



#### NATURAL

.0|N  
 1.0 | 1N 7.0 | 7N  
 3.0 | 3N 8.0 | 8N  
 5.0 | 5N 9.0 | 9N  
 6.0 | 6N 10.0 | 10N



#### COOL GREY

.1|A  
 6.1 | 6A  
 7.1 | 7A  
 8.1 | 8A  
 9.1 | 9A



#### COFFEE

.71|MA -.17|AM  
 5.71 | MA  
 6.71 | MA  
 7.17 | AM



#### CHOCOLATE

.74|MC -.7|M  
 5.74 | 5MC  
 3.7 | 3M  
 6.7 | 6M



#### CLEAR

# RE\_COLOR

PHYTO COLOR REGENERATION

NO AM PERMANENT CREAM COLOR

No Ammonia\_No PPD\_No Resorcinol

## TECHNICAL GUIDE

*... Your journey to success*



# artēxo

CARE FOR BEAUTY



#### GOLD

.3|G  
 5.3 | 5G  
 6.3 | 6G  
 7.3 | 7G  
 8.3 | 8G  
 9.3 | 9G



#### SPECIAL BLONDE

12.0 | 12N  
 12.2 | 12V  
 12.11 | 12B



#### COPPER GOLD

.34|GC  
 6.34 | 6GC  
 8.34 | 8GC



#### INTENSE

3.11|3B  
 7.44 | 7CC  
 7.66 | 7RR  
 9.22 | 9VV



#### PEARLED

.02|NV  
 6.02 | 6NV 9 CAMEO  
 7.02 | 7NV 10 COTTON  
 8.02 | 8NV



#### SAND

.13|S  
 6.13 | 6S  
 7.13 | 7S  
 8.13 | 8S  
 9.13 | 9S



#### REDWOOD

.5|RM -.6|R  
 5.5 | 5RM  
 6.6 | 6R

# RE\_COLOR

PHYTO COLOR REGENERATION

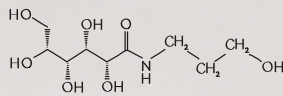
NO AM PERMANENT CREAM COLOR  
No Ammonia\_No PPD\_No Resorcinol



PHYTO ACTIVE



with Certified BiEau® Actif Red Algae



fiberHance™



with Elaya Renova™ with encapsulated cell oil



Rice Bran Oil

*Reveal Your Identity*

# RE\_COLOR

PHYTO COLOR REGENERATION

## CARE INSTRUCTIONS: HOW TO USE

RE\_COLOR is a color system formulated without ammonia, PPD, Resorcinol, which provides 100% grey hair coverage, and more than 4 levels highlight with the use of Special Blonde shades.

Mixing ratio is 1:1.5 with OXY 10 Vol. 3%, 20 Vol. 6%, 30 Vol. 9%, 40 Vol. 12%.  
(Except for Special Blonde shades, which can only be used in a 1:2 mixing ratio with OXY 40 vol.).

Developing time varies between 25/55 minutes, depending on the OXY used.

FAMILIES	% GREY HAIR COVERAGE	
.0 N	NATURAL	100%
.1 A	COOL GREY	100%
.71 MA - .17 AM	COFFEE	80%
.7 M - .74 MC	CHOCOLATE	80%
.3 G	GOLD	80%
.34 GC	COPPER GOLD	80%
.5 RM - .6 R	REDWOOD	80%
.13 S	SAND	80%
.02 NV	PEARLED	80%
.44 CC - .11 B	INTENSE	80%
.22 VV - .66 RR	INTENSE	80%
12.0	SPECIAL BLONDE	0%
CLEAR	CLEAR	0%

TABLE OF REFERENCE FOR GREY HAIR COVERAGE	
% GREY HAIR	
0 - 50%	Use the same color level of the desired result
50% - 75%	Use 3 parts of the same color level of the desired result and 1 part of a shade 1 level darker of the desired one
75% - 100%	Use 2 parts of the same color level of the desired result and 2 parts of a shade 1 level darker of the desired one

## MASTER COLOR

PERMANENT COLOR, for 100% grey hair coverage:

- a) First application on virgin hair
- b) Retouch on the roots

TONE ON TONE COLOR, with OXY at 10 Vol. we can tonalize, brighten and/or change the reflex

SPECIAL BLONDE, for extra highlight, beyond 4 levels

RE\_GENERATION COLOR, for color and regeneration services with NUTRIPLEX

## SPECIAL SERVICE

Men special	6.1 6A and CLEAR	to intensify and tonalize grey hair
No yellow	9.22 9VV and 10 COTTON	to cool warm reflexes down
Magnificent shine	CLEAR and 9 CAMEO	to offer the strongest light to the hair
Intense vibrancy	7.66 7RR - 7.44 7CC - 3.11 3B	to enhance clients' personalities



RE\_COLOR SERVICES: KNOW HOW

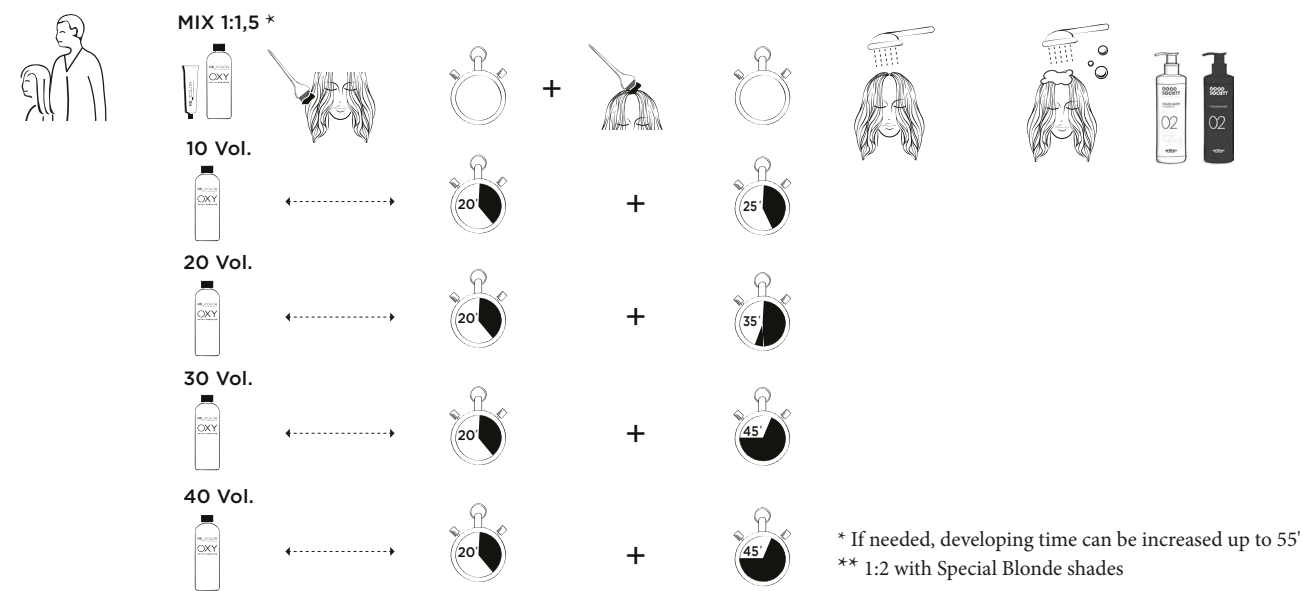
FIRST PERMANENT COLOR SERVICE ON VIRGIN HAIR

To achieve an even result over the entire length proceed as indicated.  
For best guaranteed results use **RE\_COLOR** exclusively with its **OXY** cream activators.

1. Apply the color mix to lengths and ends starting 1/2 cm from the roots.
2. After 20 minutes prepare the mix again, apply to the base and leave on depending on the type of service and/or **OXY** used.
3. At the end of developing time emulsify and rinse thoroughly, then proceed to wash and condition with the Good Society O2 Color Glow family.

If grey hair is present, proceed with the application on root, lengths and ends.

APPLICATION



MIXING RATIO

OXY 10 Vol.	level highlift	1 part of RE_COLOR color (e.g. 50 g)	1,5 part of OXY (e.g. 75 g)
OXY 20 Vol.	2 levels highlift	1 part of RE_COLOR color (e.g. 50 g)	1,5 part of OXY (e.g. 75 g)
OXY 30 Vol.	3 levels highlift	1 part of RE_COLOR color (e.g. 50 g)	1,5 part of OXY (e.g. 75 g)
OXY 40 Vol.	4 levels highlift	1 part of RE_COLOR color (e.g. 50 g)	1,5 part of OXY (e.g. 75 g)
OXY 40 Vol.	4 levels highlift and more	1 part Special Blonde (e.g. 50 g)	2 parts of OXY (e.g. 100 g)

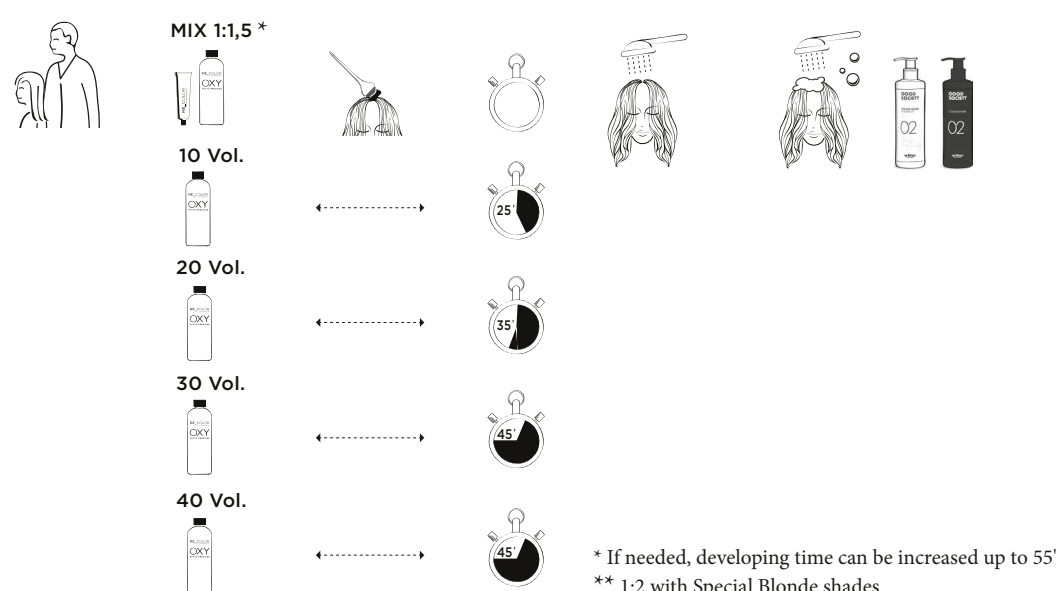
RE\_COLOR SERVICES: KNOW HOW

PERMANENT TOUCH-UP COLOR ON THE ROOTS

To achieve an even result over the entire length proceed as indicated.  
For best guaranteed results use **RE\_COLOR** exclusively with its **OXY** cream activators.

1. Apply the coloring mix to the regrowth, leaving it on according to the **OXY** used.
2. At the end of the developing time lather and rinse thoroughly, then proceed to wash and condition with the Good Society O2 Color Glow family.

APPLICATION



MIXING RATIO

OXY 10 Vol.	level highlift	1 part of RE_COLOR color (e.g. 50 g)	1,5 part of OXY (e.g. 75 g)
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RE\_COLOR SERVICES: KNOW HOW

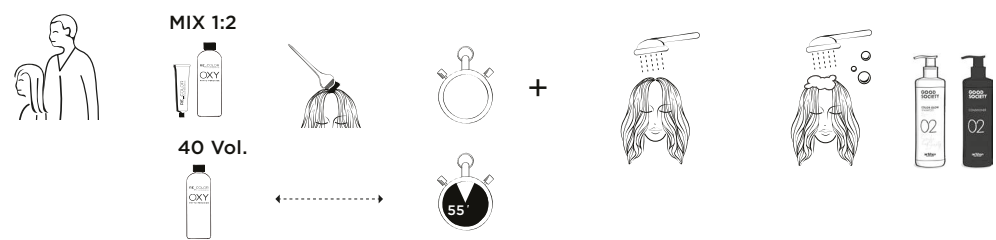
SPECIAL BLONDE: USE SUPER BLONDE SHADES (LEV.12) TO HIGHLIGHT BEYOND 4 LEVELS

To achieve guaranteed lifting up to more than 4 levels with Special Blonde shades, **only and exclusively** mix **RE\_COLOR color cream** with **OXY 40 Vol. 12% in a 1:2 ratio**.

Using an oxidizer other than **OXY** or altering the mixing ratio and/or developing time may compromise the color result.

- 1. Prepare **RE\_COLOR + OXY 40 Vol.** mix (1:2 mixing ratio) and apply it on roots and lengths
- 2. Leave on for developing time: about 55 minutes
- 3. At the end of developing time lather and rinse thoroughly, then proceed to wash and conditioning with the Good Society O2 Color Glow family.

APPLICATION



MIXING RATIO

OXY 40 Vol.	4 l lightening levels and more	1 part of Special Blonde (e.g. 50 g)	2 parts of OXY 40 Vol. (e.g. 100 g)
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NUTRIPLEX SERVICES: KNOW HOW

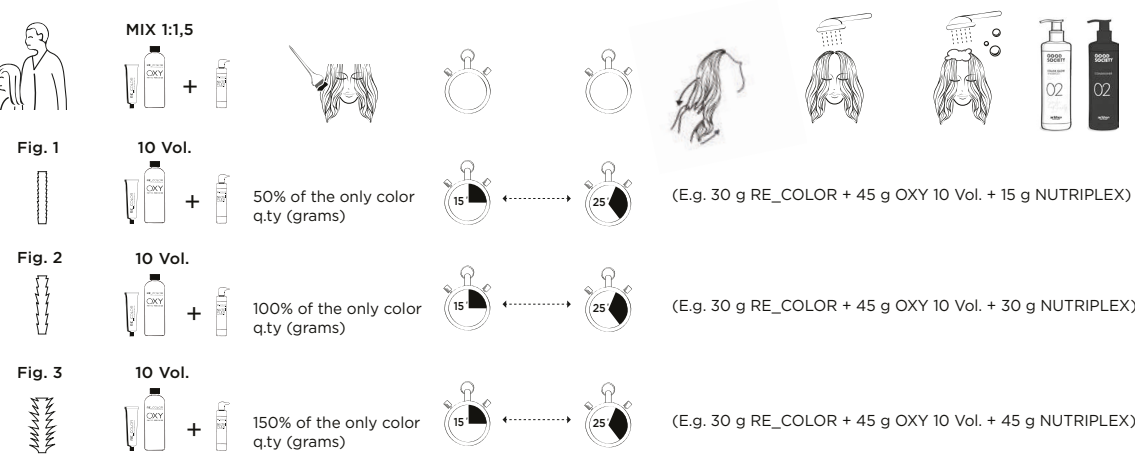
RE\_GENERATION COLOR: MULTIFUNCTIONAL SERVICES: COLOR AND REGENERATION WITH NUTRIPLEX

With the use of **NUTRIPLEX**, added to the color mix, we can simultaneously **RESTRUCTURE - TONALIZE - NEUTRALIZE and ILLUMINATE** while achieving extraordinarily beautiful results. It can be used in a blend with any shade\* \*\* + **OXY** at 10 Vol. Developing time can vary from 15 to 25 minutes depending on the hair sensitization and the desired color intensity.

To achieve guaranteed results, use **NUTRIPLEX** exclusively with **RE\_COLOR** and **OXY 10 Vol.** cream activator and proceed as suggested below:

- 1. Prepare the **RE\_COLOR + OXY 10 VOL** mix and add **NUTRIPLEX** according to the diagnosis (sensitization and porosity) of the hair and apply it to the lengths
- 2. Leave on for developing time: 15 to 25 minutes
- 3. At the end of the developing time lather and rinse thoroughly, then proceed to wash and condition with the Good Society O2 Color Glow family

APPLICATION



MIXING RATIO

SLIGHTLY SENSITIZED HAIR (FIG. 1)	1 part of RE_COLOR shade (e.g. 30 g)	1.5 parts of OXY (e.g. 45 g)	0.5 parts of NUTRIPLEX (e.g. 15 g)
SENSITIZED HAIR (FIG. 2)	1 part of RE_COLOR shade (e.g. 30 g)	1.5 parts of OXY (e.g. 45 g)	1 part of NUTRIPLEX (e.g. 30 g)
IMPOVERISHED HAIR (FIG.3)	1 part of RE_COLOR shade (e.g. 30 g)	1.5 parts of OXY (e.g. 45 g)	1.5 parts of NUTRIPLEX (e.g. 45 g)

\* If you wish to keep the reflex intensity of some shades very strong, as for example INTENSE shades, e.g. 7.66|7RR or 7.44|7CC, very strong, you may consider using OXY 20 Vol. instead of 10 Vol, keeping the same mixing ratios suggested in the chart for OXY 10 Vol.

\*\* The use of the NUTRIPLEX additive is not recommended for grey hair coverage services or when mixed with the SPECIAL BLONDE shades

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