

EVOLUTION OF THE COLOR SHINE EFFECT

Ammonia & MEA free permanent color

Exceptional performance

LAMINATION EFFECT

Hair appears up to **6 times** shinier from the first application, thanks to the lamination effect of Evolution of the color Shine effect*,

*compared to untreated hair

Up to **+73%** shine from the first application*

*compared to untreated hair

5X hair integrity

'compared to the ammonia-free Precious Nature formula by Altiparf Milano Professional

Up to **+94%** color retention after 12 washes*

*test performed on hair bleached twice and colored with Evolution of the color Shine effect (shade 6).

BONDING PERFORMANCE

Evolution of the color Shine effect creates a protective film around the hair during the color service.

'test performed on wet hair, compared to untreated bleached hair

The hair is **78%** easier to comb from the first application*

'compared to the ammonia-free Precious Nature formula by Altiparf Milano Professional

Up to **+59%** resistance to breakage*

'compared to untreated hair

55 shades free from ammonia and MEA, using a formula with carefully selected dyes for a luminous, natural-looking color result with radiant tones.

COLOR LAMINATION TECHNOLOGY PATENTED IN THE US AND ITALY

The **patented technology** of Evolution of the color Shine effect, using an innovative combination of an alkalinizing agent with an emollient oil, preserves the **cosmetic feel of the hair** during the coloring process.

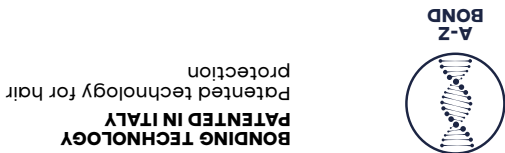
The **alkalinizing agent**, which replaces those most commonly found in the market (such as ammonia and MEA), works in synergy with the **emollient oil** in order to give the hair a better cosmetic appearance and superior shine.

Vegan: free from ingredients of animal origin or derivation.

FREE FROM AMMONIA, MEA, PPD, RESORCINOLS AND SILICONES



HAIR PROTECTION



- **For a color service without compromise:**
- Natural-looking gray hair coverage that minimizes the regrowth effect
- Lightens up to 3 levels
- Luminous color result with radiant tones

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alfaparf milano pro.com



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COLOR LAMINATION TECHNOLOGY
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EVOLUTION
OF THE COLOR

SHINE

effect

VEGAN: NO ANIMAL INGREDIENTS | WITH HYALURONIC ACID | NO PPD, RESORCINOLS

Cool Naturals

1

3

4

5

6

7

8

9

10

Ash

7.1

8.1

9.1

10.1

1.11

Violet

10.2

7.21

Iced Coffee

8.23

9.23

Mocha

6.25

7.25

Matte

5.7

6.7

6.18

Pearl

7.8

8.82

8.85

9.28

9.81

10.8

Chestnut

5.32

6.32

7.32

8.32

10.32

Chocolate

5.53

Suedes

5.15

6.51

8.51

10.05

Crystal Brown

9.24

Mahogany

4.5

6.5

7.5

Copper

7.46

8.4

Reds

6.64

Pure Reds

4.66

5.66

6.66

7.66

Gold

6.3

Sand

7.3

8.3

9.3

9.13

Can be mixed with

PIGMENTS

for endless color possibilities.

How to use

EVOLUTION OF THE COLOR SHINE EFFECT	OXID'O	MIX	TIME
60 g	60 ml 10/20/30/40 vol.	1:1	35'

SHINE color services

A versatile product: in addition to providing natural-looking grey hair coverage, Evolution of the color Shine effect can be used for a **COLOR REFRESH** service to revive and brighten the color on the lengths and ends.

	OXID'O	MIX	TIME
60 g	60 ml 10 vol.	1:1	20/25'

TIP: you can also use it to achieve a luminous, tone-rich color result after bleaching!

Coverage series

COOL NATURALS

1 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

Use: to cover grey hair. These shades can be used on their own or mixed in equal parts with any of the fashion series shades. Among the fashion series shades, Copper, Reds and Pure Reds can be used alone to provide a vibrant coverage. For a more natural-looking coverage, mix one par of Naturals with two parts of Copper, Reds or Pure Reds.

Result: natural-looking coverage that minimizes the regrowth effect. The coverage series enhance grey coverage. Evolution of the color Shine effect is rich in tone and the fashion series, if used alone, might overtone white hairs. The coverage series provide more base, thereby providing a fuller coverage of grey hair.

TIP: The coverage series can also be mixed with the fashion series to reduce the intensity of their tones, which can be useful when working over cosmetically lightened hair.

Choosing the volume strength of hydrogen peroxide

DESIRED COLOR LEVEL										
	1	2	3	4	5	6	7	8	9	10
STARTING BASE	1	10/20	20	30	40	Bleach				
	2	10	10/20	20	30	40	Bleach			
	3	10	10	10/20	20	30	40	Bleach		
	4	10	10	10	10/20	20	30	40	Bleach	
	5	Repigmentation	10	10	10	10/20	20	30	40	Bleach
	6	Repigmentation		10	10	10	10/20	20	30	40
	7	Repigmentation			10	10	10	10/20	20	30
	8	Repigmentation				10	10	10	10/20	20
	9	Repigmentation					10	10	10	10/20
	10	Repigmentation						10	10	10
Mixing Ratio 1:1 (60 g of Evolution of the color Shine effect + 60 ml of Oxid'O)										

To optimise grey hair coverage, make sure to choose the correct peroxide concentration to ensure sufficient lightening on the remaining natural hair.

10 volume Oxid'O for grey hair coverage services where the target shade is the same depth or darker than the client's natural color.

20 volume Oxid'O for grey hair coverage services where the target shade is one level lighter than the client's natural color.

30 volume Oxid'O for grey hair coverage services where the target shade is two levels lighter than the client's natural color.

40 volume Oxid'O for grey hair coverage services where the target shade is three levels lighter than the client's natural colour. Insufficient lightening power can create an uneven result.



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 (natural hair)

DURING

Application 9.23

AFTER

Final result

Other examples of color oxidation during the processing time

DURING

Application 5.7

DURING

Application 8

DURING

Application 9.81



Alfaparf Milano Professional The numbering system

How to read a shade

- The first number indicates the level of the color.
- 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.

EXAMPLES

Zero indicates a less intense color level*

Primary tone: VIOLET

010.26

Color level**

Secondary tone: RED

Color level: LIGHTEST BLONDE

Secondary tone: VIOLET

10.324

Primary tone: GOLD

Tertiary tone: COPPER

Color level: MEDIUM BLONDE

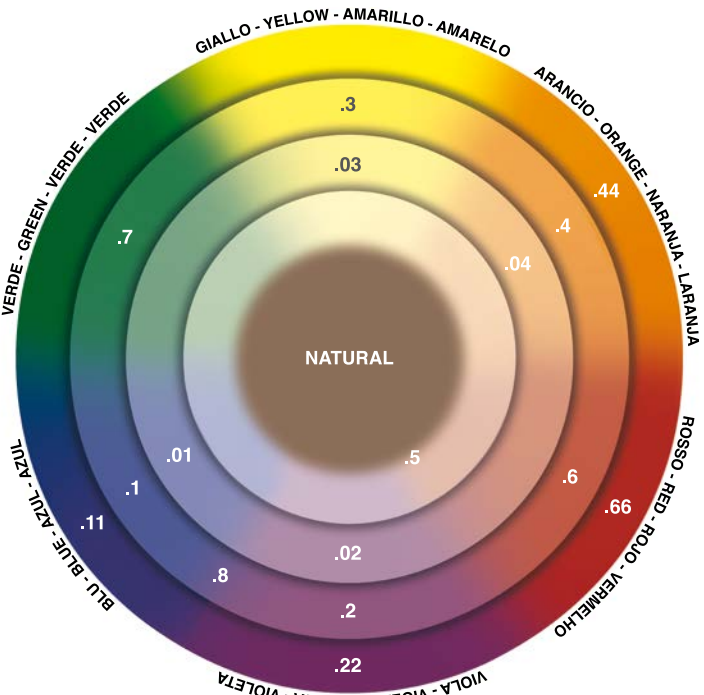
Secondary tone: VIOLET

7.32

Primary tone: GOLD

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	LIGHTEST BLONDE

Tone values	
1	ASH
2	VIOLET
3	GOLD
4	COPPER
5	MAHOGANY
6	RED
7	MATTE
8	PEARL



A '0' in front of the secondary tone indicates a less intense tone.
*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 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.