



COLOR

IT&ELY[®]
HAIR FASHION

THE FUTURE OF BEAUTY IN THE WORLD

ITELY Hairfashion is dedicated to the advancement of the art and profession of hair color.

In addition to creating and distributing the finest quality, professional haircolor and after-color hair care products, we continue to develop and enhance our national education programs and color education resources.

IMAGINE THE POSSIBILITIES

We see beauty everyday: from our peers, in the sky and all around us. Discover new inspiration in the world of artistic hair color. We dedicate this book to you...
The Professional Colorist: for the advancement of the art & profession of hair color.

Technical Manuals and detailed information about product usage is available online at www.itelyhairfashion.us for each product referenced in this book.

IT&LY[®]
HAIR FASHION



CLAY BLONDE
20 VOL.

7RD

9FA
WASH

6M
PEEKABOO

IT&LY[®]
HAIR FASHION



GINGER SNAP COOKIE



-  OMB CLAY BLONDE
-  COLORLY 7RD
-  COLORLY 9FA
-  COLORLY 6M

A creative approach to color balance. Our starting point is a natural level 7-8. Apply Aquarely / Colorly 7RD Medium Golden Copper Blonde over the entire head for a bold copper tone

LIGHTENER

Oh My Blonde! - Clay Blonde + 20 Volume balayage highlight
Color Wash with Colorly 9FA Lightest Apricot Blonde or Aquarely 9AD Lightest Gold Orange Blonde wash for creative lightening

ADD CREATIVE COLOR DEPTH

Apply 6M Mahogany Dark Blonde behind the neck for a fun peek-a-boo color compliment

STYLE

Purity Design Masterpiece Texture Up & Modeling Mousse

8
NATURAL

8D

7K
PEEK-A-BOO

ICONIC
BLONDE
+ DIAMOND

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ICONIC DIMENSIONAL HIGH LIGHTS



- OMB ICONIC BLONDE
- COLORLY 8D
- COLORLY 7K

Dimension provides the ultimate artistic statement. We start with a natural level 8. Create gold sections with Aquarely or Colorly 8D Light Gold Blonde to create golden planes

LIGHTENER

Create alternating sections with Oh My Blonde! - Iconic Blonde for a lighter dimensional effect. Apply Diamond Toner over lightened areas

PEEK-A-BOO COLOR

The Smoky series provides a fun way to create more depth beneath your lighter planes with 7K Smoky Blonde

STYLE

Purity Design Masterpiece Pure Eco Spray

8U/R

DELY BLONDE
WET ON WET
PAINTING

8FA

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TEQUILA SUNRISE



-  COLORLY 8/UR
-  COLORLY 8FA
-  OMB DELY BLONDE

We want to create a rich sunrise effect at level 8. This bright radiant look starts by choosing an Ultra Red Copper Light Blonde 8U/R section and adding a subtle Light Golden Orange Blonde tone variation with Colorly 8FA

COLOR

Colorly 2020

8 FA - Light Golden Orange Blonde

8U/R - Ultra-red Copper Light Blonde

BLEACH WASH

Oh My Blonde! - Dely Blonde (Ammonia Free) wet-on-wet technique using 20 volume developer to brighten the front face frame [money piece]

4V

VIOLET

FUCHSIA

**MASK / CONDITIONER
+ CLEAR BLOSSOM**

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VIVID ELECTRONIC WAVES



-  BLOSSOM FUSCHIA
-  BLOSSOM VIOLET
-  COLORLY 4V
-  OMB SILKY BLONDE

Our model was a natural level 6-7. Start by lifting midshaft to ends using Oh My Blonde! Silky Blonde to pale yellow (Level 10):

COLOR

End Tips - Create a mask with Synergicare Nourishing Mask and Blossom Clear where white (bolts) appear throughout the hair

Mid length low - [Blossom] Fuchsia + Clear

Mid length high - [Blossom] Violet Purple Rain + Clear

Root shadow - Colorly / Aquarely 4V Violet medium brown

Apply color and paint freely to achieve a customized look and control the blend of each color stage

STYLE

Create an electronic wavy style with Purity Design Masterpiece Modelling Wax and Grip Gel

VIOLET

1:4 Clear

FUSCHIA

1:20 Clear

FUSCHIA

1:8 Clear

BLUE

1:20 Clear

BLUE

1:8 Clear

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COOL LAVENDER DUSK



LIGHTENING

Lift midshaft to ends using Easily Blonde to pale yellow

COLOR

It is incredibly easy to create value changes in the tone you choose with every Blossom color. Create two Blue and Fuschia tones (intensities) throughout the mid shaft and ends and blend them for a tonal color melt:

Root - Blossom Violet

Mid lengths - Blossom Fuschia 1:8/1:20 Blossom Clear

Ends - Blossom Blue 1:8/1:20 Blossom Clear

STYLE

Apply Synergicare Splendor Oil for shine then style with Purity Design Masterpiece Contour Glaze

4CH

5CP

5CP

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DELY BLONDE



CHOCOLATE CHILI PEPPER



■ COLORLY 4CH
■ COLORLY 5CP

Paint root to midshaft with Colorly 4CH Chocolate Light Brown. We want to add some slightly lighter warm rich tonality as we get further away from the root area

COLOR

Paint from mid section to ends to create a warmer and slightly lighter effect with Colorly 5CP Chili Pepper Chocolate Light Brown and a slightly higher volume developer

LIGHTENING

Add some faint balayage strokes of Oh My Blonde! Dely Blonde to add dimensional tips using 5 or 10 volume developer

STYLE

To Finish: Use the Flat Iron with Purity Design Masterpiece Thermoshield for heat protection

5CF

7DM

7DM

7CF

5CF

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CHOCOLATE COFFEE ROAST



- DELYTON 5CF
- DELYTON 7CF
- DELYTON 7DM

Starting with a natural level 6-7, create a dynamic [soft and vivid] effect with this easy to apply color melt technique

COLOR

Paint sections with DelyTON 5CF Coffee Light Brown to 7CF Coffee Blonde (depending on level / intensity preferred) to create a bold and slightly warmer effect to enhance natural beauty. Add 7DM Golden Honey Blonde and/or 7CF Coffee Blonde to add an outlining color melt highlight

STYLE

Finish your creation with Purity Design Masterpeice Styling Mousse to create natural flowing forms

7RF / 7RR

8U/R

7RF / 7RR

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FIREY RUBY FLAMES



-  COLORLY 8U/R
-  COLORLY 7RF
-  COLORLY 7RR

Creating reds is always more fun with Colorly. These warm vibrant colors provide minimal fadage and stand as an industry leader in overall performance

COLOR

We like to experiment, so we combined 7RF Flaming Red Blonde and 7RR Copper Red Blonde to create an intense and bold tone

TURN UP THE INTENSITY

For a more intense effect, add Colorly Ultra Red 8U/R Ultrared Copper Light Blonde in select areas for a more intense reflex of copper red firey tones

KEEP IT HOT

Provide Passion Red Riflessi for your client to keep those reds hot

8K

9CC

**ICONIC
BLONDE**
+ DIAMOND

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REFLECTIVE TREASURE



-  AQUARELY 8I
-  AQUARELY 9CC
-  RIFLESSI SILVER
-  ICONIC BLONDE

Easy steps to create cool tones in the silver spectrum starting at natural level 7 - 8

PRE - LIGHTENING

Begin by pre-lightening midshaft to ends. E-PLEX Bond Repair allows Iconic Blonde to lift quickly without damaging the hair

COLOR

Create a root smudge with Aquarely 8K. This will mute warmer tones at the root with a Smoky Light Blonde color. Remove warmth by applying Aquarely 9CC Lightest Blonde Intense Ash. Tone customized sections with Oh My Blonde Diamond toner for a bright reflective effect

INTENSIFY COLOR

Maintain with Riflessi Silver and diffuse yellow tones with Cool Blonde Spray from Oh My Blonde!



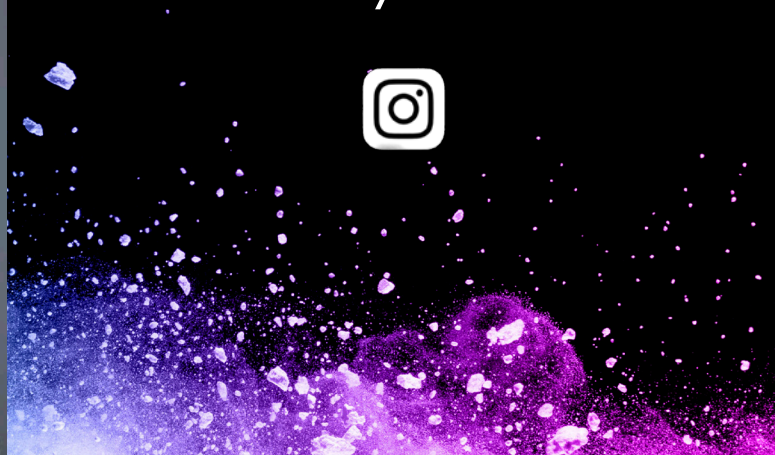


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