

	NATURAL	INTENSE NATURAL	NATURAL TAN	NATURAL ASH	BEIGE	ASH	PEARL	VIOLET	RED GOLD	RED MAHOGANY	RED	EXTRA RED	RED COPPER	COPPER	GOLDEN RED	GOLD	INTENSE GOLD	
	<p>PLATINUM Formulated to achieve the ultimate in high lift blondes without creating excessive warmth.</p> <p>Used for natural level selection. The base contains all three primary colors in varied proportions. Creates natural results without excessive warmth or coolness. Adding to color formula assures complete coverage.</p> <p>Formulated with an increased pigment level of all three primary colors. Recommended for increased coverage on over 50% grey/white hair.</p> <p>Gold base creates natural looking rich warm tones. Ideal for grey/white coverage with warm tonal balance and low lighting.</p> <p>Blue/violet base produces natural cool tones and controls unwanted orange/yellow tones. May be used for grey coverage.</p> <p>Ideal blend of ash and gold for a classic beige blonde.</p> <p>Blue base controls unwanted orange tones when lifting.</p> <p>Violet/blue base controls unwanted yellow/gold tones when lifting.</p> <p>Blue/red base creates rich burgundy shades. Add to lighter levels to control unwanted warmth.</p> <p>Red/gold base produces luminous warm reds.</p> <p>Red/red brown base creates beautiful natural reds.</p> <p>Formulated with a true red base that ensures rich vibrant red tones.</p> <p>Intense red base creates extremely rich red tones.</p> <p>Red/orange base produces bold, vibrant red-copper tones.</p> <p>Orange base enhances and accentuates warm tones.</p> <p>Gold/red base produces beautiful rich, warm mahogany tones.</p> <p>Gold base creates brilliant golden tones.</p> <p>Intense gold base creates radiant golden tones.</p>																	
	11N 11.0 ANDIAMO - LET'S GO PLATINUM™				11B 11.15 SPARKLING PROSECCO™	11A 11.1 SISTINE CANDLES™	11P 11.21 VERDI'S AIDA™	11V 11.2 CREME DE LA CREMA™									11G 11.3 SUNLIGHT IN PALERMO™	
10	10N 10.0 BLONDE BAMBINO™		10NT 10.03 HOLY CANNOLI™		10B 10.15 BUONA SERA BLANCA™	10A 10.1 PRIMA DONNA™	10P 10.21 ROMANCE ON THE RIALTO™	10V 10.2 SWINGING IN SARDINIA™									10G 10.3 SANGIOVESE AT SUNRISE™	10GG 10.35 ITALIAN GOLD™
9	9N 9.0 ROMAN GODDESS™	9NN 9.00 PONTE VECCHIO'S JEWEL™	9NT 9.03 AMALFI CHIC™	9NA 9.01 GET A GRAPPA™	9B 9.15 GIVE PISA A CHANCE™	9A 9.1 WOMEN ARE FROM VENICE™	9P 9.21 TASTE OF TORINO™										9G 9.3 PEACH BELLINI™	9GG 9.35 ORO BIANCO™
8	8N 8.0 MEZZALUNA™	8NN 8.00 THE LAST RISOTTO™	8NT 8.03 A TOUCH OF TUSCANY™	8NA 8.01 MONA LISA'S SMILE™	8B 8.15 DAVID'S MUSE™	8A 8.1 SENSUOUS SIGNORINA™	8P 8.21 SITTING IN SAN MARCO™				8R 8.6 SAN REMO VINO™			8K 8.4 DON'T PROSCIUTTO THE MESSENGER™			8G 8.3 COLORE CLASSICO™	8GG 8.35 AMARETTO PERFETTO™
7	7N 7.0 GEORGIO'S FOLLY™	7NN 7.00 STAR-CROSSED LOVERS™	7NT 7.03 FORTUNA AT THE FORUM™	7NA 7.01 GALILEO'S GLAZE™	7B 7.15 BUON GIORNO GENOVA™	7A 7.1 TARTUFO TEMPTATION™	7P 7.21 FLORENTINE DREAM™	7V 7.5 VA VA VERONA™	7RG 7.63 FLAME OF VESUVIUS™ (Formerly 7R)		7R 7.6 MICHAELANGELO'S PASSION™ (Formerly 7RP)	7XR 7.66 FIRENZE FIRE™	7RK 7.64 FAST LANE IN FERRARA™	7K 7.4 PENNY IN THE TREVII™	7GR 7.35 VENUS DE MILANO™	7G 7.3 CIAO BELLA™	7GG 7.35 MADONNA FROM MODENA™	
6	6N 6.0 ALOXXI'S FAVORITE™	6NN 6.00 WHEN IN ROME™	6NT 6.03 STEAMY PORCINI™	6NA 6.01 POMPEII AND CIRCUMSTANCE™		6A 6.1 SEDUCTION ON THE GRAND CANAL™			6RG 6.63 LUCCA ME, LUCCA YOU™ (Formerly 6R)		6R 6.6 AFFAIR DEL FRESCO™ (Formerly 6RP)	6XR 6.66 RED-Y FOR A RENAISSANCE™	6RK 6.64 RAVISH ME IN RAVENNA™	6K 6.4 PARTY IN LOMBARDY™	6GR 6.35 SICILIAN SIREN™	6G 6.3 BUONA NOTTE MI BELLISSIMA™		
5	5N 5.0 ARRIVIDERCI ROOTS™	5NN 5.00 GONDOLA WITH THE WIND™	5NT 5.03 CIOCCOLATO GELATO™			5A 5.1 FULL OF BOLOGNA™		5V 5.5 CACCATORE ME IF YOU CAN™		5RM 5.65 BLUSH OF BAROLO™ (Formerly 5R)	5R 5.6 COMO CRIMSON™ (Formerly 5RP)	5XR 5.66 VENI-VEDI-VICI™	5RK 5.64 PUCCINI AND ME™	5K 5.4 ROMANTIC RAFAELLO™	5GR 5.35 BRILLIANT BERGAMO™	5G 5.3 BOOT-FUL ITALY™		
4	4N 4.0 ESPRESSO YOURSELF™	4NN 4.00 MY CARAMELLA™						4V 4.52 MEDICIS VILLA™		4RM 4.65 VALENTINO'S DELIGHT™ (Formerly 4R)		4XR 4.66 TREASURE OF TRIESTE™	4RK 4.64 POSITANO PERFETTO™	4K 4.4 MURANO GLOW™		4C 4.3 APERTIVO-O FOR 2™		
3	3N 3.0 A BRUNETTE FOR CASANOVA™							3V 3.2 REVELRY IN TIVOLI™										
2	2N 2.0 DATE NIGHT AT HARRY'S™																	
1	1N 1.0 INTRIGUE ON THE SPANISH STEPS™					1A 1.1 CRUISING THE ADRIATIC™												
	CL ITALIAN ICE™				B ONCE IN A BLUE LUNA™			V O COLORE MIO™	R IT'S ALL ITALIAN TO ME™					K PENNE FOR YOUR THOUGHTS™		G DONATELLO'S YELLOW™		

CHROMA® PERMANENT CRÈME COLOUR

4 SIMPLE STEPS TO HAIR COLOR WITH ALOXXI CHROMA

- Determine natural level and/or existing color including % of grey/white hair
- Analyze texture and porosity
- Identify desired level and tonal direction
- Utilize the Aloxxi Developer Chart to select developer and timing

DEVELOPER AND TIMING CHART

COLOR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME
GREY COVERAGE – TONE ON TONE	10 VOLUME (3%)	25 – 35 MINUTES
GREY COVERAGE – 1 LEVEL OF LIFT	20 VOLUME (6%)	30 – 45 MINUTES
GREY COVERAGE – 2 LEVELS OF LIFT	30 VOLUME (9%)	40 – 45 MINUTES
GREY COVERAGE – 3 LEVELS OF LIFT (UP TO 4 LEVELS WITH PLATINUM SERIES)	40 VOLUME (12%)	40 – 50 MINUTES

Fine hair is more receptive to hair color; therefore less development time is needed. Aloxxi H₂O₂ Blue Crème Developer is available in 20 Volume (6%) and 40 Volume (12%). The blue developers will assist the Aloxxi Colour in controlling the underlying warmth when lifting.

PRE-TREATMENT

Apply Aloxxi ColourPrime to the hair prior to all color applications to optimize color retention. Rinsing is recommended but not necessary.

APPLICATION GOING DARKER and TONE ON TONE

Apply color to the base area and then immediately apply color to the mid-lengths and ends. Develop according to the Aloxxi developer selected.

GOING LIGHTER

Starting ½" from the base, apply to mid-lengths and ends. Develop for 15 – 20 minutes. Prepare a fresh mixture of color. Apply color to the base area and develop according to the Aloxxi developer selected or until color is uniform from base to ends.

RETOUCH

Apply to new growth area. Develop according to the Aloxxi developer selected. To refresh the mid-lengths and ends, mist hair with Leave-In Conditioner. Mix 1 part color to 2 parts 10 Volume (3%). Apply color and develop 10 – 20 minutes or until color is uniform from base to ends. Aloxxi TONES may also be used to refresh color on the mid-lengths and ends.

HIGH LIFT BLONDING

Start color application in darkest area and apply generously to the hair for even color results. Develop at room temperature for 45 – 50 minutes for maximum lift and tonal control. Due to intense pigments, Aloxxi PLATINUM Series is recommended for virgin application and new growth applications ONLY. Utilize Aloxxi TONES to refresh mid-lengths and ends.

MIXING

Levels 1 – 10



EXTRA LIFT WITH ALOXXI BOOST®

BOOST is added to color formula to create up to one additional level of lift. BOOST must be mixed with Aloxxi CHROMA or PLATINUM Series and is not recommended with Aloxxi Lighteners. Additional developer is needed when BOOST is added to the formula. For maximum lifting utilize ½ oz BOOST to ½ oz Aloxxi PLATINUM Series mixed with 2 oz Aloxxi 40 Volume (12%) Developer.

GEM CONCENTRATES

Aloxxi GEMS are a collection of color concentrates that are used to customize color formulas for each individual client. If utilizing a small addition of Aloxxi GEMS, no additional developer is needed (1 oz color and ¼ oz GEM to 1½ oz developer). If the amount of Aloxxi GEM is increased in the formula, then additional Developer is needed (¼ oz color and ¼ oz GEM to 1½ oz of Developer).

REMOVAL AND POST TREATMENT

Upon completion of development time, emulsify and rinse hair thoroughly with tepid water. Apply Aloxxi ColourLock to cleanse and condition the hair, close the cuticle and neutralize the residual H₂O₂. Leave on for 2 minutes and then rinse. Follow with your choice of Aloxxi ColourCare products.

TONES™ DEMI-PERMANENT COLOUR

4 SIMPLE STEPS TO HAIR COLOR WITH ALOXXI TONES

- Determine natural level and/or existing color including % of grey/white hair
- Analyze texture and porosity
- Identify desired level and tonal direction
- Utilize the Aloxxi Developer Chart to select developer and timing

COLOR OBJECTIVE & TIMING CHART

COLOR OBJECTIVE	MIXING RATIO	DEVELOPMENT TIME (ROOM TEMP.)	DEVELOPMENT TIME (W/HEAT)
BASIC COLOR BLENDS UP TO 50% GREY HAIR	1:2	20 – 25 MINUTES	10 – 15 MINUTES
COLOR REFRESHER	1:2	10 – 15 MINUTES	5 – 10 MINUTES
TONER AND CHEMICALLY PROCESSED HAIR	1:2	10 – 15 MINUTES	NOT RECOMMENDED
INTENSE TONAL DIRECTION	1:1	20 – 25 MINUTES	10 – 15 MINUTES
BLENDS OVER 50% GREY	1:1	30 – 40 MINUTES	15 – 20 MINUTES

Fine hair is more receptive to hair color; therefore less development time is needed.

MIXING



PRE-TREATMENT

Apply Aloxxi ColourPrime to the hair prior to all color applications to optimize color retention. Rinsing is recommended but not necessary.

APPLICATION GOING DARKER OR TONE ON TONE

Apply Aloxxi TONES from base to mid-lengths and ends. Develop according to color objective.

RETOUCH APPLICATION

Apply Aloxxi TONES to the new growth area (base). Develop according to timing directions. Work through the mid-lengths and ends the last five minutes.

CLEAR GLOSS

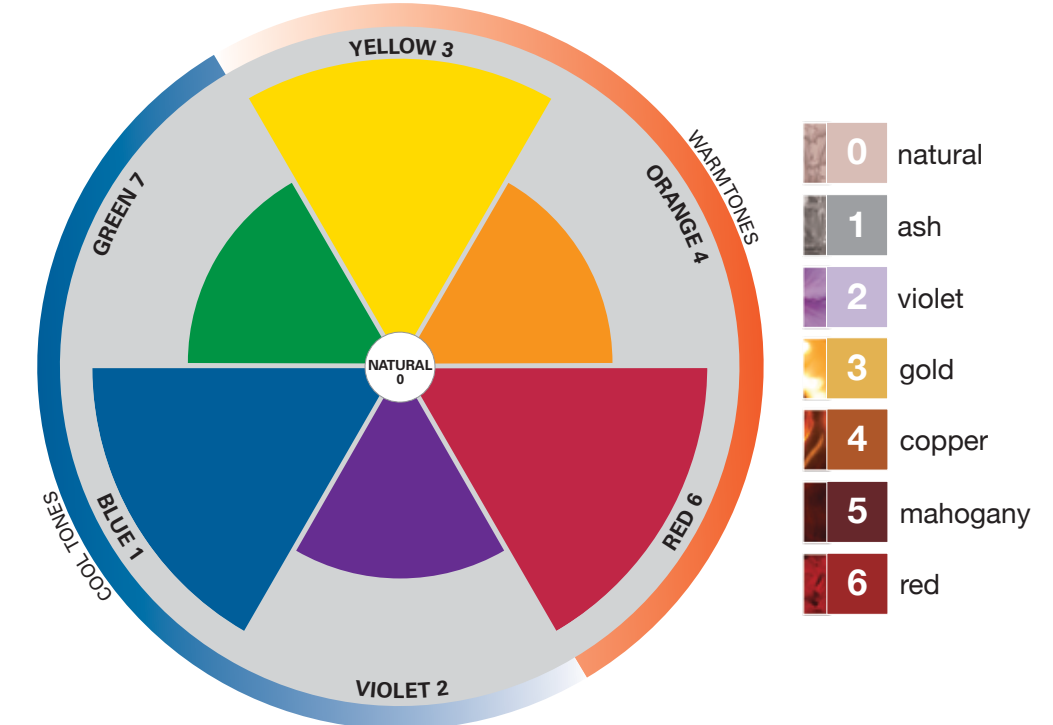
Utilize to create shine and condition the hair. Mix Clear Gloss with any of the TONES shades to dilute the tonal direction.

REMOVAL AND POST TREATMENT

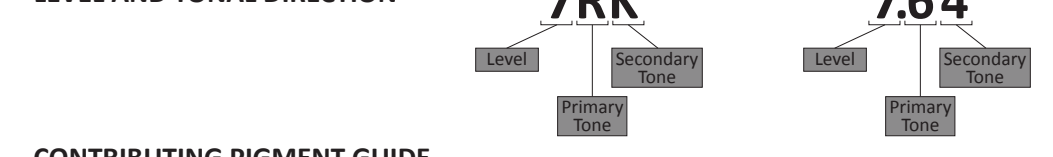
Upon completion of development time, emulsify and rinse hair thoroughly with tepid water. Apply Aloxxi ColourLock to cleanse and condition the hair, close the cuticle and neutralize the residual H₂O₂. Leave on for 2 minutes and then rinse. Follow with your choice of Aloxxi ColourCare products.

COLOR WHEEL

Colors close to each other on the wheel enhance tonal direction. Colors across the wheel neutralize tonal direction. Colors may be warm or cool depending on the proportion of the primary colors present: blue, red and yellow.



LEVEL AND TONAL DIRECTION



CONTRIBUTING PIGMENT GUIDE

LEVEL	NATURAL LEVEL	EXPOSED CONTRIBUTING PIGMENT
10N	LIGHTEST BLONDE	PALE YELLOW
9N	VERY LIGHT BLONDE	LIGHT YELLOW
8N	LIGHT BLONDE	YELLOW
7N	MEDIUM BLONDE	ORANGE + YELLOW
6N	DARK BLONDE	ORANGE
5N	LIGHT BROWN	RED + ORANGE
4N	MEDIUM BROWN	RED
3N	DARK BROWN	RED
2N	DARKEST BROWN	RED
1N	BLACK	RED

HEALTHY HAIR

Accepts warm tones: red, orange and yellow. Rejects cool tones: blue and violet.

DAMAGED HAIR

Accepts cool tones: blue and violet. Rejects warm tones: red, orange and yellow.

For detailed instructions and advanced formulation, refer to the Aloxxi Salon Technical Guide. TECHNICAL HOTLINE: 1-877-425-6994