



my  
**color**  
reflex

## **COLOUR CHART**

ARTÉGO AUSTRALIA / NEW ZEALAND

# my color reflex

## DIRECT COLOUR

Vibrant colour  
without the  
commitment...



THIS BROCHURE IS FOR MARKETING PURPOSES.

THE COLOURS MAY VARY FROM SCREEN TO SCREEN. FOR AN ACCURATE COLOUR SAMPLE PLEASE CONTACT US FOR AN ARTEGO COLOUR CHART.

### MY COLOR REFLEX - Direct Colour

- Direct color, shiny hair.
- No ammonia or developers needed.
- Pigments are pre-oxidated, giving intense and durable reflexes.
- No alkaliners nor oxidants to highly respect the hair structure.
- Natural waxes, vegetal oils and glycerin give protection, softness, shine, so that the product does not stain the scalp.
- Mixable with permanent colors
- 200ml Size
- Fades on Tone

**NEUTRAL:** it dilutes the pigments of the nuances with whom it is mixed with, lighting up the nuance.

**SILVER:** it counteracts the yellowish effect on grey hair and of the streaks on the lighter bases (it may be necessary to mix with neutral).

**VIOLET:** it gives a vivid reflex and it may be useful to eliminate the yellow and orange reflexes given by the 6 and 7 level streaks.

**GREEN:** it gives a vivid green reflex to 9/10 level hair and eliminates the unwanted red and orange reflexes.

**BLUE:** it gives a blue reflex from 5 to 10 to grey hair, neutralizing the orange and yellow-orange reflexes. It enhances all nuances of a cold reflex.

**PLUM:** gives a reflection plum hair from 3 to 5 gives a brighter and more vivid reflection from blonde.

### HOW TO USE

- Ready to use product
- Perform shampoo as needed
- Remove excess water
- Pour in the bowl and apply with the brush, strand by strand, or use the "twist up" nozzle, to be applied directly on the hair
- Distribute with wide tooth comb
- Leave in position for 5 to 15 minutes at room temperature
- Rinse with water

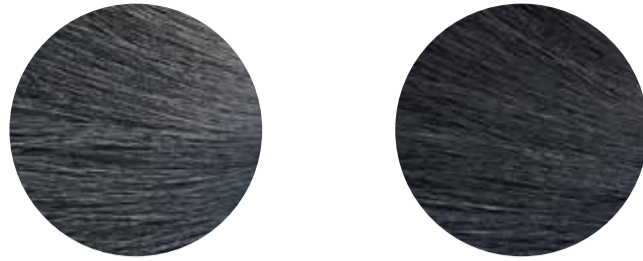
If used as an enhancer of It's Color / One60nine / YOU|UP2: mix from 10% to 30% of the amount of color in the formulation without adding more developer.

DARK BROWN



Bleached Hair

COLD BROWN



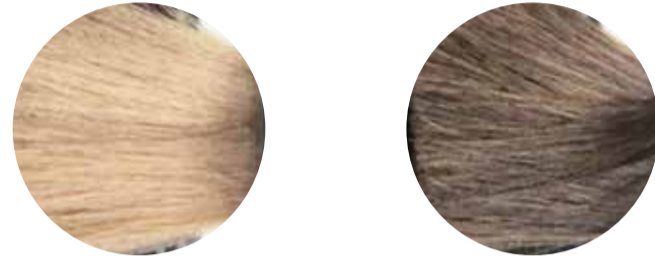
Bleached Hair

WARM BROWN



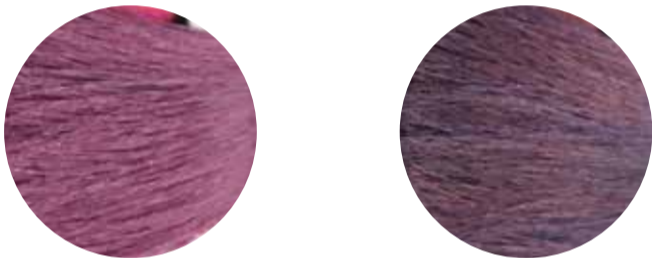
Bleached Hair

SAND BLONDE



Bleached Hair

PLUM



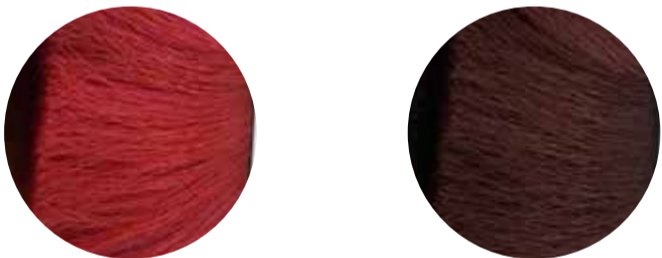
Bleached Hair

VIOLET



Bleached Hair

RED



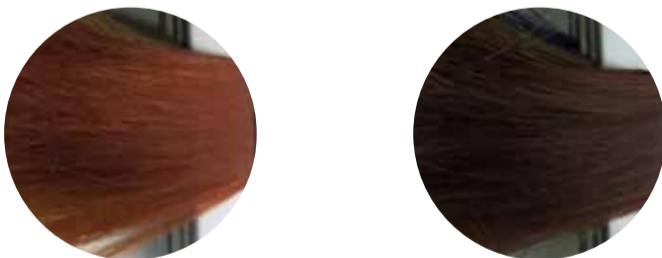
Bleached Hair

ORANGE COPPER



Bleached Hair

COPPER GOLD



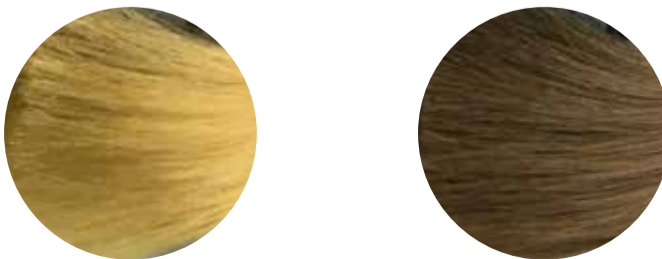
Bleached Hair

INTENSE GOLD BLONDE



Bleached Hair

VERY LIGHT GOLD BLONDE



Bleached Hair

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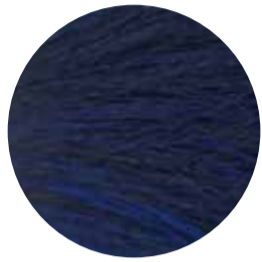
SILVER



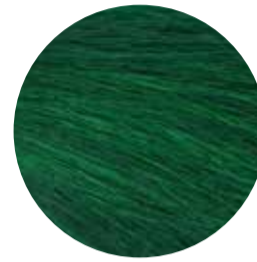
NEUTRAL



BLUE



GREEN



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