

# PRECIOUS NATURE



AMMONIA, PPD AND RESORCINOL FREE PERMANENT HAIR COLOR. 49 SHADES, 5 COLOR FAMILIES, EACH CUSTOMISED WITH A NATURAL INGREDIENT.

## NATURALS WITH CHESTNUT • WITH A REPAIRING ACTION



## COOL BROWNS WITH WALNUT • WITH A COLOR PROTECTIVE ACTION



## WARM BROWNS WITH CARAMEL • FOR A MORE INTENSE COLOR



## REDS WITH CHERRY • WITH ANTI-OXIDANT ACTION



## BLONDS WITH HONEY • WITH CONDITIONING PROPERTIES

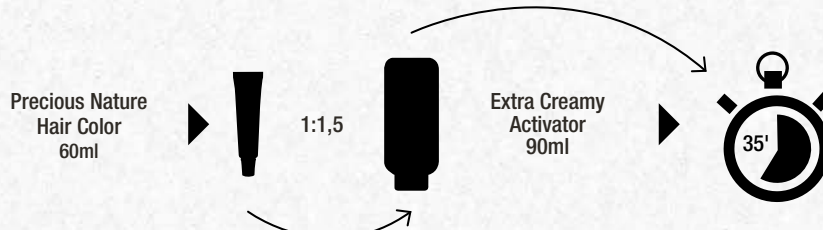


## EXTRA CREAMY ACTIVATORS



**RICH AND NOURISHING DEVELOPER CREAM.**  
A creamy texture to soften and nourish the hair. For perfect color results, select small sections of hair and apply the cream carefully, ensuring to completely cover the area you wish to color.

FOR DETERMINING THE VOLUMES OF ACTIVATOR	
Desired result	Activator
Grey coverage - Tone on tone	10 Vol.
Grey coverage - 1/2 levels lift	20 Vol.
Grey coverage - 2/3 levels lift	30 Vol.
Grey coverage - 3 levels lift	40 Vol.



## CUSTOMISED GREY HAIR COVER

To maximize gray coverage it is advisable mixing the chosen shade in equal parts with the shade from the Natural series in the same color level. If you desire a more intense or "compact" color result, it is advisable mixing it with shades from the Natural Intense series.

## THE NUMBERING SYSTEM

**HOW TO READ A SHADE**

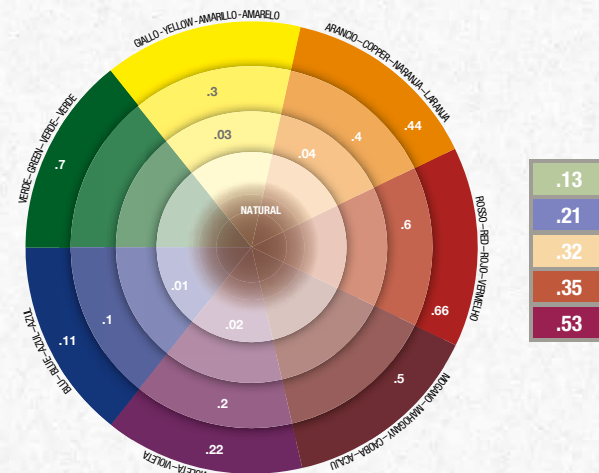
- The first number of the shade indicates its color level.
- The second indicates the primary tone value.
- The third number indicates the secondary tone value.
- When the second and third numbers are the same, the shade has an intense value.
- The 0 is used when there is no primary case tendency but only a secondary one.

Color Level	
1	Black
2	Darkest brown
3	Dark brown
4	Medium brown
5	Light brown
6	Dark blonde
7	Medium blonde
8	Light blonde
9	Very light blonde
10	Lighest blonde

Tone values	
1	Ash (blue base)
2	Irisé (violet base)
3	Golden (yellow base)
4	Copper (orange base)
5	Mahogany (red-violet base)
6	Red (red base)
7	Matte (green base)



## COLORS REFERENCE



# PRECIOUS NATURE HAIR COLOR

PERMANENT COLORING CREAM WITH AN "APPETIZING" APPEARANCE AND AN INVITING AROMA. SHINY COLOR, SOFT HAIR AND COMFORT FOR YOUR SCALP.

WE HAVE TAKEN OUT AMMONIA, PPD, RESORCINOL AND WE HAVE ADDED RICE MILK, WITH NOURISHING PROPERTIES, SUGAR, HELPS TO PROVIDE SHINE TO THE COLOR, AND THE MOST SPECIAL NATURAL INGREDIENTS.

AN EXPLOSION OF PLEASURE FOR THE SENSES, YOU CAN'T DO WITHOUT.

A COLOR RESULT AS IF YOU HAVE JUST DONE IT, EVEN AFTER ONE MONTH!

UNALTERED TONES, BEACH-PRO\*\*

DOUBLE SHINE\*\*\*

UNPARALLEL COMBABILITY, THAT GETS INCREASINGLY BETTER, COOR SERVICE BY COLOR SERVICE\*\*\*

100% GREY HAIR COVERAGE

LIFTING POWER UP TO 3 LEVELS



ALFAPARFMILANO.COM



Made in Italy - BEAUTY & BUSINESS SPA  
Via C. Cantù, 1 - 20123 Milano (Italy)

ALFAPARF GROUP



FREE FROM AMMONIA, PPD, RESORCINOL

ALFAPARF MILANO



\*\*\*After 12 washes Precious Nature Hair Color maintains the color up to 86%. Instrumental test made on shades 7 and 5.66. \*\* After 4 UV irradiations, that correspond to 30 hours of sun exposure. Lab instrumental test using a Sun's Rays Simulator. \*\*\*Cosmetically-colored hair with Precious Nature Hair Color shows greater shine, up to +234%. Instrumental test made on shades 7 and 5.66. \*\* Combiability improved after the next 3 color services.