

ARGININE TECHNOLOGY
PATENTED 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

ALFAPARF
MILANO
PROFESSIONAL

Color Chart



E0C

1
BLACK

NATURAL



E0C

3
DARK
BROWN

NATURAL



E0C

4
MEDIUM
BROWN

NATURAL



E0C

5
LIGHT
BROWN

NATURAL



E0C

6
DARK
BLONDE

NATURAL



E0C

7
MEDIUM
BLONDE

NATURAL



E0C

8
LIGHT
BLONDE

NATURAL



E0C

9
VERY LIGHT
BLONDE

NATURAL



E0C

5.1
LIGHT BROWN
ASH

ASH



E0C

7.1
MEDIUM BLONDE
ASH

ASH



E0C

8.1
LIGHT BLONDE
ASH

ASH



E0C

10.1
LIGHTEST BLONDE
ASH

ASH



E0C

1.11
BLUE
BLACK

ASH



10.111

LIGHTEST BLONDE
ULTRA INTENSE ASH

ASH



7.12
MEDIUM BLONDE
ASH VIOLET

ASH



8.12
LIGHT BLONDE
ASH VIOLET

ASH



9.02
VERY LIGHT BLONDE
SOFT VIOLET

VIOLET



10.02
LIGHTEST BLONDE
SOFT VIOLET

VIOLET



E0C

9.2
VERY LIGHT
BLONDE VIOLET

VIOLET



E0C

7.21
MEDIUM BLONDE
VIOLET ASH

VIOLET



E0C

9.21
VERY LIGHT BLONDE
VIOLET ASH

VIOLET



E0C

10.21
LIGHTEST BLONDE
VIOLET ASH

VIOLET



10.8
LIGHTEST BLONDE
PEARL

PEARL



10.223

LIGHTEST BLONDE
INTENSE VIOLET GOLD

CRYSTAL ROSE



10.324

LIGHTEST BLONDE
GOLDEN VIOLET
COPPER

CRYSTAL
BROWN



E0C

5.32
LIGHT BROWN
GOLDEN VIOLET

CHESTNUT



E0C

6.32
DARK BLONDE
GOLDEN VIOLET

CHESTNUT



E0C

7.32
MEDIUM BLONDE
GOLDEN VIOLET

CHESTNUT



EOC

6.35
DARK BLONDE
GOLDEN
MAHOGANY
**GOLDEN
MAHOGANY**



EOC

7.35
MEDIUM BLONDE
GOLDEN
MAHOGANY
**GOLDEN
MAHOGANY**



EOC

5.53
LIGHT BROWN
MAHOGANY GOLD
CHOCOLATE



EOC

6.53
DARK BLONDE
MAHOGANY GOLD
CHOCOLATE



EOC

5.5
LIGHT BROWN
MAHOGANY
MAHOGANY



EOC

4.52
MEDIUM BROWN
MAHOGANY VIOLET
MAHOGANY



EOC

6.4
DARK BLONDE
COPPER
COPPER



7.34
MEDIUM BLONDE
GOLD COPPER
COPPER



8.44
LIGHT BLONDE
INTENSE COPPER
COPPER



10.42
LIGHTEST BLONDE
COPPER VIOLET
COPPER



EOC

4.66I
MEDIUM BROWN
INTENSE RED
PURE REDS



EOC

5.66I
LIGHT BROWN
INTENSE RED
PURE REDS



EOC

6.66I
DARK BLONDE
INTENSE RED
PURE REDS



8.03
LIGHT BLONDE
SOFT GOLD
GOLD



EOC

6.3
DARK BLONDE
GOLD
GOLD



EOC

7.3
MEDIUM BLONDE
GOLD
GOLD



EOC

9.3
VERY LIGHT
BLONDE GOLD
GOLD



EOC

8.31
LIGHT BLONDE
GOLDEN ASH
BEIGE



EOC

10.31
LIGHTEST BLONDE
GOLDEN ASH
BEIGE



10.32I
LIGHTEST BLONDE
GOLDEN VIOLET ASH
BEIGE GLACÉ



EOC

9.13
VERY LIGHT BLONDE
ASH GOLD
SAND



10.13
LIGHTEST BLONDE
ASH GOLD
SAND



7 MGB
MEDIUM
BLONDE
**METALLICS
GREY BLACK**



9 MGB
VERY LIGHT
BLONDE
**METALLICS
GREY BLACK**



9 MRC
VERY LIGHT
BLONDE
**METALLICS
ROSE COPPER**



EOC

7 UV
MEDIUM
BLONDE
**ULTRA
VIOLET**



9 UV
VERY LIGHT
BLONDE
**ULTRA
VIOLET**



10 UV
LIGHTEST
BLONDE
**ULTRA
VIOLET**



0
CLEAR
& GLOSS
CLEAR

Can be mixed with

PIGMENTS

for endless color possibilities.

EOC

EVOLUTION
OF THE COLOR

TERZO RIFLESSO / THIRD TONE /
TERCERO REFLEJO / TERCEIRO REFLEXO

5 vol activator is for cool shades, 10 vol for warm shades and 20 vol exclusively for reds and coppers.



1000 ml bottle

How to use

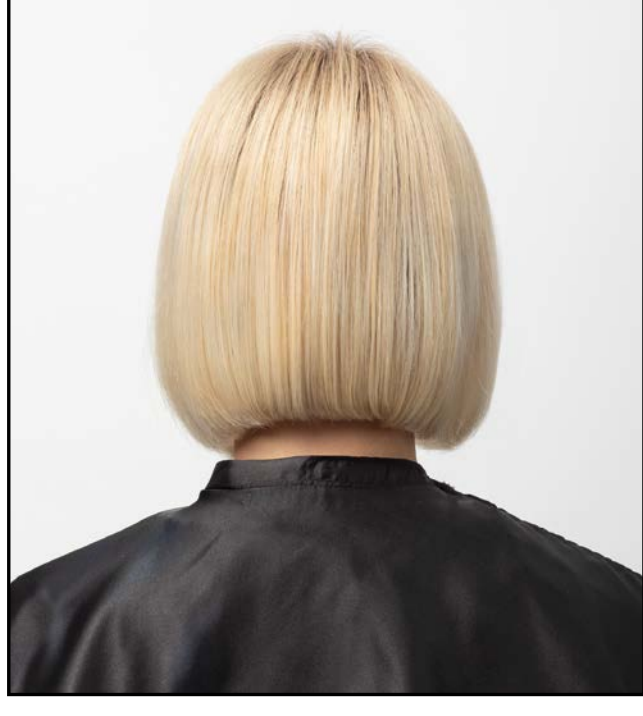
COLOR WEAR	OXID'O	MIX	TIME
60g	60ml 10/20 vol.	1:1	30/40'
100% COVERAGE OF WHITE HAIR			
60g	120ml 5/10/20 vol.	1:2	10/25'
TONING AFTER LIGHTENING TONE-ON-TONE RESULT			
60g	180ml 5 vol.	1:3	10/15'
GENTLE TONING EFFECT IDEAL FOR VERY FINE OR POROUS HAIR			

Service Menu

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

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

TIPS

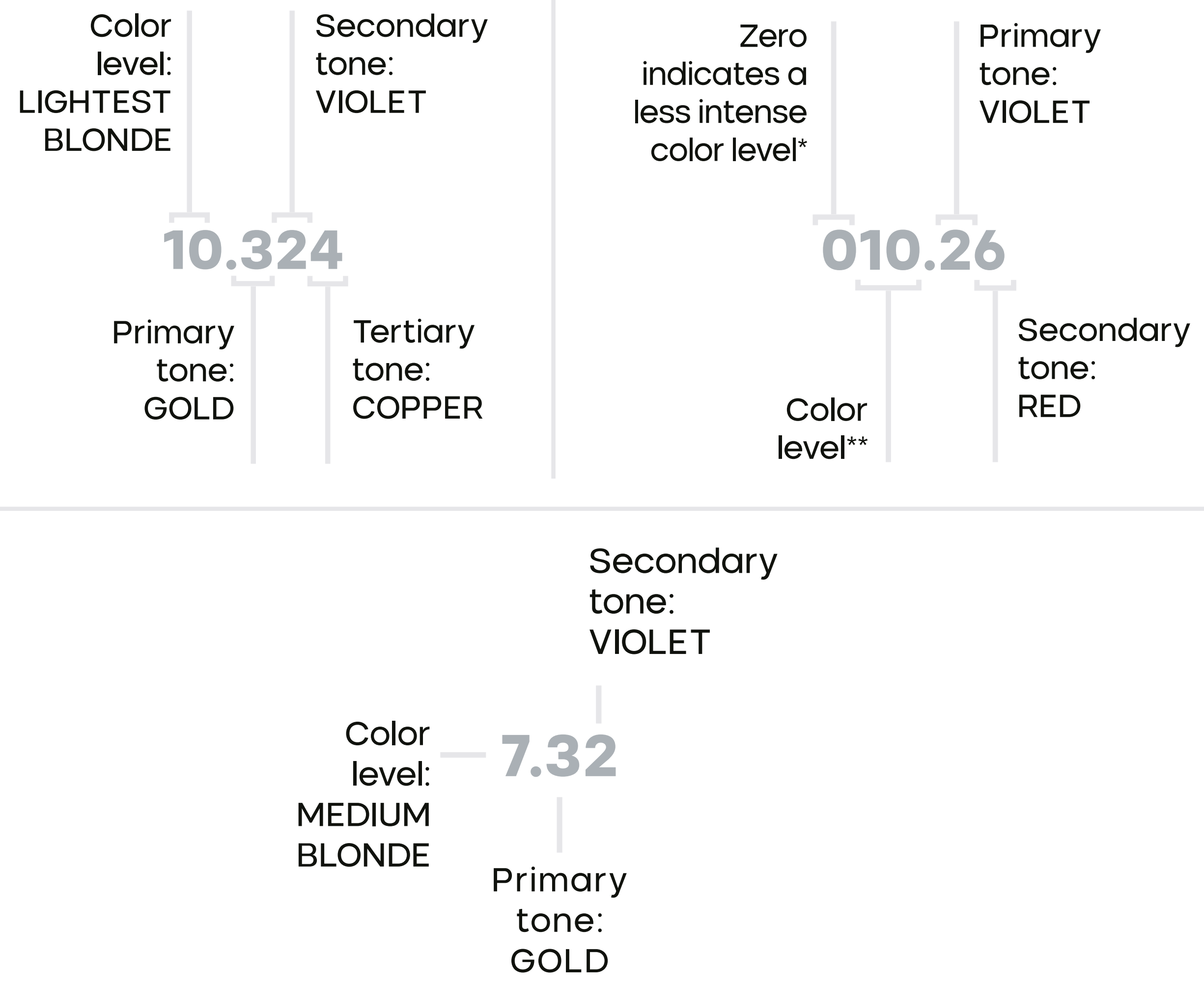
1:1
toning after pre-lightening for an intense color result (particularly for extreme ice-effects from greys, silvers and violets)

Tones of Alfaparf Milano Professional

How to read the Color Wear shades

- 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

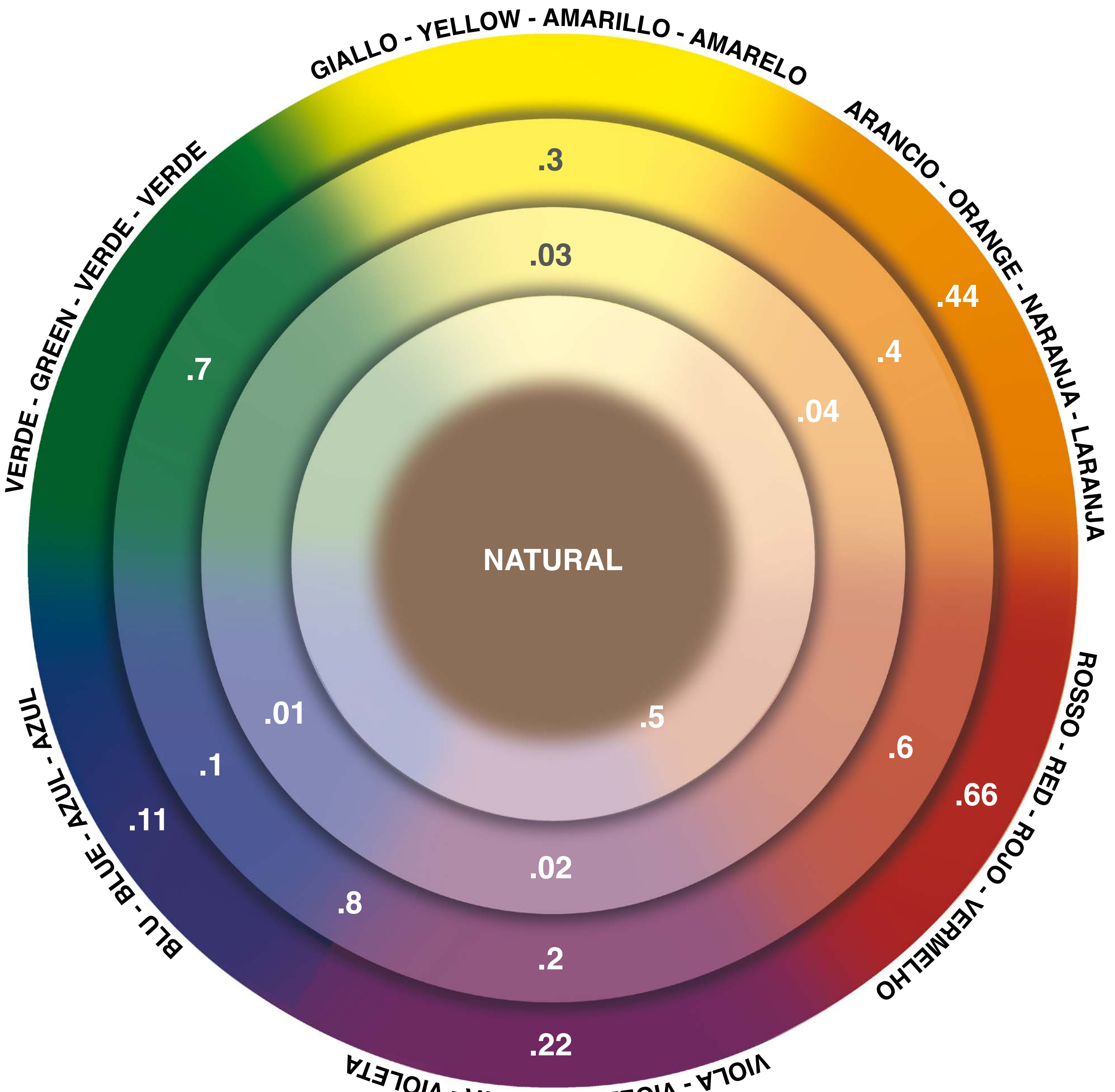


A '0' in front of the secondary tone indicates a less intense tone.

*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.

Color level	Tone Values
1 BLACK	1 ASH
2 DARKEST BROWN	2 VIOLET
3 DARK BROWN	3 GOLD
4 MEDIUM BROWN	4 COPPER
5 LIGHT BROWN	5 MAHOGANY
6 DARK BLONDE	6 RED
7 MEDIUM BLONDE	7 MATTE
8 LIGHT BLONDE	8 PEARL
9 VERY LIGHT BLONDE	
10 LIGHTEST BLONDE	



EXCELLENCE 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.

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.

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

ARGININE TECHNOLOGY PATENTED IN THE US AND ITALY

Color Wear features a 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

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

VEGAN

Free from ingredients of animal origin or derivation.



CREMA GEL

Cream-gel texture, easy to apply and rinse out, 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.

Color Wear Color system

Color Wear is the **vegan** color system by Alfaparf Milano Professional that offers **360° tone-on-tone** color performance. **99** 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

57 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.

ARGININE TECHNOLOGY PATENTED 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.



BEFORE

AFTER



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.



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.

ALFAPARF
MILANO
PROFESSIONAL

DISCOVER MORE
alfaparf-milano-pro.com

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