

**INOXY**<sup>®</sup>  
HAIR FASHION  
MILANO



## 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.**

**OH**  
**&-PLEX**  
BOND REPAIR **MY**  
**BLONDE!**

MY BLONDE | MY CHOICE | MY BEAUTY

IF YOU CAN DREAM IT  
**YOU CAN DO IT**



REVOLUTIONARY

## TAKE WORRY OUT OF BLONDING

BLEACH AND TONING PRODUCTS FEATURING THE EXCLUSIVE **&-PLEX™ Bond Repair**

- Designed to protect & restructure hair from within
- Protects & maintains structural bonds
- Minimizes breakage
- Improves elasticity, strength & brightness of hair

# INNOVATION

**&-PLEX™**  
**BOND REPAIR**



## INGREDIENTS



**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.



## INNOVATION

The Exclusive &-PLEX™ Bond Repair Formula works at every stage of the hair color service.

DECOLORIZE & **BOND**

CARE & **BOND**

COLOR & **BOND**

## INNOVATION

### DECOLORIZE & BOND

Thanks to the &-PLEX™ Bond Repair and Maleic Acid, most of the bonds remain intact thus minimizing hair breakage. These two complexes help to improve the brightness and resistance of the hair, making it stronger, healthier and more elastic.



## INNOVATION

### CARE & BOND

For an additional level of protection, the &-PLEX™ Bond Repair has been added to the BLONDE SEALER, an acidifying milk that balances the pH of skin and hair and stabilizes the hair structure, creating new and stronger capillary bonds between fibers. As a result, the lightened hair becomes healthier and nourished from the inside and ready to receive toners, if necessary.



## INNOVATION

### COLOR & BOND

The 5 BLONDE TONERS are enriched with &-PLEX™ Bond Repair to offer maximum color performance and superior protection of the hair fiber. Bond Repair restores bonds, nourishing hair to obtain a bright, long lasting color.

## INNOVATION



# CHROMALIGHT

## Reduces color fading & prevents yellowing

Blonde hair has a different structure with a higher porosity due to the lightening substances, this aspect makes the fiber more vulnerable and careful. For this reason pre-lightened hair is more sensitive to *not appropriate* shampoos and to environmental factors, which act on the structure effecting color fade and greater sensitivity of the hair fiber. For this reason it is necessary to have specific attention, with the use of products aimed to keep the shine and the color effect over time.

CHROMALIGHT protects color and counteracts natural oxidation due to external factors. This innovative active ingredient reduces the fading of the color, keeping it longer and protects the hair from oxidative processes due to free radicals (sunlight, pollution, etc.).

# PROFESSIONAL PRODUCTS

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### ICONIC BLONDE

#### EXTRA PERFORMANCE DECOLORIZER

Innovative, ultra-performance decolorizer enriched with the exclusive &-PLEX™ Bond Repair, which eliminates yellow residue when lightening.

Ideal for lightening techniques using foil or thermal strips to achieve higher lightening results of up to 9 shades. ICONIC BLONDE is a compact, microgranular, decolorizing powder. Does not swell and is easy to mix and apply.

Mixes 1 part ICONIC BLONDE + 2 parts hydrogen peroxide 10, 20, 30, 40 vol.  
Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source.  
Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

## PROFESSIONAL PRODUCTS



### DELY BLONDE

#### AMMONIA-FREE DECOLORIZER

Ammonia-free, delicate decolorizing powder, ideal for natural or dyed hair enriched with the exclusive &-PLEX™ Bond Repair.

DELY BLONDE is a compact, micro-granular decolorizing powder, which lightens up to 6-7 shades. Does not swell and is easy to mix and apply.

Mix 1 part DELY BLONDE + 2 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

## PROFESSIONAL PRODUCTS



# CLAY BLONDE

## FREE-HAND TECHNIQUE DECOLORIZER

Exclusive ultra-compact decolorizing powder, enriched with the exclusive &-PLEX™ Bond Repair, ideal for free hand lightening techniques; balayage, ombre, shatush & splashlight.

Its special formula, once mixed with oxygen, takes on a clay effect, meaning it can be used without foil. The bleached strands do not interfere with the rest of the hair, for a unique result with a sun-kissed effect. Perfect for use on natural hair or dyed hair in shades of blonde, brown or red. CLAY BLONDE allows for lightening of up to 6 levels.

Mix 1 part CLAY BLONDE + 1.5 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

## PROFESSIONAL PRODUCTS



### SILKY BLONDE

#### **COSMETIC DECOLORIZING CREAM**

Multi-service decolorizing cream ideal for stressed hair, enriched with the exclusive &-PLEX™ Bond Repair.

Its delicate formula provides gentle, safe and reliable hair lightening of up to 6 levels. The creamy and compact texture allows excellent adhesion to reveal the blond color; it doesn't swell, it is easy to mix and apply with any technique.

Mix 1 part SILKY BLONDE + 2 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.

## PROFESSIONAL PRODUCTS

# SUNLIGHT OIL

## SOFT LIGHTENING OIL

Extraordinary, ammonia-free lightening oil, enriched with the exclusive &-PLEX™ Bond Repair.

Lightens up to 2-3 tones for a natural and balanced result. Use to achieve a variety of effects on hair based on the technique: Applied on the ends, it gently lightens up to 2-3 levels for a beautiful “SUN-KISSED” effect. Can be used on the base for a “SWEETEN THE BASE” effect. Provides a balanced and neutral lightening result. If applied to the whole head, you obtain a shiny blonde and a wonderful natural lightening for a “SHINE & GLOSS” effect.

Mix 1 part SUN LIGHT OIL + 2 parts hydrogen peroxide: 10, 20 volumes for all-over applications and 20-30-40 volumes for partial applications. Leave on for 5 to 50 minutes depending on desired result. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with Oh My Blonde shampoo.



## PROFESSIONAL PRODUCTS



# BLONDE SEALER

## pH REBALANCING MILK

BLONDE SEALER is a conditioning treatment which helps restore the pH of the scalp and hair. BLONDE SEALER is ideal to use after all bleaching services and is enriched with the exclusive &-PLEX Bond Repair.

BLONDE SEALER brings out shine in blonde hair and enhances the brightness of bleached hair, adding structure and body. When used after BLONDE TONER, it stabilizes the color pigments.

After thoroughly rinsing the bleaching mix from the hair with warm water, tone if necessary, rinse and apply 10-15 ml of BLONDE SEALER, leave on for 3-5 minutes before rinsing again.

## PROFESSIONAL PRODUCTS

# BLONDE TONER

## AMMONIA FREE TONER

Available in a palette of 5 tones which can be mixed together. Ideal for neutralizing unwanted highlights or creating pastel effects. BLONDE TONER, enriched with the exclusive &-PLEX™ Bond Repair, offers a unique range of completely customizable colors based on the customer's preference and hair type. 5 easy-to-use toners that provide customizable results; Diamond, Sand, Caramel, Denim, Rose Gold.

Dilute 1 part Blonde Toner + 2 parts hydrogen peroxide with 10 volume, apply to damp hair after shampooing. Leave on from 10 to 20 minutes with no heat source, checking the result based on the desired effect. Thoroughly rinse and follow up with BLONDE SEALER. For a more intense color effect, BLONDE TONER can be applied to dry hair. The intensity of the color result may vary depending on the nuance applied, the level of bleaching achieved, and overall condition of the hair. The tone fades gradually when washed.



## PROFESSIONAL PRODUCTS



### ACTIVATOR

#### **OXIDIZING EMULSION 5 VOL. / 1.5%**

Stabilized hydrogen peroxide specifically formulated to guarantee maximum performance? when used with Blonde Toner shades together with pH Modulator. This allows to better control the lifting of natural melanin. The exclusive &-PLEX™ Bond Repair, a complex of precious vegetable oils and butters, helps to improve the brightness and resistance of the hair, making it stronger and healthier.

Mix with Blonde Toner with a mixing ratio of 1:2 together with pH Modulator.

Add Activator 5 vol. with a mixing ratio of 1:2 (60 ml of Blonde Toner + 120 ml of Activator 5 vol.). Apply the mixture on damp or dry hair according to the type of service and proceed as usual.

## PROFESSIONAL PRODUCTS

# pH MODULATOR

## DYE NEUTRALIZER

A pH modulator that inhibits the lightening of natural melanin and naturalizes the effect of oxidation dyes. Just a few drops is all it takes to mitigate the alkalinity of the toning cream, preventing the lightening of natural hair. The exclusive &-PLEX™ Bond Repair, a complex of precious oils and vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier.

Using the included syringe, mix 2 ml of pH Modulator every 10 ml of Blonde Toner. Add Activator 5 vol. with a mixing ratio of 1:2 (60 ml of Blonde Toner + 120 ml of Activator 5 vol.). Apply the mixture on damp or dry hair according to the type of service and proceed as usual.



# RETAIL EXTENSION PRODUCTS

## RETAIL EXTENSION PRODUCTS



# BLONDE SHAMPOO

Spectacular pearl shampoo that delicately hydrates and cleanses bleached and treated hair, leaving it soft and silky. Formula enriched with Chromalight for longer-lasting color and protection of the hair against oxidizing processes due to external factors. The exclusive &-PLEX™ Bond Repair, a complex of precious oils & vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier. Its moisturizing action makes it ideal also for dry hair or frequent use.

Apply to wet hair and massage. Rinse with plenty of water. Repeat if necessary. Proceed with Blonde Conditioner.



## RETAIL EXTENSION PRODUCTS

# BLONDE CONDITIONER

Conditioner that hydrates and nourishes porous, bleached and treated hair, leaving it soft and silky without weighing it down. Formula enriched with Chromalight for longer-lasting color and protection of the hair against oxidizing processes due to external factors. Detangles and improves combing, offering shine. The exclusive &-PLEX™ Bond Repair, a complex of precious oils and vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier. Its moisturizing action makes it ideal also for dry hair or frequent use.

Apply to wet hair after washing with Blonde Shampoo and leave in for 3 minutes. Rinse with plenty of water.

## RETAIL EXTENSION PRODUCTS

# COOL BLONDE SPRAY

Leave-in hair color spray with anti-yellowing effect. Enriched with cool pigments, it neutralizes undesirable yellow tones on all types of blondes and even grays. Perfect for maintaining and enhancing cold ice blonde reflections without weighing the hair down. Detangles and improves combing, leaving the hair soft and shiny. Formula enriched with Chromalight for longer-lasting color and protection of the hair against oxidizing processes due to external factors. The exclusive &-PLEX™ Bond Repair, a complex of precious oils and vegetable butters, helps to improve hair shine and resistance, making it stronger and healthier.

Spray onto towel-dried hair. Comb to distribute evenly. Do not rinse.





[www.itelyhairfashion.us](http://www.itelyhairfashion.us)

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