

It's beauty only if you enjoy it.

Beauty must always be a source of empowerment. We really believe in this. Because we are convinced this is the only way it can help to better face the other challenges in life too.

Together with you, and for the last 40 years, we have been creating accessible services and effective products that make your life easier, and hopefully even pleasurable. We strive to make people feel more confident and give them the courage to express themselves as they want.



Our Values.

Italian Dynamism
Creativity and practicality, industriousness and style, enthusiasm, and professionalism. From Milan, the beating heart of Europe, we can give a fresh perspective on tomorrow's trends.

Innovation
Innovation is a way of making a difference in people's lives. For us, it is the key to offering you cutting-edge products, which will help end customers better express themselves and their style.

Openness to diversity
Having been international since the very beginning, we have grown by respecting the value of differences. Even now, we are still at the side of people all over the world to support them and help them pursue their idea of beauty, whatever it may be.



Evolution of the Color³:
123 shades of perfection.

From natural to more sophisticated shades, all are created with precise craftsmanship. Each formula is designed in detail and perfectly calibrated: the base is personalized for each shade, so that the combination with the tone creates a flawless color result. Extreme shine, perfect coverage, and extremely soft hair: the formula enriched with hyaluronic acid and free from PPD ensures color perfection while being kind to the scalp and hair.

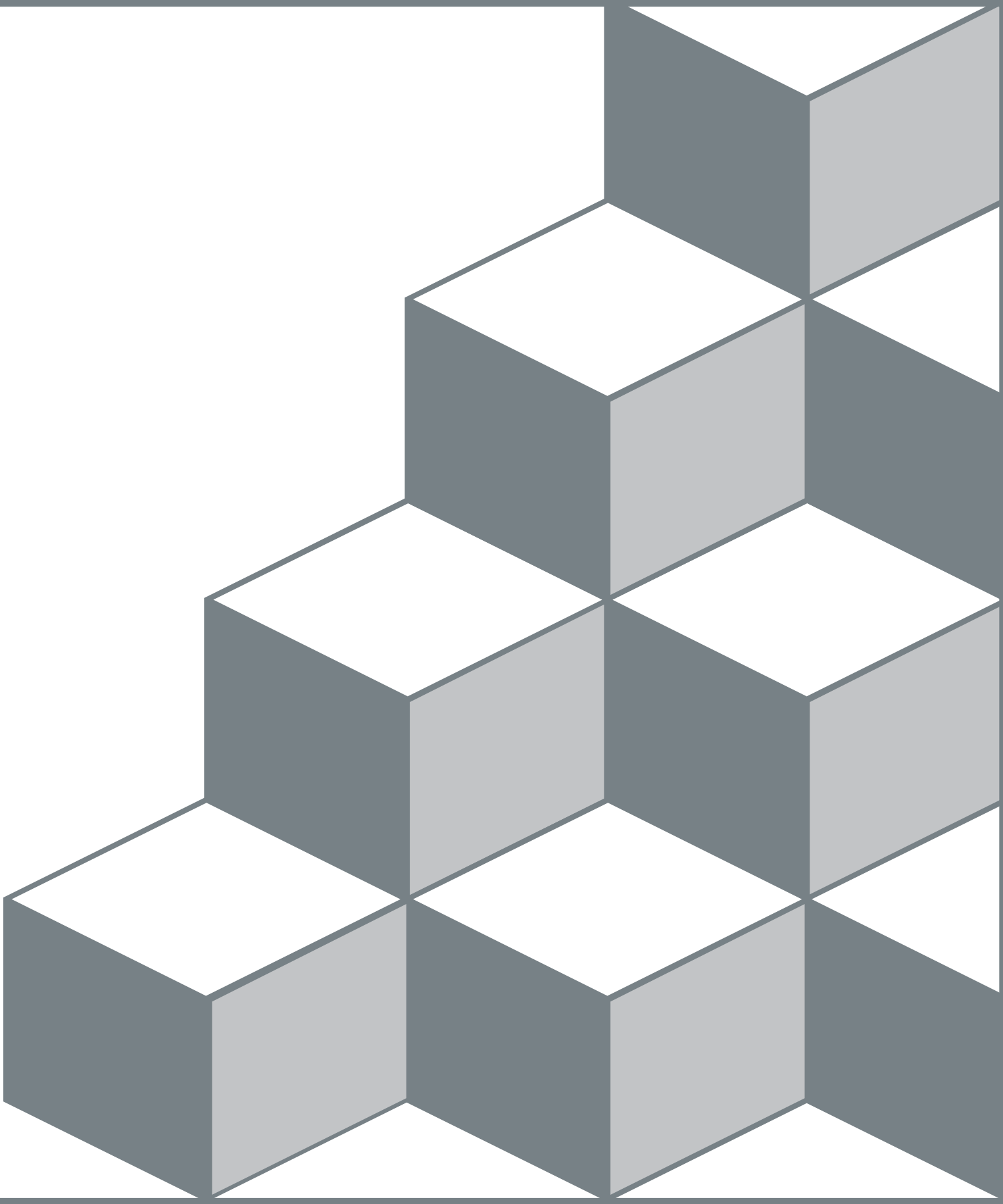
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Evolution³
OF THE COLOR



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Naturals / Cool Naturals



Evolution³
OF THE COLOR

Natural Bahia / Warm Naturals



Intense Naturals



Natural Ash



Matte



Ash



Irisé



Iced Coffee



Crystal Rose



Crystal Brown



Marrons Glacés / Chestnut



Tropical / Golden Mahogany



Chocolate



Mahogany



Copper



Bronze



Cover Reds



Reds



Pure Reds



Gold



Beige



Beige Glacé



Sand



Metallics / Rose Copper



Metallics / Ruby Brown



Boosters



Correctors



Platinum



Harmonizer

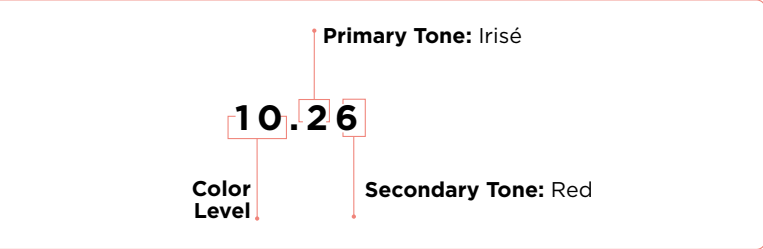


COLORWEAR LEONARDO THIRD TONE

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.

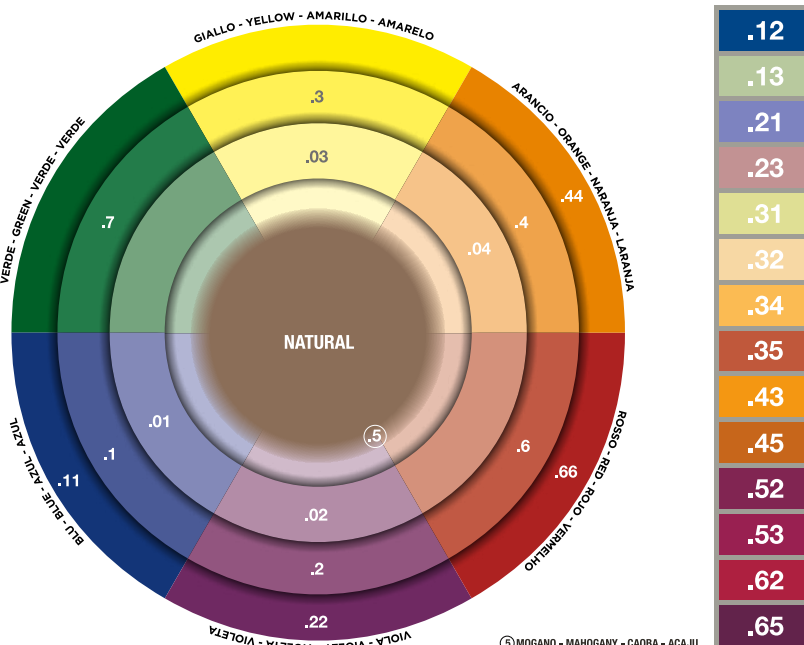


Color level

- 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 (BLUE BASE)
- 2 IRISÉ (VIOLET BASE)
- 3 GOLD (YELLOW BASE)
- 4 COPPER (ORANGE BASE)
- 5 MAHOGANY (RED-VIOLET BASE)
- 6 RED (RED BASE)
- 7 MATTE (GREEN BASE)



Choosing the volume strength of hydrogen peroxide

DESIRED COLOR LEVEL

	1	2	3	4	5	6	7	8	9	10
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	Regimentation	10	10	10	10/20	20	30	40		Bleach
6	Regimentation	10	10	10	10/20	20	30	40		Bleach
7	Regimentation		10	10	10	10/20	20	30	40	
8	Regimentation			10	10	10	10/20	20	30	
9	Regimentation				10	10	10	10/20	20	
10	Regimentation					10	10	10	10/20	

Mixing ratio 1:1.5 (60 g of Evolution of the Color³ + 90 ml of Oxid³)

100% Coverage Series

To get flawless, full respect of the desired cast tendency and intensity, use the natural series specifically intended for the fantasy shade you want to use.

Naturals

1-2-3-4-5-6-7-8-9-10
Use: alone or mixed. When covering grey hair intermix your desired cool shade with proper natural shade in equal parts.
Result: 100% grey coverage with natural cool results.

Natural Bahia

4 NB - 5 NB - 6 NB - 7 NB - 8 NB - 9 NB - 10 NB
Use: alone or mixed with a fashion series shade. When covering grey hair intermix desired warm shade with a natural shade in equal parts.
Result: 100% grey coverage with bahia warm natural results.

Intense Naturals

4 NI - 5 NI - 6 NI - 7 NI - 8 NI - 9 NI
Use: alone or mixed with cool or warm shades intermix equal parts when covering grey hair. To maintain the intensity of the fashion tone, it is advisable to mix in the following proportions: 40% Natural Intense + 60% Creative shade.
Result: 100% grey coverage with intense natural results.

Cover Reds

5.6 - 6.6 - 7.6
Use: alone or mixed with the Copper/Bronze/Red/Pure Reds for total coverage of white hair.
Result: Flawless and bright reds with perfect coverage.

Special Series

These special families were developed to obtain specific color results or lightening performance.

CORRECTORS & INTENSIFIER

Technical shades, with very intense tones, to change, enhance or neutralize a color result. They can be mixed amongst themselves.

410 Ash - It is a gray tone, perfect for toning down red and orange residues, and to enhance the gray tonal tendencies of the Ash, Nacré and Irisé series.

Use: mix from 1 to 15 g for every 60 g of color depending on the result desired.
2000 Violet - used to emphasize the violet tones of the Pure Violets, Mahogany and Reds series.
Note: this is not a purple-blue shade to use as a complementary color to yellow.

Use: mix from 1 to 15 g for every 60 g of color depending on the result desired.

7000 Blue - It is used as a neutralizing color to subdue orange and yellow tones.
Use: mix from 1 to 15 g for every 60 g of color depending on the result desired.

Lifting Reinforcer (000SSS) - can be mixed with all Evolution of the Color³, shades with the exception of the Platinum series. To be mixed in equal parts with Evolution of the Color³ shades to increase the lightening power by up to one level.

Red Booster (RB) - used exclusively in a mixture with all of Evolution³ of the Color shades, except with the Platinum series, to give greater intensity to the red tone. The mixing ratio can be varied, according to the intensity of red desired:
> minimum 1.5 (10 g Red Booster + 50 g shade + 90 ml Oxid³)
> maximum 1.1 (30 g Red Booster + 30 g shade + 90 ml Oxid³)

PLATINUM

Special series to achieve intense lightening or highlights. It brightens hair with delicate pastel tones. It lifts up to 5 levels when mixed with the Super High Lifting Reinforcer (OSP).
11.00 - 11.10 - 11.11 - 11.13 - 11.02 - 11.20 - 11.21 - 11.32

Features: Up to 5 levels of lift when mixed in equal parts with Super High Lifting Reinforcer (OSP).

Use: To be applied on natural bases no darker than level 5, light brown. Mixing ratio 1:2 (30g of Color Cream with 60g of 40 vol. Oxid³). Processing time: 50 to 55 minutes.

Result: Ideal for intense lightening, makes hair lighter and brighter giving clear pastel tones.

Super High Lifting Reinforcer (OSP) Can be mixed with all Platinum series shades. It increase the lightening power up to 5 levels. Maximum mixing ratio: 1:1 (30 g Platinum + 30 g OSP + 120 ml 40 Vol. Oxid³).

HARMONIZER

Post-bleaching toners. 4 revolutionary shades of pure and delicate tones designed for use after a bleaching service to tone and, when needed, even lift up to 1 and a half levels. At the same time, Harmonizers offer extraordinary performance for hair quality and incredible comfort for the skin.

Tone without depth
To ensure brightness without adding depth to the lightening result.

With lifting power
To homogenize banding and uneven lightening results

With the right tonal intensity
To neutralize unwanted tones, without overloading the color.

Mixing ratio: 1:2 with:
> Oxid³ 5 Vol to tone with minimal lightening.
> Oxid³ 10-20 Vol to tone and create a more even result by gently lightening the hair.