SALON
TECHNICAL GUIDE

Fast Lane in Ferrara®

Sistine Candles®

Florentine Dream®

Aloxxi®
SALON COLOR & CARE

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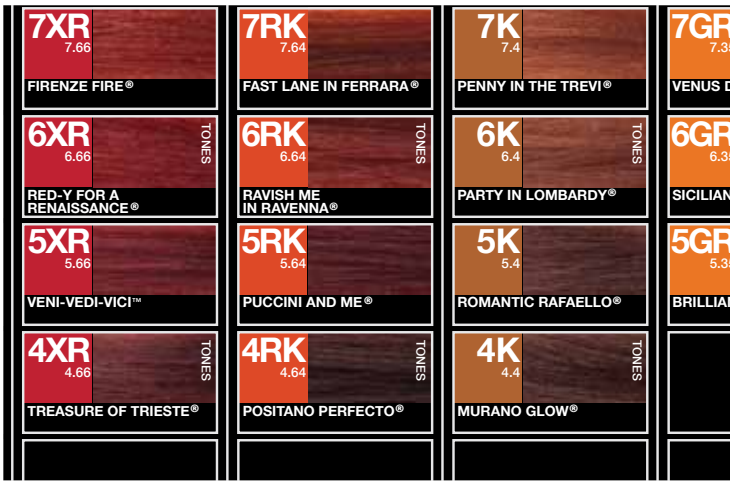
CREATIVE COLORS

As the Founder of OPI, George Schaeffer's passion for color transformed the Nail Care Industry. Now, inspired by premier Italian fashion and color technology, he's doing it again with professional hair color, care and style. This imaginative thinking allows us to create beautiful colors while protecting the health of the hair.

DYNAMIC EDUCATION

Build your foundation techniques in a fun and interactive environment. Aloxxi education is focused on skill development through a multitude of platforms to keep you inspired.

PROFESSIONAL PRODUCTS

Aloxxi offers high caliber, easy-to-use products to fulfill your artistic vision. From European quality permanent and demi-permanent colors to care and style products that are free of sulfates, parabens and sodium chloride, our botanical based products are the perfect tools to create and maintain beautiful hair color with personality.
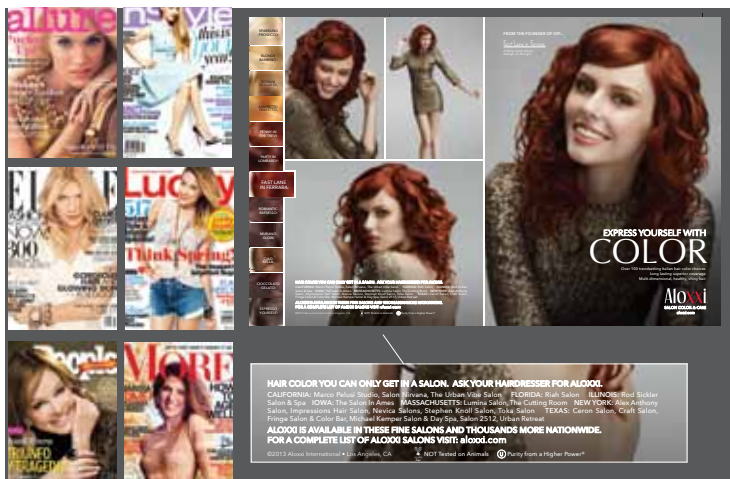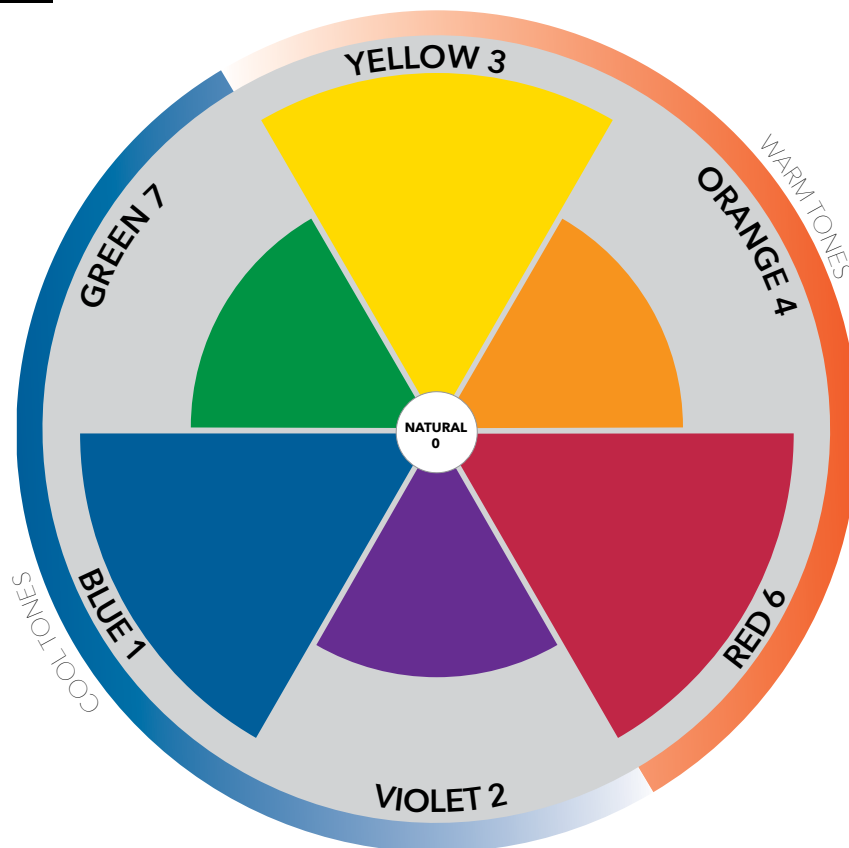
SALON PARTNERSHIPS

As an Aloxxi salon, we will put clients in your chair! Committed to marketing directly to your customer, we will support you with aggressive consumer advertising and public relations campaigns, highlighting your salon and driving clients in, asking for Aloxxi by name.

3

NOTES:

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.

BLUE is the darkest and most dominant, cool primary. It is the first color pigment deposited, and is also the first to be lightened from the hair. When added to the color formula, blue will produce depth.

RED is a medium warm dynamic primary. When added to the color formula, red adds richness.

YELLOW is the lightest warm primary. It adds brightness when added to the color formula.

NOTE: The N and NN Series are proportional blends of all three primary colors.

0	natural	**3**	gold	**6**	red
1	ash	**4**	copper		
2	violet	**5**	mahogany		

NOTES:

CHROMA®

7NT   7.03

FORTUNA AT THE FORUM®

MEDIUM NATURAL WARM BLONDE

TONES®

7NT   7.03

FORTUNA AT THE FORUM®

MEDIUM NATURAL WARM BLONDE

7NT

Level — Primary Tone — Secondary Tone

7.03

Level — Primary Tone — Secondary Tone

NATURAL LEVEL AND EXPOSED 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

(LIGHT → DARK)

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.

ALOXXI COLOR TONAL SERIES

N — **NATURAL**
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 100% coverage on grey/white hair.

NN — **INTENSE NATURAL**
Formulated with an increased pigment level of all three primary colors. Recommended to produce 100% coverage on 50% or more resistant grey/white hair.

NT — **NATURAL TAN**
Natural gold base creates natural looking rich warm tones. Ideal for 100% grey/white coverage with warm tonal balance and lowlighting.

NA — **NATURAL ASH**
Natural blue/violet base produces natural cool tones and controls unwanted orange/yellow tones. May be used for 100% grey/white coverage.

B — **BEIGE**
Ideal blend of ash and gold for a classic beige blonde.

GV — **GOLD VIOLET**
Gold/violet base creates soft, balanced, warm tones. Ideal for lowlighting and color backs.

A — **ASH**
Blue base controls unwanted orange tones when lifting.

P — **PEARL**
Violet/blue base controls unwanted yellow/gold tones when lifting.

V — **VIOLET**
Blue/red base creates rich burgundy shades. Add to lighter levels to control unwanted warmth.

RG — **RED GOLD**
Red/gold base produces luminous warm reds.

RM — **RED MAHOGANY**
Red/red brown base creates beautiful natural reds.

R — **RED**
Formulated with a true red base that ensures rich vibrant red tones.

XR — **EXTRA RED**
Intense red base creates extremely rich red tones.

RK — **RED COPPER**
Red/orange base produces bold, vibrant red-copper tones.

K — **COPPER**
Orange base enhances and accentuates warm tones.

GR — **GOLDEN RED**
Gold/red base produces beautiful rich, warm mahogany tones.

G — **GOLD**
Gold base creates brilliant golden tones.

GG — **INTENSE GOLD**
Intense gold base creates radiant golden tones.

May use tonal series N, NN, NT, and NA on their own for blending and coverage of grey/white hair. If desired result is any other tonal series the N, NN, NT or NA series must be included into the formulation for a natural result.
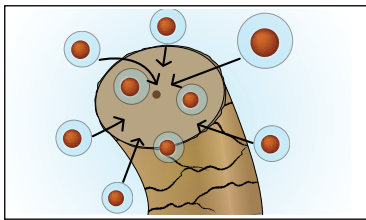
CHROMA®

PERMANENT CREME COLOUR
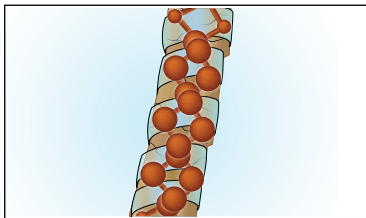High-Definition Conditioning Color with CDP Complex™

CONDITIONS:

Emollients derived from Coconut Oil combined with highly charged co-polymers including p22 create a cocoon of conditioners which encapsulate the color pigments.

DEPOSITS:

High-definition crystallized micro-pigments ensure 100% color saturation. Crystallized Micro Pigments easily penetrate inside the cortex. Once inside the cortex, the Crystallized Micro Pigments begin to aggregate, forming larger, more concentrated molecules.

PROTECTS:
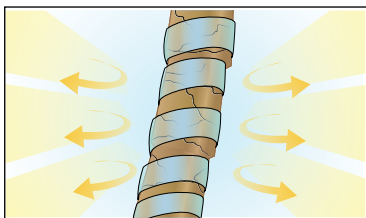
Plant based protectant Bisabolol (derived from Candeia) combined with a low ammonia formula protect the hair and scalp during the color process.

ALOXXI H$_2$O$_2$ CREME DEVELOPERS

Aloxxi H$_2$O$_2$ Creme Developers and Aloxxi H$_2$O$_2$ Blue Creme Developers are formulated to deliver consistent deposit and lift. The rich, creamy formula allows for easy application without dripping and is gentle to the scalp for client comfort.

NOTES:

ALOXXI PLATINUM SERIES

1:2

- The PLATINUM Series is formulated to achieve the ultimate in high lift blondes without creating excessive warmth.
- The botanical base provides protection to the hair as well as adds shine.
- High concentration of pigments provide for a 1:2 mixing ratio. (1 part color to 2 parts developer)
- Virgin application and new growth applications ONLY.
- Start color application in the darkest area and apply generously utilizing small sections.
- The PLATINUM Series may be mixed with Aloxxi BOOST to create up to 1 additional level of lift. For maximum lift utilize 15g Aloxxi BOOST + 15g Aloxxi PLATINUM series mix with 60g Aloxxi 40 Volume (12%) Developer.
- Develop at room temperature for up to 50 minutes for maximum lift and tonal control.
- Utilize Aloxxi TONES to refresh mid-lengths and ends.

ALOXXI BOOST

MIXED WITH CHROMA

- Provides up to 1 additional level of lift.
- May be used on resistant grey/white hair for better color penetration (see page 12).
- Aloxxi BOOST is part of the formula therefore additional developer is needed.
- May mix up to equal parts of Aloxxi BOOST with CHROMA prior to adding Aloxxi H_2O_2 Creme Developer.

USAGE AS A LIGHTENING CREME

- **Virgin Hair:** Mix Aloxxi BOOST 1:1.5 with 20 Volume (6%) Developer, 30 Volume (9%) Developer or 40 Volume (12%) Developer to achieve 1-3 levels of lift on virgin hair.
- **Previously Colored Hair:** Mix Aloxxi BOOST 1:1.5 with 40 Volume (12%) Developer to achieve 1-1½ levels of lift on previously colored hair level 6 and above. Achieve a ½-1 level of lift when applied to previously colored hair level 5 and below.

BOOST is not recommended to be mixed with Aloxxi Lighteners.

ALOXXI CHROMA 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 (30g color and 5g Aloxxi GEM to 45g developer). If the amount of Aloxxi GEM is increased in the formula, then additional developer is needed (20g color and 10g Aloxxi GEM to 45g of developer).

COOL GEMS • Blue • Violet
Can be utilized to enhance cool tones in darker levels (level 5 and darker) or to control unwanted warm tones in lighter levels (level 6 and lighter).

WARM GEMS • Red • Gold • Copper
Warm Aloxxi GEMS are used to enhance warm tones and ensure balanced color results in lowlighting on porous hair. Warm Aloxxi GEMS can be used for fillers during color corrective services (see page 13).

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 and Timing Chart to select color objective developer and timing

DEVELOPER AND TIMING CHART

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

Fine hair is more receptive to hair color; therefore less development time is needed. Aloxxi H_2O_2 Blue Creme Developer is available in 20 Volume (6%) and 40 Volume (12%). The Blue Developers will assist Aloxxi Colour in controlling the underlying warmth when lifting.

MIXING
Levels 1 – 10

PLATINUM High Lift Colour

1 : 1.5

1 : 2

COLOR	DEVELOPER
30g	45g
60g	90g
1oz	1½ oz
2oz	3oz

| COLOR	DEVELOPER
15g	30g
30g	60g
½ oz	1oz
1oz	2oz

PRE-TREATMENT

Apply ColourPrime Pre-Color Treatment to the hair prior to all color applications. Section hair if necessary, due to density and length.

Place a small amount in the palm of the hand and work in-between fingers to ensure even distribution on the hair.

Apply to the scalp area, base and work through the mid-lengths and ends.

Continue through the side sections applying to the scalp area, base and working through the mid-lengths and ends, ensuring that hair is positioned off of the face.
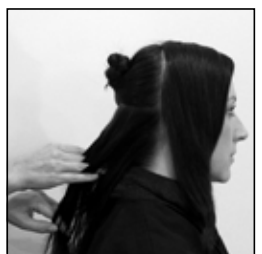
To protect the skin from staining, apply Barrier Creme to the hairline.

APPLICATION TECHNIQUES

GOING DARKER AND TONE ON TONE

Apply color to 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.
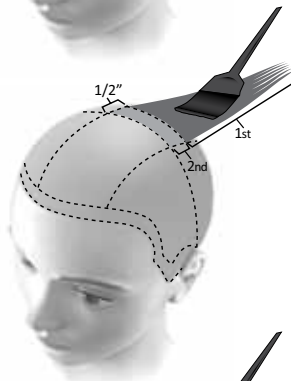
RETOUCH APPLICATION

Apply to new growth area. Develop according to the Aloxxi developer selected. To refresh the mid-lengths and ends, select a complimentary Aloxxi TONES shade and apply. Develop until color is uniform from base to ends.
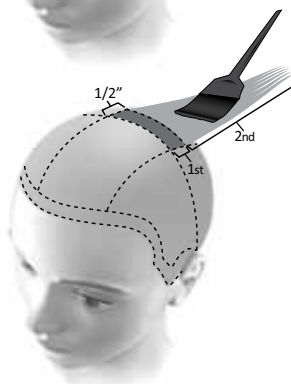
CHROMA option for color refreshing mid-lengths and ends: Mist hair with Aloxxi Colourcare Leave-In Conditioner. Mix 1 part CHROMA to 2 parts 10 Volume (3%). Apply and develop for 10-20 minutes or until color is uniform from base to ends.

REMOVAL AND POST TREATMENT

Upon completion of development time, at the basin, add a small amount of water. Emulsify color around the hairline and at the scalp area. This will prevent any staining on the skin. Then rinse until the water runs clear. Remove excess water and then apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual H_2O_2 . Leave on for 2 minutes. Rinse and follow with your choice of Aloxxi products.

NOTES:

ADVANCED FORMULATIONS
OPTIONS FOR COVERING GREY/WHITE HAIR

Natural end results are achieved when N, NN, NT or the NA Series are selected for grey/white hair. All other series need to be mixed with the N, NN, NT or NA series.

N	NN	NT	NA

- **Up to 50% grey/white: % of grey/white is % of N, NN, NT or NA mixed with desired shade.**

  EXAMPLE:

  Natural Level 5
  25% grey/white
  Desired Color Personality: Sicilian Siren®

  Formula:

  15g 6GR
  5g 6NT
  30g 20 Volume (6%) Developer

- **Over 50% grey/white: mix equal parts N, NN, NT or NA with desired shade.**

  EXAMPLE:

  Natural Level 5
  70% grey/white
  Desired Color Personality: Sicilian Siren®

  Formula:

  15g 6NT
  15g 6GR
  45g 20 Volume (6%) Developer

OPTIONS FOR COVERING RESISTANT GREY/WHITE HAIR

- **NN series mixed 1:1.5 with Developer.**

- **3g of BOOST may be added to 30g of CHROMA color formula mixed 1.1.5 with Developer.**

- **N, NT or NA mixed 1:1 with Developer.**

TIPS:

When selecting a warm tonal end result, utilize the NT series to ensure grey/white coverage. When selecting a neutral or cool end result, utilize the N, NN or NA series.

Increase development time to 45 minutes at room temperature.

Apply generously and begin application in the area of greatest grey concentration.

Color Refresh ends with Aloxxi TONES or with Aloxxi CHROMA omitting the N, NN, NT or NA Series in the refreshing formula.

PRE-PIGMENTATION FOR ISOLATED GREY/WHITE HAIR

From the GR or G Series, select one level lighter than desired end result and mix with equal parts of distilled water. No developer is added.

Apply mixture to the isolated grey/white area and leave on for 3 – 5 minutes. Do not rinse.

Mix and apply desired color formula directly over the pre-pigmented area.

COLOR FILLERS

It is recommended to fill the hair when coloring back more than 2 levels or if the hair is overly porous and won't hold color on mid-lengths and ends. CHROMA or TONES Gems may be utilized depending on the physical properties of the hair.

COLOR FILLER FORMULA:

- Mix 60g distilled water with 45g of Aloxxi GEM Concentrates: R, K, or G. Select Aloxxi GEM Concentrate by referencing the Contributing Pigment Guide on page 5.
- Develop 15 - 25 minutes at room temperature and strand test for even results.
- Blot off or lightly rinse and follow with color application.

COLOR REMOVAL

To remove unwanted cool tones or color saturation from mid-lengths and ends, the following formula can be used:

30g Aloxxi Blue or White Lighteners
90g Aloxxi Developer or Distilled Hot Water
10g ColourCare Shampoo

LEVELS of LIFT	MIXING
1/2 - 1 or slight tonal	Lightener with Distilled Hot Water
2 - 3	Lightener with 10 Volume (3%) Developer
3 - 4	Lightener with 20 Volume (6%) Developer
4 - 5	Lightener with 30 Volume (9%) Developer
5 - 6	Lightener with 40 Volume (12%) Developer

Development time is up to 50 minutes. Strand test often for optimal results and to ensure the hair remains in the best condition for future color services.

It is recommended to use 10 Volume (3%) or 20 Volume (6%) for on-scalp color removal applications.

30 Volume (9%) or 40 Volume (12%) may be applied on mid-lengths and ends, only if hair is in optimum condition.
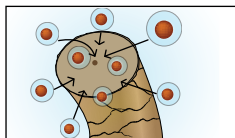
Heat is not recommended.

NOTES:

NOTES:

TONES®

DEMI-PERMANENT COLOUR
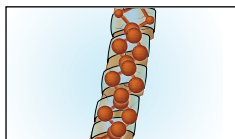Multi-Dimensional Conditioning Color with CDP Complex™
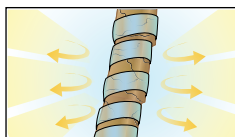
CONDITIONS:
Meadowfoam Seed Oil imparts an extra boost of moisture.

DEPOSITS:
High-definition crystallized micro-pigments in a demi-permanent base deliver superior deposit with no lift.

PROTECTS:
No ammonia formula helps protect against cuticle damage during the color process. Weightless emollients surround the cuticle with a protective shield.

Aloxxi H_2O_2 Creme Activator
Aloxxi H_2O_2 Creme Activator 7 Volume (2%) is designed to be used with Aloxxi TONES to maintain a stabilized viscosity ensuring proper tonal direction and depth.

WHEN TO USE ALOXXI TONES:
- Color Refresher on mid-lengths and ends for Aloxxi CHROMA clients
- Blend grey/white hair with no lift
- Refresh color after a chemical service on the same day
- Add shine to dull hair
- Lowlighting
- Toner on pre-lightened hair
- First time color clients
- Tone on tone enhancement

GREY/WHITE HAIR
Less than 50% grey/white hair: mix 1 part N, NT or NA to 3 parts desired shade.
More than 50% grey/white: mix 1 part N Series to 1 part desired shade.

ALOXXI TONES CLEAR GLOSS
Mix CLEAR GLOSS with Activator to create shine and condition. CLEAR GLOSS may also be added to a TONES formula to dilute tonal direction.

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
- Determine color objective to select developer mixing ratio and timing

COLOR DEVELOPER AND TIMING CHART

COLOR OBJECTIVE	MIXING RATIO	DEVELOPMENT TIME (ROOM TEMP.)	DEVELOPMENT TIME (W/HEAT)
BASIC COLOR BLENDS UP TO 50% GREY/WHITE 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/WHITE HAIR	1:1	30 – 40 MINUTES	15 – 20 MINUTES

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

MIXING

1:2   or   1:1

PRE-TREATMENT:

Apply ColourPrime Pre-Color Treatment to the scalp and hair prior to all color applications. For detailed instructions see page 12.

To protect the skin from staining, apply Barrier Creme to the hairline.

APPLICATION TECHNIQUES

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.

1/2"
2nd
1st

REMOVAL AND POST TREATMENT

Upon completion of development time, at the basin, add a small amount of water. Emulsify color around the hairline and at the scalp area. This will prevent any staining on the skin. Then rinse until the water runs clear. Remove excess water and then apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual H_2O_2 . Leave on for 2 minutes. Rinse and follow with your choice of Aloxxi products.

ALOXXI LIGHTENERS

Aloxxi LIGHTENERS are formulated with Silk Proteins to protect the hair's integrity and Olive Oil for improved combability and moisture retention. De-dusted for optimum control and gentle lift, each formula mixes to a creamy consistency for easy, precise application. White and Blue LIGHTENERS provide up to 7 levels of lift, while Ultra LIGHTENER provides up to 9 levels of lift. White LIGHTENER creates natural tones, while Blue LIGHTENER controls the unwanted warm tones while lifting.

LEVELS OF LIFT:

WHITE	BLUE	ULTRA
Up to 7	Up to 7	Up to 9

MIXING:

WHITE/BLUE		ULTRA	
On-scalp	Off-scalp	On-scalp	Off-scalp
1:2 to 1:3	1:1 to 1:3	1:2	1:1.5 to 1:2.5

ALOXXI H_2O_2 CREME DEVELOPERS	WHITE/BLUE LIGHTENERS		ULTRA LIGHTENER	
Developer	On-scalp	Off-scalp	On-scalp	Off-scalp
7 Volume (2%)	Yes	Yes	Not Recommended	
10 Volume (3%)	Yes	Yes	Not Recommended	
20 Volume (6%)	Yes	Yes	Yes	Yes
30 Volume (9%)	Not Recommended	Yes	Not Recommended	Yes
40 Volume (12%)	Not Recommended	Yes	Not Recommended	

Utilize Aloxxi's H_2O_2 Blue Creme Developers to control underlying warmth while lifting.

• Development is visual with a maximum time of 55 minutes.
• Check frequently to ensure that over lightening does not occur.
• **Heat is not recommended.**

REMOVAL AND POST TREATMENT

Upon completion of development time, rinse hair thoroughly with tepid water. Remove excess water and then apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual H_2O_2 . Leave on for 2 minutes. Rinse and follow with your choice of Aloxxi products.

Aloxxi TONES or CHROMA may be utilized for toning if necessary.

NOTES:

Beyond the Salon

Aloxxi ColourCare products are a synergistic blend of science and nature that not only preserve color, but also help protect the structural integrity of hair.

Our ColourCare Complex dramatically improves color vitality while Keratin biopolymers deliver protection and nourishment.

Featuring basil, blood orange, mint lily and sunflower, our fragrances leave you longing for an Italian Adventure.

COLOURPRIME

ColourPrime Pre-Color Treatment is a gentle herbal cleanser, scalp protector, porosity equalizer and color extender all in one product. Using ColourPrime before a color service is guranteed to provide more even, longer-lasting results.

COLOURLOCK

This botanically enriched formula cleanses, conditions and neutralizes the residual H_2O_2 in one step. The antioxidant complex reduces hair's pH, closes the cuticle and neutralizes residual peroxide after any hair color service. The result is long-lasting, vibrant color.

BARRIER CREME

Barrier Creme is a rich moisturizing cream that protects the skin from staining and irritation when applied before color service. Barrier Creme stays on the skin without being absorbed so it can easily be wiped off after coloring.

BOTANIC OIL

A blend of seven essential oils replaces essential fatty acids lost during color services to boost conditioning and aid in strengthening the hair. Botanic Oil leaves hair feeling soft, manageable and shiny.

EXTREME RECONSTRUCTOR

Strengthen chemically dependent hair from within with this unique reconstructor that penetrates the cuticle to help lubricate and protect the hair surface leaving hair strong, manageable and shiny.

KERATIN TREATMENT

Renew and revitalize protein depleted, dull hair with this extremely powerful strengthening treatment. A super blend of multi-weight proteins, keratin, vegetable, oat and wheat, restore life, add luster and manageability. A unique blend of 10 botanical extracts protects and defends and helps restore hair to its youthful vibrancy.

HYDRATING SHAMPOO & CONDITIONER

Italian beauty secrets are revealed with this color protecting, hydrating shampoo and conditioner. Enriched with olive and avocado oils, hydrolyzed keratin and silk amino acids, this lush formula protects hair from the sun by preventing UV damage, helps repair and strengthen hair and contains a unique blend of 10 anti-aging extracts that protect and defend. The results are shiny, healthy, luminous hair you will love.

VOLUMIZING & STRENGTHENING SHAMPOO & CONDITIONER

Many volumizing shampoos and conditioners work against color treated hair by expanding the cuticle creating an opportunity for color molecules to be washed away, but Colour Care Volumizing & Strengthening Shampoo and Conditioner features Apple Stem Cell Technology, a cutting edge technology used to renew and invigorate. This revolutionary technology protects and strengthens while adding volume without opening the cuticle and exposing delicate color molecules. Hair is left healthier and with more body than ordinary shampoo and conditioner.

LEAVE-IN CONDITIONER

Nourish your hair with this weightless detangler that helps strengthen, revitalize and protect your hair color. Contains a unique blend of 10 botanical extracts that protect and defend. The results are improved texture and manageability.

COLOUR RICH TREATMENT MASQUE

Hair hydration is taken to the max with this botanical rich one-of-a-kind intensive moisture therapy masque. Exotic butters of Shea and Cupuacu penetrate quickly to moisturize, help strengthen and repair while a unique blend of 10 botanical extracts protect and defend. The results are dramatically improved moisture content with excellent lubricity and shine.

DRY SHAMPOO

Ideal for all hair colors, this invisible dry shampoo cleanses and refreshes the hair without leaving a heavy residue feeling. Natural ingredients absorb excess oils, impurities and odors leaving hair fresh. Conditioning agents care for the scalp while UV protectants help extend the life of your hair color.

More About the Inside

Olive and Avocado Oils, Shea and Cupuaçu Butters combine with a nutrient-rich blend of ten premier anti-oxidants and botanicals including Pomegranate, White Pine Bark, Grape Seed, Green Tea Leaf, Ginseng, Algae, Bearberry, Chamomilla, Licorice Root and Coneflower Extract to protect hair color.

What's Not Inside

🚫 Free of color stripping sulfates

🚫 Free of sodium chloride

🚫 Free of parabens

Not Tested on Animals

Ⓤ Purity From A Higher Power

THERMAL STYLING SPRAY

1 2 **3** 4 5
HOLD FACTOR

Give hair the protection it needs from heat styling. Formulated with advanced heat-activated agents, this thermal styling spray protects up to 450° and is weightless enough to layer with other styling products before or after use.

ESSENTIAL 7™ RESTORATIVE HAIR SERUM

1 2 3 4 5
HOLD FACTOR

This weightless, versatile serum is made with a blend of seven botanical oils that help all types of color-treated hair achieve beautiful softness, shine and color protection. As a conditioning, styling and finishing tool, it reduces styling time by strengthening the hair, detangling and improving manageability. Aloxxi's unique formula protects hair color from fading by helping to block damaging UV rays and will not leave behind an oily feeling.

THICKENING SERUM

1 **2** 3 4 5
HOLD FACTOR

Formulated with Apple Stem Cell Technology and the most advanced thickening agents available, Aloxxi's Thickening Serum strengthens from the base while expanding the volume of the entire hair shaft, leaving hair thicker and stronger. Thickening Serum provides flexibility without flaking and resists humidity allowing for better style retention.

WEIGHTLESS STYLING GELÉE

1 **2** 3 4 5
HOLD FACTOR

Blow-dry lifeless hair into buoyant body and volume! This weightless gelée makes hair more manageable, eliminates frizz and leaves hair with a light shine.

VOLUMIZING WHIP

1 2 **3** 4 5
HOLD FACTOR

Create body, define waves and nourish hair while controlling frizz. This rich conditioning mousse provides soft, silky volume without crunch while protecting hair color from fading by helping to block damaging UV rays.

LIGHTWEIGHT SCULPTING WAX

1 **2** 3 4 5
HOLD FACTOR

Lightweight foam transforms into a waxy balm that offers soft, pliable control and gives hair texture and separation. Leaves hair shiny and protects hair color from fading by helping to block damaging UV rays.

TEXTURIZING SPRAY

1 2 **3** 4 5
HOLD FACTOR

Build texture and definition with this lightweight spray that creates tousled style. Texturizing Spray protects hair color from fading by blocking damaging UV rays.

FLEXIBLE HAIRSPRAY

1 2 **3** 4 5
HOLD FACTOR

This anti-humidity working hairspray provides long-lasting flexible hold and a light shine while protecting hair color from the sun by preventing UV damage.

FIRM HOLD HAIRSPRAY

1 2 3 4 **5**
HOLD FACTOR

This quick drying ultra-firm hairspray locks in body & volume and provides a humidity resistant all-day hold without flaking. Protects hair color from fading by blocking damaging UV rays.

ALOXXI HIGHER EDUCATION

For seminar information, please contact your local
Aloxxi distributor sales consultant or Aloxxi at www.aloxxi.com.

Name:	
Natural Level:	% of Grey/White:
Texture: Fine Average Coarse	Porosity: Normal Resistant Porous
Desired Color Personality:	
Formula:	
Application Type:	
Development Time:	

Florentine Dream.

Andiamo - Let's Go Platinum™

Fast Lane in Ferrara.

COLOR
PERSONALITIES

With over 100 Color Personalities to choose from, Aloxxi introduces a new way to identify each client's individual color look. Aloxxi's unique, interactive consultation allows the client to be part of the process ensuring complete satisfaction.

A customized, professional hair color service ensures maximum comfort for the client and establishes the hairdresser as the true color expert. As an expert the hairdresser understands physical properties of each client's hair and knows what color and style will work for each client. Here's what each consultation should cover:
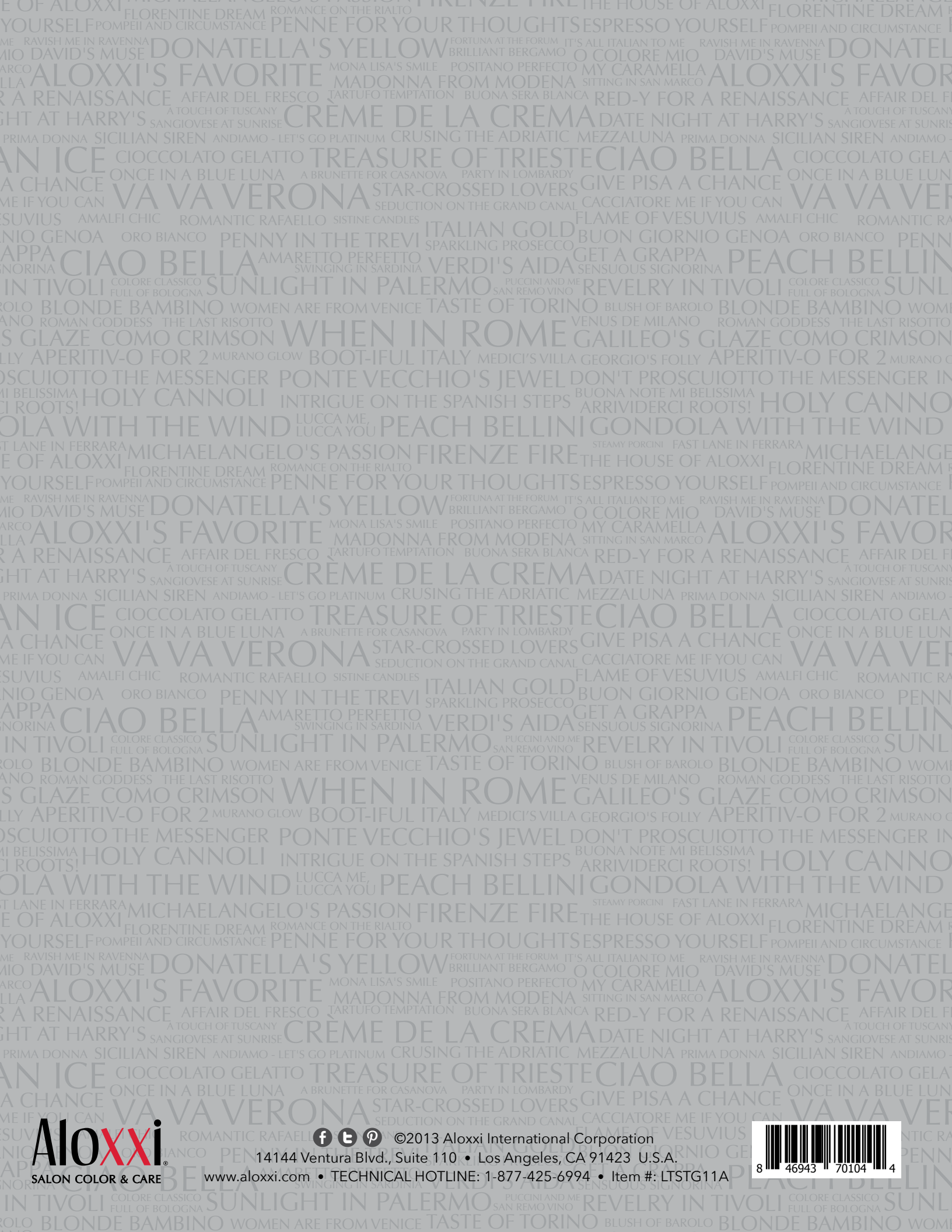
Step One:
It's My Life! Use the Aloxxi Consultation Swatch Book to explore a variety of Color Personality possibilities. Skin tone, eye color, lifestyle and commitment to maintenance, as well as a client's existing color need to be taken into consideration when determining the best option.

Step Two:
Not All Hair is Created Equal! Evaluate the client's hair to determine how to formulate utilizing the Aloxxi's 4 Simple Steps to Hair Color (see page 11). Discuss with each client the benefits of the product and application technique you are recommending based on each client's individual hair type. Your client will begin to understand that hair color is more than just a one-size-fits-all solution.

Step Three:
It's an Art! Aloxxi provides you with the latest tools, trends and techniques in color application to bring new dimension and life to color. Your formula is your trade secret, but your client will love their new Color Personality. Encourage them to share their Color Personality and where they got it!