

COLOR WEAR

THE NATURAL
EVOLUTION OF
GLOSS TONER



PATENTED ARGININE
TECHNOLOGY IN
THE US AND ITALY

VEGAN: NO ANIMAL INGREDIENTS
FREE FROM: AMMONIA, MEA, RESORCINOL, SILICONES

Technical Chart

ALFAPARF
MILANO
PROFESSIONAL

Color Chart

				COLOR FAMILIES																	
				SHADES																	
	MELANIN RESIDUE		NATURALS	ASH			VIOLET			ICED COFFEE	MATTE	TROPICAL	COPPER		RED	GOLD			BEIGE	SAND	
COLOR LEVEL	10	WHITE STRAW YELLOW	010N	010.1	010.12	010.17	010.02		010.21	010.22			010.04		010.26			010.32			
	9	STRAW YELLOW YELLOW	09N	09.1				09.2			09.23				09.26	09.03	09.3	09.32		09.132	
	8	YELLOW YELLOW ORANGE	08N				08.17	08.2	08.21	08.22	08.23				08.34	08.42	08.6			08.31	08.13
	7		07N	07.1											07.35						
	6		06N	06.1											06.04						
	5		05N				05.17					05.7				05.45					
	1					01.11															
SPECIAL SHADES	CLEAR																				



PIGMENTS

It can be mixed with
Pigments for infinite
color possibilities.

COLOR WEAR
GLOSS TONER



60 ml

1:2

+



120 ml

STABILIZED
PEROXIDE
LIQUID

9,5 Vol.



HOW TO USE

- The texture of the blend allows application with both brush and bottle.
- The product can be applied to dry hair and wet hair. For a more intense result, apply to dry hair.
- Once applied, the color reaches maximum intensity after 20 minutes. If it is rinsed before that time, the result will be less intense.

Color Wear Gloss Toner CHARACTERISTICS:

- does not lighten.
- does not cover grey hair.
- to be used exclusively with the specific line activator.
The mixing ratio is 1:2



FOR FURTHER
INFORMATION

The Natural Evolution of Gloss Toner

Color Wear Gloss Toner allows you to obtain a **perfect toning** result, which is able to maximize the shades of the hair and give a bright and natural effect.

AN INNOVATIVE, CUTTING-EDGE FORMULA

Thanks to its expertise in formulations, Alfaparf Milano Professional has achieved a formula that is both gentle on the hair and high-performance.



Bottle 60 ml

PATENTED ARGININE TECHNOLOGY IN THE US AND ITALY

Color Wear Gloss Toner launches an innovative formula with patented technology: it uses Arginine, **an alkalizing agent of natural origin**. Thanks to Arginine, we can replace the most widely used and popular chemical alkalizers on the market: ammonia and MEA (Ethanolamine).

ACTIVE INGREDIENTS

The formula is enriched with:

An active ingredient made from Apple Vinegar with restructuring properties that:

- o Repairs and restructures the hair fiber after chemical processes or thermal stress
- o Improves combability
- o Reduces pH and closes cuticles to increase shine.

A conditioning complex:

- o With antistatic effect
- o Makes the hair smooth and soft.

FREE FROM

- o AMMONIA
- o MEA (Ethanolamine)
- o SILICONES
- o RESORCINOL

VEGAN

Free from ingredients of animal origin or derivation.



LIQUID TEXTURE

Liquid texture that is quickly mixed and applied, ideal for use with the **bottle** and for rapid services at the hair-washing unit. It can also be applied with a **brush**.

Service Menu

Color Wear Gloss Toner, thanks to its 42 shades, offers a complete color portfolio - perfect for achieving personalized tones for every client. With Color Wear Gloss Toner, you can realize services such as:

COLOR BLENDS

Toning of lengths and ends with the Color Wear Gloss Toner, combined with the toning service with Color Wear cream at the root to create depth.

COLOR REFRESH

A service to refresh and revive color, and to illuminate the hair between services.

RE-BLONDE: Specific service for blonde hair, to illuminate and revive multi dimensional color between services.

VEGAN HAIR GLOSS

Vegan gloss service to enhance with tone or bring out the natural or cosmetic color thanks to the use of the Clear alone.

SHAPE FINISH

Combined with the shaping services that can alter the cosmetic color, to neutralize or revive the hair color.

MULTIDIMENSIONAL BLONDE

Toning after a bleaching service. Ideal to enhance the subtleties of the most sophisticated lightening techniques.

GREY GLAZE

Enhances natural grey hair and neutralizes unwanted yellow tones.

PURE TONE

Illuminates and enriches the natural color by adding tone without altering the natural base color.

Color Wear Color system

Color Wear is the **vegan** color system by Alfaparf Milano Professional that offers **360° tone-on-tone** color performance. **100** complementary **shades**, available in **2 textures**, one liquid and one cream, to satisfy all of your client's needs.

COLOR WEAR Gloss Toner



42 Shades

- Perfect toning
- Just highlights
- No lightening

COLOR WEAR Cream



58 Shades

- Uniform result, more intense color
- 100% coverage
- Better «cleaning» of the base (20 vol.)

PIGMENTS

It can be
mixed with
Pigments for
infinite color
possibilities.



By mixing Color Wear with Pigments, it is possible to further customize the shades in the color chart, to enhance the tones, making them more intense and vibrant, or to obtain a greater neutralizing effect.



At the base of the system, there is the distinguished **formulation expertise** of Alfaparf Milano Professional, which makes it possible to create extremely gentle and high-performing bespoke formulas.



VEGAN

Both the liquid and cream formulas are **Vegan**: they are free from animal origin and derived ingredients.

PATENTED ARGININE TECHNOLOGY IN THE US AND ITALY

Both textures feature an innovative patented technology: they use a natural origin alkalizing agent, Arginine, which allows the most commonly-used and widespread chemical alkalizers (ammonia and ethanolamine) to be replaced.

Color system: the services

A rich and complete service menu, designed to meet all requirements and offer unlimited tone on tone solutions.

Color Blends

Toning of lengths and ends with the Color Wear Gloss Toner, combined with the toning service with Color Wear cream at the root to create depth.



Grey Special

GREY GLAZE

Enhances natural grey hair and neutralizes unwanted yellow tones.



CAMOUFLAGE

Camouflaging the grey with reduction in the contrast between grey hair and natural pigmented hair without altering the natural color. No undesired effect and no noticeable regrowth effect.



BEFORE

AFTER



For a **PERFECT TONING** result,
with a restructuring active ingredient



For an **EVEN-LOOKING**
result and **100% COVERAGE**,
with a blend of conditioning oils

COLOR REFRESH

A service to refresh and revive color, and to illuminate the hair between services.
RE-BLONDE: Specific service for blonde hair, to illuminate and revive multi dimensional color between services.

VEGAN HAIR GLOSS

Vegan gloss service to enhance with tone or bring out the natural or cosmetic color thanks to the use of the Clear/Clear & Gloss alone.

SHAPE FINISH

Combined with the shaping services that can alter the cosmetic color, to neutralize or revive the hair color.

TONING AFTER BLEACHING

MULTIDIMENSIONAL BLONDE

Toning after a bleaching service. Ideal to enhance the subtleties of the most sophisticated lightening techniques.

BALAYAGE LOVER

Tone after a bleaching service to perfect a balayage technique, highlights or a full-head bleach. The cream can even out the bleach result, or add depth to the color.

GREY HAIR COVERAGE

GREY GLAZE (no coverage)

Service able to enhance grey hair, without altering the natural color or covering. Gives new life to grey hair, removing unwanted tones.

COVERAGE

Grey coverage services vary from a gentle blending to 100% coverage of grey hair, with an extra natural effect.

TONING

PURE TONE

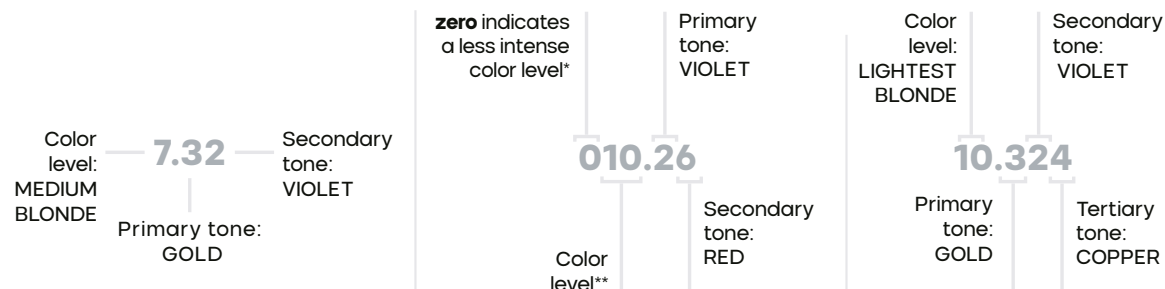
Illuminates and enriches the natural color by adding tone without altering the natural base color.

YOUR FIRST COLOR

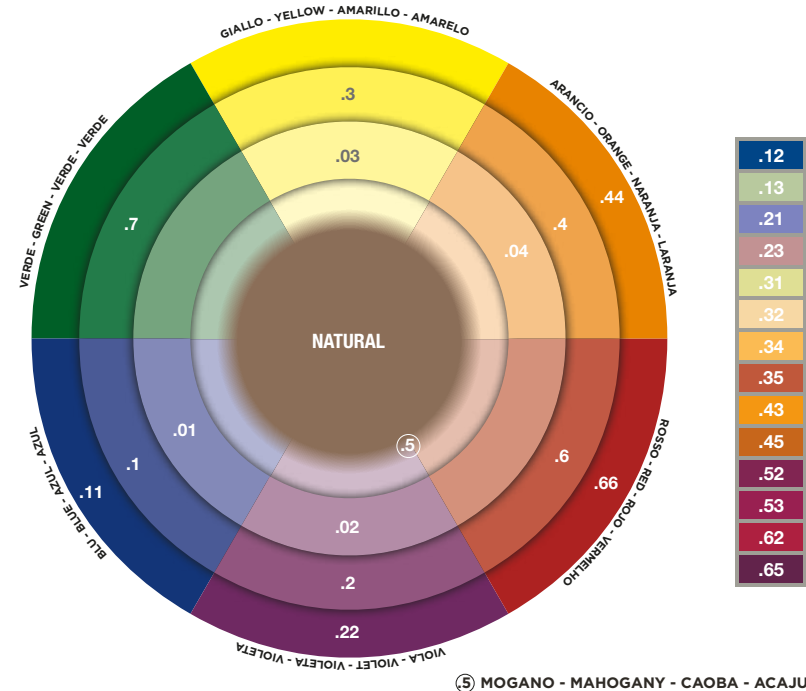
Tone on tone service to enrich the natural color with tones and for masking the first grey hairs, without altering the natural base color.

TONES OF ALFAPARF MILANO PROFESSIONAL

How to read the Color Wear Gloss Toner shades



- *The zero indicates that the color level achieved is less intense than what you would achieve with a tone on tone color or a cream oxidation color.
- **It should be noted that the color levels of Color Wear Gloss Toner indicate the ideal melanin residue which that shade should be applied to, in order to achieve a result that best matches the color chart. For example: 08 is suitable for hair with yellow-orange/yellow residues; 09 for yellow/straw yellow residues; 010 for straw yellow/white yellow residues.
- The numbers after the separator indicate the tone. The closer the number is to the separator, the more intense the tone.
- When the numbers after the separator are the same, it means that the color has an intense tone.
- A '0' in front of the secondary tone indicates a less intense tone.



MAXIMUM PERFORMANCE

Test

DYNAMIC SHINE

A shine increase of up to 103% has been measured on moving hair*

*instrumental test conducted on hair treated with Color Wear Gloss Toner (shade 09.2) compared to untreated hair.

ELASTICITY

Hair is up to 13% more elastic after just one application*

*instrumental test on hair treated with the new Color Wear Gloss Toner formula (shade 09.2), compared to untreated hair.

COLOR FADE

Color is maintained up to 90% after 12 washes*

*instrumental test on hair treated with the new Color Wear Gloss Toner formula (shade 08N), measured after 12 washes.

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