

Technical Chart

ARGININE PATENTED TECHNOLOGY

COLORWEAR

VEGAN: NO ANIMAL INGREDIENTS
FREE FROM: AMMONIA, MEA, PPD, ALCOHOL, SILICONES

THE NATURAL EVOLUTION OF TONE ON TONE CREAM



alfaparfmilanopro.com

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MAXIMUM PERFORMANCE

Test

HAIR
INTEGRITY

up to 38%
increase in
hair integrity*

*repeated application of the new Color Wear formula, which has a natural origin alkalizing agent, maintains a higher level of fiber integrity than if a product with chemical alkalizing agents is applied. Result visible with the SEM technology (scanning electron microscope), after 9 applications of the new Color Wear formula. The comparison is made with the previous formula.

COMBABILITY

hair is up to
11 times more
combable after
6 applications*

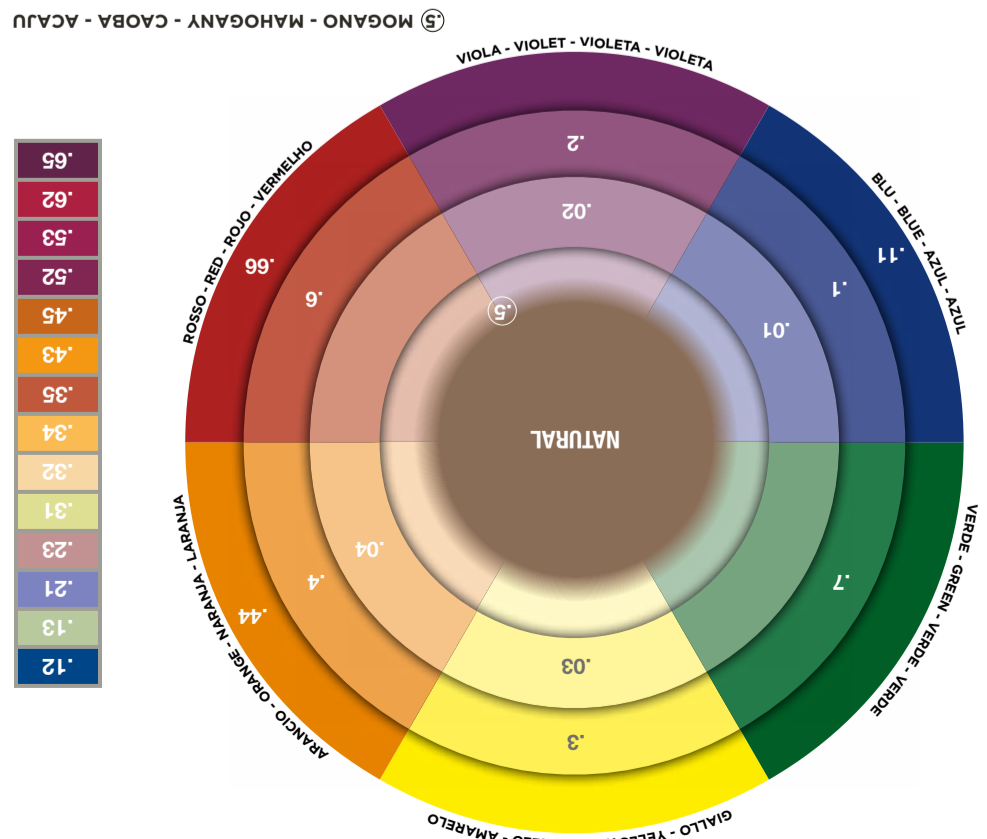
*result of instrumental test conducted on wet hair, after 6 applications of the new Color Wear formula, in comparison with the best market competitors.

COLOR FADE

color is maintained
up to 92%
after 12 washes*

*result of instrumental test performed on a strand treated with the new Color Wear formula (shade 6.53), after 12 washes.

TONES OF ALFAPARF MILANO PROFESSIONAL



The Natural Evolution of Tone on Tone in Cream

Color Wear cream is the tone on tone color that guarantees **100% coverage** and an **even-looking** result.

AN INNOVATIVE, CUTTING-EDGE FORMULA
Thanks to its expertise in formulations, Alfaparf Milano Professional has achieved a formula that is both gentle on the hair and high-performance.



60 ml tube

ARGININE PATENTED TECHNOLOGY

Color Wear launches an innovative formula with patented technology: it uses **Arginine**, an **alkalizing agent of natural origin**. Thanks to **Arginine**, we can replace the most widely used and popular chemical alkalizers on the market: ammonia and MEA (Ethanolamine).

BLEND OF OILS

A combination of **semi-fermented oils** of natural origin with nourishing, anti-oxidant, protective and anti-frizz properties. Contains: camellia seed oil, sweet almond oil, argan oil, green tea seed oil and sunflower oil.

FREE FROM

- o AMMONIA
- o MEA (Ethanolamine)
- o SILICONES
- o PPD
- o ALCOHOL

VEGAN

It is free from any animal origin and derived ingredients.



CREAM-GEL

Cream-gel texture, is easy to apply and rinse out, and does not drip during application. This formula contains a (patented) emulsifying complex, which enables it to be distributed **consistently** for an **even-looking** color result.

Color Chart

		COLOR FAMILIES																					
		NATURALS	ASH	IRISÉ			CRYSTAL ROSE	CRYSTAL BROWN	MARRON GLACÉS	TROPICAL	CHOCOLATE	MAHOGANY	COPPER	PURE REDS	GOLD	BEIGE	BEIGE GLACÉ	SAND	METALLICS GB	METALLICS RC	METALLICS RB	ULTRA VIOLET	
COLOR LEVEL	10		10.1	10.02	10.21	10.223	10.324					10.42				10.31	10.321	10.13					10UV
	9	9		9.02	9.2	9.21								9.3				9.13	9MRG	9MRC			9UV
	8	8	8.1	8.12								8.44		8.03	8.31							8MRB	
	7	7	7.1	7.12		7.21			7.32	7.35		7.34		7.3					7MRG				7UV
	6	6							6.32	6.35	6.53		6.4	6.66	6.3							6MRB	
	5	5	5.1						5.32		5.53	5.5		5.66									5UV
	4	4											4.52	4.66									
	3	3																					
	1	1		1.11																			

SPECIAL SHADES

Clear & Gloss



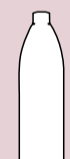
It can be mixed with Pigments for infinite color possibilities.

HOW TO USE

COLOR WEAR CREAM



1:2



OXID'O
5 vol.
10 vol.
20 vol.



60 g + 120 ml

10 and 20 volume Activators specially designed to make warm colors vibrant.



1000 ml bottle



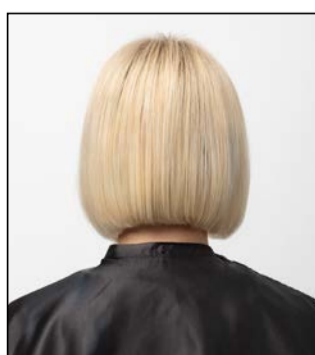
FOR FURTHER INFORMATION

Service Menu

Services	Developer	Mixing Ratio	Processing time
YOUR FIRST COLOR First approach to toning	5/10/20 vol	1:2	20'/25'
VEGAN HAIR GLOSS Gloss service	5 vol	1:2	20'/25'
BALAYAGE LOVER Toning after bleaching service	5 vol	1:2 - 1:3	10'/25'
YOUR BEAUTIFUL GREY Enhancing grey hair	5 vol	1:2	20'/25'
Grey hair coverage up to 60%	5/10/20 vol	1:2	20'/25'
COVERAGE Grey hair coverage up to 100%	10/20 vol	1:1	30/40'
MEN'S SPECIAL Camouflage	5/10/20 vol	1:2	20'/25'
COLOR REFRESH Reviving lengths and ends	5/10/20 vol	1:2	10'/25'
SHAPE FINISH Toning after shaping services	5 vol	1:2 - 1:3	10'/15'
Recovery up to 3 levels	5 vol	1:1	20'

COLOR OXIDATION DURING THE PROCESSING TIME

During the processing time, the color intensity of the mixture applied increases while the end result stays unaltered. It is advisable not to rinse of the color before the recommended end time.



BEFORE
Starting base
10.03



DURING
Application 10.02
Processing time: 20'



AFTER
Final result