



## Hair Color - IT&LY

### AQUARELY

with intense micro pigments and wheat proteins



**IT&LY**<sup>®</sup>  
HAIR FASHION

✉ bbazar@globelife.com

☎ +39 0331 1706328



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Exclusive permanent coloring formulated with innovative nano-micro-emulsified pigments can penetrate better into the trunk with a low content of ammonia and with wheat proteins that overhauling capello , leaving it hydrated and soft , brilliant.  
The color is vibrant and lasts longer, guaranteeing a perfect white hair coverage.

Contains:

- **INTENSE MICRO PIGMENTS:** pigment nano-microemulsionati are able to penetrate deep between the cavities and bind to keratin hair fibers. An important advantage that comes from the use of this innovative technology is the reduction of the already low content of ammonia because the reduced pigment size requires only a partial opening of cuticles is increasing so the seed.
- **WHEAT PROTEIN:** hydrolysed wheat proteins play conditioning and restructuring action , protecting the scalp and capillary fibers , giving it softness and silkiness to hair. Their is also effective anti-oxidant and reduces the formation of free radicals.
- **LAVENDER ESSENTIAL OIL:** the delicate lavender essential oil is the greatest application in capillary treatments where the calming and disarrossanti allow the use of bleaching powder even if applied on sensitive skins.

**shades:** 103 pitches.

**directions for use:** choose the shade of colouring cream AQUARELY to apply. Dilution 1 : 1 , 5 with Aquarely Oxidizing Emulsion. Squeeze 50 ml of colouring cream Aquarely , corresponding to the contents of the Middle tube into a plastic bowl and mix with ml 75 Aquarely Oxidizing Emulsion until smooth cream , following directions:  
-TONE on tone: 50 ml cream dye , 75 l to you 10 oxidizing emulsion , exposure time 25

minutes.

-1 TONE LIGHTENING: 50 ml cream dye , 75 ml at 20 you oxidizing emulsion , exposure time 30 minutes.

-BLEACHING tones: 50 ml 2 Colouring Cream , 75 ml at 30 you oxidizing emulsion , exposure time 35 minutes.

-3 BLEACHING SHADES: cream 50 ml , 75 l dye to oxidizing emulsion you 40 , exposure time 40 minutes.

-ULTRA-LIGHTENING LOTION: 50 ml cream dye , 100 ml at 40 you oxidizing emulsion , exposure time 45 minutes.

**packaging:** 100 ml tube.