage or color removal is particularly suited to eliminating the leaden effect that sometimes occurs after repeated application of oxidation coloring. For further information, refer to the OXY RELOAD package leaflet.

GRAY HAIR COVERAGE

In order to perfectly cover gray hair we recommend mixing the highlighted nuances of **COLOREVO** with nuances of the same tone level in the Natural or Natural Intense series.

The following chart clarifies the ideal formula ratio, based on the percentage of gray hair present (NB: the total formula thus obtained should be mixed with an equal amount of the appropriate oxidizer).

% GRAY HAIR	% NATURAL NUANCE IN THE FORMULA	% HIGHLIGHTED NUANCE IN THE FORMULA
0 %		100%
0 - 30 %	20%	80%
30 - 50 %	30%	70%
50 - 100 %	50%	50% (+mix)

If gray hair is present in high concentrations only in a few areas, it may be necessary to use two different formulas; one for the areas with gray hair and the other for the remaining hair.

NATURAL INTENSE COLORS

Compared to natural colors .0, natural intense colors .00 have a colder highlight that gives the appearance of a “more intense color”.

Therefore, natural intense nuances are particularly suited to customers who require a deep color or when it is necessary to neutralize particularly warm lightening bases. They are also recommended on Mediterranean-type hair and/or hair that is particularly resistant, making it easier to cover gray hair.

When used with a highlighted nuance, the end result will be slightly more intense than the one shown on the color chart.

It is possible to enhance the highlight by adding the appropriate amount of **COLOREVO MIX**.



MASTERING HIGHLIGHTS

Information deduced from the theory of color makes it possible to determine the choice of nuance best suited to the customer.

The range of **COLOREVO**
highlights makes it possible to create a vast variety of colors,

that can be realized by following colorimetry rules and a few recommendations:

- a more intense highlight prevails over a weaker one;
- a weaker highlight lightens a more intense one;
- a highlight mixed with its complementary will be neutralized;
- a dull highlight will be perceived as darker;
- a warmer highlight is brighter and will be perceived as lighter.

It is possible to refer to the chart on the following page to check the dominant highlights of the various **COLOREVO** series and following the suggestions indicated more easily.



SERIES	No	BASE	IDEAL FOR
NATURAL	.0	Balanced 100%	Perfectly balanced to reproduce the tone levels present in natural hair with a neutral/warm color. Use alone or add to highlighted nuances to cover gray hair or balance highlights. Maximum gloss.
NATURAL INTENSE	.00	Balanced 100%	Perfectly balanced for particularly full and intense colors with a neutral highlight. Even recommended on thick hair as it facilitates the perfect covering of gray hair.
ASH	.1	Blue	Perfectly balanced to give natural ash colors. We recommend using them to decisively cover undesired warm tones, from golden to red. The Ash series is characterized by the presence of cold blue/green tones in nuances 5.1 to 7.1 and cold blue/violet tones in nuances from 8.1 to 10.1.
NATURAL ASH	.01	Balanced 90% - 10% Blue	Perfectly balanced to give natural ash color results. The base offers constant control and softens warm and orange highlights, even if less so than the ash series.
BEIGE	.2	Yellow-Green	Authentic beiges without undesired red or ash sub-tones. Ideal for classic blonds and for a delicate control of the characteristics of the warm highlight.
BEIGE GOLDEN	.23	Yellow-Green	Beiges enriched with golden highlights. Can be used alone or with naturals to give them warmer reflexes.
GOLDEN	.3	Yellow 100%	Brilliant golden shades perfectly balanced to create warm highlights if used alone, to give golden highlights when added to other shades, to give a "warmer" effect in covering gray hair and for warming up undesired cold highlights.
NATURAL GOLDEN	.03	Balanced 90% - Yellow 10%	Perfectly balanced to give natural golden colors. The base offers a warm controlled highlight and reduces cold highlights, even though less so than the golden series.
GOLDEN COPPER	.34	Yellow-Orange	Gives intense golden reflexes, accentuating the copper highlights.
COPPER	.4	Orange 100%	An orange base to create ad hoc copper reflexes. The nuances in this series express extremely glossy colors thanks to the presence of real copper tones.
COPPER INTENSE	.44	Orange 100%	Intense, deep and glossy copper tones to create brilliant and radiant shades.
COPPER GOLDEN	.43	Orange-Yellow	Ideal for creating glossy copper reflexes with intense golden highlights.
COPPER RED	.46	Orange-Red	Ideal for creating glossy copper reflexes with bright red highlights.
RED INTENSE	.66	Red 100%	Intense, passionate and glossy reds to create vibrant highlights.
RED MAHOGANY	.65	Red-Violet	Red and mahogany combine for unique and unmistakable purple highlights.
RED VIOLET	.67	Red-Violet	Red and violet combine to create velvety shades without warm reflexes.
RED COPPER	.64	Red-Orange	Ideal for creating red reflexes with a clear inclination towards copper.
MAHOGANY	.5	Red-Violet	A perfect mix of delicate reds and violets to fully express mahogany colors on chestnut shades.
VIOLET	.7	Violet 100%	Pure violets for vibrant fashion tones.
VIOLET RED	.76	Violet-Red	Violet and red blend for explosive and intriguing highlights.
MIX			
BLUE	.1	Blue 100%	Emphasizes blue highlights. Controls and neutralizes orange highlights. Gives depth to blue/ash highlights.
ASH INTENSE	.11	Blue-Green	Controls and neutralizes red reflexes. Gives depth to ash highlights.
YELLOW	.3	Yellow 100%	Emphasizes yellow highlights. Controls and neutralizes violet highlights.
RED INTENSE	.66	Red 100%	Emphasizes red highlights. Increases the intensity of the warm highlight.
VIOLET INTENSE	.77	Violet 100%	Emphasizes violet highlights. Controls and neutralizes yellow highlights.



COLOREVO MIX

MIX formulas represent a powerful tool in learning to master highlights and personalizing them to your own taste. MIX formulas should be added in an appropriate quantity depending on the nuance chosen. The lighter the shade, the smaller the quantity of COLOREVO MIX to add, with the exception of COLOREVO BLOND. For shades of level 9 or 10 we recommend adding 5% compared to the total quantity of cream, whilst for darker nuances and for COLOREVO BLOND more should be added. In any case, never exceed 30%. Then mix the total quantity of cream in a ratio of 1+1 (COLOREVO) or 1+2 (COLOREVO BLOND) with COLOREVO OXY in an appropriate volume.

EXAMPLES OF HIGHLIGHT CORRECTION

EXAMPLE 1

Natural base: 8 warm - **Color Desired:** 8.1. **Formula:** 50ml 8.1 + 10 ml 0.11 + 60ml COLOREVO OXY 3% = 8.1.

Corrector 0.11 is necessary in order to make the cold highlight visible because the cold component in 8.1 is neutralized by the warm natural melanin of base 8.

EXAMPLE 2

Natural base: 5 neutral - gray hair 60% - **Color desired:** 6.66. **Formula:** 25 ml 6.66 + 25 ml 6.0 + 15 ml 0.66 + 65 ml COLOREVO OXY 6% = 6.66.

Corrector 0.66 is necessary to recover the highlight, which is necessarily reduced in the case of mixing with the natural base to totally cover gray hair.

TWO VERY SPECIAL MIX FORMULAS

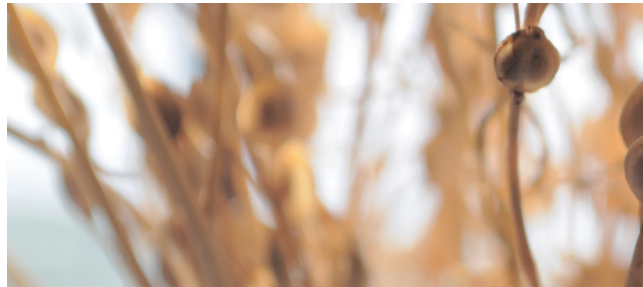
0.0 and **C.S.** are two extremely important mix formulas that allow the hairstylist to create a practically unlimited palette of colors to meet any customer request and express their creativity to the full.

0.00 NEUTRAL	C.S. LIGHTENING CORRECTOR
◦ It is the pigment-free cream that carries all COLOREVO colors. ◦ Has an ammonia content of about 1.5% (equal to nuance 6.0). ◦ Mixed in equal doses with an existing nuance it makes it possible to obtain a new, lighter nuance with the same standard lightening power as COLOREVO. If mixed in a smaller ratio it makes it possible to lighten the nuance as desired; for example, by half a tone. ◦ Combined with a formula, in a variable quantity depending on the required result, it makes it possible to create special colors such as, for example, pink or sky-blue, to be applied on hair of the right tone level (bleached).	◦ Thanks to the percentage of ammonia it contains (4.25%, higher than superlightening nuances), C.S. makes it possible to modify the lightening power of any COLOREVO nuance, strengthening it. ◦ Mixed with an existing nuance it increases its lightening power, making it possible to treat even difficult hair structures. ◦ To be used in a quantity equal to 30% of the total of coloring cream.
EXAMPLE Color desired: 9.31 (not on the color chart) 8.31 (50 ml) + 0.00 (50 ml) = 9.31 + 100 ml COLOREVO OXY	EXAMPLE Natural base: 4.0 thick hair Desired color: 7.44 7.44 (35 ml)+C.S. (15 ml) + 50 ml COLOREVO OXY 30 volumes (9%)

CHOICE OF OXIDIZER

The oxidizer should be chosen depending on the desired result.

VOLUME	%	FUNCTION
10%	3	Darker color - Tone-on-tone - Lightening up to 1 tone.
20%	6	Covering gray hair - Darker color - Lightening 1-2 tones.
30%	9	Covering gray hair - Lightening 2-3 tones.
40%	12	Lightening 4-5 tones with COLOREVO BLOND superlightener. Lightening 4 tones with COLOREVO GLITCH .



4.3 PREPARATION AND APPLCIATION

PREPARATION

Mix the cream with the oxidizer following the directions for use. In order not to make a mistake, always use scales.

What happens when dilution is used differently:

TOO DILUTED

Different result:

- Less cover
- Lighter tone
- Less color hold
- Less intense highlight

NOT DILUTED ENOUGH

Different result:

- More intense tone
- Looks less natural
- Duller highlight
- Less glossiness

Thoroughly amalgamate the formula to obtain a perfectly blended cream.

Apply using a brush to dry, unwashed hair (only in the event of excessively greasy hair or hair with a lot of residue from styling products, wash with ONcare pre-tech shampoo).

There needs to be enough formula to guarantee that hair will be perfectly wet. For complete coloring of medium-length hair, use approximately 50 ml of color and 50 ml of oxidizing emulsion. In the case of superlighteners use 50 ml of color and 100 ml of oxidizing emulsion.

The resting time begins upon completion of the application.

To further intensify the restructuring action of **COLOREVO** we recommend, before coloring, to treat the lengths and ends with ONcare equalizer spray - a specific conditioning spray to equalize porous hair structures.

To avoid stains or reddening of particularly sensitive scalps we recommend applying WEprotect, pre-treatment protective cream, to the hairline.

SPECIFIC APPLICATION CASES

1. FIRST APPLICATION TONE-ON-TONE OR DARKER

Apply the coloring formula uniformly, starting from the roots to the ends. Allow to rest then rinse thoroughly.

2. FIRST APPLICATION WITH LIGHTENER

Apply the formula uniformly along the length and ends, starting from 2-3 cm below the roots. After 15 minutes resting time, remove any excess color with a wipe, prepare the required formula again and apply to the roots, along the length and the ends, allowing to rest for a further 30 minutes (45 minutes for **COLOREVO BLOND**). Rinse thoroughly.

3. TOUCHING UP ROOTS

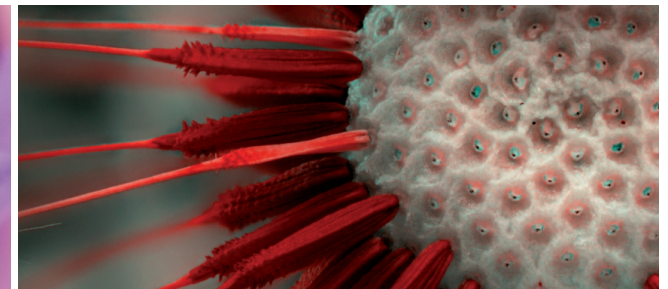
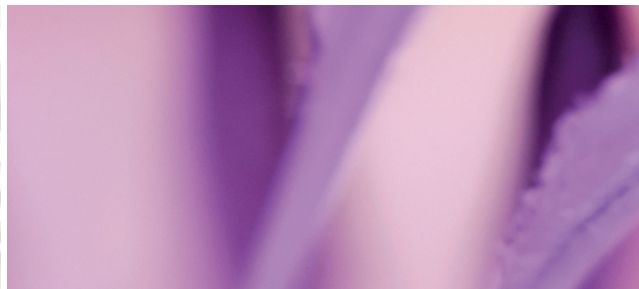
Apply the formula to the roots. Allow to rest for 20 minutes, then emulsify the lengths and ends allowing to rest for a further 10 minutes. Rinse thoroughly.

In the presence of gray hair we recommend starting application where the percentage of gray hair is greater, using a formula consisting of the nuance, highlighted with the natural or natural intense series.

At the same time, prepare a second formula consisting only in the highlighted nuance and after 10 minutes' resting time apply to the length and ends. Allow to rest for a further 20-25 minutes then rinse thoroughly.

4. DARKENING BY MORE THAN 3 TONES

When it is necessary to darken by more than 3 tones it is opportune, before application of the nuance chosen, to carry out REPIGMENTATION or PRE-PIGMENTATION, as the specific case requires.



EMULSIFYING AND RINSING

After the resting time it is very important to proceed correctly to emulsifying the color and only then, to rinsing. These two steps make it possible to remove excess product from the scalp and hair and to fix the color. Emulsifying consists in adding a little warm water and then massaging in to “detach” the color from the scalp and hair and favor subsequent rinsing. It is an indispensable operation in order to prevent any stains of color on the scalp. Rinsing must be done thoroughly with warm water and should continue until the water runs clear. After rinsing, wash hair with ONcare color block shampoo and apply color block conditioner and color block spray.

REPIGMENTATION

This technique is ideal for bleached hair and makes it possible to generate pigments previously removed, in order to obtain the base color desired. It is also ideal for darkening previously colored hair by more than 3 tones. Hair with these characteristics “refuses” color and does not absorb it uniformly. Warm nuances always need to be used (colors with a golden, copper or red highlight).

HOW TO REPIGMENT

On bleached hair the missing tones are the warm pigments.

It is necessary to add these tones again before coloring hair; in this way, the color will be absorbed evenly without taking on dull tones or ones that tend too much towards ash. Choose a nuance from the golden (.3), golden copper (.34), copper (.4), red intense (.66) or red mahogany (.65) shades. In the simplest cases, choose a nuance of a tone lighter and of the same highlight as the one to be applied as the final color. Mix the color with **COLOREVO OXY** 10 volumes in a ratio of 1+1 to obtain a cream that is easy to use and apply using a brush along the lengths and ends (generally the most damaged parts). At the same time, massage in with the fingertips, protected by gloves, in order to favor maximum penetration of the product into the hair. After 10/15 minutes resting time, eliminate any excess product with a wipe and apply the desired nuance for another 30 minutes.



EXAMPLE 1

desired color 5.66

Repigment using: 6.66 + **COLOREVO OXY** 10 volumes in a ratio of 1+1. Resting time 10/15 minutes.

Subsequently apply 5.66 + **COLOREVO OXY** 20 volumes in the ratio of 1+1 on the roots/lengths/ends. Resting time 30 minutes.

EXAMPLE 2

desired color 6.4

Repigment using: 7.4 + **COLOREVO OXY** 10 volumes in a ratio of 1+1. Resting time 10/15 minutes.

Subsequently apply 6.4 + **COLOREVO OXY** 20 volumes in a ratio of 1+1 on the roots/lengths/ends. Resting time 30 minutes.

N.B. the more porous the hair, the more it refuses warm pigments, whilst absorbing cold-ash tones. Healthy hair absorbs warm tones and refuses ash ones.

PRE-PIGMENTATION

This technique is ideal in the presence of gray hair that is refractory to color and heavily concentrated in the area around the hairline (temples and forehead).

HOW TO PRE-PIGMENT

Choose nuances from the golden (.3), natural (.0) and natural intense (.00) shades always using a lighter tone than the one to be applied as the final color. Mix the color with **COLOREVO OXY** 10 volumes in a ratio of 1+1, apply the cream on the areas concerned and allow to rest for 10/15 minutes. Eliminate any excess product with a wipe and apply the desired nuance. Allow to rest for another 30 minutes. In this case, pre-pigmentation will add a quantity of colored pigments to gray hair that will be completed by normal application of the color, resulting in the perfect cover of gray hair.

EXAMPLE

- Natural hair color, light chestnut brown (5).
- Forehead band of gray hair, 80%.
- Desired result, dark golden blond (6.3).

Pre-pigment using: 7.3 + **COLOREVO OXY** 10 volumes in a ratio of 1+1. Resting time 10/15 minutes. Eliminate any excess product and apply 6.3 + **COLOREVO OXY** 20 volumes in a ratio of 1+1. Resting time 30 minutes.

TONING

Toning treatments make it possible to color bleached hair, highlighting it as desired or to eliminate undesired toning.

Mix the nuance chosen with **COLOREVO OXY** 10 volumes in a ratio of 1+1, apply to the parts to be toned and allow to rest for 10/15 minutes.

In ash highlights it is opportune to check the coloring process every 5 minutes in order to avoid obtaining a result that is too dark.

In this case, reduce the resting time. Then emulsify and rinse as normal.

The creative potential of toning is almost endless. To facilitate proposing it to the customer and to choose the best formula there are two families in the **CONCEPT SHADES** dedicated to this service, **WATERCOLORS** and **ELECTRIC**.

Should it be necessary to neutralize streaks that are too warm, we recommend using ash nuances or nuances belonging to the new series of Baltic blonds.

DECAPAGE AND RECOLORING

Decapage consists in the total or partial removal of the cosmetic color. It is necessary to carry out when:

- the color has highlights that are incompatible with the nuance to be carried out, has undesired toning effects or is too leaden due to the overlapping of several color treatments applied in the past;
- the color to be realized is lighter than the cosmetic color on the hair (we wish to remind you that oxidation coloring lightens only natural hair and not chemically-colored hair).

It is necessary to understand which of these two cases we find ourselves in and choose the most appropriate decapage technique or the one that will make it possible to achieve the desired result with minimum damage to the hair structure.

In the Selective Professional world it is possible to carry out decapage using several products; **OXY RELOAD**, **DECOLORVIT PLUS** or **DECOLORVIT SCALP**.

DECAPAGE WITH OXY RELOAD

When the objective is simply to remove oxidation colors from colored hair without lightening the natural hair base and without damaging the natural pigment, the most suitable product is **OXY RELOAD**. **OXY RELOAD** acts by inverting the oxidizing process, or in other words, by “breaking up” the color molecules and taking them back to the precursor state; being very small they are washed away during shampooing. This technique offers the undoubted advantage of not damaging the hair in any way. For full instructions on the use of **OXY RELOAD** please refer to the leaflet that comes with the product. After decapage using **OXY RELOAD** it is always necessary to apply the new color, to be chosen in a lighter shade compared to the one desired by the customer and bearing in mind that the base on which it is applied is that of the hair after decapage. It may thus be necessary to use formulas to correct/intensify the highlights.

DECAPAGE USING DECOLORVIT PLUS OR DECOLORVIT SCALP

In the presence of mixed coloring agents, the use of OXY RELOAD implies the partial removal of the highlights with the consequent possibility of barring. In this case and whenever a strong lightening effect is necessary to make the base compatible with the new nuance chosen, we recommend applying a traditional bleaching agent using either DECOLORVIT PLUS or DECOLORVIT SCALP. The latter should be chosen for fine or sensitized hair.

The new color to be applied to the base after decapage is chosen and carried out based on:

1. The base obtained (red, orange, yellow etc.).
2. The color the customer requires.

It is in any case important to remember that:

- a) To obtain cold bases (ash, beige ash or violet) it is necessary to lighten by 1 tone more than you then wish to realize in the re-coloring process.
- b) To obtain golden colors it is sufficient to lighten by ½ tone.
- c) To obtain warm colors it is necessary to lighten by the same tone level as the color desired.
- d) If the base obtained is too light compared to the color to be applied, it will be necessary to proceed to repigmentation before coloring (see page 61).
- e) Every time you proceed to coloring after decapage, it is a good idea to consider the colorimetry rules. The chart below indicates the different possibilities for choosing the nuances.

BASE OBTAINED	COLD HIGHLIGHTS	GOLDEN HIGHLIGHTS	WARM HIGHLIGHTS
10 Pale Yellow	9.1-10.1-10.2 9.2-9.23 10.17-9.17-9.27	10.3	10.4
9 Yellow	8.1-8.23-8.31-8.27	9.3	
8 Yellow Orange	7.1-7.2-7.31	8.3-8.34	8.4-8.44
7 Orange	6.01-6.23-6.31-6.7-6.76	7.3-7.34	7.43-7.4-7.44-7.64-7.66 7.67-7.45-7.05-7.51
6 Orange Red	5.1-5.7	6.03-6.3-6.34	6.43-6.4-6.46-6.66-6.5 6.35-6.45-6.05-6.51
5 Red Orange	4.31-4.7	5.03	5.66-5.65-5.67.55-5.04-5.06-5.05-5.51
4 Red	3.07		4.65-4.5-4.35-4.06-4.51
3 Red - Brown			3.65-3.05-3.53
2 Brown	1.1		

4.4 CONCEPT SHADES

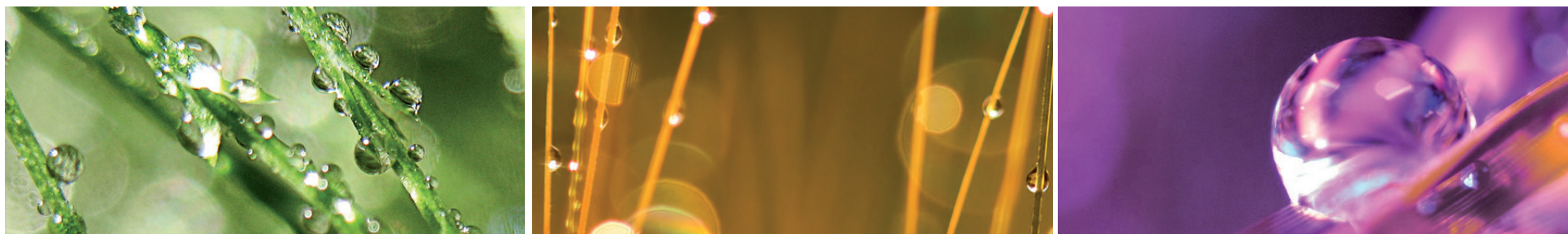
The creative strength of **COLOREVO** finds its maximum expression in the **CONCEPT SHADES**; 68 color choices present on the color chart to which the formula “recipe” is added in order to realize them without the need to further increase stock.

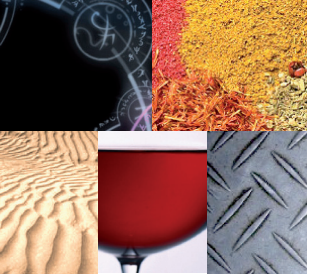
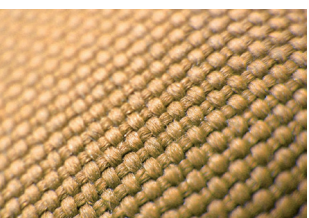
Concept shades have been designed not only to extend the color offer without additional costs, but above all to excite and thrill customers and make their dreams come true. The family names and those of the nuances evoke adventure, travel and different moods and sensations. Customers can leaf through these special families, ask for advice and choose the color not only based on its visual appeal, but also thanks to the emotions evoked by its name.

CONCEPT SHADE FORMULAS

To achieve the color result indicated in the lock on the color chart it is important to always use the scales to correctly weigh the formula ingredients. Under the name of each nuance is the formula for creating it by mixing other **COLOREVO** nuances. The formula is expressed in grams and provides for a base cream of a total of 50 grams, which should be mixed with the oxidizing emulsion according to the instructions given in the color chart. This quantity is sufficient for applying to medium-length hair. If a larger quantity of color is required, simply increase the doses in proportion, for example by doubling them. As clearly indicated on the color chart, the rules for mixing and applying the concept shades may vary from family to family. It will also not escape careful readers that for some a tone level is provided for (e.g. 7. AZTEC - Aztec blond), whilst for others it isn't (e.g. DAMASK).

The chart on the next page explains the reason for these differences and clarifies the directions for use.



FAMILY	DIRECTIONS FOR USE	HOW TO READ THE NUANCES
 ESOTERIC SPICES DESERTS WINES METALS	The cream obtained by following the recipe indicated in the color chart should be mixed in a ratio of 1+1 with COLOREVO OXY as if it were a standard nuance.	The fictional names of the nuances are preceded by a number that indicates the tone level and is the same as the tone level of the standard COLOREVO nuances. This aspect is important for a correct assessment of color feasibility and the subsequent choice of oxidizer.
 FABRICS	The nuances in this family behave like SUPERLIGHTENERS and therefore, they should be mixed in a ratio of 1+2 with COLOREVO OXY 40 volumes.	The names of the nuances do not provide for tone levels because they are SUPERLIGHTENERS and are applied using the same expedients (see page 23).
 FRUITS	The nuances in this family behave like COLOREVO GLITCH. They thus make it possible to bleach and color in a single step. Mix in a ratio of 1+1.	The names of the nuances do not provide for tone levels because they do not behave like other GLITCH products (see page 23).
 WATERCOLORS ELECTRIC	The nuances in this family are used for TONING bleached hair or in any case, hair with a tone level of 9 to 10. They should be mixed in a ratio of 1+1 with the best suited oxidizing emulsion.	The names of the nuances do not provide for tone levels because they are used for TONING bleached or very light hair.

4.5 COMBINED PRODUCTS

SELECTIVE PROFESSIONAL PRODUCTS COMBINED FOR SUCCESSFUL COLOR TREATMENTS



PRE-TECH SHAMPOO

Pre-technical treatment chelating shampoo.
750 ml



EQUALIZER SPRAY

No-rinse pre-technical treatment equalizer.
250 ml



COLOR BLOCK SHAMPOO

Color stabilizing shampoo.
250 ml and 750 ml



COLOR BLOCK CONDITIONER

Color stabilizing conditioner.
200 ml and 750 ml



COLOR BLOCK SPRAY

No-rinse color stabilizing spray.
250 ml



WE PROTECT

Pre-technical treatment protective cream.
150 ml



WE CLEAN

Wet wipes specifically designed to remove any residue
of coloring products from the scalp.
100 disposable pieces



experience and know-how



5. EDUCATION

The art of coloring is an endless learning curve,

where experience is fundamental and every case has unique characteristics.

Putting everything into a technical handbook would be an impossible task in a world that is constantly changing. Fully aware of this, Selective Professional provides a menu of courses for all skill levels (from basic to advanced) that make it possible to study and improve on various aspects, also practicing with our trainers.

For improved management of the training offer we have built

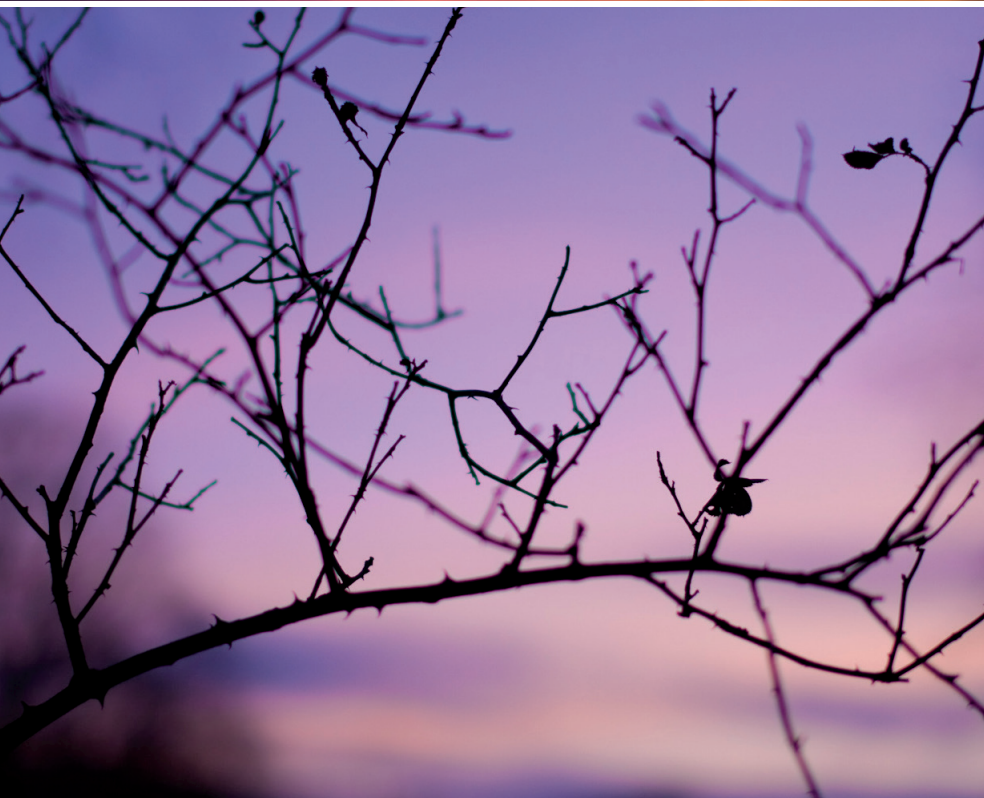
Tricobiotos Academy,

a facility covering 700 m² entirely dedicated to EDUCATION that has been specially created to be close to you, listen to your needs and answer any queries you may have.

Our courses can also be used in zone and we even offer the possibility of assistance “at home”. It is possible to book a visit by our experts for specially-targeted consultations in the salon.

Updated information on **COLOREVO**, on other **SELECTIVE PROFESSIONAL** products and on courses are also available on our website **www.selectiveprofessional.com**, where it is also possible to register in the reserved area for access to exclusive information and subscribe to the newsletter.





infinite creativity

6. ASK THE EXPERT

Q.

Can I use a different oxidizer to the one recommended?

A.

No, COLOREVO OXY has been designed to act in synergy with COLOREVO guaranteeing:

- reduction of the risk of irritation,
- perfect adherence of the formula,
- total coverage of gray hair,
- great glossiness and long-lasting color,
- perfect development of the lightening action,
- pleasant fragrance during use.

These results cannot be guaranteed if COLOREVO is mixed with a different oxidizer.

Q.

Can I mix COLOREVO nuances with nuances by other suppliers?

A.

No, we do not recommend mixing coloring systems so as not to jeopardize performance. Furthermore, each company has its own system of balancing coloring agents, a specific composition of the base and a certain pH so the end results may not meet expectations and colors offer less hold. It could also compromise product cosmeticity.

Q.

Can I use a source of heat to decrease resting time?

A.

Except with COLOREVO GLITCH, the use of a source of heat is not recommended as it can negatively influence color stability and toning.

COLOREVO has been designed to develop an excellent coloring and lightening action at room temperature in the recommended 30 minutes. The addition of a source of heat can alter the end result and not guarantee color stability. It may also influence negatively on how long color lasts, further sensitizing the length and ends.

This does not only apply to COLOREVO but to all oxidation coloring.

Q.

Is it compulsory to comply with the resting time?

A.

Yes. The resting time must not, in any case, be lower or higher than the resting time indicated as each formula has been created to act within a specific resting time. Leaving the color for longer than indicated may favor undesired toning, whilst leaving it for less time does not allow the coloring agents to develop correctly.

Q.

Are the locks on the color chart and nuance numbers a reliable reflection for the end result?

A.

Yes, the locks are reliable. To obtain an end result in line with the color chart, simply carry out a correct diagnosis of the hair and refer to the DIAGRAM OF USE and the information on LIGHTENING BASES and use the MIX products to correct any undesired toning.

Q.

I am currently using another company's colors, what technical differences will I find on changing to COLOREVO?

A.

Very few or maybe none at all: colorimetry rules are universal. Even the highlight numbering is often similar amongst producers so it will not take much effort to understand the COLOREVO numbering system. Customers will certainly be satisfied because, by following the COLOREVO application recommendations and choosing the color from the color chart together, you will be sure to obtain the desired result. Just a few applications will be all you need to appreciate the taste for color of COLOREVO and to fully master it. For those used to coloring agents with a taste that tends to be colder and more intense, we recommend using natural intense colors, either individually or for covering gray hair combined with highlighted nuances. This will undoubtedly make it possible to obtain the results expected.

Q.

What does “controlled viscosity” mean?

A.

Controlled viscosity means that COLOREVO has been formulated to ensure the maximum stability of the consistency of the cream at any temperature and in any condition of humidity: this guarantees standard application characteristics (easy to mix and apply, perfect adherence to hair) and results that are easy to reproduce. The formula does not drip when used in any type of climate condition.

Q.

What difference is there between natural (.0) and natural intense (.00)?

A.

Compared to natural .0, natural intense .00 colors have colder reflexes that give what appears to be a “more intense color”. Therefore, natural intense colors are particularly suited to customers requiring a full color or when it is necessary to neutralize particularly warm lightening bases. They are also recommended with Mediterranean-type and/or particularly resistant hair structures where they facilitate the perfect coverage of gray hair. They are also recommended for colorist approaching COLOREVO from colors that are cold and very intense.

Q.

How many applications are there in a tube?

A.

Two applications on medium-length hair.

Q.

Are natural hair colors safer?

A.

All hair coloring agents are safe because, in order to be used for this purpose they have to pass a series of tests carried out by qualified experts; these tests are independent of the natural or chemical origin of the ingredients. Furthermore, all substances used in cosmetics, including coloring agents, are permitted by European law precisely because they are considered safe.

Q.

Do they also contain p-phenylenediamine and resorcinol?

A.

Some COLOREVO nuances contain p-phenylenediamine and resorcinol, oxidation colors widely used in cosmetic coloring treatments and whose safety has been studied and documented extensively. The European Commission’s Scientific Committee on Consumer Safety (SCCA) has systematically established that neither p-phenylenediamine nor resorcinol represent a risk to consumer health if used within the concentration limits provided for by law. It is important to highlight that these specific coloring agents are necessary in order to guarantee an excellent color result. In fact, replacing the aforementioned pigments with other oxidation colorings (e.g. p-toluenediamine) does not make it possible to obtain the same color result in terms of highlight intensity, coverage of gray hair, stability of the nuance and color duration. Usually, p-phenylenediamine and resorcinol are replaced by their derivatives and not by different molecules and are therefore masked, only in appearance, under a different name. They still retain their toxicological profile, whilst offering a poorer performance in terms of coloring. Furthermore, in order to obtain the same tone level, for the same nuance noticeably higher quantities of “replaced” molecules have to be used, thus increasing the risk of sensitization. The coloring pigments used in our formulas are perfectly balanced, in order to obtain the best possible yield from professional application, the completion of the coloring action and the guarantee of utmost safety for both the hairstylist and customer.

Q.

I did not achieve sufficient lightening. What are the possible reasons?

A.

There can be a variety of reasons:

- The natural base was too dark for the desired nuance. Choose the color by following the recommendations of the technical handbook and by consulting the DIAGRAM OF USE for the correct choice of oxidizer and any preliminary operations to carry out (e.g. bleaching).
- The wrong quantity of product and oxidizing emulsion in the formula. Always ensure the quantity of oxidizer is in the correct proportion compared to the cream (always use scales).
- The quantity of product used was not sufficient to obtain the desired result. Use the product in the correct quantity ensuring the perfect wetting of the hair. In the case of lightening, apply a quantity of product that is higher than a normal color treatment.

- Resting time too short.

Always comply with the resting time indicated. The resting time should begin from completion of the application.

In order not to make these mistakes, always fill in the technical form on page 49 and follow all the recommendations given in chapter 4 DIAGNOSIS AND APPLICATION.

Q.

The customer's color is fading too quickly, what are the possible reasons and how can I intervene?

A.

There can be a variety of reasons:

- The customer's hair is excessively porous.
Before application, treat the lengths and ends with ONcare equalizer spray to equalize the porous structures and end treatment with ONcare color block shampoo, ONcare color block conditioner and ONcare color block spray.
- The products used at home by the customer are not suited to maintaining the color correctly over time.
Recommend that the customer use ONcare color block shampoo, ONcare color block conditioner and ONcare color block spray at home too.
- The quantity of product used was not sufficient to obtain a stable result.
Use the product in the right quantity, ensuring the perfect wetting of the hair.
- Resting time too short.
Always comply with the resting time indicated. The resting time should begin from completion of the application.

In order not to make these mistakes, always fill in the technical form on page 49 and follow all the recommendations given in chapter 4 DIAGNOSIS AND APPLICATION.

Q.

Gray hair is not being covered, what are the possible reasons?

A.

There can be a variety of reasons:

- The highlighted nuance has been used without a base.
To cover gray hair use a formula consisting in the highlighted nuance with a natural (.0) or natural intense (.00) base, as shown in the chart on page 52. In the case of particularly resistant hair, use natural intense (.00).
- An oxidizing emulsion with too high a volume has been used.
To cover gray hair, follow the recommendations given on page 58.
- Resting time too short.

Always comply with the resting time indicated. The resting time should begin from completion of the application.

In order not to make these mistakes, always fill in the technical form on page 49 and follow all the recommendations given in chapter 4 DIAGNOSIS AND APPLICATION.

Q.

Can one color treatment lighten another?

A.

No, oxidation coloring does not lighten hair treated with the same type of coloring. To remove or lighten cosmetic color it is possible to use a decapage treatment with OXY RELOAD or DECOLORVIT SYSTEM, depending on the type of work to be done.

We remind you that a decapage treatment using OXY RELOAD makes it possible to remove cosmetic color without further sensitizing hair, something traditional bleaching does not guarantee. OXY RELOAD should therefore, be the first choice for all cases in which a decapage treatment is recommended.

Q.

During the rinsing phase is post-coloring emulsifying important?

A.

Yes. After the resting time, add a little warm water and massage delicately, emulsifying the color on the scalp and hair. Rinse thoroughly until the water runs clean. Then wash hair using ONcare color block shampoo and apply color block conditioner and color block spray.

This phase makes it possible to remove any excess product from the scalp and hair and to fix the color, reclosing the hair cuticles.

Q.

**How can I avoid staining the customer's scalp?
What can I use to remove color stains?**

A.

To prevent color deposits or stains on the customer's skin, thus also preventing any skin irritations and/or reddening, we recommend applying WEprotect pre-technical treatment protective cream. After treatment, remove any color stains using WEclean colorwipes wet wipes.

Q.

What are the precautions to take when using COLOREVO?

A.

- Wear suitable disposable gloves during all application, manipulation, shampooing and final rinsing phases.
- Avoid wearing costume jewelry. Remove all metal items from hair prior to application.
- Do not use metal recipients.
- If the product accidentally comes into contact with the skin or eyes, wash off immediately in plenty of water.
- During periodical medical visits, undergo a sensitivity test to substances that may cause an allergic reaction.
- Never exceed the resting times indicated.
- If during coloring, skin begins to itch, burn or feel irritated rinse immediately and interrupt application. Suggest the customer consult her doctor before undergoing a new coloring treatment.
- If during coloring, there should be any breathing difficulties and/or the face and eyes begin to swell, seek medical assistance immediately.
- If after coloring or over the next few days symptoms should appear such as itchiness, skin or scalp irritations, skin rashes or swelling of the eyes/face, contact a doctor immediately.
- Do not use to dye eyelashes or eyebrows or for any use other than to color hair.
- This product should not be used by anyone under the age of 16. Keep out of children's reach.
- Do not apply to hair that has been treated with henna or metallic salts.
- Do not dye hair in the presence of skin rashes on the face or scalp or if there have ever been any reactions after dyeing hair.

Q.

Is it necessary to do a skin touch test beforehand? How should it be done?

A.

Yes. As hair coloring agents can cause serious allergic reactions, it is indispensable to subject the customer to a preliminary touch test 48 hours prior to applying the color. Prepare a small quantity of COLOREVO formula following the instructions given. Apply to about 1cm² of clean skin behind the ear or on the inside of the elbow. Repeat the application 2 or 3 times and leave to dry. Wait 48 hours without washing, covering or touching the area. If after this period of time there is a little localized reddening, swelling or itchiness do not use the product. Note that the absence of a reaction to this test does not guarantee that there may not be an allergic reaction in the future following other hair coloring treatments.

Q.

The customer has already used a color and has never had an allergic reaction; does she still need to do a skin touch test?

A.

Yes, she should still do the skin touch test as the absence of a reaction to the test does not guarantee that there will not be an allergic reaction to future hair coloring treatments.

Q.

The customer suffers from irritation to the scalp, what can be done?

A.

Do not apply COLOREVO in the presence of a rash on the face or if the scalp is sensitive, irritated or in any way damaged. Color should not be applied if the scalp is broken. In the presence of a scalp infection, do not color hair but recommend that the customer check first with her doctor. In the presence of a heat rash or sunburn, do not color hair until it has healed a little. If you suspect an allergic reaction, do not color hair without having first done a touch test. In any case, rinse using warm water and do not rub the scalp too much.

Q.

What should I do if the color gets in the customer's eyes?

A.

Rinse the eyes immediately if they come into contact with the product. If the customer is wearing contact lenses, remove them before rinsing thoroughly in water.

Q.

The customer has had a henna color applied; can I apply another color?

A.

We do not recommend coloring hair before or after having applied a henna dye, any color containing metallic salts or a progressive color. In fact, these products contain active principles that are incompatible with oxidation coloring and combining them may risk damaging or weakening hair. The only solution is to wait for hair to grow out completely or until the parts colored using henna, metallic salts or progressive color have been cut off.

Q.

Can a color treatment be carried out if the customer is pregnant?

A.

There is no evidence of a concrete risk to human health; oxidation colors have been assessed in depth by the European Commission's Scientific Committee on Consumer Safety (ECCS) and deemed safe if used within the limits provided for by law. In any case, never forget that hair coloring agents are sensitizing and can cause serious allergic reactions. We therefore consider particular care is needed when using these products on all customers, particularly women who wish to undergo an oxidation coloring treatment during pregnancy. Should a customer wish to undergo an oxidation coloring treatment during pregnancy and/or while breastfeeding, she should first check with her doctor and in any case, should have a skin touch test 48 hours beforehand.

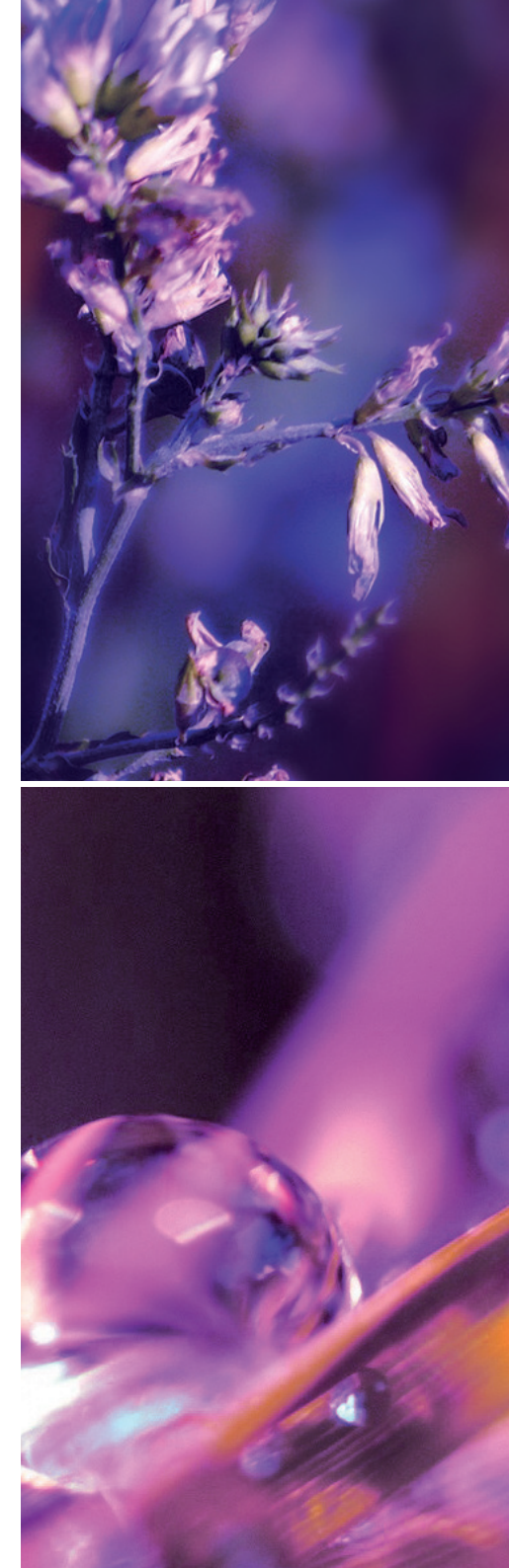
Q.

The customer has permanent or temporary black henna tattoos; can she undergo oxidation coloring treatment?

A.

Temporary black henna tattoos can increase the risk of allergy so hair should not be dyed if in the past there have been allergic reactions after temporary black henna tattoos. It is possible that a customer with a permanent or temporary black henna tattoo has become allergic without knowing. To check and know whether a hair color can be applied, it is essential to carry out a touch test on the skin 48 hours prior to applying color. If in doubt, check with a doctor.

In recent years, a large number of allergic reactions have been attributed incorrectly to hair color, even though they have actually been caused by temporary black henna tattoos. These tattoos, if not applied under strict medical controls, contain extremely high percentages of coloring agents, considerably exceeding the threshold recommended for cosmetic products.





glossy and scintillating highlights

7. GLOSSARY

Fatty acids

These are the fundamental components of lipids. A fatty acid consists in carbon and hydrogen atoms (aliphatic chain) and the carboxyl group (-COOH). On the basis of their chemical structure, they can be divided into two categories, saturated and unsaturated fatty acids. In cosmetics, they are used above all to obtain surfactants, emulsifiers and esters. For example, stearic acid is mainly used as a pearlescent agent in creams and fluid emulsions, isostearic acid helps to make formulas softer and easier to apply and oleic acid is used extensively in light creams and shaving foams.

Acid

This is a hydrogenated compound that releases H⁺ ions if placed in a solution with water. This solution has a pH of less than 7. In contact with acidic substances, the hair's scales react by closing.

Alkali

This is a hydrogenated compound that releases OH⁻ ions if placed in a solution with water. This solution has a pH of more than 7. It is generally used as a synonym for base. It is the opposite of acid. In contact with alkaline substances, the hair's scales react by opening.

Tone level

The intensity of natural or artificial hair color. The tone intensity is expressed using a conventional number that ranges from 1 to 10; that is, from darker to lighter. Each country has an average color intensity: in France and Italy this is between 4 and 5 and in Sweden between 7 and 9, whilst in India or China it is between 1 and 2.

Balayage

This refers to a partial coloring or lightening of natural or colored hair. The product is applied to restricted areas, usually on the forehead or at the top of the head, using a comb, a brush or with the fingertips. Color must always be applied in the direction of the cut, to enhance it.

Ionic charge

Ions are atoms or groups of atoms linked by chemical bonds, which have either a positive

or negative electrical charge. Positively-charged ions are called cations, whilst negatively-charged ions are called anions; these names derive from the fact that, in an electrical field, the former migrate towards the negative pole or cathode and the latter towards the positive pole or anode. The function of ions is fundamental in many substances in which the force of cohesion is due to the electrostatic attraction between ions of opposite charges.

As a whole, hair is a fiber with an anionic electrical charge.

Conditioners contain cationic agents that hook onto the hair structure, reducing the electrostatic effect and making hair easier to comb.

Shampoos on the other hand, contain anionic surfactants that bond to the particles of dirt, but not to the hair and thus are easily removed during rinsing.

Ceramides

Substances of a lipid nature present in the hair and skin. They consist in a sphingoid (sphingosine) base linked to a fatty acid. They are one of the main components of the horny layer, where they occupy the interstitial spaces between the cells, cementing them to each other and contributing to maintaining the skin barrier intact.

Ceramides are also a structural element of the hair cuticle, the external covering of hair that consists in flattened cells similar to fish scales. Thanks to ceramides the cuticle is compact, protecting the internal part of the hair from external aggression.

Chelating agents

These are organic compounds that have the property to combine in solutions with metallic ions, forming stable complexes. In cosmetics they are used to "kidnap" the metallic ions that can deteriorate formulas.

Cholesterol

This is an organic compound that is part of the lipid steroid family. In our organism it carries out various biological functions that are important and essential:

- it is fundamental for the correct functioning of the cell membranes and is a natural component of the protective hydrolipidic film present in the horny layer;
- it is the precursor of **steroid hormones**, both male and female (**testosterone, progesterone, estradiol, cortisol**, etc.), of **vitamin D** and **bile salts**.

It is widely used in the preparation of cosmetics thanks to its dual function: as an emulsifier

and an adjuvant in restoring the lipid film responsible for maintaining scalp hydration and protection. It is particularly suited to delicate, sensitive and dry skins.

Decapage or color removal

Partial or total elimination of the artificial pigments present in hair. Decapage operations are different to bleaching, which consists in eliminating natural hair pigments. It is more delicate than simple bleaching: it requires a lot of care and attention in controlling the resting time and a very meticulous choice of the type of color remover, based on the type of hair being treated. It is very important not to damage the hair and ends too much. In general, after decapage, hair is colored again.

Bleaching

Total or partial elimination of natural hair pigments either to obtain a blonder nuance or to prepare hair to a much lighter color compared to the natural nuance. Depending on the desired result, after bleaching it is possible to proceed to a new coloring treatment.

Emulsifying

An action that is carried out after color resting time. It consists in the addition of a little warm water and subsequent massaging in that makes it possible to “detach” the color from the scalp and hair to favor rinsing. If carried out incorrectly, color rings or stains may remain on the customer’s scalp.

Equalizing

Leveling the porosity of hair to favor the uniform depositing of the cosmetic color.

Phytosphingosine

A molecule of a lipid nature that is naturally found in skin. It is present in high concentrations in the horny layer and is one of the bases required to form ceramides 3 and 6 with which it participates in the formation of the skin barrier.

Phytosterols or plant sterols

Active agents of a plant origin, these have a chemical structure similar to cholesterol. They have a soothing and anti-irritant action, reducing the electrostatic charge and making hair easier to comb.

Lipids

Derived from the Greek “lipos” meaning “fat”, these are organic molecules that are much diffused in nature. From a structural point of view, they consist mainly in

carbon and **hydrogen** atoms, with low water solubility, joined together.

Lipids can be classified as:

simple lipids: these consist exclusively in molecules of a lipid nature in whose composition carbon and hydrogen are heavily predominant, whilst oxygen is contained in small quantities. These include glycerides, waxes, steroids and terpenes.

complex lipids: these are substances that, as well as an effectively lipid part, also contain a part that is of a different chemical nature (phosphoric acid, sugar, protein, amino alcohol, etc.) and therefore, contain a larger quantity of oxygen compared to simple lipids, as well as elements such as phosphorous and nitrogen. This group includes phospholipids (or phosphatides), glycolipids and lipoproteins. A particular class of lipids are ceramides, which represent a structural element of the cuticle. Cosmetics that contain these lipids make it possible to compact the cuticle scales and leave the hair healthier, glossier, stronger and more elastic.

Streaks

This is a coloring or partial bleaching procedure that makes it possible to lighten a natural or artificial color. More consistent and more visible than a simple balayage, streaks can be created using various different techniques: foil sheets, film, cotton, paper tissues, rubber cap.

Mordanting

This is an operation that consists in preparing the hair to receive an oxidation color on non-colored hair; this is done by applying oxidizer at 20 or 30 volumes.

Highlights

A hue of color on a lock of hair. It can be a more or less “pure” color that can be applied to hair either by direct or oxidation coloring.

Surfactants

Substances with emulsifying, foaming, cleansing and solubilizing properties.

They have the property to lower the **surface tension** of a **liquid**, facilitate **wetting** of the surfaces or the **miscibility** between different liquids, permitting the removal of dirt. In fact, they are compounds that on the one hand, bond to water (generally with a positive or negative, but also a neutral charge) and on the other, bond to fatty dirt (neutral).

They do not penetrate the scalp much and can act as solvents capable of removing or altering the lipid structure of the skin barrier. They are generally used in formulas to guarantee the effectiveness of the product, but at the same time they are delicate on the skin.

There are different categories:

anionic (they have a negative electrical charge): salts formed by long chains of carbon atoms, terminating in a carboxyl or sulfonate group (for example, numerous soaps, sodium lauryl sulfate, etc.) They are extremely alkaline with a pH of up to 9.5, have very good foaming properties and excellent cleansing properties. They can cause an excessive removal of superficial lipids and for this reason are generally used in formulas with the other classes of surfactants.

cationic (they have a positive electrical charge): these are generally quaternary ammonium salts and have antimicrobial and conditioning qualities. They have a scarce foaming action and do not cause irritation.

amphoteric (they have both a positive and negative charge): they perform an effective cleansing action and have fairly good foaming properties. Mixed with anionic surfactants they reduce their aggressiveness.

nonionic (without electrical charge): these are neutral molecules, without foaming properties. Their addition aims to reduce the aggressiveness of formulas that contain large quantities of surfactants.

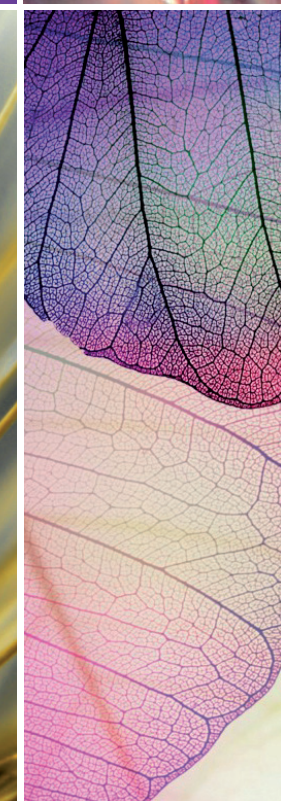
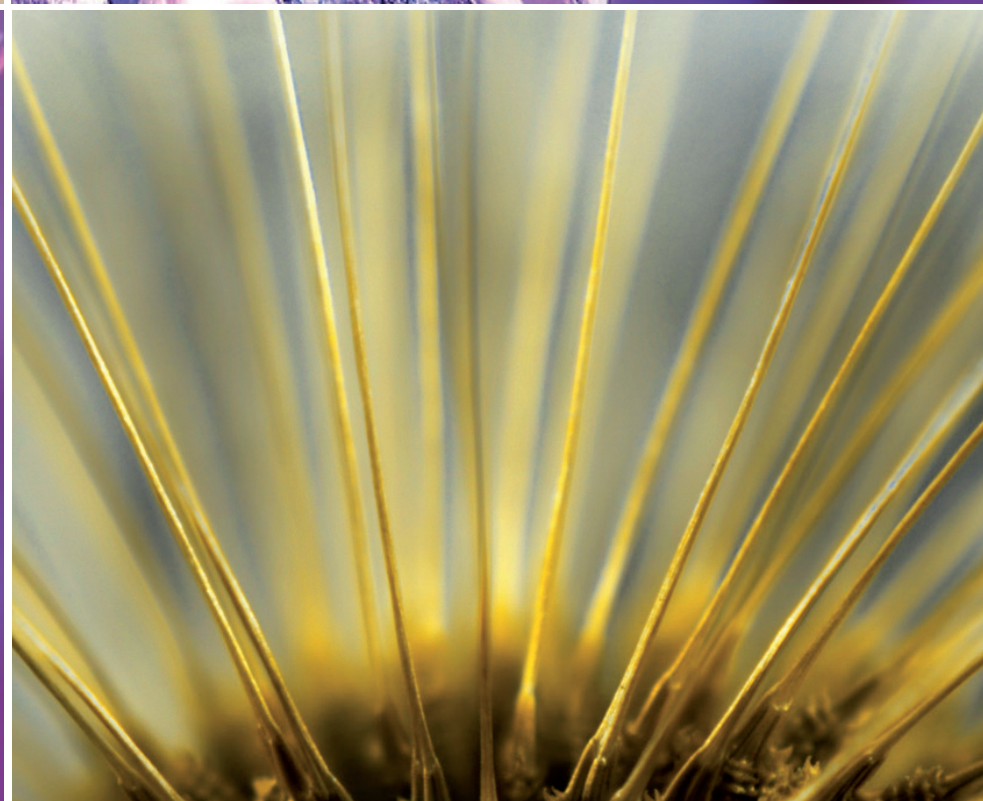
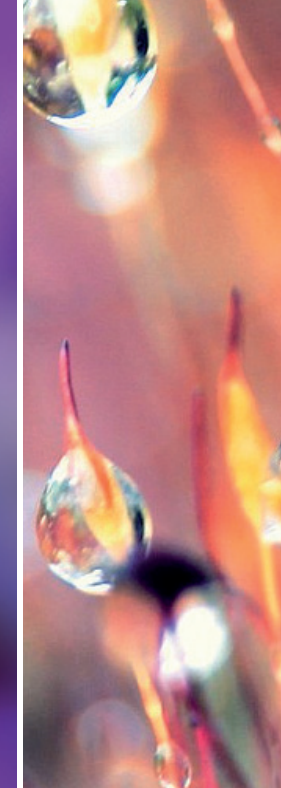
Touch test

An allergy test that is compulsory before oxidation coloring. A little product is applied just behind the ear. It takes 48 hours for the skin to react.

Humectants

These are hygroscopic and water soluble substances that are added to formulas with the aim of maintaining the correct level of humidity, preventing evaporation. The best-known humectant agents include glycerin, propylene glycol and sorbitol.







beyond color, real emotion

Selective Professional, COLOREVO, and Ceraflux are registered trademarks of Tricobiotos S.p.A.



www.selectiveprofessional.com