

COLORLY[®]

TECHNICAL REFERENCE GUIDE

OPTIMUS



&-PLEX™ BOND REPAIR

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

&-PLEX™ Bond Repair™ contains 7 precious vegetable oils & butters that strengthen, add shine & protect the hair during the service & after. No additional timing or change in developer required!

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 & longer lasting hair color.

The exclusive **&-PLEX™ Bond Repair™**, improves the brightness & resistance of the hair, making it stronger and healthier. It offers maximum color performance and superior protection of the hair fiber. It restores the bonds by nourishing hair, to obtain brighter, lasting color.



COCOA butter
Moisturizing, Anti-frizz,
Nutrient.



ALMOND oil:
Anti-age, Anti-inflammatory.



MANGO butter
Antioxidant, Emollient.



AVOCADO oil:
Moisturizing, Soothing.



OLIVE oil:
Reviving,
Reinforcing.



SOYBEAN oil:
Nourishing and Skin Protective.



COTTONSEED oil:
Moisturizing and
Nutrient.



MEDITERRANEAN BLEND

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

Mediterranean Blend technology also works to remove excess buildup and minerals (from hard water, etc.) from the hair when the hair color is applied.

- Prepares the hair to accept hair color with great efficacy and allows COLORLY OPTIMUS to contain 12% lower ammonia than before.
- 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

20 COLOR SERIES + SS / Arctic / Accentuatori

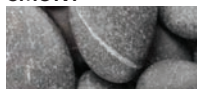
NATURAL



CHESTNUT



SMOKY



RED



NATURAL INTENSE



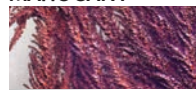
ASH



GOLDEN



MAHOGANY



MEDITERRANEAN



ASH VIOLET



AUTUMN



IRISÉE



CHOCOLATE



BEIGE



COPPER



LAVENDER



CHOCOLATE RED HOT
CHILI PEPPER



MATT



INTENSE COPPER



PEARL ASH



START HERE

1. Determine your client's Natural Level

Using the COLORLY OPTIMUS swatch chart, take the removable Natural Series swatch card, place it next to the clients hair (root area) and determine the natural level of your clients hair. Note your natural level on the Developer Usage Chart below. (A) When finding the natural level, if the level falls between two levels and you can't truly determine the level always formulate with the A darker level.



2. Determine the Desired Level

First decide whether the client wishes to go lighter, darker, or match the Natural Level. Use the Developer Usage Chart below, locate and note the desired level you wish to achieve (B).

3. Determine the Proper Developer to use

Using the chart on the right, locate the Natural Level you selected and the Desired Level you selected, and where the two numbers intersect. Where the two numbers intersect will determine the developer to use to achieve the results you desire.

EX: Natural Level **5** / Desired Level **8** intersect at **40** Volume.

4. Identify the Natural Color Contribution at the desired level (C)

This is the underlying tone that the clients hair will contribute when lifting and this will affect the end result. Determine whether the client wants the desired level to be warm, cool or neutral.

Then decide whether or not you need to refine/neutralize or enhance/intensify the natural color contribution. (D) SEE CHART ON PAGE 7

DEVELOPER USAGE CHART

		DESIRED LEVEL										
		1	2	3	4	5	6	7	8	9	10	
NATURAL LEVEL	1	10/20	20	30	40	Lift Required with ITELY Hairfashion Decolorizer						
	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	

5. Determine Percentage of Gray

A. Using the COLORLY OPTIMUS swatch chart, take the removable swatch card, place it next to the clients hair (root area) to determine the percentage of gray in your clients hair.

B. If gray is less than 50% and mixed throughout the hair, no adjustment of formulation is necessary.

C. If client is more than 50% gray, your formula will include 50% of “N”, “TN” or “NI” Series at your desired level.

EX: Desired level 8 Red.

The formula would be equal parts 8R + 8N,
8TN or 8NI Depending on Desired Intensity



MIXING & PROCESSING

COLORLY OPTIMUS is mixed (1:1) with equal parts color and developer. Mix 2 oz. (60ml) OXILY Developer for each full 2 oz. (60 ml) tube.

COLORLY OPTIMUS SS/Superlight Series Cream is mixed (1:1½) Mix 3 oz. (90 ml) 40 Volume OXILY Developer for each full 2 oz. (60ml) tube.

Mixing: ITELY Hairfashion recommends using a scale to weigh contents.

- Squeeze tube contents into your plastic mixing bowl
- Blend the cream before adding developer
- Add Developer in parts for smooth consistency & apply
- Process according to the following instructions:

APPLICATION

Option 1 – CONVENTIONAL APPLICATION: COLORLY OPTIMUS is applied by brush with standard professional application steps for treatment desired.

Option 2 – ROOTS to ENDS: COLORLY OPTIMUS may also be applied ROOTS to ENDS as preferred or needed. This is made possible by COLORLY OPTIMUS’ target sensitive shade calibration and conditioning base that is designed not to over-process or “grab base” unless hair is exceptionally overly-porous.

NOTE: When applying Roots to Ends Application, ITELY recommends the use of PROCOLORIST EQUALIZER to ensure optimum protein to moisture balance and even porosity.

DEVELOPER USAGE / TIMING CHART

MIXING RATIO	VOL	PROCESSING TIME	LEVELS OF LIFT
1:1	10	25-30	.5
1:1	20	30-35	1-2
1:1	30	40-45	2-3
1:1	40	45-50	3-4
1:1.5 (ss)	40	50	4-5

The chart below represents the primary & secondary reflection within each series.
The corresponding reflection within each series is represented on the color wheel.

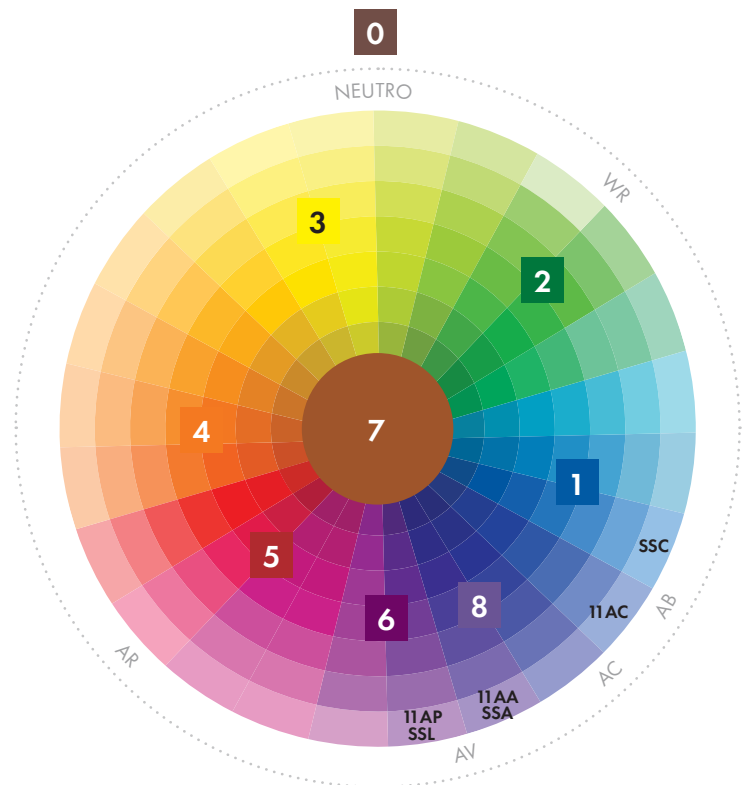
Series	Description	Reflection
N	Natural	.0
NI	Natural Intense	.00
TN	Mediterranean	.7
CH	Chocolate	.73
CP	Chocolate Red Hot Chili Pepper	.75
CS	Chestnut	.17
C	Ash	.1
CV	Ash Violet	.16
B	Beige	.31
I	Matt	.2

Series	Description	Reflection
K	Smoky	.21
D	Gold	.3
RD	Autumn	.43
R	Copper	.4
RT	Intense Copper	.44
RF	Red	.55
M	Mahogany	.56
V	Irisée	.6
L	Lavender	.86
PC	Pearl Ash	.81

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



KEY

LEVEL

PRIMARY REFLECTION

SECONDARY REFLECTION

6.43

6RD

NATURAL COLOR CONTRIBUTION

7

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, products & 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

TECHNICAL HOTLINE:
1-800-621-4859

@ItelyHairUs #itelyhairfashion
www.itelyhairfashion.us

