

COLOR



ALFAPARF
MILANOALFAPARF
MILANOOFFICINA DEL COLORE
PROFESSIONAL COLOR

OFFICINA DEL COLORE

For over 35 years, PROFESSIONAL HAIR COLOR has represented a pure passion for ALFAPARF MILANO, which turned into an obsession, with the single goal of achieving immaculate results. Every shade created, each reflection that it is enriched with, everything has been custom formulated; with the LATEST TECHNOLOGY and TYPICAL ITALIAN TASTE of doing things to perfection, which ALFAPARF MILANO has always been committed to. Every second, across 5 continents, a woman leaves a hair salon wearing our color and carrying us with her, in her look and in her life.

PROFESSIONAL PRODUCTS OF EXCELLENCE

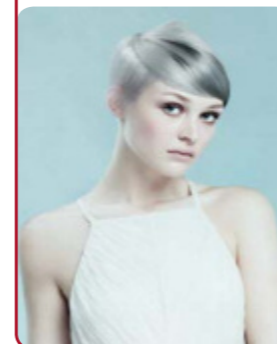
Pigments

6 ultra concentrated pure pigments



Evolution of the Color³

110 options of pure permanent perfection



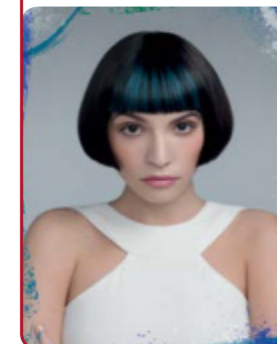
Colorwear

more than just your average tone on tone



rEvolution_{JC}

an explosion of direct color



Bring the world of ALFAPARF MILANO, OFFICINA DEL COLORE to YOUR SALON

TRAINING

Refresher courses targeted to owners, colorists and young employees.

IMAGE

Materials branded with the OFFICINA DEL COLORE logo to customize your Salon and Salon windows.

VISIBILITY

The salons that are part of the OFFICINA DEL COLORE network will be highlighted to final consumers through various media channels (website, social media, marketing editorials).

EXCLUSIVITY

Exclusive trading conditions and ad hoc initiatives to support you in boosting your business.

PIGMENTS



ULTRA CONCENTRATED PURE PIGMENTS

Innovation that permits the personalizations of color in an **incredible variety of products and services, in salon and at home.**
2 patents pending.

THE RANGE

6 ultra concentrated pure pigments
6 treatment bases

KEY POINTS

• IN SALON

Pure pigments can be included in every service, to add a dose of color during the service, or to intensify and add shine to any color. There are so many uses, all of which you will shortly discover, for **an incredibly versatile and customizable product.**

• AT HOME

Your clients will **no longer have to choose between caring for the hair color or caring specifically for the hair fiber**, thanks to a **tailor-made recipe meeting both needs.** The clients themselves will also be able to repeat this recipe at home.

They adapt to any situation

Pure pigments can change their structure according to the pH of the environment surrounding them, whether it's alkaline or acidic.
This means that, wherever pigments go, they work... and they work very well.
The two pending patents are a clear testament to this.

In Salon performance

- To create new color shades mix pure pigments with **Evolution of the Color, Thermae SPA and Color Wear.**
- Propose a first time color on natural hair, to add reflections without needing to cover grey hair: propose a pigmented treatment using a mask. Color duration: from 5 to 8 shampoos.
- Freshen the color up: propose pigmented service + mask. Color duration: from 5 to 8 shampoos.
- Boost unprecedented shine: our pure pigments work well even if mixed with water. 5 minutes for unparalleled shine.
- Repigmentation after a bleaching service.
- Make use of the processing time of the treatment and care for the color too: mix the pure pigments with a shampoo, mask or vial.
- Make use of the processing time for the shape treatment and care for the color too: mix with **Lisse Design** or **Hydratexture**. Color duration: from 5 to 8 shampoos.
- Customize blows outs, updos and much more, with a touch of color, for special occasions (and non special too): mix with **Semi di Lino Styling** and **S4U** products (mousses and gels). Color duration: up to 5 shampoos.

6 ultra concentrated pure pigments for high color versatility					
	.3 COLOR Gd Gold	.4 COLOR Cp Copper	.6 COLOR Rd Red		
	.13 COLOR Ag Ash Gold	.21 COLOR Va Violet Ash			
	.35 COLOR Gm Golden Mahogany		+	CARE Hd Hydrating	
			CARE Re Reparative	CARE Nu Nutritive	
			6 treatment bases to care for and condition the hair		

PIGMENTS

6 ultra concentrated pure pigments

We've already said that pigments can work everywhere, but what we haven't said is that they can even work together as well. Indeed, **the 6 pure pigments are mixable with each other.** Moreover, **the intensity of the color result can be adjusted with a higher or lower pigment concentration in the mixture.** We are talking about extremely high levels of service customization and creativity. Suitable for **natural, color-treated or bleached hair.**

Gold.3

To revive warm blonde tones or add new golden tones.

Copper.4

To enhance copper tones or add new .4 tones.

Red.6

To revive the brightness of reds or add new .6 tones.



PF014106 PF014112 PF014102 PF014108 PF014101 PF014107 PF014105 PF014111 PF014104 PF014110 PF014103 PF014109

Salon size: 3.04 Fl Oz. - 90 ml bottle
PARABEN-FREE

Retail size: 0.27 Fl Oz. - 8 ml tube
(6 piece kit + 6 spatulas free of charge to give the client for mixing the pigment with the mask)
PARABEN-FREE

Ash Gold.13

To enhance blonde and light brown tones or add new beige tones.

Golden Mahogany.35

To add depth to dark brown tones or add new .35 tones.

Violet Ash.21

To amplify the cool blonde tones and revive white/grey hair neutralizing undesired yellow tones.

RETAIL PRODUCTS

6 treatment bases

It's true, pigments can adapt to any situation but to remain effective over time they need the right environment. For that reason we've included **3 specific shampoos and 3 specific masks** in the Pigments line. **These products are formulated to streamline the action of pure pigments and make the mixture stable for an incredible performance of up to 12 months,** from the very first day, to the last. Three different ranges that meet the specific needs of every hair type.

Hydrating FOR SLIGHTLY DRY HAIR

A mixture of active ingredients creates a special film that wraps around the hair, thus retaining water already present and adding shine.

Nutritive FOR DRY HAIR

With Vegetable Oils rich in fatty acids, and Vitamins A and E, that nourish the hair leaving it soft and revitalized.

Reparative FOR DAMAGED HAIR

With Silk Peptides that distribute effectively along the lengths to repair the most damaged areas of the hair fiber.



PF014095 PF014098 PF014096 PF014099 PF014097 PF014100

Shampoo size: 6.76 Fl Oz. - 200 ml bottle
SULFATE-FREE & PARABEN-FREE

Mask size: 6.91 Oz. Net Wt. - 200 ml jar
PARABEN-FREE

You in Salon

STEP 1. Recommend the pure pigment best suited for your client, depending on whether the client wishes to revive an existing tone or wishes to add a new tone. Each treatment base requires the entire content of a pure pigment tube to be customized.

STEP 2. Recommend the PIGMENTS shampoo and mask according to the hair type of your client.

Client at home

STEP 3. Mix the full content of a tube into the shampoo. Close the cap and shake for 10 seconds. Mix the full content of a second tube into the mask, mix with the spatula until you reach an even color.

STEP 4. The pigmented treatment is now ready for use, to amplify color and keep hair looking healthy every day.



Evolution

OF THE COLOR



COSMETIC PERMANENT COLOR.

Pioneering performance in the professional color service: perfect 3D effect color and hair. Absolute innovation: the first color product to use hyaluronic acid!

THE RANGE 110 shades. 60 g tube.

KEY POINTS 3D technology, 3 exclusive components in 3 subsequent phases.

UNMATCHED PERFORMANCE IN THE PROFESSIONAL COLOR SERVICE

- Lifting power, up to **3 LEVELS**
- **EXCEPTIONAL COVERAGE** and color longevity
- **LOW AMMONIA** percentage (max. 1% during application)
- **NO PPD**, for an even less sensitizing formula
- Full **REGARD** of the **SCALP**
- Unique and extraordinary hair **QUALITY** and **SHINE**

3D TECHNOLOGY FOR GUARANTEED PERFECT RESULTS



- **MULTI LAMELLAR VEHICLE**
Allows pigments to penetrate deeply while protecting their integrity for **unparalleled color longevity** and soft, easy to detangle hair.



- **HYALURONIC ACID**
Creates a protective film around the hair in order to maintain ideal hydration resulting in **excellent color coverage** and **strong, resistant hair**.



- **HYPER INTENSE COLOR SYSTEM**
Crystallized Micropigments that allow better concentration of pigment into the hair for an **extraordinary color intensity** and **extreme shine**.

The special series



PLATINUM

Nuances: 11.00 - 11.02 - 11.10 - 11.11 - 11.13 - 11.20 - 11.21 - OSP.

Features: Up to 5 levels of lift when mixed in equal parts with OSP – Super High Lift Reinforcer (starting from a level 5 light brown).

Use: Alone with Oxid'o 40V. Follow mixing ratio 1:2 (1 Oz. of Coloring Cream with 2 Oz. of Oxid'o 40V). Timing 50 to 55 minutes.

Result: Great for highlighting, makes hair lighter and brighter giving clear pastel results.

SUPER HIGH LIFTING REINFORCER (OSP)

Can be mixed with all Platinum, **series shades to boost lightening power by up to 5 tones**. Maximum mixing ratio 1:1 (30g Platinum shade + 30g OSP + 120ml Oxid'o 40V.)

CONTRASTS

Colour contrasts on a dark or medium dark base (levels 1 to 6, natural or coloured) in 15-20 minutes, without bleaching.

Use: Mixing ratio 1:1,5. Use volumes of Oxid'o according to the desired results.

Available in 2 shades: Red and Red-violet.



CORRECTORS

Special shades, with very high tonal intensity, suitable for varying, accentuating or balancing the result of a color. 3000 - Yellow: used to accentuate the golden series. 7000 - Blue: used to balance orange and yellow casts. 410 - Graphite: the ideal grey tone for reducing red and orange residues and for boosting the grey cast tendencies of the Ash, Natural Ash Violet Ash series. 2000 - Violet: used to enhance the violet cast of the Pure Violets, Mahogany and Reds series.

COLOR BOOSTERS

LIGHTENING BOOSTER (000SSS)

To be mixed in equal measures with the Evolution of the Color³ shades to boost the lightening power by up to one tone.

RED BOOSTERS (RB)

Red Booster can be mixed with all Evolution of the Color³, shades, with the exception of the Platinum series, to give greater intensity to the red tone value.

110
SHADES
OF PERFECTION

AS OF TODAY, 10 NEW SHADES FOR AN EVEN MORE COMPLETE RANGE, FROM A TECHNICAL AND FASHIONABLE STANDPOINT.

NEW VIOLETS	NEW BRUNETTES	NEW COPPERS	NEW REDS	NEW PLATINUM
4.52	6.23	5.04	5.62	11.32
9.2	8.23	9.04	7.6	
			7.62	

4.52 MEDIUM MAHOGANY VIOLET BROWN
A brown with prominent mahogany violet tones, to enrich the depth and reflections of the darker shades.

9.2 VERY LIGHT VIOLET BLONDE
An ice blond with soft cool tones, ideal to neutralize yellow tones.

6.23 DARK VIOLET GOLDEN BLONDE
A dark blond enriched with soft coffee tones.

8.23 LIGHT VIOLET GOLDEN BLONDE
A light blond with soft cappuccino tones.

5.04 LIGHT SLIGHTLY COPPER BROWN
A slightly copper brown which will enhance natural or warm natural colors with a coppery effect.

9.04 VERY LIGHT SLIGHTLY COPPER BLONDE
A slightly copper blond with a champagne result.

5.62 LIGHT RED VIOLET BROWN
A light brown dominated by intense violet shades.

7.6 MEDIUM RED BLONDE
A medium red blond to perfectly cover 100% grey hair.

7.62 MEDIUM RED VIOLET BLONDE
A medium blond with predominating red and violet reflects.

11.32 GOLDEN VIOLET PLATINUM
A soft platinum to create very light blond with a slightly golden tone.

OXID'O



CREAMY STABILIZED HYDROGEN PEROXIDE.

A creamy texture that can be applied more easily, allowing greater accuracy and specificity. Available in 4 different volumes.
Free from parabens, paraffin and mineral oils.

KEY POINTS Formula enriched with **Ellicos**, it buffers the color's alkalinity, making it less aggressive on the scalp. **It forms an emollient** film of lipids on the skin to guarantee absolute comfort and protection.



The Products



10 VOLUME - (3%)
• Size: PF011591 - 1000 ml
PF011587 - 90 ml



30 VOLUME - (9%)
• Size: PF011593 - 1000 ml
PF011589 - 90 ml



20 VOLUME - (6%)
• Size: PF011592 - 1000 ml
PF011588 - 90 ml



40 VOLUME - (12%)
• Size: PF011594 - 1000 ml
PF011590 - 90 ml

Colorwear™

Evolution Tone on Tone Color

tone on tone color.

COLOR WEAR AMMONIA-FREE SYSTEM.

INTENDED FOR Clients that look for beautiful fashion color results and lift with no ammonia.

THE RANGE 48 shades + Lifting Reinforcer. 60 ml Tube.

KEY POINTS Fashion-oriented and highly competitive palette with minimum stock for your salon; **highly performing** system components for an incredible variety of uses and even more result options for your clients. **Perfect coverage on grey hair.**



THE MAGIC
FORMULA OF
NEW COLOR WEAR
 $48 + 1 + 2 = 150!$

With a range of
48 nuances
+
1 Lifting Reinforcer
+
2 Activators
=

The new COLOR WEAR allows for
up to 150
colour options!

Products for the salon

FASHION COLORS

Splendid Brunettes, Mahoganies, Intense Reds, Copper, Golds and Belges.



TECHNICAL COLORS

Naturals, for covering up to 100% of white hair. Violet/Ash, excellent for neutralizing unwanted yellow tones. Ash, ideal for neutralizing intense orange/yellow tones after lightening.

STRATEGIC COLORS

Intensifiers, for a livelier, crazier color. Clear & Gloss, applied alone to deliver new shine to dull and lack-lustre hair or mixed with any shade for a softer color result.



5 VOL ACTIVATOR

True tone on tone color result. Perfect color application on white, lightened or porous hair due to time controlled action.

• Size: PF013773 - 1000 ml

15 VOL ACTIVATOR

Superb grey coverage with blending. Achieve up to 1 level of lift with no ammonia. Increased vibrancy plus beautiful shine and intensity for the fashion forward client that wants minimum commitment.

• Size: PF013774 - 1000 ml

LIFTING REINFORCER

Increases lift up to 2 levels with no ammonia. Maximum shine and translucency of fashion colors.

• Size: PF013772 - 60 ml



DIRECT COLORING CREAM

Join the revolution in COLOR CREATIVITY!

THE RANGE 8 intermixable shades to create an endless palette of colors. 90ml aluminum tube.

KEY POINTS To play and personalize every client's look with exciting placement of direct color. Vibrant color with incredible softness and shine. New Clear formula customizes color intensities to create shimmering pastel shades. Comfortable packaging combined with perfect texture allows for easy measuring in order to create beautifully mixed colors.

Maximum
PRECISION

Supreme

PERFORMANCE

Broad

VERSATILITY

Original

Vivid intense color



Pastel

Subtle shades for a delicate color result



Mixed

Personalized unique shades by mixing the original colors



Products for the salon

TRUE BLUE

• Size: PF012292 - 90 ml



PINK

• Size: PF012183 - 90 ml



PURE GREEN

• Size: PF012293 - 90 ml



YELLOW

• Size: PF012184- 90 ml



RICH PURPLE

• Size: PF012182 - 90 ml



MAGENTA

• Size: PF012181- 90 ml



DEEP RED

• Size: PF012185 - 90 ml



CLEAR

• Size: PF012294- 90 ml



EQUIPMENT

Evolution Color Tools

For a made-to-measure bleaching service.

INTENDED FOR The hair stylist who desires the ultimate professionalism in color services.

KEY POINTS

- **TJ Complex:** system of concentrated Phytomolecules that creates a perfectly uniform net that flawlessly adheres to the hair.
- **Silk powder:** to protect and moisturise the hair.
- **Guar gum:** to assure optimum adherence of the mixture to the hair for perfectly even results.

Complementary products



DOUBLE DEFENCE CREAM

Creates a protective barrier that helps prevent color staining on the skin.

- **Size:** PF011237 - 150 ml

The products for the salon



SUPERMECHES + HIGH LIFT POWDER BLEACH 9 LEVELS OF LIFT

Intense lightening even in the most difficult situations. **Keratin peptides** fill in the porous areas of the hair and protect its structure, **Baobab Oil** maintains the hair's lipid film, to deliver shine and softness.

- **Size:** PF009986 - 400 g



SUPERMECHES + FAST ULTRA RAPID BLEACHING CREAM

For fast bleaching and absolute protection. Ready-to-use alkalinizing agent speeds up the lightening process **Cotton Oil** prevents the hair from becoming dehydrated, by acting in a specific manner on the most porous areas.

- **Size:** PF010820 - 500 g



SUPERMECHES + NO AMMONIA

Powerful ammonia-free bleaching powder. Up to 7 shades lighter. Can be applied to scalp. Mixture stays on for perfectly uniform results. Healthy, moisturized hair. Apple scented. White powder makes it easy to see the bleaching action.

- **Size:** PF004987 - 400 g



SUPERMECHES +

7 levels of lift in 50 minutes.

Powerful compact bleaching powder. 7 shades lighter. Allows you to be extremely precise and achieve incredibly even results. Looks and feels great. The blue color neutralizes yellow tones.

- **Size:** PF004138 - 400 g
PF004140 - Box 12 Sachet x 50 g

