

BEAUTY FUSION

PHYTO-TECH COLOR



Organic Radish
Anti-Age, Hydrating, UV rays
and pollution shield



Organic Vitis Vinifera
Antioxidant, Nourishing
Strengthening



Organic Olive Oil
Illuminating, Emollient
Restructuring



Organic Zanthalene*
Softening
Soothing, Relaxing

Up to



99%
organic
natural ingredients

3 ways of beauty



FULL

PERMANENT COLOR



DEMI PLUS

DEMI-PERMANENT COLOR



GLOSS

TONE ON TONE COLOR

wonderful care and protection
COLOR COLLECTION

artēxo
CARE FOR BEAUTY



**“... and from the fusion
of all the dusks
and dawns, and colors,
and earths,
skies, seas, flowers,
and again,
of all the songs, dances,
people and cultures,
beauty was finally born.**

Yes, beauty is you.”

The market faces clients expectations: yes, color is still the main service, but...

Color services are the heart of any salon activity, and **the hair color market is constantly growing**.

Actually, not only clients who need to cover grey hair ask for a **color service**, since it has become a true **beauty tool: a playful, experimental, wide and ever changing one**, for every style and age; every woman (an increasing number of men, too), make a united front in the face of beauty, for elegant, natural green, tailor-made services.

MARKET TRENDS REVEAL THAT CLIENTS ARE NOW VERY DEMANDING AND ASK FOR SPECIAL COLOR SERVICES:

- green, natural, gentle, formulative advanced;
- great performing, able to offer natural, shiny, deep color, or transgressive and playful ones;
- long-lasting results in shine and intensity;
- tailor-made, according to the client needs, desires, hair conditions;
- skilled and trustworthy advice;

HOW TO MEET THE CHALLENGE OF AN INCREASINGLY COMPETITIVE MARKET, LISTENING TO CLIENTS DEMANDS

A SALON CAN GROW BECAUSE IT OFFERS ITS CLIENTS:

- AN ACCURATE SELECTION OF HAIR CARE BRANDS AND PRODUCTS WITH A GREAT TECHNICAL AND COSMETIC RESULT: TANGIBLE BEAUTY TOOLS
- GREAT PROFESSIONAL EXPERIENCE TO MAKE SURE CLIENTS ARE SATISFIED AND BEAUTIFUL
- TAILOR MADE PROPOSALS AND ADVICE TO CREATE CUSTOMIZED SERVICES, LISTENING TO CLIENTS' SPECIAL CARE AND BEAUTY DESIRES

A challenge for growing salons:

How to meet every woman
expectation about beauty,
care, «tailor-made», green?

Our answer:

BEAUTYFUSION



PHYTO-TECH COLOR

Extraordinary, fresh, infinitely powerful, ground-breaking

COLOR COLLECTION MADE OF 72 OIL COLOR
SHADES MIXABLE AMONG THEM

MANY BENEFITS

- UP TO 99% NATURAL CERTIFIED ORGANIC INGREDIENTS*
- CARE ACTION: PROTECTIVE, ANTI-AGE, STRENGTHENING, REGENERATIVE
- PROTECTION: UV RAYS, POLLUTION AND OTHER EXTERNAL DAMAGING AGENTS
- BEAUTY ACTION: BOLD, INTENSE AND SHINY COLOR
- DERMATOLOGICALLY TESTED
- MULTIBENEFIT: CARING WHILE COLORING
- MULTISERVICE: GLOSS - DEMI - FULL

PHYTO-TECHNOLOGY

- KEY INGREDIENTS TO CARE FOR THE HAIR BEAUTY
- NATURE, SCIENCE AND TECHNOLOGY AT THE SERVICE OF PROFESSIONALISM
- CLEAR HAIR HEALING CERTIFICATION, issued by a University of Perugia spin-off

MANY SERVICES

One line, 3 *Ways of Beauty*



GLOSS

TONE ON TONE COLOR



DEMI PLUS

DEMI-PERMANENT COLOR



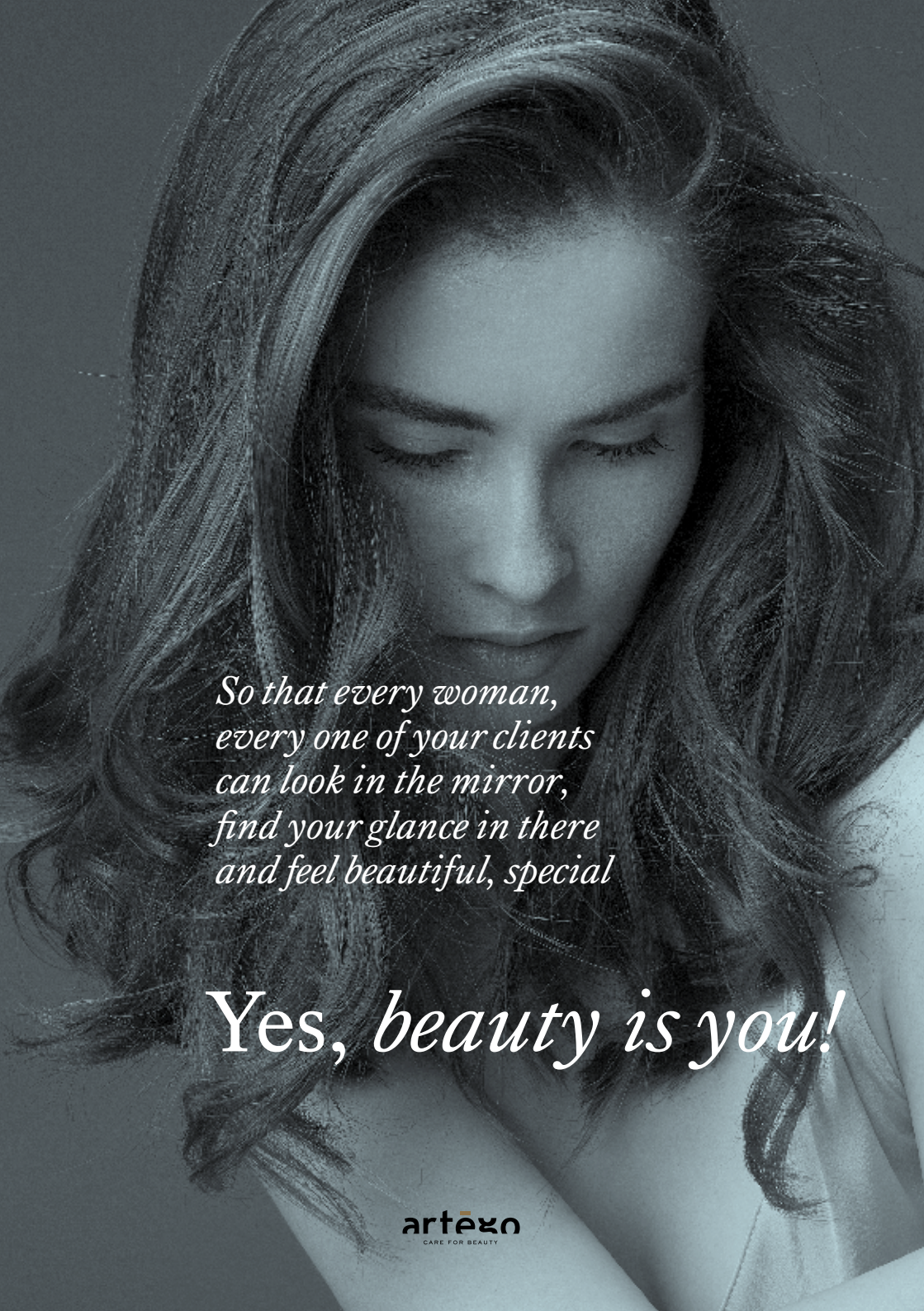
FULL

PERMANENT COLOR



*depending on the service

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CARE FOR BEAUTY



*So that every woman,
every one of your clients
can look in the mirror,
find your glance in there
and feel beautiful, special*

Yes, beauty is you!

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CARE FOR BEAUTY

Many benefits

CARE FOR BEAUTY

BEAUTY FUSION ENSURES THE BEST COMFORT, FOR YOU AND YOUR CLIENTS

Thanks to its rich sensory and velvety texture, application is easy and clear; the cream is gentle, watermelon scented.

CARE AND PROTECTION

Thanks to the synergetic action of its natural active ingredients:

1. **ORGANIC* RADISH:** with incredible Anti-age properties, Hydrating and Protective from UV rays and pollution
2. **ORGANIC* VITIS VINIFERA:** Antioxidant, Nourishing, Strengthening
3. **ORGANIC* OLIVE OIL:** Illuminating, Soothing, Restructuring
4. **ORGANIC* ZANTHALENE*:** Soothing, Calming
5. **THERMAL WATER:** Re-mineralizing, coming from the organic Thurio Spring Spezzano Thermal Baths
6. **ATLANTIC RED SEAWEED** (specific in CLEAR): Polishing, Protective, Restructuring
7. **ZEMEA*:** Soothing and Emollient

BEAUTY PERFORMANCE

Thanks to its **CALIBRATED** exclusive formulation, with **MOLAR BALANCE OF PRIMARY AND SECONDARY PIGMENTS**, it ensures:

1. **INTENSITY, SHINE, NATURALNESS** of the color
2. **TACKLING OF EXTERNAL DISCOLORATION AGENTS** (sun rays, heat, pollution)
3. **HIGH FIDELITY OF THE FINAL RESULT WITH THE COLOR CHART**

BEAUTY FUSION IS THE BEST CHOICE FOR:

- ALL HAIR TYPES
- WEAK / IMPOVERISHED HAIR
- MATURE HAIR

KNOW



Raphanus Sativus

Phyto-Technology



PHYTO

THE KEY INGREDIENTS for hair care and beauty



Organic Radish

BENEFITS: Anti-Age, Hydrating and Protective from UV Rays and Pollution

PROPERTIES: Radish has Asian origins, and it has been used from a thousand year. It is rich in Vitamin C, Phosphorus, Calcium, Folic Acid, Vitamin A, and it has antioxidant, revitalizing and restructuring properties.

It creates a protective barrier against the oxidative damages caused by UV rays, pollution, salt, chlorine and aggressive treatments (such as heat of the hairdryer, use of flat irons). It also has a beneficial action on weak or impoverished hair, thanks to its replumping, hydrating and root strengthening action.

ORGANIC COSMOS* Certification



Organic Vitis Vinifera

BENEFITS: Antioxidant, Nourishing, Strengthening

PROPERTIES: Originated from the pressing of its seeds, it's an oil rich in linoleic acid, emollient and hydrating, in regenerating phytosterols and antioxidant OPC, protective of the cell membrane. It protects the hair and the scalp from free radicals, and it strengthens the hair thanks to the high content of polyphenols, anthocyanins, flavonoids, vitamins, minerals. It counteracts hair ageing, so it's perfect for mature hair.

ORGANIC COSMOS* Certification



Organic Olive Oil

BENEFITS: Illuminating, Soothing, Restructuring

PROPERTIES: It adds essential nutrients such as oleic and linoleic acid, the valuable E and K vitamins, rich in chlorophyll and phytosterols, with repairing and soothing action; squalene, one of the main structural components of the skin. It causes a visible cosmetic result, of immediate shine, and it has a deep nourishing action, penetrating the hair structure and the scalp.

ORGANIC COSMOS* Certification



Organic Zanthale®

BENEFITS: Soothing, Calming

PROPERTIES: Originated from the berries of a perennial Asian plant, which has been used in medicine from ancient times for its soothing and calming effect on the scalp, thanks to the high content of phytosterols. It is widely used in the Chinese and Tibetan cuisine, for its special scent and for its ability to aid in the digestion of many foods and of culinary excesses.

ORGANIC COSMOS* Certification

* ORGANIC CERTIFICATION



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CARE FOR BEAUTY

TECHNOLOGY

RESEARCH, SCIENCE, TECHNOLOGY FOR A GREAT COSMETIC
BEAUTY PERFORMANCE

EXCLUSIVE MOLAR BALANCED FORMULATION OF SELECTED, HIGH QUALITY
PRIMARY AND SECONDARY PIGMENTS

PLUS

1. Color stability
2. Dermatologically tested
3. Shine, thanks to the absence of impurities
4. Fidelity, to the color chart over time
5. Integrability among the different services, for a great personalization of the service

COCONUT DERIVED SURFACTANT

It is a very gentle surfactant that eases pigments solubility and their diffusion inside the hair, uniformly, with cosmetic results of natural homogeneity all over the hair.

ORGANIC* CERTIFIED THURIO SPRING THERMAL WATER

from Spezzano Thermal Baths

Rich in valuable trace elements for the hair and the scalp; they act as catalysts of the action of nourishing, rebalancing, soothing and protective active principles.

UP TO 99% NATURAL ORGANIC INGREDIENTS

Certified by the Department of Chemistry, Biology and Biotechnology of the University of Perugia.

DERMATOLOGICALLY TESTED. HIGH SKIN TOLERANCE

Certified by the Department of Chemistry, Biology and Biotechnology of the University of Perugia.

THE COLOR FORMULA IS BIODEGRADABLE UP TO 98%

The ingredients selected in the color formulation are safe for the environment.

NO COCAMIDE DEA, NO MEA, NO ADDED ALCOHOLS

Replaced in the formulation by natural components, of whom **100% Organic Zemea®**, for a silky and soft final hair texture. **NO PPD OR RESORCINOL ADDED TO THE FORMULA**

None of the Beauty Fusion formulas contain paraphenylenediamine or resorcinol.

VEGANOK® CERTIFIED

100% vegan packaging and formulation

Endless services *for the best personalization*

BEAUTYFUSION

The line is made of **72 MARVELLOUS SHADES**, all ensuring incredible results in shine, intensity, color duration, and granting maximum protection for scalp and hair.

ALL THE SERVICES YOU CAN OFFER YOUR CLIENTS WITH ONE LINE

3 MASTER COLOR SERVICES

- GLOSS: tone on tone color
- DEMI PLUS: demi-permanent
- FULL: permanent color, up to 100% coverage

4 SPECIAL CLEAR SERVICES

a true special shade, enriched with polishing Red Seaweed, protective and restructuring:

- BRILLIANT: Regenerative Shine
- SOFT LIGHT: Carephlex Highlifter
- SUBLIMAGE: Beauty Balance Carephlex Highlifter
- SUBLIMAGE ULTRA: Carephlex Highlifter

1 GREY SPECIAL

To intensify and tonalize grey hair

Especially formulated to intensify grey tones

10 SPECIAL BLONDE SERVICES

- 5 PASTEL SHADES
- 5 SPECIAL BLONDE HIGHLIFT SHADES

3 SPECIAL TONE SERVICES

- ANTI YELLOW-ORANGE SHADE 9.11 - 9B
- ANTI YELLOW SHADE 9.22 - 9V
- ANTI RED SHADE 5.8 - 5M

13 SPECIAL TONE ORIGINAL

- 6 WARM GOLD SHADES
- 7 NATURAL VIOLET PEARL SHADES

KNOW



Make the difference, with *Care*
with ***Beauty Fusion***
you can

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CARE FOR BEAUTY

Beauty Fusion Family

beauty in your hands

72 oil shades
mixable among them



Size: 1000 ml

5 OXYMILK

VOLUMES 5 - 13 - 20 - 30 - 40

PLUS

Zemea®, a corn derivative, 100% certified organic
rich in vitamins and phytosterols

VEGANOK® CERTIFIED



Size: 100 ml

2 BOOSTER

AMMONIA CREAMS

Specific and exclusive for
BEAUTY FUSION color
service, mixed with OXYMILK
and the color shades

01 for levels from 1 to 6
02 for levels from 7 to 12

DO NOT USE UNMIXED

VEGANOK® CERTIFIED



Size: 100 ml

72 OIL COLOR SHADES

15 COLOR FAMILIES
all 72 shades are mixable
among them

SPECIAL SHADES FOR SPECIAL SERVICES

SPECIAL GREY 6.11-6B
SPECIAL ANTI-YELLOW
9.22 - 9V
SPECIAL ANTI YELLOW-
ORANGE 9.11 - 9B
SPECIAL ANTI-RED 5.8 - 5M
SPECIAL CLEAR
MULTISERVICES

VEGANOK® CERTIFIED



One line, 3 Ways of *Beauty*

THE SYMBOLS BEHIND THE 3 BEAUTY JOURNEYS

- **GLOSS** TONE ON TONE COLOR
- ◐ **DEMI PLUS** DEMI-PERMANENT COLOR
- **FULL** PERMANENT COLOR, UP TO 100% COVERAGE

IT'S EASY TO READ THEM ON THE SHADE DESCRIPTION:

- ◐ ○ USE THESE SHADES TO CARRY OUT FULL, DEMI PLUS AND GLOSS SERVICES
- ◐ USE THESE SHADES TO CARRY OUT FULL AND DEMI PLUS SERVICES



10 SPECIAL BLONDE SHADES

1 SPECIAL CLEAR SHADE

PASTEL COLORS

PINK
OCEAN
POWDER
MINT
CLEAR

SPECIAL BLONDE

HIGHLIGHT LEVEL 12:

12.0
12.1
12.13
12.3
12.2

all mixable among them
1. to highlight up to 5 levels
2. to make pastel tonalizations

SPECIAL CLEAR SERVICES

BRILLIANT
Regenerative Shine
SOFT LIGHT Carephlex
Highlifter
SUBLIMAGE Beauty
Balance
Carephlex Highlifter
SUBLIMAGE ULTRA
Carephlex Highlifter





Learn about
the line:
it's easy!

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CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

15 color families, 72 *oil shades* *mixable among them*



	.0 N	NATURAL
	.1 A	ASH
	.11 B	BLUE
	.13 S	SAND
	.8 M	MATT
	.3 G	GOLD
	.44 CC	INTENSE COPPER
	.34 WG	WARM GOLD
	.6 R	RED
	.66 RR	INTENSE RED
	.7 CH	CHOCOLATE
	.2 V	VIOLET
	.23 NV	NATURAL VIOLET PEARL
	.26 VR	VIOLET RED
	.5 RV	MAHOGANY



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CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

One line, 3 *Ways of Beauty*



GLOSS
TONE ON TONE COLOR



DEMI PLUS
DEMI-PERMANENT COLOR



FULL
PERMANENT COLOR



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CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

5 oil pastel shades *mixable among them*



PINK

OCEAN

POWDER

MINT

SPECIAL CLEAR

with Red Seaweed: polishing, protective, restructuring

**SPECIAL SERVICES
BY SPECIAL CLEAR**

GLOSS BRILLIANT: Regenerative Shine

FULL SOFT LIGHT: Carephlex Highlifter

FULL SUBLIMAGE: Beauty Balance Carephlex
Highlifter

FULL SUBLIMAGE ULTRA: Carephlex Highlifter

5 special blonde oil shades *mixable among them*



12.0 - 12N
special blonde natural



12.1 - 12A
special blonde ash



12.13 - 12S
special blonde sand



12.3 - 12G
special blonde gold



12.2 - 12V
special blonde violet

SPECIAL BLONDE SERVICES

5 OIL PASTEL SHADES

5 OIL SPECIAL BLONDE LEVEL 12
SHADES

all mixable among them

for many possible uses, thanks to their special
formulation that makes them expendable as:

- PASTEL COLORS
- HIGHLIGHT SHADES

DISCOVER BEAUTY FUSION: IT'S EASY!

One line, 3 *Ways of Beauty*



GLOSS

TONE ON TONE COLOR



DEMI PLUS

DEMI-PERMANENT COLOR



FULL

PERMANENT COLOR



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CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

One Color, 3 *Ways of Beauty*



GLOSS
TONE ON TONE COLOR



DEMI PLUS
DEMI-PERMANENT COLOR



FULL
PERMANENT COLOR



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CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

Oxymilk - *the oxidizing component*



5 OXYMILK

soft, milky texture

5 vol to carry out **GLOSS** services

13 - 20 - 30 vol to carry out **FULL** and **DEMI PLUS** services, and **HIGHLIFT 2-3** levels

40 vol to carry out **FULL** services and **HIGHLIFT 4-5** levels

PHYTOTECNOLOGY PLUS

with Zemea®, a corn derivative, 100% certified organic, rich in vitamins and phyosterols

VEGANOK® CERTIFIED



DISCOVER BEAUTY FUSION: IT'S EASY!

Booster - *ammonia creams*



01 Levels 1 to 6



02 Levels 7 to 12

BOOSTER

Specific AMMONIA CREAMS to carry out
BEAUTY FUSION + OXYMILK color services:

- ◐ **DEMI PLUS** DEMI-PERMANENT
- **FULL** PERMANENT

to be used exclusively with **BEAUTY FUSION + OXYMILK**
color system

DO NOT USE UNMIXED

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CARE FOR BEAUTY

MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER

Yes, beauty is you!

MYARTEGO.COM



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