





35 YEARS OF EXCELLENCE

ITELY HAIRFASHION is an Italian manufacturer of dynamic, dependable, and innovative hair color products. Our strength lies in color while offering a wide range of methods & solutions that protect the hair & scalp that enhance the natural brilliance of healthy hair.

ITELY HAIRFASHION provides authentic Italian ingredients, style, and a legacy of unparalleled tradition in every aspect of our family of premium brands. Our standards for performance and perfection are expressed through artistry on a global scale creating an elegant & sustainable Future of Beauty in the World.

MADE IN ITALY. EXPERIENCED AROUND THE WORLD.

EVOLUTION

THE EVOLUTION OF COLORLY

COLORLY

COLORLY is born, in the same year as the foundation of G.V.F. S.p.A., a company that will be known as ITELY HAIRFASHION. **The market immediately recognizes its viability, high quality and superior results.**



1987

COLORLY ADVANCED FORMULA

With an innovative attitude and constant research, progress is made from technological advancements and **COLORLY Advanced Formula** is born. The implementation of a new generation of pigments, in addition to the inclusion of protective ingredients, COLORLY A.F. quickly becomes a leading unique formula of its era.



1999

COLORLY 2020

The technological advancements continue as **COLORLY 2020** provides a new, even more effective & delicate product. The ACP Complex®, works to protect, strengthen and extend the duration and intensity of color during & after technical service.



2008

The new generation pure pigments guarantee total coverage of white hair at every level and with perfect tonal accuracy.

PRESENTING

COLORLY[®]
OPTIMUS





KEY ADVANCEMENTS

Color Base Key
New Color Range
New Series and Shades
New Fragrance
Easy to Mix and Apply
Mediterranean Blend
E-Plex Bond Repair

COLORLY[®]

OPTIMUS

The chart below represents the primary & secondary reflection within each series.

To the right, the corresponding reflection within each series is represented on the color wheel.

Series	Description	Reflection
N	Natural	.0
NI	Natural Intense	.00
TN	Mediterranean	.7
CH	Chocolate	.73
CP	Chocolate Red Hot Chili Pepper	.75
CS	Chestnut	.17
C	Ash	.1
CV	Ash Violet	.16
B	Beige	.31
I	Matt	.2
K	Smoky	.78
D	Gold	.3
RD	Autumn	.43
R	Copper	.4
RT	Intense Copper	.44
RF	Red	.5
M	Mahogany	.56
V	Irisée	.6
L	Lavender	.86
PC	Pearl Ash	.81

KEY

LEVEL

6.43

6RD

PRIMARY REFLECTION

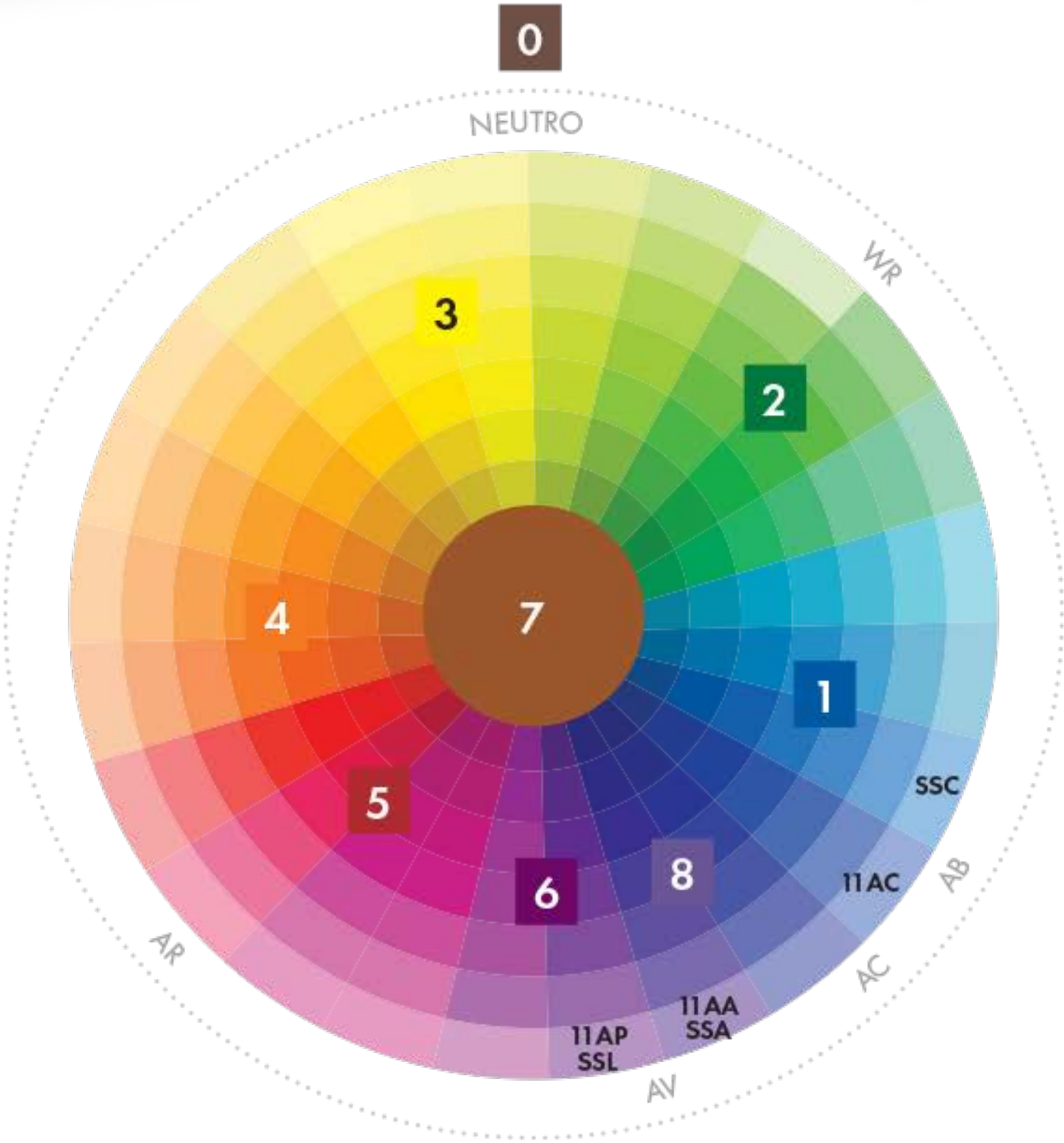
SECONDARY REFLECTION

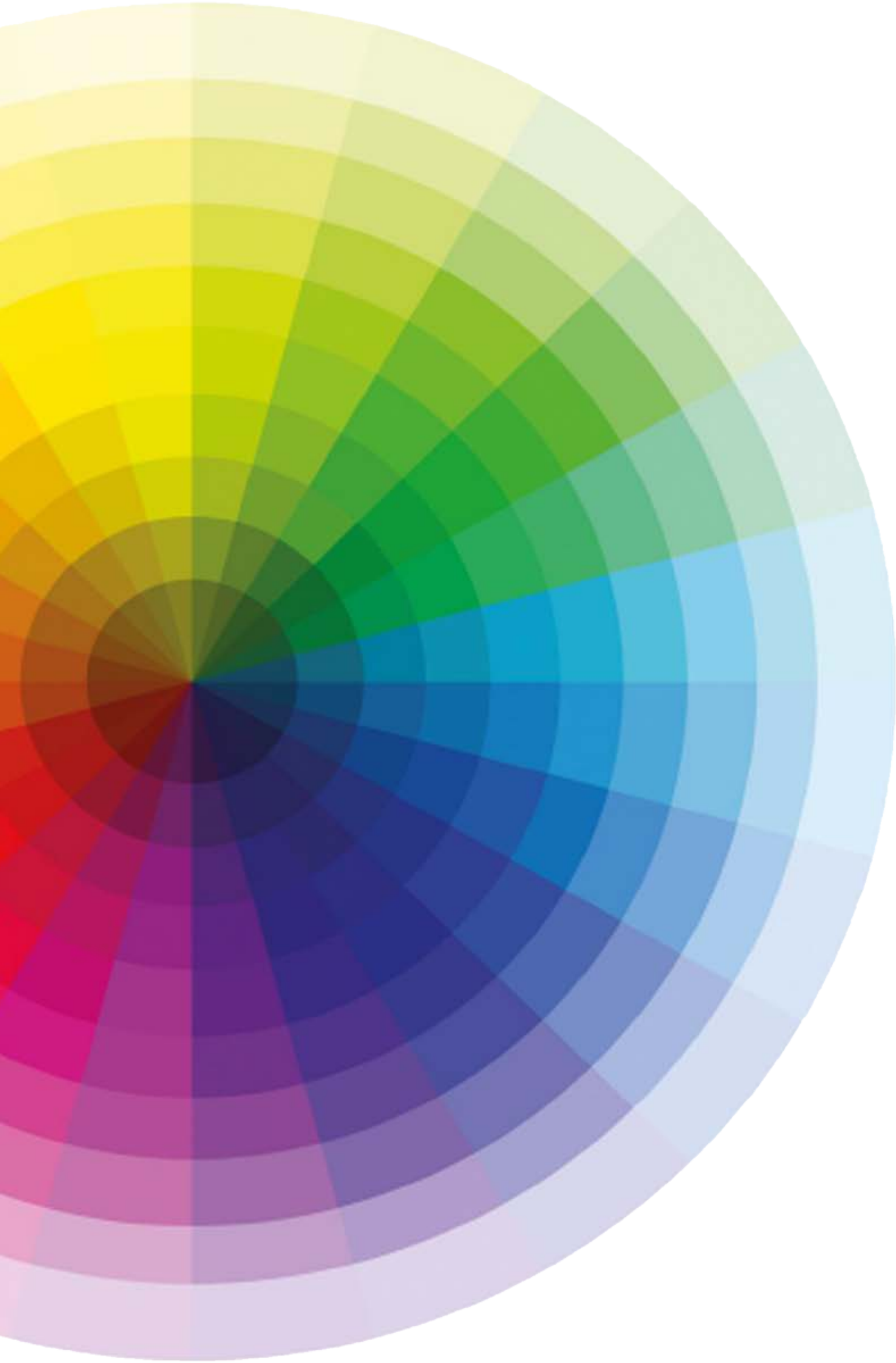
COLOR BASE KEY

Reflection	Color
0	Neutral Brown
1	Blue
2	Green
3	Yellow
4	Orange
5	Red
6	Violet
7	Warm Brown

Designer Series

.81	Cool Violet
.86	Warm Violet





NEW COLOR RANGE

Comprised of 96 Shades
23 Color Series

NEW SERIES



CS (.17) - Chestnut

Cold Browns eliminate yellow & orange reflections for vibrant neutral results



CV (.16) - Ash Violet

Contrast for yellow-orange reflections to create neutral reflections



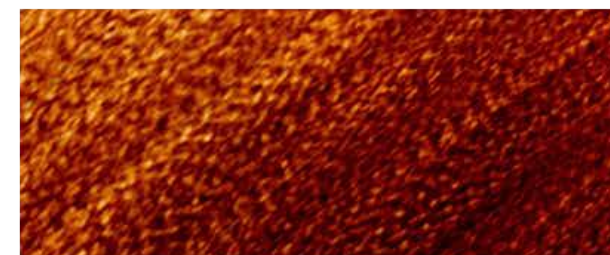
L (.86) - Lavender

Contrasts yellow reflections offering a refined and elegant result



PC (.81) - Ash Pearl

Contrast for warm tones and accent for cooler tones



RT (.44) - Intense Copper

Bold intense copper reds

NEW SHADES



NEW SHADES

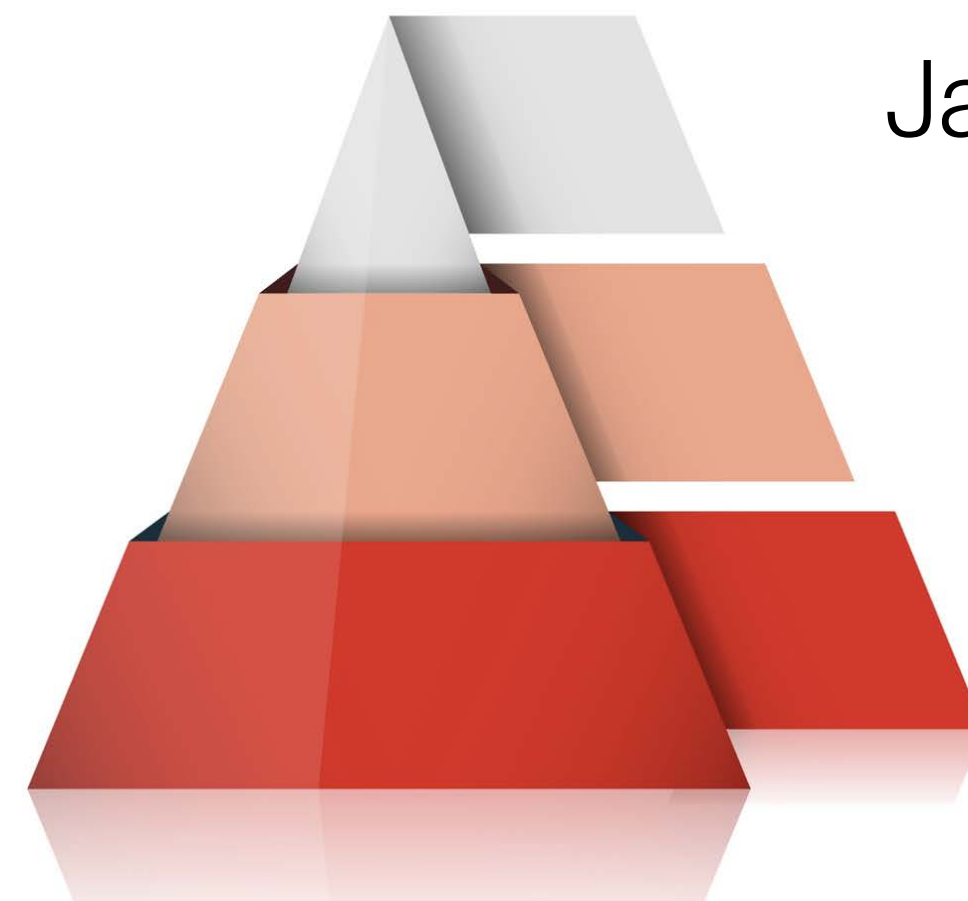
5RF - Light Brown Flaming Red
3V - Violet Dark Brown
10B - Ultra Light Beige Blonde
7L - Lavender Blonde
8L - Lavender Lightest Blonde
9L - Lavender Lightest Blonde
10L - Lavender Ultralight Blonde
7PC - Blonde Pearl Ash
8PC - Light Blonde Pearl Ash
SSL - Lavender Superlight
AC - Accent Graphite
WR - Without Red

7RT - Copper Blonde Titian
8RT - Light Blonde Orange Copper
7CV - Blonde Ash Violet
8CV - Light Blonde Ash Violet
9CV - Lightest Blonde Ash Violet
10CV - Ultralight Blonde Ash Violet
4CS - Chestnut Brown
5CS - Light Chestnut Brown
6CS - Dark Chestnut Blonde
7CS - Chestnut Blonde
AV - Violet Accent
WR - Without Red



NEW FRAGRANCE

The new fragrance works to mask the detection of ammonia while providing a pleasant aroma for a relaxing experience during the color service.



Jasmine

Rosemary

Cashmere



NEW TEXTURE

Softer, smoother, easier to mix and apply

Faster application time



MEDITERRANEAN BLEND

Mediterranean Blend is a new technology created by a mix of Italian fruit and plant extracts (Grape, Apple, Lemon and Wheat Bran) for skin renewal, greater hair beauty and more color longevity.

- Prepares the hair to accept hair color with great efficacy, allowing COLORLY OPTIMUS to contain an even LOWER percentage of ammonia
- Seals the cuticle after the color reaches its target level, for even greater color longevity. Keeps mineral deposits from entering the hair shaft between services!
- More brilliant shiny final result from root to ends
- Perfect color accuracy and balance

Application after Application....

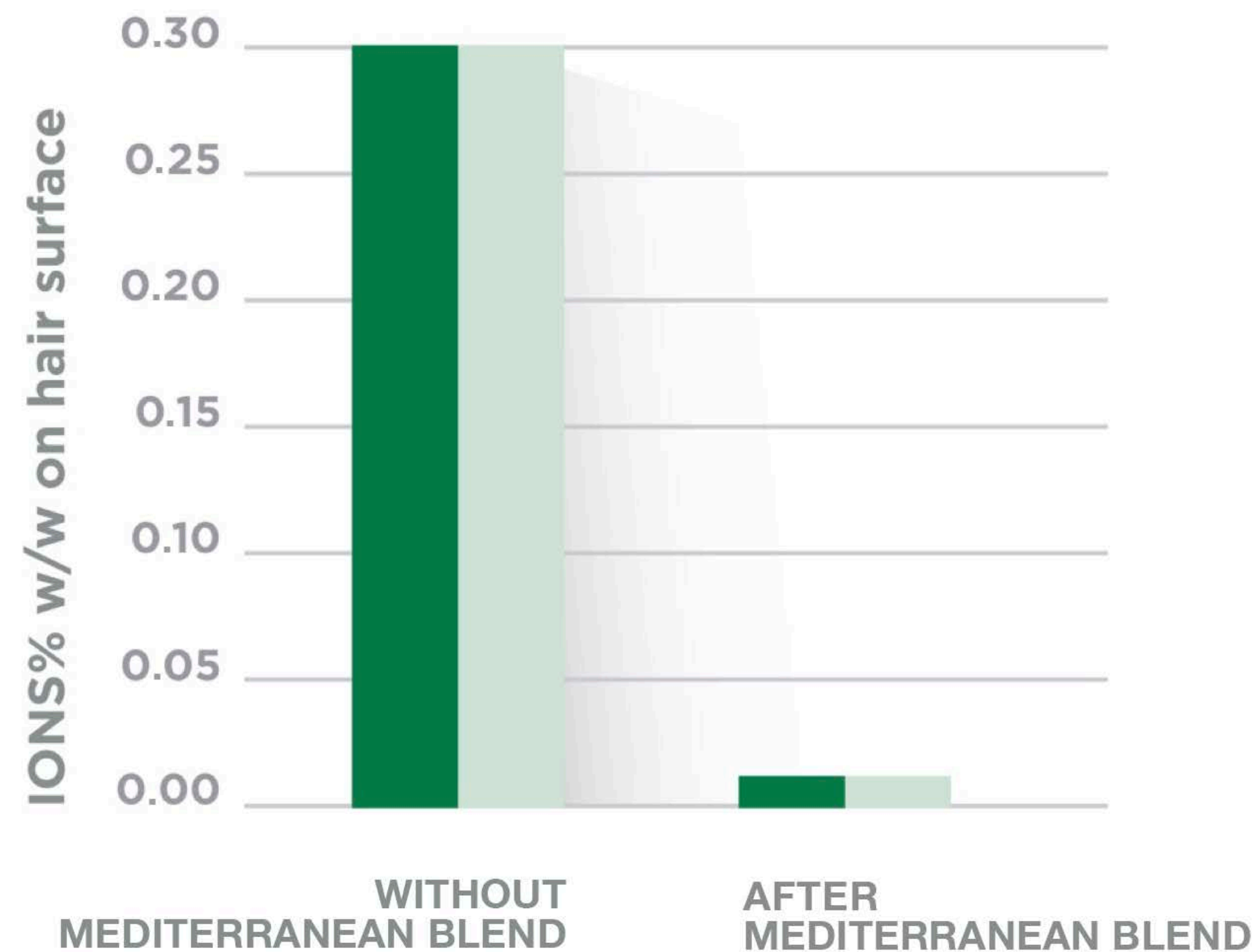


M E D I T E R R A N E A N B L E N D

COLORLY
OPTIMUS

MEDITERRANEAN BLEND

Reduces heavy mineral (Na - sodium + CL chlorine) presence on the hair when rinsing color after processing. By sealing the cuticle, heavy minerals are blocked from the hair shaft while nourishing ingredients are sealed in.



M E D I T E R R A N E A N B L E N D



&-PLEX™ BOND REPAIR

EVERY shade of COLORLY OPTIMUS is formulated with the exclusive **&-PLEX™** Bond Repair; A proven technology designed to restructure and protect the bonds broken or damaged during the service

&-PLEX™ Bond Repair also contains 7 precious vegetable oils and butters that strengthen, add shine and protect the hair during the service and after

No additional timing or change in developer required!



&-PLEX™ BOND REPAIR



COCOA butter
Moisturizing, Anti-frizz, Nutrient.



ALMOND oil:
Anti-age, Anti-inflammatory.



MANGO butter
Antioxidant, Emollient.



AVOCADO oil:
Moisturizing, Lenitive.



OLIVE oil:
Reviving, Reinforcing.



SOYBEAN oil:
Nourishing and Skin Protective.



COTTONSEED oil:
Moisturizing and Nutrient.



&-PLEX[™] BOND REPAIR

7 precious vegetable oils and butters:

- Rebalance porosity in the hair from root to ends.
- Improves strength, maintains volume & eliminates frizz.
- Improves brightness and elasticity of hair
- Nourishes the hair to strengthen and improve overall hair health.
- Free radical protection for a more vibrant and longer lasting hair color.

TECHNOLOGICAL ADVANCEMENTS



TECHNOLOGY ADVANCEMENTS

Lowered Ammonia content: 0.5% - 2.2%
Perfectly Balanced Blend of Primary and
Secondary Pigments
Ingredients from The Circular Economy
Molar Formula
100% Vegan
Paraben FREE



LOW AMMONIA CONTENT

Innovation and respect for scalp and hair is realized in COLORLY OPTIMUS:

Permanent hair coloring with 12% LESS ammonia

- Guaranteed and tested, flawless color deposition results
- Longevity maintained and 100% gray coverage achieved

Application after Application....

A top-down view of laboratory glassware on a white surface. A large Erlenmeyer flask contains a clear liquid. Two petri dishes are visible: one with a pink clover flower and green leaves, and another with a single green mint leaf. A small dish at the bottom contains three small white pills. A graduated cylinder is partially visible on the left.

MOLAR FORMULA

A MOLAR formulation requires the formula to be balanced at the molar level. This means that the quantities of colorants that react with each other [present in the dye] are included in equal quantities.

This characteristic means that following the oxidation reaction between the dyes and hydrogen peroxide, **we will not find any "residue" of dyes that have not had an active function inside the dye: leading to a brighter and more faithful color result.**

At the cosmetic level we will have a safer product and a more effective action of the protective and conditioning active ingredients.



BALANCED PRIMARY & SECONDARY PIGMENTS

The Tri-Color Base and current way of formulating and teaching still exists.

For those used to formulating with numbers, the primary and secondary Pigments have been formulated with a perfect balance. No need for 3 numbers..

This produces the ability to formulate easily to achieve a perfect final color and any fading is always on tone.

A background image of a rocky, brownish landscape. Overlaid on the lower left is a circular diagram with four arrows forming a clockwise cycle. The arrows are labeled with the words 'reduce', 'reuse', 'recycle', and 'repair' in a light brown, handwritten-style font. The 'reduce' label is at the top, 'reuse' is on the right, 'recycle' is at the bottom, and 'repair' is on the left.

CIRCULAR ECONOMY

The circular economy is a production and consumption model that involves sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible.

This extends the life cycle of products, helping to reduce waste to a minimum. Once the product has finished its function, the materials it is made of are in fact reintroduced, where possible, into the economic cycle.

ECOLOGICAL FACTORS



COLORLY OPTIMUS is a 100% plant based vegan product.



COLORLY OPTIMUS has low dermal impact, latest generation preservative, 100% Paraben Free product.





SUMMARY

Legacy of High Performance
Color Base Key
New Optimized Color Range and Shades
New Fragrance
Easy to mix
12% Lower Ammonia content
New Mediterranean Blend
&-PLEX™ Bond Repair Added
Vegan and Paraben FREE
Circular Economy Ingredients

