

ALFAPARF
MILANO
PROFESSIONAL

**PATENTED
COLOR GUARD TECHNOLOGY
IN THE US AND ITALY**

EVOLUT **OF THE COLOR** **ON**

VEGAN: NO ANIMAL INGREDIENTS | WITH HYALURONIC ACID | NO PPD

EVOLUTION OF THE COLOR



DISCOVER MORE ON
COVERAGE SERIES

Naturali | Cool Naturals



1 BLACK 2 DARKEST BROWN 3 DARK BROWN 4 MEDIUM BROWN 5 LIGHT BROWN 6 DARK BLONDE 7 MEDIUM BLONDE 8 LIGHT BLONDE 9 VERY LIGHT BLONDE 10 LIGHTEST BLONDE

Naturali Bahia | Warm Naturals



4NB WARM MEDIUM BROWN 5NB WARM LIGHT BROWN 6NB WARM DARK BLONDE 7NB WARM MEDIUM BLONDE 8NB WARM LIGHT BLONDE 9NB WARM VERY LIGHT BLONDE 10NB WARM LIGHTEST BLONDE

Naturali Intensi | Intense Naturals



4NI INTENSE MEDIUM BROWN 5NI INTENSE LIGHT BROWN 6NI INTENSE DARK BLONDE 7NI INTENSE MEDIUM BLONDE

Nacré | Natural Ash



8NI INTENSE LIGHT BLONDE 9NI INTENSE VERY LIGHT BLONDE 6.01 DARK BLONDE SOFT ASH 7.01 MEDIUM BLONDE SOFT ASH 8.01 LIGHT BLONDE SOFT ASH

Cenere | Ash



5.1 LIGHT BROWN ASH 6.1 DARK BLONDE ASH 7.1 MEDIUM BLONDE ASH 8.1 LIGHT BLONDE ASH 9.1 VERY LIGHT BLONDE ASH 10.1 LIGHTEST BLONDE ASH

Irisé | Violet



1.11 BLUE BLACK 9.2 VERY LIGHT BLONDE VIOLET 7.21 MEDIUM BLONDE VIOLET ASH 8.21 LIGHT BLONDE VIOLET ASH 9.21 VERY LIGHT BLONDE VIOLET ASH 10.21 LIGHTEST BLONDE VIOLET ASH 5.22 LIGHT BROWN INTENSE VIOLET

Crystal Rose



8.221 LIGHT BLONDE INTENSE VIOLET ASH

Iced Coffee



6.23 DARK BLONDE VIOLET GOLD 8.23 LIGHT BLONDE VIOLET GOLD

Matte



6.7 DARK BLONDE MATTE

Marron Glacés | chestnut



4.32 MEDIUM BROWN GOLDEN VIOLET 5.32 LIGHT BROWN GOLDEN VIOLET 6.32 DARK BLONDE GOLDEN VIOLET 7.32 MEDIUM BLONDE GOLDEN VIOLET 8.32 LIGHT BLONDE GOLDEN VIOLET

Tropicali | Golden Mahogany



5.35 LIGHT BROWN GOLDEN MAHOGANY 6.35 DARK BLONDE GOLDEN MAHOGANY 7.35 MEDIUM BLONDE GOLDEN MAHOGANY

Cioccolato | Chocolate



5.53 LIGHT BROWN MAHOGANY GOLD 6.53 DARK BLONDE MAHOGANY GOLD 7.53 MEDIUM BLONDE MAHOGANY GOLD

Suedes



5.75 LIGHT BROWN MATTE MAHOGANY 6.15 DARK BLONDE ASH MAHOGANY 7.51 MEDIUM BLONDE MAHOGANY ASH 8.05 LIGHT BLONDE SOFT MAHOGANY 9.45 VERY LIGHT BLONDE COPPER MAHOGANY 10.05 LIGHTEST BLONDE SOFT MAHOGANY

Crystal Brown



5.542
LIGHT BROWN MAHOGANY
COPPER VIOLET

7.24
MEDIUM BLONDE
VIOLET COPPER

Mogano | Mahogany



4.52
MEDIUM BROWN MAHOGANY
VIOLET

5.5
LIGHT BROWN
MAHOGANY



6.5
DARK BLONDE
MAHOGANY

6.562
DARK BLONDE MAHOGANY
RED VIOLET

Rame | Copper



6.4
DARK BLONDE COPPER

7.4
MEDIUM BLONDE COPPER



7.43
MEDIUM BLONDE
COPPER GOLD
EX 7.34



8.34
LIGHT BLONDE
GOLD COPPER
EX 8.43



8.4
LIGHT BLONDE COPPER

Bronzo | Bronze



9.04
VERY LIGHT BLONDE
SOFT COPPER

9.423
VERY LIGHT BLONDE
COPPER VIOLET GOLD



6.45
DARK BLONDE COPPER
MAHOGANY

7.45
MEDIUM BLONDE COPPER
MAHOGANY

Cover Reds



5.6
LIGHT BROWN RED

6.6
DARK BLONDE RED

7.6
MEDIUM BLONDE RED



DISCOVER MORE ON
COVERAGE SERIES

Rossi | Reds



5.62
LIGHT BROWN
RED VIOLET



7.62
MEDIUM BLONDE
RED VIOLET



4.65
MEDIUM BROWN
RED MAHOGANY



5.65
LIGHT BROWN
RED MAHOGANY

Pure Reds



4.661
MEDIUM BROWN
INTENSE RED



5.661
LIGHT BROWN
INTENSE RED



6.661
DARK BLONDE
INTENSE RED



7.661
MEDIUM BLONDE
INTENSE RED



8.661
LIGHT BLONDE
INTENSE RED

Dorati | Gold



5.3
LIGHT BROWN
GOLD



6.3
DARK BLONDE
GOLD



7.3
MEDIUM BLONDE
GOLD



8.3
LIGHT BLONDE
GOLD



9.3
VERY LIGHT BLONDE
GOLD



10.3
LIGHTEST BLONDE
GOLD

Beige



10.342
LIGHTEST BLONDE
GOLDEN COPPER VIOLET



7.31
MEDIUM BLONDE GOLDEN
ASH



8.31
LIGHT BLONDE GOLDEN
ASH



9.31
VERY LIGHT BLONDE
GOLDEN ASH



10.31
LIGHTEST BLONDE
GOLDEN ASH

Sabbia | sand



7.13
MEDIUM BLONDE ASH
GOLD



8.13
LIGHT BLONDE ASH
GOLD



9.13
VERY LIGHT BLONDE
ASH GOLD

Correttori - Booster | Correctors - Booster



410
ASH



7000
BLUE



2000
VIOLET



RB
RED BOOSTER



000SSS
LIFTING
REINFORCER



DISCOVER MORE ON
CORRECTORS-BOOSTER
SERIES

Harmonizer



.01
SOFT ASH



.013
SOFT ASH GOLD



.02
SOFT VIOLET



.03
SOFT GOLD



DISCOVER MORE ON
HARMONIZER SERIES

Platinum



11.00
PLATINUM



11.10
PLATINUM ASH



11.11
PLATINUM
INTENSE ASH



11.13
PLATINUM
ASH GOLD



11.02
PLATINUM
SOFT VIOLET



11.20
PLATINUM VIOLET



11.21
PLATINUM VIOLET
ASH



11.32
PLATINUM GOLDEN
VIOLET



OSP
PLATINUM LIFTING
REINFORCER



DISCOVER MORE ON
PLATINUM SERIES

Can be mixed with

PIGMENTS

for endless color possibilities.

COLORWEAR

TERZO RIFLESSO / THIRD TONE /
TERCERO REFLEJO / TERCEIRO REFLEXO

EVOLUTION OF THE COLOR

Long-Lasting Permanent Cosmetic Color

A complete range of natural and sophisticated shades: **vegan' formula** enhanced with **PATENTED COLOR GUARD TECHNOLOGY** and a **comprehensive color protection system** that guarantee a flawless color result.

A patented emulsifying complex that aids in even distribution of the product and improves color deposit on the hair, prolonging its duration and guaranteeing superb shine.

Active ingredients

The formula, with hyaluronic acid, has been enriched with:

- **BLUE LIGHT PROTECTION**
Protects the color from blue-light damage.
- **ANTI-POLLUTION**
To counteract the unwanted effects of pollution.
- **UV PROTECTION SYSTEM**
To counteract UV light-induced color loss.

Color perfection

- 100% coverage of grey hair.
- Up to 3 levels of lightening.
- Unparalleled longevity.
- Intense color and radiant tones.

Maximum care for your hair

*free from ingredients of animal origin or derivation.

Alfaparf Milano Professional

The numbering system

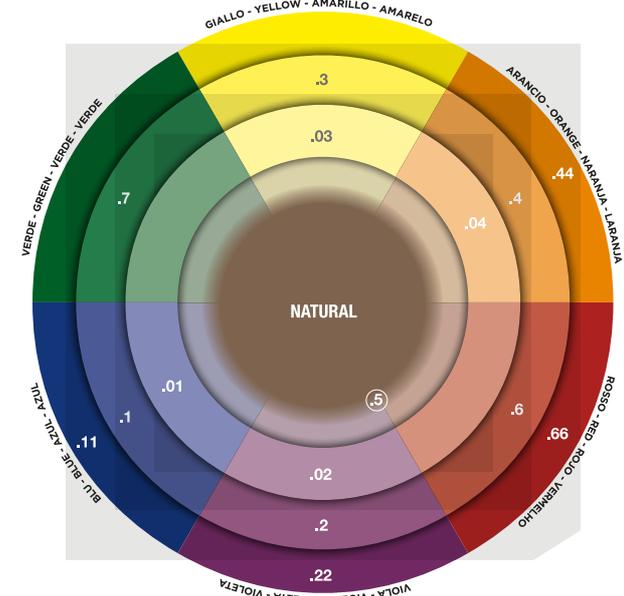
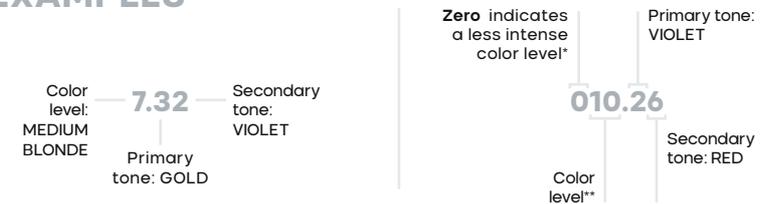
How to read a shade

- The first number indicates the level of the color.
- The numbers after the separator indicate the tone. The closer the number is to the separator, the more intense the tone.
- When the numbers after the separator are the same, it means that the color has an intense tone.

Color Level	
1	BLACK
2	DARKEST BROWN
3	DARK BROWN
4	MEDIUM BROWN
5	LIGHT BROWN
6	DARK BLONDE
7	MEDIUM BLONDE
8	LIGHT BLONDE
9	VERY LIGHT BLONDE
10	LIGHTEST BLONDE

Tone values	
1	ASH (BLUE BASE)
2	IRISÉ (VIOLET BASE)
3	GOLD (YELLOW BASE)
4	COPPER (ORANGE BASE)
5	MAHOGANY (RED-VIOLET BASE)
6	RED (RED BASE)
7	MATTE (GREEN BASE)

EXAMPLES



A '0' in front of the secondary tone indicates a less intense tone.

*The zero indicates that the color level achieved is less intense than what you would achieve with a tone on tone color or a cream oxidation color.
** It should be noted that the color levels indicate the ideal melanin residue which that shade should be applied to, in order to achieve a result that best matches the color chart. For example: 08 is suitable for hair with yellow-orange/yellow residues; 09 for yellow/ straw yellow residues; 010 for straw yellow/white yellow residues.

Choosing the volume strength of hydrogen peroxide

		DESIRED COLOR LEVEL									
		1	2	3	4	5	6	7	8	9	10
STARTING BASE	1	10/20	20	30	40	Bleach					
	2	10	10/20	20	30	40	Bleach				
	3	10	10	10/20	20	30	40	Bleach			
	4	10	10	10	10/20	20	30	40	Bleach		
	5	Repigmentation	10	10	10	10/20	20	30	40	Bleach	
	6	Repigmentation		10	10	10	10/20	20	30	40	Bleach
	7	Repigmentation			10	10	10	10/20	20	30	40
	8	Repigmentation				10	10	10	10/20	20	30
	9	Repigmentation					10	10	10	10/20	20
	10	Repigmentation						10	10	10	10/20

Mixing Ratio 1:1,5 (60 g of Evolution of the color + 90 ml of Oxid'o)

Special series

These special families are creative tools that help to obtain specific color results or lightening performance.

CORRECTORS AND INTENSIFIERS

Technical shades, with very intense tones, that change, enhance or neutralize a color result. They can be mixed amongst themselves as well as with Evolution of the color shades.

410 Ash - a gray tone, perfect for toning down red and orange residues, and to enhance the gray tonal tendencies of the Ash, Nacré and Irisé series.

Use: mix from 1 to 15 g for every 60 g of color depending on the result desired.

7000 Blue - a neutralizing color to subdue orange and yellow tones.

Use: mix from 1 to 15 g for every 60 g of color depending on the desired result.

2000 Violet - use to emphasize the violet tones of the Pure Violets, Mahogany and Reds series.

Note: this is not a blue-violet shade suitable for use as a complementary color to yellow.

Use: mix from 1 to 15 g for every 60 g of color depending on the desired result.

Red Booster (RB) - exclusively for use in a mixture with all of Evolution of the color shades, except with the Platinum series, to give intense red tones. The mixing ratio can be varied, according to the intensity of red desired:

› minimum 1:5 (10 g Red Booster + 50 g Evolution of the color shade + 90 ml Oxid'o)

› maximum 1:1 (30 g Red Booster + 30 g Evolution of the color shade + 90 ml Oxid'o)

100% Coverage Series

To create perfect coverage that maintains the correct tone and its intensity, choose the correct coverage series for the fashion series shade you want to use.

COOL NATURALS

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the cool fashion series shades.

Result: 100% grey coverage with cool results.

INTENSE NATURALS

4 NI - 5 NI - 6 NI - 7 NI - 8 NI - 9 NI

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the fashion series shades. Since the Intense Naturals subdue tone, to maintain the intensity of the fashion tone, mix in the following proportions: 40% Natural Intense + 60% Fashion series shade.

Result: 100% grey coverage with intense results.

WARM NATURALS

4 NB - 5 NB - 6 NB - 7 NB - 8 NB - 9 NB - 10 NB

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the warm fashion series shades.

Result: 100% grey coverage with warm results.

COVER REDS

5.6 - 6.6 - 7.6

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the Copper, Bronze, Reds or Pure Reds fashion series shades.

Result: flawless and bright reds with perfect coverage.

Lifting Reinforcer (000SSS) - can be mixed with all Evolution of the color shades, except for the Platinum series. Mix in equal parts with Evolution of the color shades to increase the lightening power by up to one level.

PLATINUM

A special series to achieve extra lightening. It brightens hair with delicate pastel tones. Alone these shades lighten natural hair by 4 levels, and when mixed in equal parts with the Super High Lifting Reinforcer (OSP) it lightens natural hairlifts up to 5 levels.

11.00 - 11.10 - 11.11 - 11.13 - 11.02 - 11.20 - 11.21 - 11.32

FEATURES: up to 5 levels of lift when mixed in equal parts with Super High Lifting Reinforcer (OSP).

Use: to be applied on natural bases no darker than level 5, light brown. Mixing ratio 1:2 (60g Platinum with 120ml of 40 vol. Oxid'o). Processing time: 50 to 55 minutes.

Result: ideal for intense lightening, makes hair lighter and brighter giving clear pastel tones.

Super High Lifting Reinforcer (OSP) can be mixed with all Platinum series shades. It increases the lightening power up to 5 levels. Maximum mixing ratio: 1:1 (30 g Platinum + 30 g OSP + 120 ml 40 Vol. Oxid'o).

HARMONIZER

Post-bleaching toners. 4 revolutionary shades of pure and delicate tones designed for use after a bleach service to tone and, when needed, lighten up to 1 and a half levels. Harmonizers offer extraordinary performance for hair quality and incredible comfort for the skin.

.01 - .013 - .02 - .03

Tone without depth

To ensure brightness without adding depth to the lightening result.

With lifting power

To homogenize uneven lightening results.

With the right tonal intensity

To neutralize unwanted tones, without overloading the color.

Mixing ratio: 1:2 with:

› Oxid'o 5 Vol to tone with minimal lightening.

› Oxid'o 10-20 Vol to tone and create a more even result by gently lightening the hair.

ALFAPARF
MILANO
PROFESSIONAL

alfaparfmilanopro.com