

SERIES DESCRIPTIONS

COLORLY 2020 Base Series are tri-level based. The three primary color percentages are indicated at the bottom each row.

COLORLY 2020 DESIGNER and INTENSE Shades incorporate modified and intensified pigment bases and weights which cannot be accurately represented in strict percentages and are therefore indicated by D/I.

N – NATURAL – Perfectly balanced to reflect naturally occurring tonal value and deliver maximum gray coverage at any level.

NI – NATURAL INTENSE – The balance of the “N” Series with increased pigment weight and base, formulated to deliver 100% coverage on the most resistant gray or textures.

TN – MEDITERRANEAN – Natural balance enriched with vibrant warmth. Formulated to deliver rich golden browns and warm blondes. The perfect addition for maximum gray coverage in warmer red/gold formulas.

CH – CHOCOLATE – The rich and simply sensuous blend of the most desirable and dimensional chocolate browns. Beautiful alone or as a formula base. Delivers exceptional gray coverage.

CP – CHOCOLATE CHILI PEPPER – The perfect blend of chili pepper red added to the rich CH Chocolate base. Rich in dimension and balance for almost any skin tone. Delivers beautiful dimensional highlights when applied for gray coverage.

C – ASH – Perfectly balanced to deliver natural ash and consistent control against unwanted warmth without creating overly-drab results.

B – BEIGE – True, natural beige without unwanted red or ash undertones. Ideal for classic blondes and delicate control against warmth or soft coverage of gray.

D – GOLD – Brilliant gold, perfectly balanced to deliver vibrant warmth when used alone or rich golden tonal balance when supporting additional series or gray coverage formulation.

R – COPPER RED – Fiery red tones with rich translucent depth and reflection. Perfect to add controlled copper tones for warm based formulations or to add rich but subtle red to gray coverage formulations.

RF, RR – RED FLAME – Fire-breathing red! A beautiful and bold intense red series designed to add a complex fire-like reflection to any formulation or alone as a brilliant signature red.

T – TITIAN – The rich blend of brilliant woven gold and fiery copper preferred by the Renaissance Master. Ideal to create the truest naturally occurring golden-red tones.

V, P, RU – Violet/Trisee – A rich series in reflective Violet, Plum and Ruby reds. Ideal for fashion color or to impart distinct richness and reflection in more subtle formulations.

FM, FA – TUTTI-FRUTTI – The perfect reflection of delicious Tangerine orange-red and Apricot golden-orange tonality.

M – MAHOGANY – Mahogany perfectly blended to rich 4th, 5th and 6th level depth for excellent coverage and reflection.

MB, MR, MP – FLORENTIA – Our rich Mahogany highlighted by the perfect balanced addition of Copper and Plum dimensional tones.

RD – AUTUMN – Rich reds with complex autumn gold undertones in level 4-8.

BD – CLASSICI – Classic 7th and 8th level Beige-blond with a balanced understated gold.

AP, AA, AC – ARCTIC – The perfect 11 Series Nordic Blonds, as soft, rich, cool and pearlescent as the names indicate. Ideal for lift, deposit or stunning soft coverage on gray.

SS – SUPERLIGHT – A full range of exceptional high-lift blondes from delicate warmth to platinum. Maximum lift combined with outstanding tonal refinement while maintaining perfect COLORLY 2020 condition.

MAGIC BLACKS – 1B, 1V, 1C – Daring Black with the deepest reflection of midnight blue, violet or blue-black.

ACCENTUTONES – The three primary color base concentrates and Clear. Ideal to add primary color intensity or to support color correction. “N” Clear Accentutone is a clear non-pigmented base that may be used to adjust color intensity by adding gloss and shine to porous, dull hair.

COLORLY 2020 LEVEL VALUES

Accentuatori	AR	AG	AB	N																													Accentuatori
SS	SSN							SSC	SSB		SSD		SSR		SSM														SSA		SS		
COLOR SERIES	NATURALI (N)	NATURAL INTENSE (NI)	MEDITERRANEI (TN)	CHOCOLATE (CH)	CHOC. CHILI PEPPER (CP)					NERI MAGICI			CENERI (C)	BEIGE (B)	CLASSICI (BD)	DORATI (D)	AUTUNNO (RD)	RAMATI (R)	TIZIANI (T)	TUTTI FRUTTI (FA, FM)		ROSSI FIAMMANTI (RF, RR)		IRISÉE (V, P, RU)		FLORENTIA (MB, MR, MP)		MOGANI (M)		ARCTIC (AA, AC, AP)		COLOR SERIES	
Arctic 11																													11AP	11AA	11AC	Arctic 11	
ULTRALIGHT BLONDE 10	10N			10TN				10C					10D																				PALE YELLOW 10
LIGHTEST BLONDE 9	9N	9NI	9TN					9C	9B			9D									9FA												YELLOW 9
LIGHT BLONDE 8	8N	8NI	8TN					8C	8B	8BD	8D	8RD	8R	8T							8FA												YELLOW ORANGE 8
MEDIUM BLONDE 7	7N	7NI	7TN					7C	7B	7BD	7D	7RD	7R	7T	7FM	7FA	7RF	7RR								7MR	7MB	7MP					ORANGE 7
DARK BLONDE 6	6N	6NI	6TN					6C	6B		6D	6RD	6R	6T							6RF				6P	6RU			6M				RED ORANGE 6
LIGHT BROWN 5	5N	5NI	5TN	5CH	5CP			5C			5D	5RD												5V	5P			5M				RED 5	
MEDIUM BROWN 4	4N	4NI	4TN	4CH	4CP							4RD												4V				4M				RED VIOLET 4	
DARK BROWN 3	3N			3CH																												VIOLET 3	
DARKEST BROWN 2	2N																															BLUE VIOLET 2	
BLACK 1	1N							1B	1V	1C																						BLUE 1	
Percentages of Blue, Red and Yellow	45 30 25	30 40 30	20 40 40	40 40 20	35 55 10	100 0 0	90 10 0	90 5 5	70 10 20	40 40 40	30 30 40	10 25 65	10 40 50	0 80 20	0 70 30	0 75 25	0 60 40	10 85 10	0 75 15	35 65 0	20 80 0	10 85 5	10 80 10	10 80 10	10 80 10	10 80 10	40 25 35	45 20 35	45 20 35				
	Neutral, Slightly Cool	Intense Natural for Very Resistant Hair	Adds Warmth Without Red	Rich, Dimensional Chocolate Browns	Chocolate Spiced with Chili Pepper		Deep Midnight Blue, Violet and Blue Black		Cancel Red and Orange	Cancel Yellow and Gold	Adds Delicate Golden Beige	Adds Golden Tone	Adds Rich Auburn to Brown & Blonde	Adds Copper Red Tone	Adds Orange Red Tone	Adds Intense Tangerine & Apricot Tone	Adds Intense Fire Red Tone	Adds Violet Plum Tone				Adds Plum Burgundy Tone	Adds Plum Burgundy Tone			Adds Plum Burgundy Tone			Soft Rich Cool & Pearlescent-Nordic Blondes				

NATURAL COLOR CONTRIBUTION



By the way — there's no need to worry about level accuracy. COLORLY 2020 is "Level and Target Sensitive." This means that the color shade or shades that you choose will add the tonality that is identified in the swatch. The variable is on the hair and on your accurate evaluation. You never need to second guess the color.

MIXING & PROCESSING:

COLORLY 2020 Cream is mixed with equal parts color (1:1) and developer or 60ml Oxily 2020 Cream for each full 60 ml tube.

COLORLY 2020 SS/Superlight Series Cream is mixed 1½ parts of 40 Volume Oxily 2020 Developer to 1 part color cream or 90ml Oxily 2020 Developer for each full 60ml tube.

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
Apply and Process according to the following instructions:

Result	Colorly 2020	Oxily 2020	Processing Time/No Heat
Tone on Tone	1 Tube/60ml	60ml 10 Vol	20 min
Deposit Only with Gray	1 Tube/60ml	60ml 20 Vol	30 min
<i>Coverage (see following Section for Extremely Resistant processing)</i>			
1 Level of Lift	1 Tube/60ml	60ml 20 Vol	30 min
2 Levels of Lift	1 Tube/60ml	60ml 30 Vol	40 min
3 Levels of Lift	1 Tube/60ml	60ml 40 Vol	50 min
4 Levels with SS Series	1 Tube/60ml	90ml 40 Vol	50 min

Processing times are without heat.

APPLICATION: 2 Easy Options

Option 1 – CONVENTIONAL APPLICATION

COLORLY 2020 is applied by brush with standard professional application steps for treatment desired

Option 2 – ROOTS to ENDS

COLORLY 2020 may also be applied ROOTS to ENDS as preferred or needed. This is made possible by COLORLY 2020's 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