

ALL I
REALLY WANT
IS TO **LIGHT UP!**
MY HAIR

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Super & Ultra Blondes

Shades



12.00 Super Blonde Natural



12.1 Super Blonde Ash



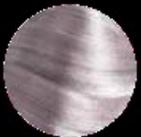
12.11 Super Blonde Intensive Ash



12.111 Super Blonde Strong Ash



12.02 Super Blonde Natural Beige Irisè



12.21 Super Blonde Irisè Ash



12.03 Super Blonde Natural Gold



13.00 Ultra Blonde Natural Pearl



13.01 Ultra Blonde Natural Ash





Super & Ultra Blondes

- **Colored Cream**
- **Easy to mix and to apply**
- **Low percentage of ammonia**
- **A wide range of shades, all intermixable**

The It's Color Super and Ultra Blonde Shades lighten up to 4/5 levels on natural hair, depending on the hair structure.

Technical Features:

- **Used alone or mixed with Intensifiers, they are effective to neutralize residual reflexes during the highlighting process.**
- **Mixed with Extra Blonding Creams, they gain a stronger highlift power.**

Mixing Ratio



1:2 with 40 vol. developer

Process: 45 minutes



Note: Extra Blonding Cream has a different mixing Ratio

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Super & Ultra Blondes

Mixed with Extra Blonding Creams

From 4 to 5 levels of highlift

Extra blonding cream increases the highlift power of Super & Ultra Blondes

- **Extra Blonding Cream Neutral: Suggested when there's no need to correct the residual reflexes of natural color.**
- **Extra Blonding Cream Light Blue: To counteract the red-orange reflexes during the highlift.**

Mixing Ratio



2 Parts Super or Ultra Blonde

1 part of Extra Blonding Cream

1:2 with 40 vol. developer

Process: 45 Minutes



Example: 3 parts Color

6 parts 40 Volume Developer

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Super & Ultra Blondes

Mixed with Intensifiers (on Natural Hair):

We suggest you use

- Intensifier Blue

For a stronger intensity of the cold reflex on red-orange pigments.

- Intensifier Graphite Grey

For a stronger intensity of the cold reflex on orange-yellow pigments.

- Intensifier Violet

For a stronger intensity of the reflex on shades: 12.21 - 12.02 - 12.00

Mixing Ratio

Mixed with Intensifiers (on Natural Hair):

The recommended starting mix is the following:

50 gr. Super or Ultra Blonde + (5 gr. recommended) or 10 gr.* of Intensifier Blue, Graphite Grey, or Violet

1:2 with 40 volume Developer

Process: 45 Minutes

Hint: To begin using Intensifiers add 1 gram 1st. Service, and 2 grams the 2nd Service, until you understand how they work.

5 ml only more will impact your color.



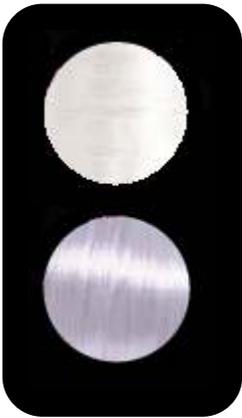
*The intensity of the cold reflex can vary according to the hair pigments and to the quality of Intensifier that is added to the mix. Carefully evaluate if there are any highlights or bleached/stripped areas during the diagnosis (to avoid undesired reflexes).

Note: Intensifiers should be whisked in bowl first the add developer, it will mix better.



Extra Blonding Cream

Shades



Extra Blonding Cream Neutral

Extra Blonding Cream Light Blue

- **Colored Cream**
- **Easy to mix and to apply**
- **Low percentage of ammonia**
- **Intermixable with other shades**

Extra blonding creams lighten up colored and natural hair.

Technical Features:

- **Used alone they lighten up to 3 levels.**
- **Mixed with other It's Color shades they increase the lift.**
- **Mixed with Super & Ultra Blonde shades they increase their high-lifting power.**
- **Mixed with bleaching products they control their highlifting power.**
- **Extra Blonding Cream Light Blue is effective to neutralize residual warm reflexes during the highlifting process.**



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Extra Blonding Creams

Mixed with other It's Color shades:

- Extra blonding creams increase the highlifting performance of the It's Color shade with which it is combined.

The Extra blonding cream Light Blue* is recommended to:

- Neutralize red-orange reflexes during highlift.
- Accentuate the cold reflex of all It's Color series, especially the cold ones.



*** For the application on bleached and porous hair, we suggest mixing with It's Color Extra Blonding Cream Light Blue with the It's Color Blonding Cream Neutral OR better yet, use of It's Color Extra Blonding Cream alone.**

Technical Features:

- Used alone or mixed with Intensifiers, they are effective to neutralize residual reflexes during the highlighting process.
- When mixing It's Color or Highlifts the result will be a stronger lift..

Mixing Ratio

From 5 gr. To 25 gr. of Extra Blonding Cream + 50 gr. of It's Color shade

1:1 with 20-30- 40 vol. Developer

Process: 20-45 minutes

Note: Super & Ultra Blondes have different mixing Ratio

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Extra Blonding Creams

Application on Natural Hair

To lighten up from 1 to 3 levels

- Extra Blonding Cream Neutral

Mixing Ratio 1:1/1:2 with 10-20-30 volume developer.

- Extra Blonding Cream Light Blue

Mixing Ratio

1:1/1:2 with 10-20-30 vol. developer It neutralizes red-orange reflexes during the highlift.

The choice of the mixing ratio (1:1* or 1:2) depends on the desired cream consistency.

*The ratio 1:1 is recommended with foils.



Process: 20-45 minutes according to the developer it uses and to the desired level of highlift. (Applies to Colored Hair also).

Application on Colored Hair

To lighten up from 1 to 2 levels

- Extra Blonding Cream Neutral

Mixing Ratio 1:1/1:2 with 10-20-30 vol. developer

- Extra Blonding Cream Light Blue*

Mixing Ratio 1:1/1:2 with 10-20-30 vol. developer

It neutralizes red-orange reflexes during the highlift

* For the application on bleached and porous hair, we suggest mixing with It's Color Extra Blonding Cream Light Blue with the It's Color Blonding Cream Neutral OR better yet, use of It's Color Extra Blonding Cream alone.

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Extra Blonding Creams

Mixed with bleaching products– on colored hair

To lighten up 2 to 3 levels*

- **Extra Blonding Cream Neutral**

Mixing Ratio 1:1/1:2 with 10-20-30 **vol. developer

- **Extra Blonding Cream Light Blue**

Mixing Ratio 1:1/1:2 with 10-20-30 vol. developer It neutralizes red-orange reflexes during the highlift.**

**50 gr. of Extra Blonding Cream + 10 gr. of Bleaching component +
120 gr. Of developer**

Process: 20-45 minutes according to the developer it uses and to the desired level of highlift. (Applies to Colored Hair also).

***For the application on streaked or porous areas, we suggest mixing with It's Color Extra Blonding Cream Neutral or the use of It's Color Extra Blonding Cream alone.**

Mixed with bleaching products– on colored hair

- **Extra Blonding Cream Neutral**

Mixing Ratio 1:2 with 10-20-30 Volume developer.**

- **Extra Blonding Cream Light Blue***

Mixing ratio 1:2 with 10-20-30Volume developer.**

It neutralizes red-orange reflexes during the highlift.

**10gr. of Extra Blonding Cream +50 gr. of Bleaching Component +
120 gr. of developer**

30-45 minutes according to the developer that is used and to the desired level of highlift.





Extra Blonding Creams

Mixed with bleaching products– on colored hair

***The level of highlift achieved can vary according to the amount of color deposit. The reflex can vary according to the porosity and structure of the hair.**

****When you use No-AM, use with 20 vol. (6%) Maximum.**





Intensifiers

Shades



Intensifier Blue

Intensifier Graphite Grey

Intensifier Violet

- **Colored Cream**
- **Easy to mix and to apply**
- **Low percentage of ammonia**
- **Intermixable with other shades**

The 3 Intensifiers are excellent to intensify, tone and neutralize the reflexes.

Technical Features:

- **Blue and Graphite Grey**

For a stronger intensity of cold reflexes

- **Violet**

For a stronger intensity of the reflexes in the following series

.02 Irisè

.26 Violet Red

.62 Red Violet

S Sand

- **They can be used with 5-10-20-30-40 volume developers. The level achieved and reflex can vary according to hair porosity and structure (thin, medium, thick) and by developing time.**





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Intensifiers

On bleached or stripped hair (level 9/10)

While toning they ensure the strongest intensity of the reflex

Mixing Ratio 1:1 with 5*- 10 volume developer.

***Mix 1 part of 0 vol. with 1 part of 10 vol. to create the 5 volume developer.**

Process: 5-25 minutes

It is recommended that a test strand is done before the application. If the result is too strong, the Intensifiers can be diluted with It's Color Neutral.

On bleached or stripped hair of level 7/8, Blue and Graphite Grey Intensifiers can intensify or neutralize the reflex.

On Natural Hair

Mixed with It's Color shades to reach a stronger intensity of cold reflexes.

- **Intensifier Blue**

Cold intense result

- **Intensifier Graphite Grey**

Medium Cold result

Mixing Ratio

The suggested portion is:

50 gr. Of It's Color shade + 5 or 10 gr. Of Blue or Graphite Intensifier 1:1 with 10-20-30-40 volume developer.

Process: 35-40 minutes*

***Developers and developing time can vary according to the chosen shade and the desired result.**

Mixed with It's Color shades to give a stronger intensity to the reflexes in the series: .02 Irisè, .26 Violet Red, .62 Red Violet, S Sand.



Intensifiers

On Natural Hair

The suggested portion is:

**50 gr. of It's Color shade + 5 or 10 gr. Violet Intensifier 1:1 with
10-20-30-40 volume developer.**

Process: 35-40 minutes*

***Developers and developing time can vary according to the chosen shade and the desired result.**

Super and Ultra Blonde Swatch Book



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hair professional

The **B**eecher
Group

