

Pigments Direct Color Cream

Processing time: 10' +



20g Color Lab + 1g Direct Color Cream



Method of use

For an intense color
Lighten the hair to light or very light blonde. Shampoo and apply Pigments Direct Color Cream directly to damp hair. Process for 10-20 minutes depending on the desired intensity. Emulsify with water, then rinse thoroughly. Shampoo again.

To add tones to natural or colored hair
Apply Pigments Direct Color Cream directly to dry hair. Process for 10-40 minutes depending on the desired intensity. When applying to colored hair, check the color every 10 - 15 minutes. Emulsify with water, then rinse thoroughly. Shampoo again.

Color Lab
To obtain a pastel shade, mix at a ratio of at least 5 to 1 (5 g Color Lab and 1 g color) with the desired Pigments Direct Color Cream shade.



FORMULAS ARE FREE FROM INGREDIENTS OF ANIMAL ORIGIN OR DERIVATION.



*Test performed on hair colored with a 1:20 mixture of Ultra-concentrated Pure Pigments Red + Color Lab. **Test performed on hair colored with a 1:20 mixture of Ultra-concentrated Pure Pigments Red + Color Lab, compared to untreated hair. ***Test performed on hair colored with Pigments Direct Color Cream Radiant Red compared to Alfaparf Milano Professional Revolution Deep Red. ****Test performed on hair colored with Pigments Direct Color Cream compared to untreated hair. *****Test performed on hair colored with a 1:20 mixture of Ultra-concentrated Pure Pigments Red + Color Lab compared to untreated hair.

Up to +79% color retention after 12 washes*	Improved tonal fidelity over time: -79% alteration of tone during color fade***	Up to +89% combability****
5x shine**	+77% combability***	Up to -58% breakage*****
	4x shine****	

13 ultra-concentrated pure pigments	6 direct color creams	1 mixable base cream Color Lab
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Pigments direct color system

A **complete, synergistic and modular color service** capable of meeting the needs of every professional and every client: from delicate, natural shades to bold tones.

ALFAPARF
MILANO
PROFESSIONAL

COLOR PIXEL TECHNOLOGY PATENTED IN ITALY*

The **COLOR PIXEL TECHNOLOGY PATENTED IN ITALY** helps to **improve pigment penetration for intense, vibrant color, leaving hair soft and conditioned.**

At the heart of the patented technology is an innovative base that combines:

MEADOWFOAM OIL

Provides a **soft feel** and **extraordinary shine**, for hair that is light and silky.

DIMETHYLGLUCAMINE

An ingredient of natural origin, derived from corn sugars, that **gently regulates pH**, respects the hair fiber and provides a **chelating action**, helping neutralize metals that may compromise color quality.

*Refers to Color Lab and Pigments Direct Color Cream by Alfaparf Milano Professional.



Elevate your chromatic experience.

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alfaparfmilanopro.com



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PIGMENTS

VEGAN: NO ANIMAL INGREDIENTS | WITH PURE PIGMENTS

DIRECT COLOR CREAM
WITH COLOR PIXEL TECHNOLOGY PATENTED IN ITALY
& ULTRA-CONCENTRATED PURE PIGMENTS

Recommended color level 8-10

Recommended color level 7-10Recommended color level 5-7

	Copper with moderate brown.		Red in its purest form.
	Gold with a touch of brown to enhance richness.		Deep warm brown.
	Copper in its purest form.		Deep cool brown.