



PROCOLORIST

with Hyalu Colorplex



PROCOLORIST is a **complete line** designed to provide **perfect support** to hairstylists in their technical services, guaranteeing the utmost **success and quality results** for their clients.

PROCOLORIST is an innovative integrated system specifically focused on technical services. It offers 3 simple phases:

**PREPARATION
PROTECTION
ENHANCEMENT**

Before, during and after,

PROCOLORIST takes care of the color, skin and hair, guaranteeing spectacular results.

Hair is stronger, shinier & easier to style
Vibrant long-lasting color
The scalp is protected and moisturized

PROCOLORIST has been designed to enhance and support all technical services:

Coloring:
COLORLY 2020, AQUARELY, DELYTON

Bleaching:
BLONDLY
EASILY BLOND 2020
AQUARELY BLOND COMPACT

Perming:
ONDASOFT

Straightening:
RELAXARE

3 PHASES

PREPARATION

- Equalizer
- Derma Shield
- Chelating Shampoo

PROTECTION

- Scalp Protector
- Color Cleaner

ENHANCEMENT

- After Color Shampoo
- Revivor Pro
- Xtra OrdinHair
- Silver Shampoo



	Scalp	Hair	Color
Equalizer		•	
Scalp Protector	•		
Derma Shield	•		
Color Cleaner	•		
Chelating Shampoo		•	•
After Color Shampoo		•	•
Revivor Pro		•	•
Xtra OrdinHair		•	•
Silver Shampoo		•	•

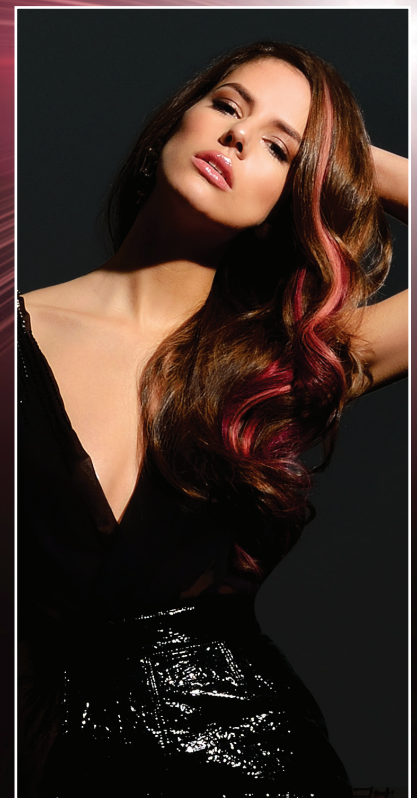
Phase after phase the scalp is protected and hydrated; the color is vibrant and long-lasting; hair is luminous, full of body and easy to style.

CHARACTERISTICS	BENEFITS
Science	Innovative active ingredients which improve the performance of the service, protecting the scalp and hair.
Anti-Aging effect	Exclusive Hyalu Colorplex increases the diameter of the hair shaft immediately giving a younger and healthier appearance to the hair.
Repairs	It re-establishes hair's natural pH for uniform color which adheres perfectly and lasts longer.
Protects	It reduces the risk of irritation and protects the scalp.
New textures	With their soft creamy texture SCALP PROTECTOR and DERMA SHIELD do not run and are easy to apply.
New scents	Enveloping scents which turn the technical service into a wellbeing session.

Our research laboratories have perfected a fabulous formula which guarantees the best color protection and beautifully luminous hair: the perfect solution is PRO**COLORIST**



- 1: normal - starting the method
- 2: application of equalizer
- 3: application of color
- 4: application of After Color Shampoo
- 5: application of Revivor Pro
- 6: application of Xtra OrdinHair - return to normal pH



RESEARCH & DEVELOPMENT

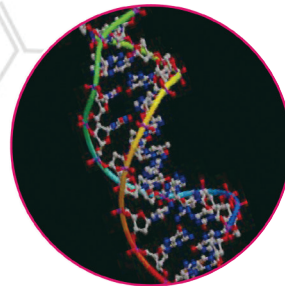
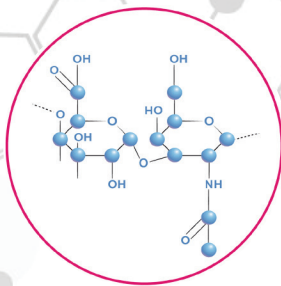
Better ingredients lead to better results:

PROCOLORIST is formulated with highly effective ingredients which protect the scalp and hair from the stress of technical services and enable the stylist to achieve impeccable results.

HYALU COLORPLEX is derived from hyaluronic acid and penetrates deep into the hair shaft. It offers a repairing effect by smoothing the hair cuticles, immediately providing more intense reflective properties to the hair. The anti-aging properties of hyaluronic acid add body and volume to the hair while taming frizz and unruliness.

AC COLORPLEX is an ultra protective active ingredient based on Melanin and Wasabia Japonica. As an antioxidant it neutralizes damage from free radicals and protects color from fading. With its advanced barrier effect, it defends hair from the oxidizing effect of UV rays. Its powerful moisturizing effect leaves hair surprisingly soft.

SILKY A.S. (Silky Advanced System) is an emulsion based on silk protein with amazing rebuilding power. It untangles and eliminates frizz without breaking hair. Silky A.S. offers advanced conditioning and incredible softness, hair becomes easier to control and style.



Because we care for the health of your hair...

SLES FREE: The absence of Sodium Lauryl Ether Sulfate (SLES) makes the shampoo less aggressive for the scalp and hair, respecting its natural beauty.

PARABEN FREE: The use of latest generation preservatives with low impact on the skin reduces the risk of irritation, itchiness and redness making the product safer to use.

DERMATOLOGICALLY TESTED: PROCOLORIST products are dermatologically tested.

INNOVATIONS & TRENDS:

Scientific research provides latest generation ingredients for the cosmetic industry making it possible to create highly effective products and includes packaging which simplifies the hairstylist's application process and guarantees maximum safety during use.

1- INGREDIENTS:



Exclusive Hyalu Colorplex is a special ingredient derived from Hyaluronic Acid. It's deep moisturizing restructures and protects the hair shaft for excellent long-lasting results.

2- PACKAGING:

When faced with a sensitive or irritated scalp, it is important to proceed very delicately. For this you need not only a soothing product, but also one that can be applied delicately and with precision.



SOFTIPS CAP:

PRECISION AND CONTROL:

With its soft silicon tip, the softips cap chosen for the Scalp Protector guarantees a precise application and the utmost control directly on the skin, without scratching.

ITELY Hairfashion is the first company in the haircare sector to use this technology for haircare products.



PROBLEM Perm Relaxed

SOLUTION **EQUALIZER - Equalizer to lengths and ends**

Instant rebalancing paraben-free fluid for damaged hair enriched with the exclusive Hyalu Colorplex. Recognizes and restores excessively porous and more sensitized areas of the hair, restoring natural hydrolipidic balance. Equalizer enhances absorption of color, ensures uniformity and prolongs the life of the color service for ultra performing results. Ideal for rebalancing porous hair and faded color. HOW TO USE: spray on dry or damp hair prior to color service. Do not rinse. 200 ml bottle.



PROBLEM Acute redness or particularly sensitive scalp

SOLUTION **SCALP PROTECTOR - protective scalp lotion**

Special protective fluid for the skin enriched with the exclusive Hyalu Colorplex and calming agents. Recommended for sensitive scalps or reddened skin, Scalp protector creates a protective film on the skin without altering the color result. HOW TO USE: In case of sensitive or reddened skin, apply directly to the skin, alternatively mix 10 ml in the color compound, then proceed with the normal application. 120 ml bottle.



PROBLEM Delicate skin prone to absorbing color

SOLUTION **DERMA SHIELD - protective barrier cream**

Cream barrier enriched with the exclusive Hyalu Colorplex. It protects the perimeter of the face, creating an anti-stain shield. Prevents color stains on the perimeter of the skin. Does not interfere with color penetration. HOW TO USE: apply on the perimeter of the face, the neck and back of ears before proceeding with the application of color. 150 ml tube.



PROBLEM Color residue on the skin

SOLUTION **COLOR CLEANER - Stain Remover for skin**

Specific double-action fluid: eliminates traces of color on the skin after color application delivering decongestant and soothing action. HOW TO USE: with a cotton ball soaked in Color Cleaner, cleanse the affected areas and rinse. Avoid the area around the eyes. 200 ml bottle.



PROBLEM Hair with residue from styling and technical build up

SOLUTION **CHELATING SHAMPOO - Shampoo specific pre technical service**

Exclusive shampoo free of sulfates and parabens for use as pre-technical dual-action service. Removes excessive styling build-up and neutralizes the deposits of previous technical services before any new service. Guarantees a perfect cleaning of the hair to deliver uniform penetration of color. The hair becomes softer and color lasts longer. HOW TO USE: distribute evenly on wet hair, massage and rinse with warm water. If necessary, repeat the application. 1000 ml bottle.

PROBLEM Hair recently colored or bleached

SOLUTION **AFTER COLOR SHAMPOO - Specific shampoo after color or other service**

Sulfate and paraben free mild shampoo. Designed for post technical service with exclusive Hyalu Colorplex, After Color Shampoo prolongs color intensity and improves brilliance. Hair is soft, shiny and manageable; color remains protected for long-lasting shine. HOW TO USE: distribute evenly on wet hair, massage and rinse with warm water. If necessary, repeat the application. Proceed with Revivor Pro. 250 ml, 1000 ml bottle

PROBLEM Hair just colored or bleached

SOLUTION **REVIVOR PRO - Conditioner specific for post technical service**

Precious nutritious post technical conditioning service. Apply after dyes, bleaches, permanent and ironing services. Ideal for all hair types that need to be restructured. Revivor Pros rich active ingredients deeply nourish, moisturize, restructure and protect the hair. Hair acquires new softness, silkiness and shine; color is uniform and brighter, longer. Maximum protection for the hair and color comes from the exclusive Hyalu Colorplex. HOW TO USE: After washing the hair with After Color Shampoo, apply Revivor Pro to lengths and massage. Leave on 3-5 minutes, comb and gently rinse thoroughly. 1000 ml tub, 200 ml bottle.

PROBLEM Hair dehydrated and dried

SOLUTION **XTRAORDINHAIR**

Xtraordinary 10 in 1 spray

1. Deep hydration
2. Fiber restructuring
3. Adds body and volume
4. Nourishes the stem
5. Detangles without damaging
6. Protects from UV rays
7. Lightens up with new splendor
8. Protects color
9. Conditions the hair
10. Prevents split ends

This amazing multifunctional and biphasic, no-rinse solution contains 10 restructuring actions. With Hyalu Colorplex, color is always protected. XTRAORDINHAIR moisturizes the hair fiber, restructures, gives body and volume, feeds the stem and detangles without damaging hair. For dry hair: protects color. Provides shine and conditions hair while preventing split ends. HOW TO USE: shake well before use and spray on damp or dry hair. Do not rinse. 250 ml bottle.

PROBLEM Yellow tint in hair

SOLUTION **SILVER SHAMPOO**

Eliminates unwanted yellow tones. Neutralizes graying hair's tendency to yellow. Brightens the color and adds luminous silver highlights to gray or bleached hair.





BIOLIFE
BEAUTY VILLAGE

Itely Hairfashion is committed to creating an eco-friendly corporate environment as well as the use of emerging green technologies in the production of its extensive line of environmentally friendly products.
For a better World



250 Ohio River Blvd.
P.O. Box 162
Baden, PA 15005
1-800-621-4859
www.itelyhairfashion.us



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