

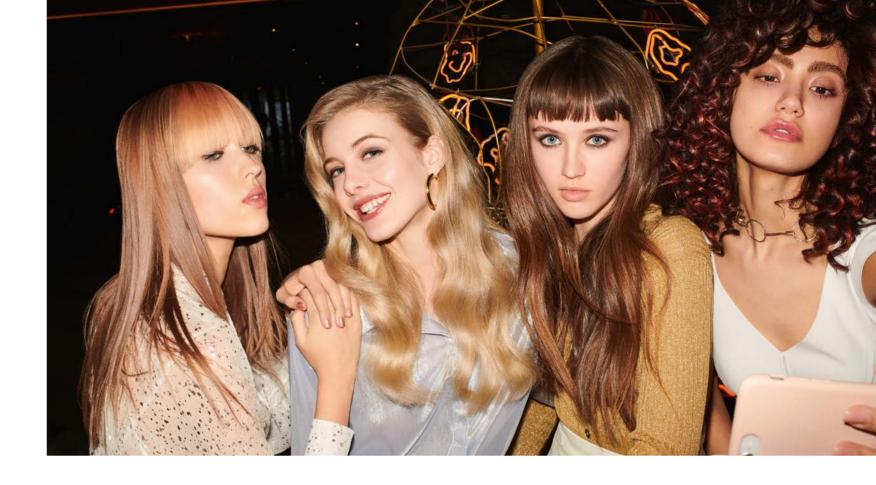
ALFAPARF

It's beauty only if you enjoy it.



Beauty must always be a source of empowerment. We really believe in this. Because we are convinced this is the only way it can help to better face the other challenges in life too.

Together with you, and for the last 40 years, we have been creating accessible services and effective products that make your life easier, and hopefully even pleasurable. We strive to make people feel more confident and give them the courage to express themselves as they want.



Our Values.

Italian Dynamism

Creativity and practicality, industriousness and style, enthusiasm, and professionalism. From Milan, the beating heart of Europe, we can give a fresh perspective on tomorrow's trends.

Innovation

Innovation is a way of making a difference in people's lives. For us, it is the key to offering you cutting-edge products, which will help end customers better express themselves and their style.

Openness to diversity

Having been international since the very beginning, we have grown by respecting the value of differences. Even now, we are still at the side of people all over the world to support them and help them pursue their idea of beauty, whatever it may be.



Evolution of the Color³: 123 shades of perfection.

From natural to more sophisticated shades, all are created with precise craftsmanship. Each formula is designed in detail and perfectly calibrated: the base is personalized for each shade, so that the combination with the tone creates a flawless color result. Extreme shine, perfect coverage, and extremely soft hair: the formula enriched with hyaluronic acid and free from PPD ensures color perfection while being kind to the scalp and hair.

Naturals / Cool Naturals



BLACK



DARKEST NATURAL BROWN



3 DARK NATURAL BROWN



MEDIUM NATURAL BROWN



5 LIGHT NATURAL BROWN



6 DARK NATURAL BLONDE MEDIUM NATURAL BLONDE



8 LIGHT NATURAL BLONDE



9 VERY LIGHT NATURAL BLONDE LIGHTEST NATURAL BLONDE



10



Natural Bahia / Warm Naturals



MEDIUM WARM NATURAL BROWN



LIGHT WARM NATURAL BROWN



6 NB DARK WARM NATURAL BLONDE



7 NB MEDIUM WARM NATURAL BLONDE



LIGHT WARM NATURAL BLONDE



9 NB VERY LIGHT WARM NATURAL BLONDE



7

LIGHTEST WARM NATURAL BLONDE

Intense Naturals



4 NI MEDIUM INTENSE NATURAL BROWN



5 NI LIGHT INTENSE NATURAL BROWN



6 NI DARK INTENSE NATURAL BLONDE



7 NI MEDIUM INTENSE NATURAL BLONDE



8 NI LIGHT INTENSE NATURAL BLONDE

Irisé



VERY LIGHT INTENSE NATURAL BLONDE

Natural Ash



DARK PURE ASH BLONDE





LIGHT PURE ASH BLONDE





DARK MATTE BLONDE



LIGHT ASH BROWN

■ Iced Coffee

Ash



5.1



6.1 DARK ASH BLONDE



7.1 MEDIUM ASH BLONDE



8.1 LIGHT ASH BLONDE

CW



9.1 VERY LIGHT ASH BLONDE



10.1 LIGHTEST ASH BLONDE



1.11 **BLU BLACK**

Marrons Glacés / Chestnut



VERY LIGHT VIOLET BLONDE

DARK GOLDEN

VIOLET BLONDE



MEDIUM VIOLET ASH BLONDE

8.21 LIGHT VIOLET ASH BLONDE



9.21 VERY LIGHT VIOLET ASH BLONDE



LIGHTEST VIOLET ASH BLONDE



LIGHT INTENSE VIOLET BROWN



6.23 DARK VIOLET GOLDEN BLONDE

Chocolate



8.23 LIGHT VIOLET GOLDEN BLONDE



■ Crystal Rose

8.221 LIGHT NATURAL BLONDE CRYSTAL ROSE



Crystal Brown

5.542 LIGHT NATURAL BROWN CRYSTAL BROWN

Mahogany



7.24 MEDIUM NATURAL BLONDE CRYSTAL BROWN



4.32 MEDIUM GOLDEN VIOLET BROWN





MEDIUM GOLDEN VIOLET BLONDE

Tropical / Golden Mahogany



LIGHT GOLDEN VIOLET BLONDE



MAHOGANY BROWN

6.35 DARK GOLDEN

MAHOGANY BLONDE





















VIOLET BROWN

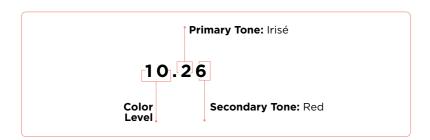
RED-VIOLET BLONDE

Copper Bronze 9.04 VERY LIGHT SLIGHTLY COPPER BLONDE 7.4 MEDIUM COPPER 8.4 LIGHT COPPER 7.34 MEDIUM GOLD 8.43 LIGHT COPPER 6.45 DARK COPPER 7.45 MEDIUM COPPER MAHOGANY BLONDE 6.4 DARK COPPER BLONDE VERY LIGHT COPPER VERY LIGHT INTENSE MEDIUM COPPER **GOLDEN BLONDE** BLONDE BLONDE VIOLET-GOLDEN BLONDE COPPER BLONDE COPPER-VIOLET BLONDE MAHOGANY BLONDE MAHOGANY VIOLET BLONDE Pure Reds Cover Reds Reds 8.642 LIGHT RED COPPERVIOLET BLONDE 7.62 5.6 6.6 7.6 5.62 4.65 5.65 5.66I LIGHT INTENSE 6.66I DARK INTENSE 7.66I MEDIUM INTENSE 4.661 8.661 LIGHT RED DARK RED MEDIUM RED LIGHT RED VIOLET MEDIUM RED MEDIUM RED LIGHT RED MEDIUM INTENSE LIGHT INTENSE BLONDE BLONDE VIOLET BLONDE MAHOGANY BROWN MAHOGANY BROWN RED BROWN RED BLONDE RED BLONDE RED BLONDE RED BROWN **■** Beige Glacé Gold Beige 6.3 DARK GOLDEN 7.3 MEDIUM GOLDEN BLONDE 8.3 LIGHT GOLDEN 10.3 LIGHTEST GOLDEN 7.31 8.31 9.31 10.31 5.3 9.3 10.342 6BG (6.256) DARK NATURAL BLONDE 8BG (8.236) LIGHT NATURAL BLONDE LIGHT GOLDEN BROWN VERY LIGHT GOLDEN BLONDE MEDIUM GOLDEN LIGHT GOLDEN VERY LIGHT GOLDEN LIGHTEST GOLDEN LIGHTEST GOLDEN ASH BLONDE ASH BLONDE ASH BLONDE ASH BLONDE BLONDE BLONDE BLONDE COPPER-VIOLET BLONDE BEIGE GLACÉ BEIGE GLACÉ CW Sand Metallics / Rose Copper Metallics / Ruby Brown Boosters Correctors 000SSS RB 410 2000 7000 9MRC 6MRB 7MRB 8MRB 7MRC 8.13 9.13 LIFTING REINFORCER RED BOOSTER VIOLET BLUE MEDIUM ASH GOLDEN LIGHT ASH VERY LIGHT ASH ROSE COPPER ROSE COPPER RUBY BROWN RUBY BROWN GOLDEN BLONDE CW **□Platinum** Harmonizer 11.00 11.10 11.11 11.13 11.02 11.20 11.21 11.32 0SP .01 .013 .02 .03 PLATINUM ASH PLATINUM SOFT ASH SOFT ASH GOLD INTENSE ASH PLATINUM VIOLET ASH PLATINUM GOLDEN VIOLET PLATINUM SUPER HIGH LIFTING SOFT VIOLET SOFT GOLD ASH GOLDEN PLATINUM PURE VIOLET PLATINUM VIOLET PLATINUM REINFORCER

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.



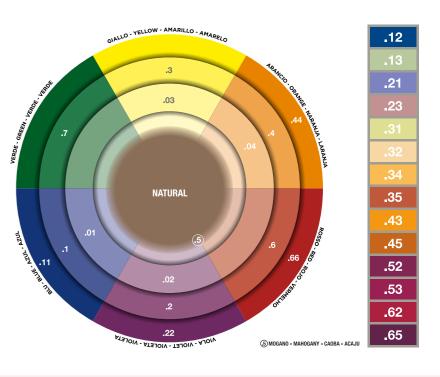
Color level

- BLACK
- DARKEST BROWN
- B DARK BROWN
- 4 MEDIUM BROWN
- LIGHT BROWN
- DARK BLONDE
- 7 MEDIUM BLONDE
- 8 LIGHT BLONDE
- VERY LIGHT BLONDE

 UIGHTEST 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)



Choosing the volume strength of hydrogen peroxide

DESIRED COLOR LEVEL

10/20									10	
10/20	20	30	40		Bleach					
10	10/20	20	30	40	Bleach					
10	10	10/20	20	30	40		Bleach			
10	10	10	10/20	20	30	40	Bleach			
Repigmentation	10	10	10	10/20	20	30	40	Bleach		
Repigmentation 10			10	10	10/20	20	30	40	Bleach	
Repigmentation 10				10	10	10/20	20	30	40	
Repigmentation				10	10	10	10/20	20	30	
Repigmentation					10	10	10	10/20	20	
Repigmentation						10	10	10	10/20	
R	10 10 epigmentation Repigment Repi	10 10 10 10 epigmentation 10 Repigmentation Repigmentation Repigmentation Repigmentation	10 10 10/20 10 10 10 epigmentation 10 10 Repigmentation 10 Repigmentation Repigmentation Repigmentation	10 10 10/20 20 10 10 10 10/20 epigmentation 10 10 10 Repigmentation 10 10 Repigmentation 10 Repigmentation Repigmentation Repigmentation	10 10 10/20 20 30 10 10 10 10/20 20 epigmentation 10 10 10/20 Repigmentation 10 10 10 Repigmentation 10 10 10 Repigmentation 10 Repigmentation 10	10 10 10/20 20 30 40 10 10 10 10/20 20 30 epigmentation 10 10 10/20 20 Repigmentation 10 10 10/20 Repigmentation 10 10 10 Repigmentation 10 10 10 Repigmentation 10 10 10	10 10 10/20 20 30 40 10 10 10 10/20 20 30 40 epigmentation 10 10 10/20 20 30 Repigmentation 10 10 10/20 20 Repigmentation 10 10 10/20 20 Repigmentation 10 10 10 10 Repigmentation 10 10 10 10 Repigmentation 10 10 10 10	10 10 10/20 20 30 40 10 10 10 10/20 20 30 40 epigmentation 10 10 10/20 20 30 40 Repigmentation 10 10 10/20 20 30 40 Repigmentation 10 10 10/20 20 30 Repigmentation 10 10 10 10/20 20 Repigmentation 10 10 10 10 10	10 10 10/20 20 30 40 Bleach 10 10 10 10/20 20 30 40 Bleach epigmentation 10 10 10/20 20 30 40 Repigmentation 10 10 10 10/20 20 30 Repigmentation 10 10 10 10/20 20 30	

Mixing ratio 1:1,5 (60 g di Evolution of the Color³ + 90 ml di Oxid'o)

100% Coverage Series

To get flawless, full respect of the desired cast tendency and intensity, use the natural series specifically intended for the fantasy shade you want to use.

Naturals

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

Use: alone or mixed. When covering grey hair intermix your desired cool shade with proper natural shade in equal parts.

Result: 100% grey coverage with natural cool results.

Natural Bahia

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

Use: alone or mixed with a fashion series shade. When covering grey hair intermix desired warm shade with a natural shade in equal parts.

Result: 100% grey coverage with bahia warm natural results.

Super High Lifting Reinforcer (OSP).

Intense Naturals

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

Use: alone or mixed with cool or warm shades intermix equal parts when covering grey hair. To maintain the intensity of the fashion tone, it is advisable to mix in the following proportions: 40% Natural Intense + 60% Creative shade.

Result: 100% grey coverage with intense natural results.

Cover Reds

5.6 - 6.6 - 7.6

Use: alone or mixed with the Copper/Bronze/Red/Pure Reds for total coverage of white hair.

Result: Flawless and bright reds with perfect coverage

Special Series

These special families were developed to obtain specific color results or lightening performance.

CORRECTORS & INTENSIFIER

Technical shades, with very intense tones, to change, enhance or neutralize a color result. They can be mixed amongst themselves.

410 Ash - It is 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.

 ${f Use}: {\it mix} {\it from 1} {\it to 15} {\it g} {\it for every 60} {\it g} {\it of color depending on the result desired.}$

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

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

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

7000 Blue - It is used as a neutralizing color to subdue orange and

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

Lifting Reinforcer (000SSS) - can be mixed with all Evolution of the Color³, shades with the exception of the Platinum series.

To be mixed in equal parts with Evolution of the Color³ shades to increase the lightening power by up to one level.

Red Booster (RB) - used exclusively in a mixture with all of Evolution³ of the Color shades, except with the Platinum series, to give greater intensity to the red tone. The mixing ratio can be varied, according to the intensity of red desired:

- minimum 1:5 (10 g Red Booster + 50 g shade + 90 ml Oxid'o)
- > maximum 1:1 (30 g Red Booster + 30 g shade + 90 ml Oxid'o).

PLATINUM

Special series to achieve intense lightening or highlights, It brightens hair with delicate pastel tones. It lifts up to 5 levels when mixed with the Super High Lifting Reinforcer (OSP). 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

Use: To be applied on natural bases no darker than level 5, light brown. Mixing ratio 1:2 (30g of Color Cream with 60g 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 increase 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 bleaching service to tone and, when needed, even lift up to 1 and a half levels. At the same time, Harmonizers offer extraordinary performance for hair quality and incredible comfort for the skin.

Tone without depth

To ensure brightness without adding depth to the lightening result.

With lifting power

To homogenize banding and 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.

