

PATENTED ARGININE TECHNOLOGY IN THE US AND ITALY



# COLORWEAR


THE NATURAL  
EVOLUTION  
OF TONE  
ON TONE  
CREAM

**VEGAN:** NO ANIMAL INGREDIENTS  
**FREE FROM:** AMMONIA, MEA, PPD, ALCOHOL, SILICONES

Technical Chart

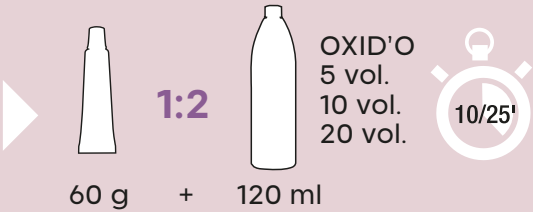
**ALFAPARF**  
MILANO  
**PROFESSIONAL**

# Color Chart

		COLOR FAMILIES																						
		SHADES																						
		COOL NATURALS	ASH		VIOLET		CRYSTAL ROSE	CRYSTAL BROWN	CHESTNUT	GOLDEN MAHOGANY	CHOCOLATE	MAHOGANY	COPPER	PURE REDS	GOLD	BEIGE	BEIGE GLACÉ	SAND	METALLICS GB	METALLICS RC	METALLICS RB	ULTRA VIOLET		
COLOR LEVEL	10		10.1		10.02		10.21	10.223	10.324					10.42			10.31	10.321	10.13				10UV	
	9	9			9.02	9.2	9.21										9.3			9.13	9MGB	9MRC		9UV
	8	8	8.1	8.12										8.44		8.03	8.31				8MRB			
	7	7	7.1	7.12			7.21			7.32	7.35			7.34		7.3				7MGB			7UV	
	6	6								6.32	6.35	6.53		6.4	6.66	6.3					6MRB			
	5	5	5.1							5.32		5.53	5.5		5.66							5UV		
	4	4											4.52		4.66									
	3	3																						
1	1		1.11																					
SPECIAL SHADES	Clear & Gloss																							
		<div> <b>PIGMENTS</b></div> <div>It can be mixed with Pigments for infinite color possibilities.</div>																						

## HOW TO USE

COLOR WEAR CREAM



10 and 20  
volume  
Activators  
specially  
designed to  
make warm  
colors vibrant.



1000 ml bottle



FOR FURTHER  
INFORMATION

# The Natural Evolution of Tone on Tone in Cream

Color Wear cream is the tone on tone color that guarantees **100% coverage** and an **even-looking** result.

## 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.



60 ml tube

## PATENTED ARGININE TECHNOLOGY IN THE US AND ITALY

Color Wear 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).

## BLEND OF OILS

A combination of **semi-fermented oils** of natural origin with nourishing, anti-oxidant, protective and anti-frizz properties. Contains: camellia seed oil, sweet almond oil, argan oil, green tea seed oil and sunflower oil.

## FREE FROM

- AMMONIA
- MEA (Ethanolamine)
- SILICONES
- PPD
- ALCOHOL

## VEGAN

Free from ingredients of animal origin or derivation.



## CREAM-GEL

**Cream-gel texture**, is easy to apply and rinse out, and does not drip during application. This formula contains a (patented) emulsifying complex, which enables it to be distributed **consistently** for an **even-looking** color result.

# Service Menu

Services	Developer	Mixing Ratio	Processing time
<b>YOUR FIRST COLOR</b> First approach to toning	5/10/20 vol	1:2	20'/25' 
<b>VEGAN HAIR GLOSS</b> Gloss service	5 vol	1:2	20'/25' 
<b>BALAYAGE LOVER</b> Toning after bleaching service	5 vol	1:2 - 1:3	10'/25' 
<b>YOUR BEAUTIFUL GREY</b> Enhancing grey hair	5 vol	1:2	20'/25' 
Grey hair coverage up to 60%	5/10/20 vol	1:2	20'/25' 
<b>COVERAGE</b> Grey hair coverage up to 100%	10/20 vol	1:1	30'/40' 
<b>MEN'S SPECIAL</b> Camouflage	5/10/20 vol	1:2	20'/25' 
<b>COLOR REFRESH</b> Reviving lengths and ends	5/10/20 vol	1:2	10'/25' 
<b>SHAPE FINISH</b> Toning after shaping services	5 vol	1:2 - 1:3	10'/15' 
Recovery up to 3 levels	5 vol	1:1	20' 

## COLOR OXIDATION DURING THE PROCESSING TIME

During the processing time, the color intensity of the mixture applied increases while the end result stays unaltered. It is advisable not to rinse of the color before the recommended end time.



**BEFORE**  
Starting base  
10.03



**DURING**  
Application 10.02  
**Processing time: 20'**



**AFTER**  
Final result

## 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

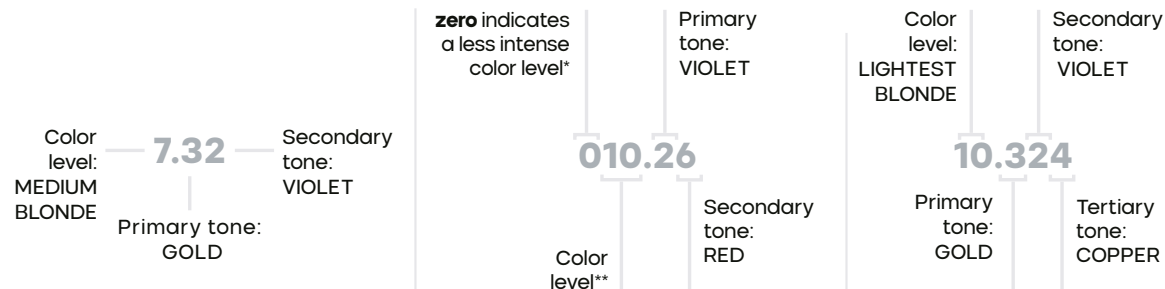
Illuminates and enriches the natural color by adding tone without altering the natural base color.

#### YOUR FIRST COLOR

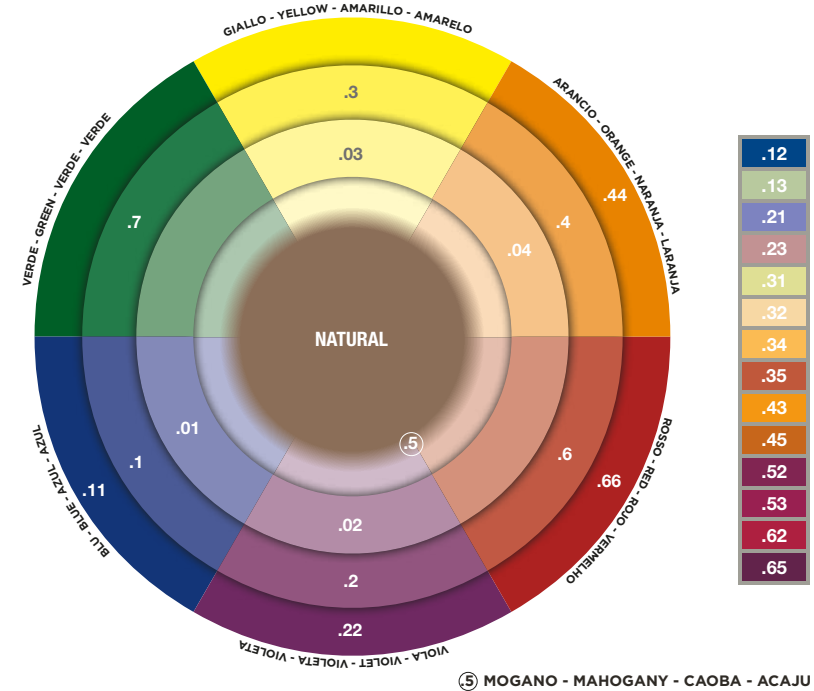
Tone on tone service to enrich the natural color with tones and for masking the first grey hairs, without altering the natural base color.

# TONES OF ALFAPARF MILANO PROFESSIONAL

## How to read the Color Wear 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 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

#### HAIR INTEGRITY

**Up to 38% increase in hair integrity\***

\*repeated application of the new Color Wear formula, which has a natural origin alkalizing agent, maintains a higher level of fiber integrity than if a product with chemical alkalizing agent is applied. Result visible with the SEM technology (scanning electron microscope), after 9 applications of the new Color Wear formula. The comparison is made with the previous formula, applied in the same way.

#### COMBABILITY

**Improved combability\***

\*compared to the Color Wear formula without patented technology.

#### COLOR FADE

**Color is maintained up to 92% after 12 washes\***

\*result of instrumental test performed on a strand treated with the new Color Wear formula (shade 6.35), after 12 washes.

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