





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.

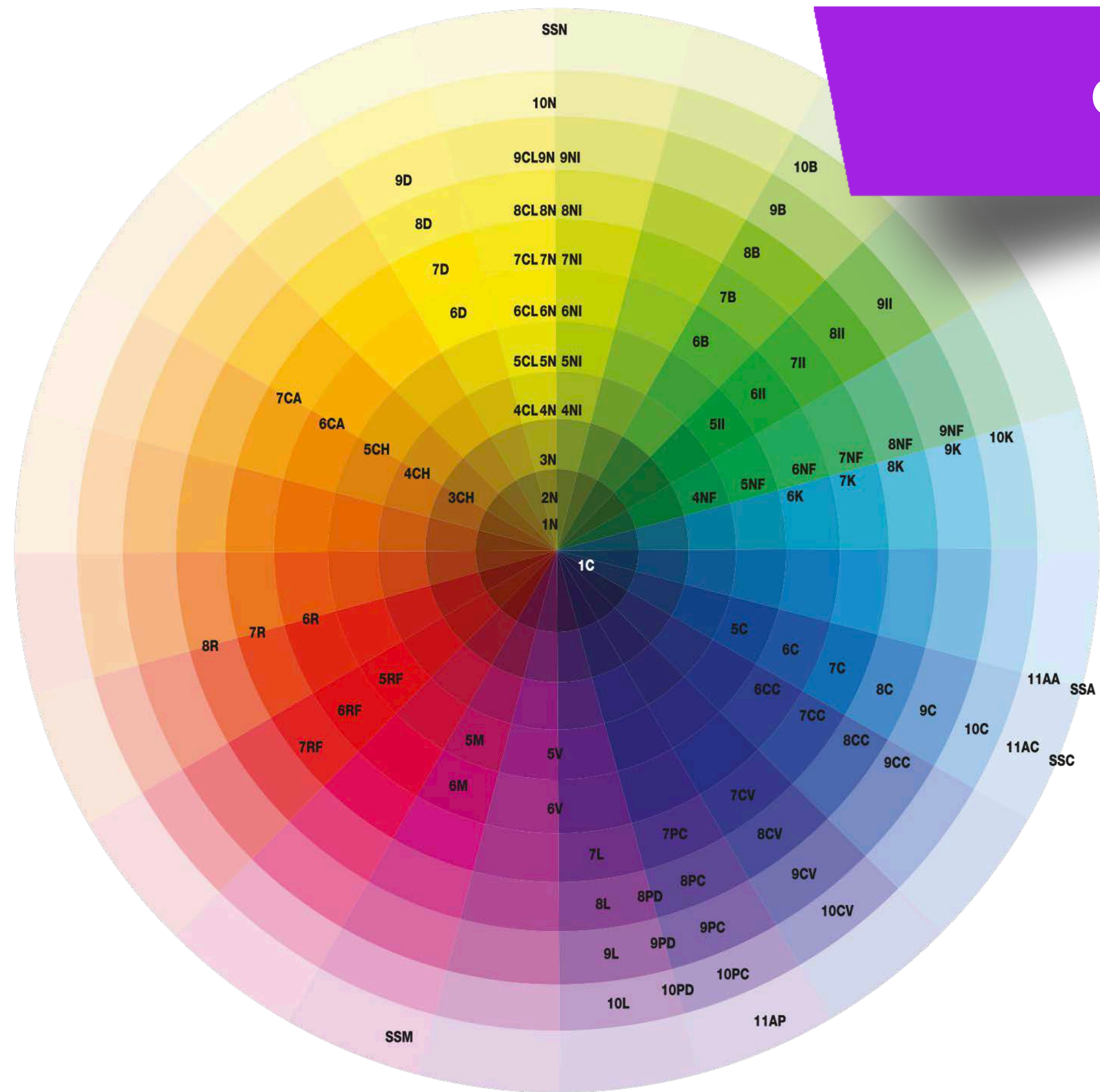
AQUAR&LY®



AQUAR&LY®

KEY POINTS



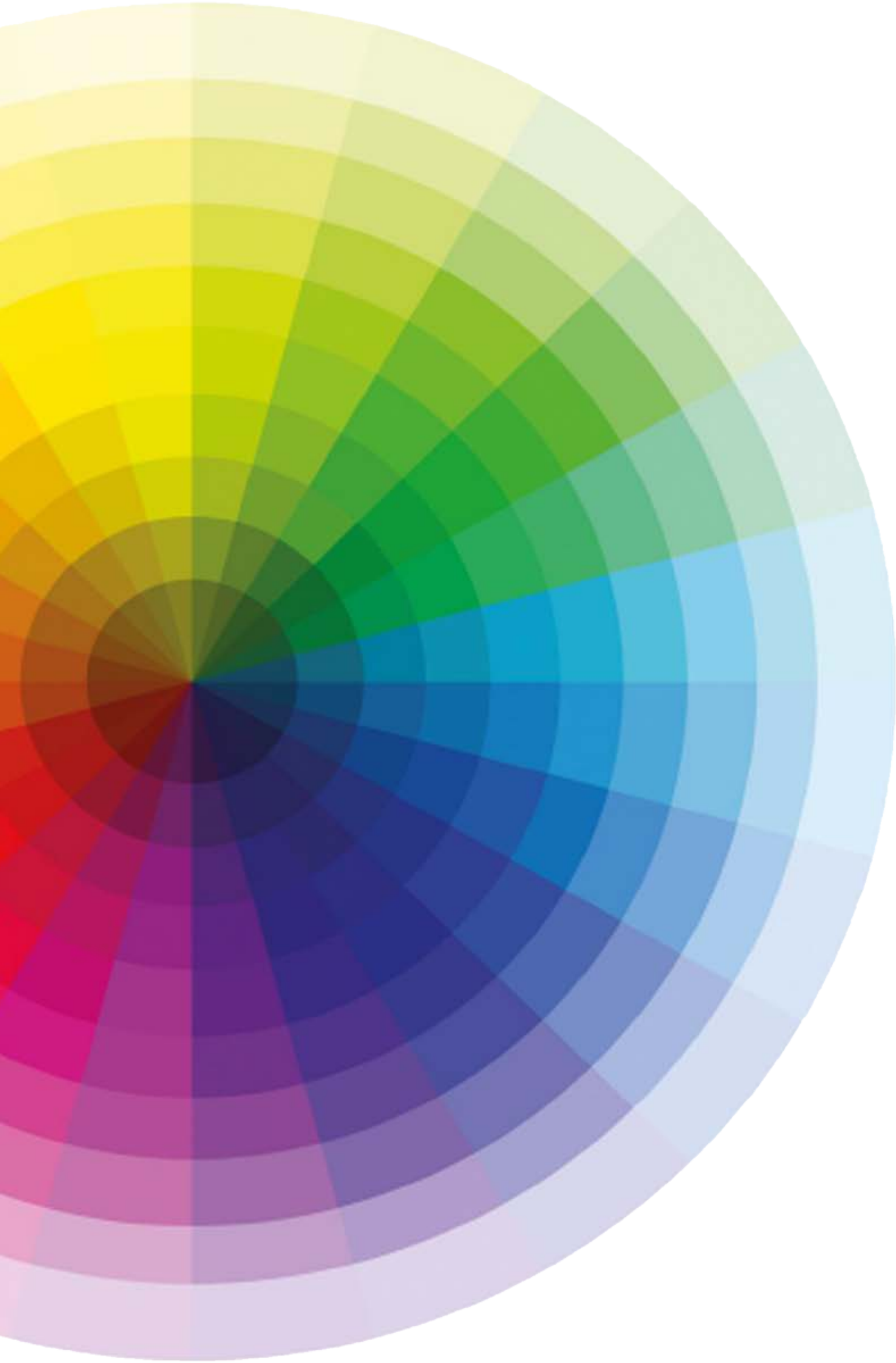


COLOR BASE

EXAMPLE

7 **P** **C** = 7.81

LEVEL PRIMARY REFLECTION SECONDARY REFLECTION



NEW COLOR RANGE

Comprised of 95 Shades
21 Color Series

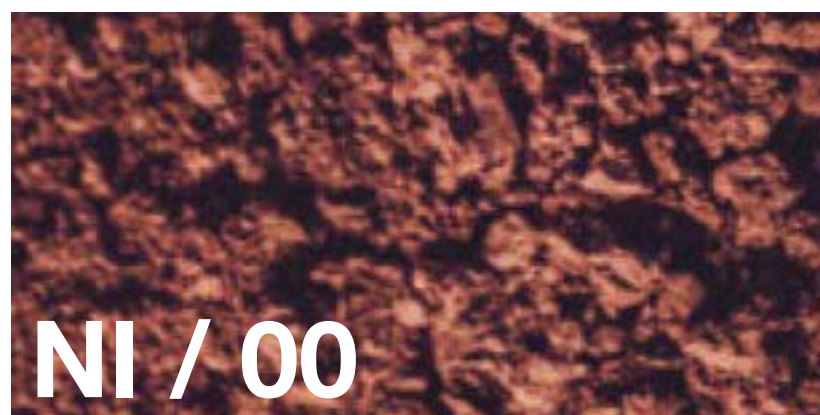
4 NATURAL SERIES



Natural series



The **Natural series** can be used mixed with all series to obtain maximum coverage of gray hair and a natural and vibrant reflection



The **Natural Intense series** can be used mixed with every series to decisively cover hard, thick and refractory white hair



The **Natural Cold series**: Use the Natural Cold series to obtain cool natural results. The NF series can be used alone to obtain 100% gray coverage. For resistant gray: formulate NF series with 50% cold reflective series (e.g. B, II, K, C, CC) for maximum coverage.



The **Warm Natural series** Use the Natural Warm series to obtain warm natural results. The CL series can be used alone to obtain 100% gray coverage. For resistant gray: formulate CL series with 50% warm reflective series (e.g. D, CA, CH, R, RF) for maximum coverage.

NEUTRA-TON SERIES

NEUTRA-TON series



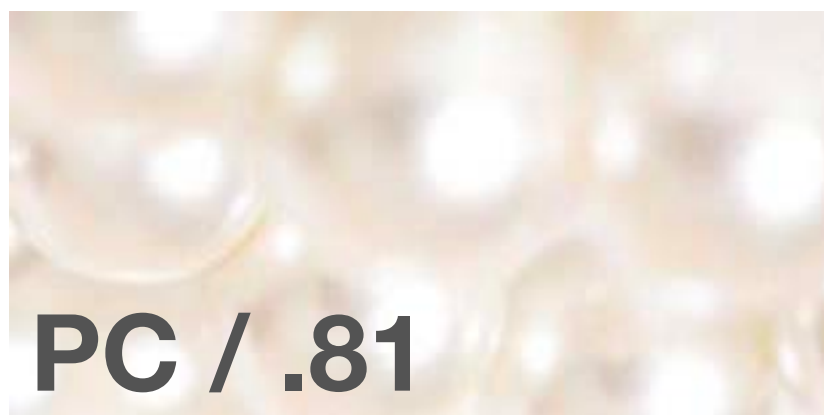
Smoky series was created to counteract yellow-orange reflections and obtain grey/platinum effects.



Lavender series was created to contrast yellow reflections and obtain pastel lilac effects.



Ash Violet series was created to contrast yellow-orange reflections and obtain neutral and cold effects



Ash Pearl series was created to contrast warm tones and obtain mother-of-pearl effects



Pearl Gold series was created to counteract yellow reflections and create pastel shades in peach tones.

NEUTRA-TON series

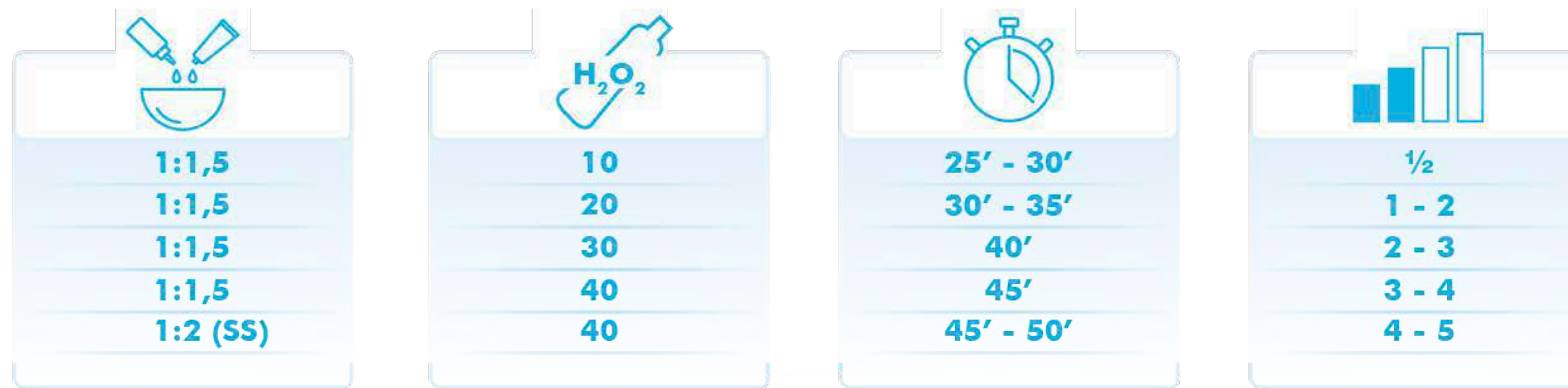
The NEUTRA-TON series K (Smoky) - CV (Purple Ash) - PC (Pearl Ash) - L (Lavender) - PD (Pearl Gold) used after any bleaching service; they tone and allow you to obtain perfect blondes with pastel shades.

Recommended tone levels: 8 light blond, 9 very light blond, 10 ultra light blond.

If the NEUTRA-TON series is used as a regular color: mix one part of AQUARELY with one and a half parts of OXILY 10-20-30-40 vol. (1:1.5). Processing time according to the hydrogen peroxide used.

If the NEUTRA-TON series is used to neutralize and/or tone: mix one part of AQUARELY with two parts of OXILY 5-10 vol. (1:2). Processing time: check visually.

USAGE



MIX 1:1,5

Permanent color cream, with oxidation, with reduced ammonia content in a 100 ml tube.

The innovative AQUARELY formula guarantees: 100% gray coverage, up to 4 levels of lightening, Vegan formula and Vegan packaging, long-lasting color, luminosity and brilliance of the hair, respect and protection of the scalp, multi-sensory application experience, creamy and perfumed texture.

AQUARELY®

TECHNOLOGICAL ADVANCEMENTS



&-PLEX™
BOND REPAIR

EVERY shade of AQUARELY 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!

AQUAR**&**LY®



&-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.



CRYSTALSPHERE TECHNOLOGY

Crystalsphere is a microencapsulation technology optimizes cosmetic performance. It fixes on the hair surface even after rinsing and with its gradual release technologies, Chrystalsphere improves the absorption and the efficacy of active ingredients.



LOW AMMONIA CONTENT

Innovation and respect for scalp and hair is realized in AQUARELY:

Permanent hair color contains 0.5 - 2.2% ammonia.

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

Application after Application....

AQUAR&LY®

The background of the slide features a blurred image of laboratory glassware, including Erlenmeyer flasks and test tubes, some containing colored liquids. Overlaid on this are faint, light blue chemical structures and molecular diagrams, suggesting a scientific or chemical theme.

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.



BIODEGRADABLE FRAGRANCE

The new BIODEGRADABLE fragrance provides coverage of ammonia for a great comfort for the colorist and a relaxing experience for the client during the color treatment.

The fragrance is perceived even after 1-2 shampoos.

BIOMIMETIC EMULSION

BIOMIMETIC emollient is obtained by extracting phyto-complexes from olive leaves, is completely derived from natural sources. It has a high refractive index and helps maintain the hair's shine.



VEGAN OK

AQUARELY is a 100% plant based vegan product and is certified VEGAN OK!

- No ingredients of animal origin
- No animal testing of any kind
- Packaging is also completely vegan



SUSTAINABILITY

The design of the AQUARELY pack demonstrates our commitment in terms of sustainability. The packaging is **100% recyclable**: aluminum tube, plastic cap and FSC paper case. With a view to constant improvement, we have also eliminated the leaflet by reporting all the warnings directly inside the box to further reduce paper waste.



AQUAR&LY®

FORMULATION



FORMULATION

AQUAR&LY®



FORMULATION

1. Determine your client's Natural Level

Refer to the Natural "N" Series Swatches on your AQUARELY Swatch Chart. Remember, you are determining only how light or dark the natural level is and not it's presence of warmth or ash tones.



FORMULATION

2. Choose the Desired Level

Do you wish to match or blend the natural level, lighten or go darker?

If your Natural or current level is not exact or between levels on the “N” Series Swatches, and your Desired Level requires lift, formulate by using the predominant darker level as a starting point. This will allow you to avoid unwanted warmth in the final result.

		DESIRED COLOR LEVEL									
		1	2	3	4	5	6	7	8	9	10
1		10/20	20	30	40						
2			10/20	20	30	40					
3				10/20	20	30	40				
4					10/20	20	30	40			
5						10/20	20	30	40	40 SS	
6							10/20	20	30	40	40 SS
7								10/20	20	30	40
8									10/20	20	30
9										10/20	20
10											10/20

Deposit Only

FORMULATION

Now, refer to the Developer Usage Chart to determine the Developer required to achieve the deposit or levels of lightening you require. Simply follow the Natural Level on the side of the chart to the Desired Level on the top of the chart and follow to the point at which they intersect.

Use the volume of Developer recommended.

FORMULATION

RESULT	AQUARELY	DEVELOPER	PROCESSING NO HEAT
TONE ON TONE	1 TUBE / 100 ml	150 ml - 10 Vol	20 min.
DEPOSIT ONLY	1 TUBE / 100 ml	150 ml - 20 Vol	30 min.
COVERAGE			
1 LEVEL	1 TUBE / 100 ml	150 ml - 20 Vol	30 min.
2 LEVEL	1 TUBE / 100 ml	150 ml - 30 Vol	40 min.
3 LEVEL	1 TUBE / 100 ml	150 ml - 40 Vol	50 min.
4 LEVELS + SS	1 TUBE / 100 ml	150 ml - 40 Vol	50 min.

PROCESSING TIMES ARE INDICATED TO THE LEFT. PROCESSING GUIDELINES ARE EASY TO REMEMBER – JUST ADD 10 MINUTES TO YOUR DEVELOPER VOLUME NUMBER AND YOU’VE GOT IT RIGHT.

AQUARELY WILL NOT OVER-PROCESS, SO THERE IS NO NEED TO WORRY OR RINSE THE PROCESSED SECTION BEFORE THE REMAINING SECTION IS FULLY PROCESSED

THEREFORE, IF YOU ARE USING 2 DIFFERENT VOLUMES IN 2 SEPARATE SECTIONS OF YOUR APPLICATION, PROCESS THE ENTIRE APPLICATION FOR THE PROCESSING TIME OF THE HIGHER VOLUME DEVELOPER.

10
20
30
40

FORMULATION

3. Once you have determined your Desired Level and the proper Developer to use in your color formulation; **Refer to the *AQUARELY* Color Selection Chart** on the next page...

BASE	COLOR SERIES	Red / Yellow / Blue	Double: Red / Yellow / Blue	Red / Yellow / Blue + Blue	Red / Yellow / Blue + Yellow	Blue	Double Blue	Green / Yellow	Double Green	Green / Blue	Yellow	Orange	Red	Violet	Red / Violet	Warm Brown / Yellow	Blue / Red	Warm Violet	Blue / Violet	Cool Violet	Designer Violet	
		(N) NATURAL	(NI) NATURAL INTENSE	(NF) COLD NATURALS	(CL) WARM NATURALS	(C) ASH	(CC) INTENSE ASH	(B) BEIGE	(II) INTENSE MATT	(K) SMOKY	(D) GOLDEN	(R) COPPER	(RF) INTENSE RED	(V) VIOLET	(M) MAHOGANY	(CH/CA) CHOCOCARAMEL	(A) ARCTIC	(L) LAVENDER	(CV) VIOLET ASH	(PC) PEARL ASH	(PD) PEARL GOLD	
REFLECTION		.0	.00	.01	.03	.1	.11	.23	.22	.21	.3	.4	.5	.6	.56	.73	.08	.86	.16	.81	.83	
SS SUPERLIGHT		SSN		SSA		SSC									SSM			SSL				SUPERLIGHT
11 ARCTIC				11AA		11AC											11AP					ARCTIC
10 ULTRALIGHT BLONDE		10N				10C				10K								10L	10CV	10PC	10PD	PALE YELLOW
9 LIGHTEST BLONDE		9N	9NI	9NF	9CL	9C	9CC	9B	9II	9K	9D							9L	9CV	9PC	9PD	YELLOW
8 LIGHT BLONDE		8N	8NI	8NF	8CL	8C	8CC	8B	8II	8K	8D	8R						8L	8CV	8PC	8PD	YELLOW ORANGE
7 MEDIUM BLONDE		7N	7NI	7NF	7CL	7C	7CC	7B	7II	7K	7D	7R	7RF			7CA		7L	7CV	7PC		ORANGE
6 DARK BLONDE		6N	6NI	6NF	6CL	6C	6CC	6B	6II	6K	6D	6R	6RF	6V	6M	6CA						RED ORANGE
5 LIGHT BROWN		5N	5NI	5NF	5CL	5C			5II				5RF	5V	5M	5CH						RED
4 MEDIUM BROWN		4N	4NI	4NF	4CL											4CH						RED VIOLET
3 DARK BROWN		3N														3CH						VIOLET
2 DARKEST BROWN		2N																				BLUE VIOLET
1 BLACK		1N				1C																BLUE
PRIMARY PERCENTAGES																						
EFFECT		Natural	Intense Natural for very resistant hair	Natural, adds cool effect	Natural, adds warmth	Neutralizes red and orange	Neutralizes red / orange / yellow	Neutralizes yellow and gold	Neutralizes red / orange / yellow	Neutralizes red and orange	Adds gold / yellow	Adds copper / red	Add intense fire red	Adds violet tone	Adds mahogany / red tone	Adds caramel brown tones	Soft, cool, nordic blonde tones	Neutralizes yellow tones	Neutralizes yellow / orange tones	Neutralizes warm tones	Pastel peach shades	

SS		NATURAL COLOR CONTRIBUTION
ARCTIC	11	
PALE YELLOW GIALLO CHIARO	10	
YELLOW GIALLO	9	
YELLOW ORANGE GIALLO ARANCIO	8	
ORANGE ARANCIO	7	
RED ORANGE ROSSO ARANCIO	6	
RED ROSSO	5	
RED VIOLET ROSSO VIOLA	4	
VIOLET VIOLA	3	
BLUE VIOLET BLU VIOLA	2	
BLUE BLU	1	

FORMULATION

First - Identify the Natural Color Contribution at that level.
This is the underlying tonality that naturally occurs in all hair regardless of its degree of warmth or ash tones prior to applying permanent hair color.

FORMULATION

Second – Refer to the Color Selection Chart or your **AQUARELY Swatch Book** to identify the shades that are most suitable to use at your Desired level.

Decide if your primary goal is to Refine/Neutralize or to Enhance/Intensify the Natural Color Contribution at that level. Choose the shade or shades recommended for that purpose and feel free to Create your customized and most creative formulas by adding the percentages of secondary Shades that will reflect your PERFECT VISION.



AQUARELY®



FORMULATION FOR GRAY

Ensure optimum 100% gray coverage;

1. Determine the percentage of gray. If the first thing you see when you look at the clients hair is gray, then they're more than 50% gray.

2. If gray percentage is 50% or more, 50% of your formulation should be an N, NF, or CL.

- If your desired end result is neutral or cool, use the Cool Natural NF series to balance your cooler shade.
- If your desired end result is warm, use the Warm Natural CL series ensure intensity of warmth.
- If your desired end result is neutral, use the N series.
- For resistant gray coverage, add 50% Natural Intense NI series to your formula.

3. If the gray percentage is less than 50%, formulation adjustment is unnecessary.

IF GRAY IS EXTREMELY RESISTANT;

1. Mix and Apply color formula to area that you wish to color. This may be the entire head or regrowth only. 2. Place a plastic cap on the clients head and place client under a pre-heated dryer for 5-10 minutes. 3. Remove client from dryer and REMOVE PLASTIC CAP. 4. Allow client to process the ENTIRE RECOMMENDED PROCESSING TIME determined by the volume of the developer (See Developer Usage Chart) at ROOM TEMPERATURE.

Example; Formula is color + 20 volume Developer. Process 5-10 minutes under dryer + total recommended processing time of 30 minutes. Total processing time = 35 - 40 minutes



MIXING

AQUARELY Cream is mixed (1:1.5)
1 part color to 1.5 parts developer.

- Squeeze the contents of the tube or tubes into your plastic mixing bowl
- Blend the cream before adding developer
- Add Developer in parts for smoothest consistency



THANK YOU