



**YOU|UP<sup>2</sup>**

COLOR SHINE  
INTENSITY AND SOFTNESS  
NEW LIFE TO THE HAIR

**artēxo**  
CARE FOR BEAUTY

EXTRAORDINARY RESULTS

**50%** SHINE ON NATURAL HAIR

**20%** MORE BRILLIANCE ON COLORED HAIR\*

\*COMPARED TO A TRADITIONAL SEMI-PERMANENT COLORATION WITHOUT ARGAN OIL

**YOUJUP<sup>2</sup>**

SEMI-PERMANENT COLORATION

NO AMMONIA  
UNIQUE FORMULATION

PHYTO-TECHNOLOGY  
BIOCOSMETIC MIX

COSMETIC AND TREATING COLORATION  
100% GREY HAIR COVERAGE  
TONALIZATION AND REPIGMENTATION  
UP TO 1-2 LEVELS OF HIGHLIFT

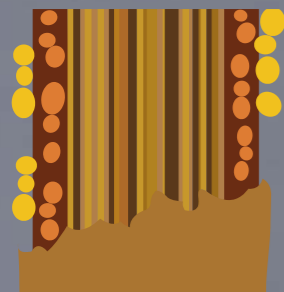


1 BOTTLE 100ml = 3 APPLICATIONS

FLEXIBLE DEVELOPING TIME  
DEPENDING ON THE SERVICE

## THE TECHNOLOGY

AN ADVANCED COLOR AND REFLEX TREATMENT WITH HIGH PERFORMANCES THANKS TO THE COMPLEMENTARY ACTION OF DIRECT AND OXIDIZING PIGMENTS



- DIRECT PIGMENTS
- OXIDIZING PIGMENTS

**DIRECT PIGMENTS**  
lay on the external layer of the hair, ensuring **MORE INTENSE REFLEXES**

**OXIDIZING PIGMENTS**  
Penetrate inside the stalk, ensuring **COVERAGE AND LONG LASTING COLORS**

## THE FORMULATION

### PHYTO-TECNOLOGY FOR HAIR CARE AND BEAUTY

## THE PHYTO COMPONENT

A COLOR AND REFLEX TREATMENT WHICH GIVES SHINE AND HYDRATES THE HAIR THANKS TO THE ACTION OF VALUABLE NATURAL OILS CONTAINED IN THE **BIOCOSMETIC MIX**.

**BIOCOSMETIC MIX**: A PRECIOUS MIX OF **BEAUTIFYING NATURAL OILS**, GIVING PROTECTION, SOFTNESS, SILKNESS, LIGHT AND BRILLIANCE TO THE HAIR.



#### ARGAN OIL **Protection and shine**

Rich in Vitamin E, Omega 3 and Omega 6, antioxidant elements, it has an anti-age action and protects color from fading because of sun rays; it gives shine and makes the hair silky; it closes the cuticles and stabilizes the color, glorifying its brilliance.



#### JOJOBA OIL **Lipo-protection**

Very rich in nourishing components (Vitamin A, B1, B2 and E), and in myristic acid, which is similar to our natural sebum; it prevents from dryness, giving shine and protection.



#### FLEXSEED OIL **Elasticity**

It rebuilds the hydrolipidic layer thanks to 2 fat acids: Linolenic acid, ensuring hydration; Alpha-Linolenic acid, giving elasticity and resistance.



#### AVOCADO OIL **Nourishment and repair**

Thanks to many mineral salts (iron, potassium, magnesium, phosphorus, copper), vitamin A, B, C and E, plus Lecithin, with repairing properties, it has always been used, since the Egyptians, to favor hair re-growth, for its restructuring, stimulating and nourishing properties.



#### SUNFLOWER OIL **Softness**

Rich in Vitamin B6 and Vitamin E, it ensures softness and lightness to the hair reducing its dryness.

# THE LINE

## 42 SHADES

TOTALLY INTEGRATED WITH IT'S COLOR CHART

### 39 COLOR SHADES

MIXING RATIO 1:2

WITH THE SPECIFIC ENERGIZER ACTIVATOR

#### + 1 SPECIAL TONE SILVER

To counteract the yellowing of grey hair bringing it back to its natural whiteness.

To reduce the yellow-orange reflexes caused by streaks or highlights.

**N.B.** if the bleached hair is very porous it is recommended to mix SILVER + NEUTRAL

#### + 1 SPECIAL TONE SLATE

On grey hair to get an elegant smoke grey, fade resistant.

To counteract residual warm reflexes on medium-dark levels.

**N.B.** if the treated hair is very porous it is recommended to mix SLATE + NEUTRAL

#### + 1 NEUTRAL GLOSS

Recommended to tonalize very porous lengths and tips.

Not recommended on grey hair.

- MIXING RATIO: UP TO 1 TO 3 WITH EVERY OTHER SHADE, IT REDUCES THE REFLEXES SO THAT COLOR SHADES ARE MORE DELICATE AND TENUOUS

- MIXED 1 TO 1 WITH EVERY SHADE LIFTS IT 1 LEVEL UP

# YOU|UP<sup>2</sup>

## THE DEVELOPERS

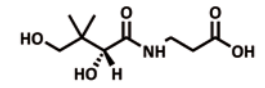
RICH IN DECONGESTANT AND BALMY NATURAL ELEMENTS, THEY ENSURE PERFECT EMOLLIENCY AND HYDRATION



SCOTS PINE  
Balmy and decongestant



CALENDOLA  
Calming, hydrating



PANTHENOL  
Provitamin B15  
Nourishing, emollient



ENERGIZER 1.8 = 7 VOL  
SYNERGETIC ACTION WITH YOU|UP<sup>2</sup>

PLUS:

- Better and uniform deposit of direct pigments
- Respect of tone on tone coloration
- It ensures a cosmetic natural result
- Applied on washed towel dried hair, it softens the chromatic result
- To repigment and pre-color



ENERGIZER 3 = 11 VOL  
SYNERGETIC ACTION WITH YOU|UP<sup>2</sup>

PLUS:

- Better and uniform deposit of oxidizing pigments
- It exalts the reflexes
- To cover grey hair
- It can lift 1 to 2 levels

# SERVICES

**YOU|UP<sup>2</sup>**

## MAXIMUM VERSATILITY OF USE CUSTOM-BUILT RESULTS

### GREY HAIR COVERAGE

**MIXING:** YOU|UP<sup>2</sup> + ENERGIZER 3

FOR A PERFECT GREY HAIR COVERAGE

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#### GREY HAIR %

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0 - 30 %	DESIRED SHADE
30 - 60 %	2 PARTS DESIRED SHADE + 1 PART 1 LEVEL DARKER
DEVELOPING TIME 20/25 MIN	
60 - 100 %	1 LEVEL DARKER SHADE
DEVELOPING TIME 35/40 MIN	

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### GLOSS SHINING SERVICE

**MIXING:** 20G NEUTRAL GLOSS + 40G ENERGIZER 1.8 / 3

WITH YOU|UP<sup>2</sup> NEUTRAL GLOSS YOU CAN OFFER AN EXTRAORDINARY SHINY AND SILKY SERVICE.

The neutral gloss shade, lacking colored pigments, contains a huge quantity of Argan Oil; the treatment then ensures a very intense final result, full of light.

**DEVELOPING TIME:** 10/15 MINUTES

### TONALIZATION

**MIXING:** YOU|UP<sup>2</sup> + ENERGIZER 1.8

AFTER BLEACHING, TO WONDERFULLY TONALIZE HIGHLIGHTS OR TO LESSEN UNWANTED REFLEXES.

This service allows to get shiny highlights; if the rest of the hair is natural, tonalizing will not interfere on the level of the natural base.

**DEVELOPING TIME:** 20/25 MINUTES

### REPIGMENTATION

**MIXING:** YOU|UP<sup>2</sup> + ENERGIZER 1.8

Repigmentation is a technique aimed at restoring warm natural pigments inside the hair after bleaching services. To come back to a natural base, darkening back the hair of at least 3-4 levels, it is necessary to:

- Apply a shade 1 level lighter than the desired color

**YOU|UP<sup>2</sup>**

## THE SERVICES

### IT'S COLOR + YOU|UP<sup>2</sup> ARTÈGO COLOR SYSTEM

Thanks to the synergy between IT'S COLOR and YOU|UP<sup>2</sup> shades hairdressers will be able to offer wonderful tailored services, counting on both lines' qualities and performances. Colored pigments are the same, but treated differently.

### REGROWTH COVERAGE + SENSITIVITY AND LIGHT ON LENGTHS AND TIPS

The integrated system IT'S COLOR + YOU|UP<sup>2</sup> allows you to meet the coverage expectations, making the reflex uniform at the same time all over the lengths, without overly sensitizing them with an oxidizing coloration.



#### IT'S COLOR

ON NATURAL REGROWTHS

#### YOU|UP<sup>2</sup>

ON LENGTHS AND TIPS

## THE ADVANTAGES

### FOR SALONS

- A GENTLE COLORATION THAT ENSURES INTENSE SHINE AND COVERS GREY HAIR AT THE SAME TIME, SAFEGUARDING THE COSMETIC RESULT;
- TO TONALIZE AND REPIGMENT IN AN OPTIMAL WAY;
- IN SYNERGY WITH IT'S COLOR TO COVER THE REGROWTH AND MAKE THE REFLEX UNIFORM WITHOUT SENSITIZING LENGTHS AND TIPS;
- THE GLOSS-SHINING SERVICE IS PERFECT FOR ALL THE HAIR TYPES AND INCREASES THE DIFFERENTIATION OF SALON SERVICES.

### FOR CUSTOMERS

- THE SAFETY OF A PHYTO-TECHNOLOGICAL FORMULA WITHOUT AMMONIA; ENRICHED WITH ARGAN, JOJOBA, FLEXWEED, AVOCADO AND SUNFLOWER OILS
- A GENTLE COLORATION TO GIVE SHINE AND INTENSITY TO NATURAL COLOR, COVERING GREY HAIR;
- PROTECTION AND EMOLLIENCY THANKS TO THE HIGH PERCENTAGE OF NATURAL ACTIVE OILS;
- GLOSS SHINING SERVICE, TO BREATH NEW LIGHT INTO COLORED OR NATURAL HAIR;
- MAXIMUM CUSTOMIZATION, GREAT SATISFACTION.

THE RESULT MAKES THE DIFFERENCE  
AND THE CUSTOMER WILL KNOW IT

MYARTEGO.COM

artēgo  
CARE FOR BEAUTY

Made In Italy

100% RENEWABLE ENERGY

ISO 22716 CERTIFICATION GOOD MANUFACTURING PRACTICE OF COSMETIC PRODUCTS