

# YOUR MAGIC

Intense Pigments Essential Direct Colors Fashion Direct Colors +Magic Bianco

#### DIRECT COLOR BEAUTY COLLECTION

Color perfector to tonalize and enhance reflexes on the hair

Up to 99% of the second second





# YOUR MAGIC

PHYTO COLOR CREATIVITY

PHILOSOPHY





# YOUR MAGIC

PHYTO COLOR CREATIVITY

# Caring while *coloring*

# What customers want

#### THE NUMBER OF COLOR SERVICES IS SPIKING, ALL OVER THE WORLD:

COLOR IS THE KEY SERVICE IN EVERY SALON, ENGAGING A DIVERSIFIED CLIENTELE. VARYING IN AGE AND LIFESTYLE. Color services are decreasingly focused on covering grey hair, while they are often requested to fulfill a wish of freedom, of playful expression and experimentation:

#### • FOR WOMEN TO LIKE THEMSELVES, TO FEEL APPRECIATED, PLAY, TRY NEW THINGS WITHOUT COMMITTING TO PERMANENT COLORS:

- FOLLOW THE TRENDS AND EXPLOIT THEM
- GET A CUSTOMIZED HAIR COLOR
- EXPRESS THEIR STYLE
- BE TEMPTED AND TRY A NEW COLOR SHADE, CHANGE IT LIKE THEY WOULD DO WITH MAKE-UP OR CLOTHING
- **OF THE HAIR**
- QUICK SERVICE, IMMEDIATE RESULT
- THE SERVICE

#### • WITH THE UTMOST ATTENTION TO QUALITY, CARE AND RESPECT

#### USING NATURAL GREEN FORMULATIONS THAT TAKE CARE OF THE HAIR

• WELLNESS, SENSORY AND OLFACTORY PLEASANT FEELING DURING



THE LINE

# **YOUR MAGIC** DIRECT COLOR BEAUTY COLLECTION

# 8 intense pigments 15 direct color shades + MAGIC BIANCO

## **8** INTENSE PIGMENTS

Last generation ultra concentrated pigments. To enhance and enrich color and care treatments with wonderful reflexes.

#### FORMULATION HAS BEEN PERFECTED TO ENSURE THE BEST PERFORMANCES IN SYNERGY WITH ALL OXIDIZING COLORS

# **11** ESSENTIAL DIRECT COLORS

Technical tone on tone gel color, with a wide range of tones. New identification system with level and reflex.

# **4** FASHION DIRECT COLORS

Tone on tone gel color, pastel and fashion shades.

## + MAGIC BIANCO

**CROSS-CUTTING USE** 

to

CREATE ENDLESS COLOR HUES if mixed with any YOUR MAGIC shade, WHILE TAKING CARE OF THE HAIR

#### **TECHNICAL PLUS**

- it dilutes color intensity
- it balances hair porosity
- it turns the texture from gel to creamy
- synergetic use with ESSENTIAL, FASHION and INTENSE PIGMENTS

CARE and BEAUTY PLUS

Hydrating and Illuminating



# Yes, it is MAGIC

### **KEY BENEFITS**

- tone on tone color •
- color reflex
- high performing color perfector



# WHY Is it MAGIC

### MANY BENEFITS

- Up to 99% natural ingredients, with CARE ACTION and RESPECT OF THE HAIR STRUCTURE
- STABLE and PURE PIGMENTS for VIBRANT and SHINY COLORS
- COLOR RESULTS ARE EQUIVALENT TO THE COLOR BOOK

#### **TECHNICAL PLUS**

#### • Different types of color service:

- ENRICH WITH COLOR REFLEXES
- TONE ON TONE COLOR
- GREY HAIR CONCEALING
- COLOR CORRECTION
- \* ENDLESS COLOR SHADES
- \* **INTENSE PIGMENTS** can also be mixed with OXIDIZING COLORS
- PERFECT ON PRE-BLEACHED HAIR
- COLOR REFLEXES ARE EQUIVALENT TO THE ONES ON THE COLOR BOOK
- UNIFORM AND VIBRANT COLOR
- GENTLE ON THE SCALP
- QUICK AND EASY APPLICATION
- FAST SERVICES: from 5 to 20 minutes developing time

#### CARE AND BEAUTY BENEFITS

- GREAT BEAUTY PERFORMANCE
- DIRECT COLORS, GENTLE ON THE HAIR STRUCTURE
- ADDING HYDRATION, NOURISHMENT AND SOFTNESS TO THE HAIR
- LIVELY PIVOINE ROUGE SCENT: MIXED FRUIT, FLOWERS AND MOSSES BOUQUET

SLES

• SLS

• PPD

#### FREE OF: • SILICONS

- COCAMIDE MEA
- ALCOHOLS
- PARABENS RESORCINOL
- COCAMIDE DEA





# Give YOUR MAGIC to your clients hair





# PHYTO-TECHNOLOGY

for maximum care and beauty performances

## PHYTO

Up to

9% natural ingredients



#### IN A FRESH RELAXING FRAGRANCE WITH FRUITY NOTES AND HINTS OF FLOWERS AND MOSSES

#### FUNCTIONAL ACTIVE PRINCIPLES

**Organic Zemea**<sup>\*</sup> Maize derivative Emollient, soothing, granting softness and combability



Beautyquat RC Rice derivative Protecting, Replumping, Illuminating



Guar seeds derived thickening agents with a conditioning and highly filming effect



Coconut derived natural surfactants helping to spread the color throughout the hair



YOUR MAGIC has been formulated with an acidic pH CATIONIC formulation

#### THIS MEANS THAT THE COLORING ACTION ON THE HAIR IS:

- DIRECT: pigments deposit on the hair and distribute on the hair cuticle
- IT ACTS WITHOUT ALTERING THE HAIR STRUCTURE OR THE HAIR NATURAL MELANINS
- IT IS NOT PERMANENT, clients can experiment
- GREY HAIR CAMOUFLAGE (NOT COVERAGE)
- IT DOES NOT LIFT THE HAIR COLOR

#### **ITS STRENGHT LIES IN THE INNOVATION FACING THE COMPETITION:**

- GREAT ADHERENCE to the stalk, thanks to its gel texture.
- HIGH QUALITY PIGMENTS, PURE AND CALIBRATED ensuring long lasting color, vibrant effect and reflex intensity
- CHEMICAL AFFINITY WITH KERATIN, granting color uniformity even on pre-bleached hair
- GREAT CHROMATIC EXPRESSION
- MINIMUM COLOR CHANGES
- EASY TO USE and to apply on the hair
- PLEASANT EXPERIENCE FOR THE CUSTOMER thanks to its lively fragrance
- INTENSE PIGMENTS can be mixed with oxidizing colorations since pigments withstand the oxidizing environment
- MANY SERVICES thanks to the possibility to MIX with conditioning and care products treatments
- GENTLE on the scalp and the hair thanks to the selected ingredients we chose to respect the skin physiological pH

#### FREE OF:

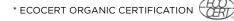
- SILICONS
- ALCOHOLS
- PARABENS
- RESORCINOL

• SLES

• SLS

• PPD

• COCAMIDE DEA



#### KNOWLEDGE

COCAMIDE MEA





# beauty is in your hands... it's MAGIC!

**DEVELOPING TIME: FROM 5 TO 20 MINUTES** 



## **8** INTENSE PIGMENTS

Latest generation ultra concentrated pigments, to intensify and enrich color services and care treatments with extraordinary reflexes.

They can be used ALONE or MIXED WITH:

- Permanent oxidizing coloration
- + Magic Bianco
- Essential Direct colors
- Fashion Direct Colors
- Shampoo
- Conditioner
- Mask

APPLICATION: brush or tap applicator

### **11** ESSENTIAL DIRECT COLORS

**Technical tone on tone gel color** with a wide range of tones and shades. New identification system with level and reflex.

They can be used ALONE or MIXED WITH:

- +Magic Bianco
- Intense Pigments
- Fashion Direct Colors
- Conditioner

APPLICATION: brush or tap applicator



### **4** FASHION DIRECT COLORS

Gel tone on tone color, fashion pastel shades.

They can be used ALONE or MIXED WITH:

- +Magic Bianco
- Intense Pigments
- Essential Direct Colors
- Conditioner

APPLICATION: brush or tap applicator



#### ROUND UP OF THE LINE



#### +MAGIC BIANCO

#### COLOR MULTIPLIER

MIXABLE WITH ANY YOUR MAGIC SHADE to create endless colors taking care of the hair

TECHNICAL PLUS It dilutes color intensity It turns the texture from gel to creamy It works in synergy with Essential and Fashion shades, Intense Pigments

BEAUTY PLUS It balances the hair porosity It hydrates and illuminates

**APPLICATION:** brush



# YOUR MAGIC possible services

SERVICES	HOW TO USE IT	
<b>COLOR BOOST</b> <i>Reflex Boost</i> <i>in Oxidizing Colors</i>	Mix of <b>YOUR MAGIC Intense Pigments</b> and Beauty Fusion Full, Demi Plus service, or with It's Color. Mixing <b>YOUR MAGIC Intense Pigments</b> shades with oxidizing colors gives the chance to: intensify color reflexes, enrich colors with different reflexes, correct undesired results. <b>YOUR MAGIC Intense Pigments</b> is added in percentage, calculated on the final Color + Developer formula. Each 100g of Color + Developer mix you add from 1g to 30g of <b>YOUR MAGIC Intense Pigments</b> .	Many
<b>COLOR GLOW</b> Maximum Brilliance in Beauty Fusion Gloss services	Mix of <b>YOUR MAGIC Intense Pigments</b> with the demi-permanent acidic pH color Beauty Fusion GLOSS. <b>YOUR MAGIC Intense Pigments</b> shades. <b>YOUR MAGIC Intense</b> <b>Pigments</b> needs to be added in percentage, considering the formulation total amount (color + Oxymilk 5 vol.). For every 100g of Color + Oxymilk formulation you can add from a minimum of 1g to a maximum of 50g.	Many All yo
<b>COLOR FOAM</b> Immediate Reflexes at the Washing Area	Mix of <b>YOUR MAGIC Intense Pigments</b> with shampoo. This service adds a color tone to the washing power of the shampoo, for a double use; washing + toning. It can intensify faded reflexes and revive color. It also allows for quick reflex corrections when at the washing area. Keeping the ratio of 1:10 between <b>YOUR MAGIC Intense Pigments</b> and Shampoo you make sure to add color reflex, not interfering with the service washing function.	YOU MA
NUTRI COLOR Nourishing tone on tone service	YOUR MAGIC Intense Pigments mix with Mask or Conditioner. This is a proposal meant to enriching any hydrating service carried out with specific CARE products. It is very interesting to propose it to clients as hydrating and glazing color or nourishing toning maintenance service. You can add from 1g to 4g of YOUR MAGIC Intense Pigments for every 10 g of specific "care" product.	
RAINBOW LIGHT Progressive Color Intensity	<b>YOUR MAGIC Intense Pigments</b> mix with <b>+MAGIC BIANCO</b> . Mixing YOUR MAGIC Intense Pigments and <b>+</b> Magic Bianco it is possible to create endless shades for every color, while taking care of the hair. <b>YOUR MAGIC Intense Pigments</b> special formulation, rich in ultra concentrated pigments, makes it perfect for a mixing ratio with <b>+</b> Magic Bianco not lower than 1:1, up until reaching pastel hues with ratios 1:20 and beyond.	
ENDLESS SHADES Unlimited Color Potential	Possible mixes of any YOUR MAGIC Intense Pigments shade with YOUR MAGIC Essential or YOUR MAGIC Fashion to create endless customized color shades.	



# YOUR MAGIC FOR YOUR CLIENTS

CARE ACTION AND CUSTOMIZED RESULTS

ITS PHYTO-TECH FORMULATION IS GENTLE ON THE HAIR STRUCTURE AND TAKES CARE OF THE HAIR BEAUTY

### YOUR MAGIC ALL THAT YOU NEED TO MAKE YOUR CLIENTS DESIRES COME TRUE

OFFER YOUR CLIENTS A UNIQUE AND PERSONAL STYLE TO TAKE CARE OF THEIR HAIR WHILE COLORING THEM

THANKS TO THE ADVANCED PHYTO-TECH FORMULATION

MANY BENEFITS MANY SERVICES

# Up to 99% natural ingredients

YOUR MAGIC A MAGICAL TOOL TO EXALT YOUR PROFESSIONAL SKILLS

Make a difference... You can!

CUSTOMER SATISFACTION





# YOUR MAGIC Discover it... PHYTO COLOR CREATIVITY



# YOUR MAGIC PHYTO COLOR CREATIVITY

### **Intense Pigments**

8 INTENSE PIGMENTS such vibrant shades

#### **ULTRA-CONCENTRATED PIGMENTS**

#### PLUS

They work in synergy with:

- permanent oxidizing coloration
- demi-permanent and gloss colors
- care products, to create new salon services

These shades can be used **UNMIXED** or **BLENDED** with:

- Oxidizing colors
- +Magic Bianco
- Essential Direct Colors
- Fashion Direct Colors
- Shampoo
- Conditioner
- Mask



# **8** INTENSE PIGMENTS

synergetic intensifiers

**GEL INTENSIFIERS** 

RED/6/R GOLD/3/G COPPER/4/C BLUE /11/B GREEN /8/M VIOLET/2/V MAGENTA /26/VR SHOCKING YELLOW





#### DISCOVERING THE LINE

# YOUR MAGIC PHYTO COLOR CREATIVITY

### Essential Direct Colors

### 11 ESSENTIAL **DIRECT COLORS** such wonderful shades

GEL TECHNICAL COLORS

10.3 - 10G
10.13 - 10AG
9.21 - 9VA
8.0 - 8N
7.74 - 7WC
7.4 - 7C
7.1 - 7A
6.0 - 6N
5.6 - 5R
4.71 - 4CHA
2.01 - 2NA

### **11** ESSENTIAL DIRECT COLORS

TONE ON TONE GEL COLOR, to add technical reflexes with a broad range of shades and hues. New identification system with level and reflex.

These shades can be used UNMIXED or **BLENDED WITH**:

- +Magic Bianco
- Intense Pigments
- Fashion Direct Colors
- Conditioner



### Fashion Direct Colors

4 FASHION **DIRECT COLORS** such daring shades

GEL FASHION COLORS

NUDE PEACH LILAC **DOVE GREY** 

artēxo





#### DISCOVERING THE LINE

### **4** FASHION DIRECT COLORS

TONE ON TONE GEL COLOR, to add pastel trendy reflexes. New identification system with level and reflex.

#### These shades can be used UNMIXED or **BLENDED WITH**:

- +Magic Bianco
- Intense Pigments
- Essential Direct Colors
- Conditioner



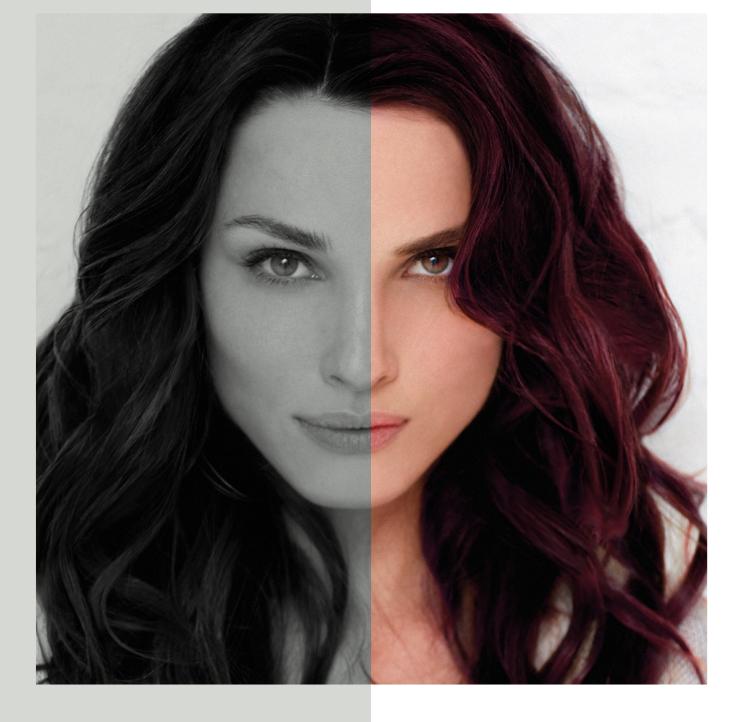




# YOUR MAGIC PHYTO COLOR CREATIVITY

Your Infinite Creativity Tool

+MAGIC **BIANCO** 



**+ MAGIC BIANCO** your infinite creativity tool

TO CREATE ENDLESS COLOR HUES IN SYNERGY WITH WITH ALL OF YOUR MAGIC SHADES

### **+ MAGIC BIANCO**

#### COLOR MULTIPLIER

mixable with any other YOUR MAGIC shade

Create endless color shades while taking care of the hair.

#### PLUS

- to dilute color intensity
- to balance porosity
- to hydrate and illuminate
- to be mixed with Essential and Fashion shades or with Intense Pigments
- \* to turn the texture from gel to cream





#### TECHNICAL TIPS

INTENSE PIGMENT	s such vibrant shades	
RED/6/R	Ultra concentrated pure primary color. If used unmixed, it results in vibrant bold reds. Mixed with YM Essential and Fashion, it intensifies their red reflexes. Mixed with oxidizing colors - even if used it small percentages - it boosts red tones. Wonderful results if mixed with COPPER shades to get vibrant fire reflexes. Mixed with +MAGIC BIANCO is creates countless red and pink hues, of variable intensity. It can also be used as reviving toner if mixed with shampor or other CARE products.	
BLUE/11/B	Ultra concentrated pure primary color. If used unmixed, it creates ocean blue hues. If mixed with YM Essential or Fashion shades it intensifies blue reflexes. Mixed with oxidizing colors – even if used in small percentages – it boosts blue tones. If added to ASH and Irisè shades it can create mystic hues. Mixed with +MAGIC BIANCO it creates wonderful light blue / blue shades. It neutralizes yellow-orange reflexes. It can also be used as reviving toner if mixed with shampoo or other CARE products.	
GOLD/3/G	Ultra concentrated yellow, pure primary color. If used unmixed, it creates very intense gold shades. Mixed with YM Essential or Fashion shades it intensifies gold reflex. Mixed with oxidizing colors – even if used in small percentages – it boosts gold tones. Mixed with +MAGIC BIANCO it creates endless gold hues. It can also be used as reviving toner if mixed with shampoo or other CARE products.	
VIOLET/2/V	Ultra concentrated pure secondary color. If used unmixed, it creates a bold violet shade. Mixed with YM Essential or Fashion shades, it intensifies lilac violet shades. Mixed with oxidizing colors - even if used it small percentages - it boosts violet irisé tones. Mixed with ASH tones, it creates wonderful pearl hues. Mixed with +MAGIC BIANCO it creates endless violet irisé hues. It neutralizes yellow reflexes. It can also be used as reviving toner if mixed with shampoo or other CARE products.	
COPPER/4/C	Ultra concentrated pure secondary color. If used unmixed, it creates a bold vibrant copper hue. Mixed with YM Essential or Fashion shades it intensifies their copper hue. Mixed with oxidizing colors – even if used in small percentages – it boosts orange tones. It boosts shine on GOLD, RED and BROWN shades. Mixed with +MAGIC BIANCO, it creates endless copper hues. It can also be used as reviving toner if mixed with shampoo or other CARE products.	
GREEN/8/M	Ultra concentrated pure secondary color. If used unmixed it creates an intense green bottle shade. Mixed with YM Essential or Fashion it intensifies green reflexes. Mixed with oxidizing colors – even if used in small percentages – it boosts green tones or corrects red ones. Mixed with +MAGIC BIANCO, it creates endless green hues. It can also be used as reviving toner if mixed with shampoo or other CARE products. It neutralizes red reflexes.	
SHOCKING YELLOW	Shocking Yellow - it's called 'shocking' for its acidic reflex, especially suitable to get hues and fashion shades.	
MAGENTA/26/VR	Pure red/violet reflex. Mixed with oxidizing colors it enriches them with light irisè hues. Mixed with +MAGIC BIANCO (alone or mixed with VIOLET or LILAC), it creates a wonderful pink color palette.	

### ESSENTIAL DIRECT COLORS such wonderful shades

2.01 2NA	GREY BROWN- this is the darkest shade of the line, especially suitable to conceal the first grey hair on dark bases It's possible to mix it with 7.1 to get intermediate ash shades. It's not recommended to use it unmixed on colored of bleached hair, since cold reflexes could result into an undesired color change.	
4.71 4CHA	INTENSE BROWN - is the most intense and natural brown of the line; perfect when you want to darken or warm u the base color.	
5.6 5R	RED BROWN – it is a red between violet and copper and lives with both souls. It expresses its reflexes best at level 5. In case you want to boost shine or make the color bolder, you can mix it with YM Intense Pigments RED. If you want the red tone to go towards orange or violet, or you can mix it with YM Intense Pigments COPPER or VIOLET.	
6.0  6N	DARK BLONDE- it is an intermediate dark blonde; perfect when you want to intensify or cool down a shade.	
7.1 7AA	GREY BLONDE - this is a light ash blonde. If processed with careful supervision, it can make white hair grey. It can be mixed with 2.01 to create different hues of grey. It's not recommended to use it unmixed on colored or bleached hair, since cold reflexes could result into an undesired color change.	
7.4  7C	COPPER BLONDE - it's a natural copper blonde. If mixed with YM Intense Pigments COPPER it turns to an Intense Copper shade. To get a coral copper reflex it can be mixed with YM Essential 5.6 or YM Intense Pigments RED.	
7.74  7WC	BRONZE BLONDE - it is an intense caramel shade, suitable to tone all intermediate shades. Thanks to its special reflexes pink copper blonde, it is perfect to revive the lengths in warmish brown or dark blonde shades. To get an even bolde reflex, mix with YM 7.4.	
8.0 8N	NATURAL BLONDE - this shade is the link between light blondes and darker brown shades; perfect to darken all blonde shades and create, when mixed, level 9 shades or any intermediate level tone.	
9.21 9VA	PEARL IRISÈ - this shade is surprisingly good in neutralizing yellow undertones. Mixed with +Magic Bianco, on level 10/11 pre-bleached hair, It creates pearl tones.	
10.3 10G	GOLD PLATINUM - it has a gold reflex, so it is perfect to boost golden blonde tones and slightly counteract cool undertone	
10.13 10AG	SAND PLATINUM - a sand blonde who stands between cold and warm shades. The perfect shade to tone blonde ha cooling down its reflex.	

# Discover YOUR MAGIC

mixed with our permanent color lines to get the best results



Extraordinary, modern, innovative

NATURE, SCIENCE AND TECHNOLOGY AT THE SERVICE OF THE SALON

#### 1 line, 3 Ways of Beauty: Permanent, Demi-Permanent, Gloss

**PLUS** - MANY BENEFITS, MANY SERVICES

TO GET THE BEST FLEXIBILITY AND PERSONALIZATION

- 63 OILY SHADES MIXABLE AMONG THEM
- FROM TONE ON TONE COLOR TO 100% GREY HAIR COVERAGE
- UP TO 99% NATURAL INGREDIENTS
- VEGAN OK CERTIFIED• CARE ACTION: PROTECTIVE, ANTI-AGE, STRENGHTENING, NOURISHING
- BARRIER SHIELD: FROM UV RAYS, POLLUTION AND EXTERNAL AGGRESSIVE AGENTS

• BEAUTY ACTION: VIBRANT AND BOLD COLOR, ENDLESS LIGHT thanks to our exclusive PHYTO-TECH FORMULA

### Yes, beauty is you!

it's color

#### THE COLOR THAT WILL AMAZE YOU RIGHT FROM THE FIRST APPLICATION PLUS

- WONDERFUL SHADES
- SHINY, LONG LASTING AND STABLE COLORS, THANKS TO THE GREAT QUANTITY AND VARIETY OF PIGMENTS
- GRANTING UNIFORMITY AND BALANCE
- QUICK MIXING, EASY APPLICATION AND RINSING • CREAMY TEXTURE, 150ml SIZE
- LOW AMMONIA CONTENT, CALIBRATED ACCORDING TO THE LEVEL
- PERFECT GREY HAIR COVERAGE
- GREAT HIGHLIFTING UP TO 4/5 LEVELS

### Experience the Difference!

TECHNICAL TIPS







• ACCURATE AND VIBRANT REFLEXES, NO COLOR CHANGES, THANKS TO THE AMPHOTERIC MOLECULE





MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER



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