

A detailed botanical illustration of a plant, likely a radish or similar root vegetable, rendered in a light blue, semi-transparent style. The illustration shows a large, rounded root at the bottom with several smaller roots extending downwards. From the top of the root, several stems grow upwards. One stem has several large, lobed leaves. Another stem has several smaller, four-petaled flowers. A third stem has several buds. The entire illustration is set against a light blue background.

# BEAUTYFUSION

PHYTO-TECH COLOR

*Multifunctional Color*

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*Introduction*

**BEAUTY FUSION** is a multifunctional protective color, the first on the market to offer all salon services in one: GLOSS tone on tone color, DEMI PLUS demi-permanent color, FULL permanent color. **BEAUTY FUSION** cosmetic looks and its oil-gel texture favor pigments and active principles transmission inside the hair fiber.

**BEAUTY FUSION** is multi-functionality is also expressed by the 3 different textures it has depending on the service:

- GLOSS      Oil - Gel texture
- DEMI PLUS   Gel texture
- FULL        Cream - Gel texture



○ **GLOSS**

*Tone on Tone Color*



◐ **DEMI PLUS**

*Demi Permanent Color*



● **FULL**

*Permanent Color*

THESE ARE THE THREE MAIN PRODUCTS THAT CONSTITUTE BEAUTY FUSION:

1



**BEAUTY FUSION**

63 DEMI PLUS AND FULL SHADES  
29 GLOSS SHADES

2



**OXYMILK**

5, 13, 20, 30, 40 VOLUMES

3



**BOOSTER**

01 AND 02

*Multifunctional system plus*

- OIL COLOR, FORMULATED WITH UP TO 99% NATURAL INGREDIENTS
- OXYMILK DEVELOPER, ENRICHED WITH WAXES AND MAIZE OIL, FOR A POLISHING HYDRATING EFFECT
- MULTIFUNCTIONAL COLOR TO COVER ALL SALON COLOR NEEDS: TONE ON TONE, DEMI-PERMANENT AND PERMANENT
- IT CONTAINS PURE PIGMENTS TO ENSURE COLOR STABILITY AND DURATION OVER TIME;
- LOW AMMONIA CONTENT
- UP TO 100% GREY HAIR COVERAGE
- HIGHLIFTING UP TO 5 LEVELS
- STREAKS OR DISCOLORED HAIR TONALIZATION WITH LOW AMMONIA CONTENT
- FOR NATURAL OR BOLD REFLEXES
- ONE SPECIAL SHADE FOR MEN
- ANTI-YELLOW AND ANTI-ORANGE SPECIAL SHADES
- ONE SPECIAL ANTI-RED SHADE
- BRILLIANT SERVICE, FOR MARVELLOUS SHINY HAIR WITH CLEAR
- SOFT LIGHT SERVICE: ILLUMINATING HIGHLIFTING OR STRIPPING
- 5 SPECIAL BLONDE LEVEL 12 SHADES: USE THEM AS PASTEL OR SUPER BLONDE SHADES
- 5 SPECIAL PASTEL BLONDES
- 5 SPECIAL BLONDE PASTEL
- TAILOR-MADE SERVICES

BEAUTY FUSION's innovative formulation, with up to 99% natural derived raw materials, makes sure the hair and scalp physiology are fully respected; the vitamins and olive oil mix leaves the hair soft and hydrated. Soothing and protective ingredients such as Vitamin C, Zanthalene<sup>®</sup> extract, Radish extract, protect the hair and the scalp during and after the treatment.



*Functional active principles:*

NATURAL SOLVENTS (ZEMEA<sup>®</sup>) they counteract dryness while respecting the hair physiology

OLIVE OIL hydrating and disciplining, it adds shine and nourishment

RADISH EXTRACT anti-age, uv rays protection, color fixation

ZANTHALENE<sup>®</sup> EXTRACT scalp soothing

VITIS VINIFERA counteracting free radicals and protective

THERMAL WATER remineralizing for hair and scalp

**NO COCAMIDE DEA, MEA OR ADDED ALCOHOLS IN THE FORMULATION**

The accurate selection of unconventional ingredients (in place of alcoholic solvents and cocamide) allowed for a refined formulation that made sure the final blend texture could be silky and soft. **BEAUTY FUSION** has up to 99% natural origin ingredients, and replaced aggressive substances with natural components combinations, including ZEMEA<sup>®</sup>, which is a natural-derived solvent (it comes from corn), 100% certified organic, rich in vitamins and phytosterols.

**BEAUTY FUSION** CLEAR:

**ACTIVE PRINCIPLES** **EFFECT ON THE HAIR**

RED SEAWEED EXTRACT polishing, shine enhancer

## Pure pigments advanced technology

Intermediate oxidizing pigments are an essential component of color. Technological evolution and special refining systems allowed to obtain extremely pure pigments, which have reduced molecular dimensions and do not contain trace of impurity.

**BEAUTY FUSION** technology provides for a careful selection of pure pigments (oxidizing intermediate pigments), that help generating these benefits:

- 1 - LESS AMMONIA IS NEEDED TO HELP COLOR PENETRATE INTO THE HAIR
- 2 - COLOR REMAINS STABLE OVER TIME

### USING PURE PIGMENTS MEANS:

- 1 - DECREASED RISK OF SCALP SENSITIVIZATION
- 2 - BOLD COLORS AND REFLEXES
- 3 - HIGHER SAFETY FOR THE CLIENT
- 4 - NO COLOR CHANGE OVER TIME

## Oxymilk

**BEAUTY FUSION** works in synergy with Oxymilk, a specific developer formulated with Zemea®, which make the texture especially soft and creamy. The line is made of 5 developers.

### ACTIVE PRINCIPLES:

ZEMEA® corn oil derived, it contains vitamins and hydrating phytosterols



The waxes and other emollient elements contained in the emulsion, beyond hydrating, make sure the mix reaches the best texture. This gives it the polishing appearance of an oil and the smooth application on the hair of a cream. Therefore we do not recommend to mix BEAUTY FUSION with any other developer.

### OXYMILK

#### OXYMILK: APPEARANCES AND TEXTURE

- OXYMILK 5 VOLUMES Cream texture is fluid, suitable for shaker or brush application
- OXYMILK 13 VOLUMES Cream texture is suitable for brush application
- OXYMILK 20 VOLUMES Cream texture is suitable for brush application
- OXYMILK 30 VOLUMES Cream texture is suitable for brush application
- OXYMILK 40 VOLUMES Cream texture is suitable for brush application

## Booster

BOOSTER is an ammonia cream that is used to make the system switch from acidic to alkaline, meaning turning the treatment from a tone on tone color with acidic pH, to a demi-permanent alkaline one, up to a permanent color.

BOOSTER must only be used mixed with **BEAUTY FUSION**, following the ratios described in the guide and in the color chart. Being an alkaline component, it is fundamental to stay within the recommended limits, following the indicated instructions and warnings. Never use BOOSTER unmixed.



### BOOSTER 01 shades from 1 to 6

**POSSIBLE SERVICES:**

- DEMI PLUS
- FULL

**SHADES:**

- FROM LEVEL 1
- TO LEVEL 6

**MIXING RATIO:**

- DEMI PLUS 10% OF THE COLOR
- FULL 20% OF THE COLOR



### BOOSTER 02 shades from 7 to 12

**POSSIBLE SERVICES:**

- DEMI PLUS
- FULL

**SHADES:**

- FROM LEVEL 7
- TO LEVEL 12

**MIXING RATIO:**

- DEMI PLUS 10% OF THE COLOR
- FULL 20% OF THE COLOR
- SPECIAL BLONDE 30% OF THE COLOR

Boosters have been calibrated and balanced so that color can cover grey hair and lift the natural hair color (if used from level 1 to level 6); used from level 7 to level 12, instead, they blend with color to cover grey hair and lift the hair natural color. It is fundamental to carefully follow the instructions and mixing ratios.

**Never use Booster unmixed or outside the provided instructions; being an ammonia based cream with alkaline components, it may cause skin reactions and irritations.**

## Clear

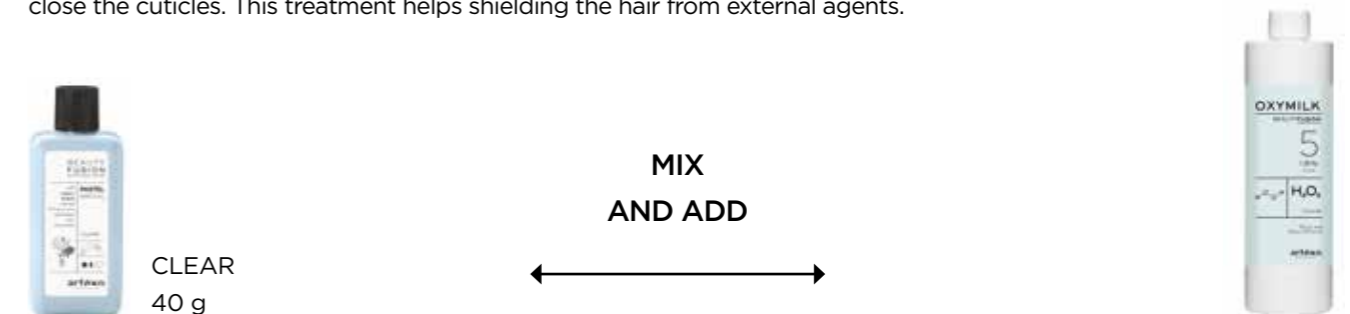
The Clear shade, in **BEAUTY FUSION**, makes the system a flexible one. CLEAR is basically the oil base of the color, it contains all the line's active principles, but without any coloring pigment.

This shade has been enriched with Red Seaweed extract, with polishing properties, which makes it perfect for a gloss and shine reflection effect. It can be used to:

- dilute all BEAUTY FUSION shades
- carry out the Brilliance - Gloss service for an incredibly shiny effect on the hair
- carry out SOFT LIGHT service, highlift natural hair up to 4 levels or strip colored hair up to 2 levels

### CLEAR: BRILLIANT SERVICE

Clear is perfect to give light to the hair, because it has been formulated with red seaweed extracts that polish and close the cuticles. This treatment helps shielding the hair from external agents.



### CLEAR: MIX WITH PASTEL SHADES

Clear can also be used to dilute Series 12 or Pastel shades, so to reach a better management of the pastel color deposit during developing time.

Mixing ratio example 1:1





### CLEAR: COLOR CORRECTION ON THE LENGTHS WITH COLOR BASE OR FASHION REFLEX + CLEAR

To correct the color on the lengths and avoid an excess in deposit, Clear is the perfect choice.

EXEMPLE - FULL color  
OBJECTIVE: 6.3 soft color

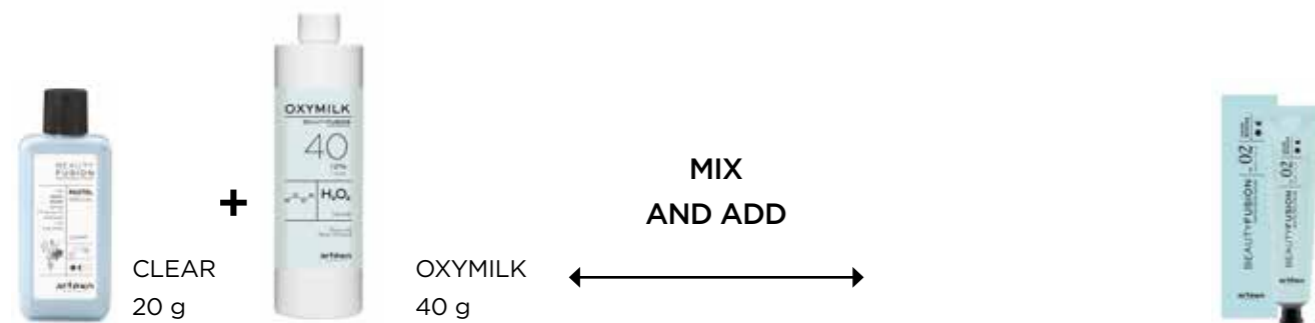
Apply 6.3 + Oxymilk on the roots  
Apply Clear on the lengths, mixed with color; for this service we recommend a 1:3 mixing ratio.



### CLEAR: SOFT LIGHT SERVICE, TO LIFT UP TO LEVELS (1:2)

Clear shade can be used to lift cosmetic color up to 2 levels and natural color up to 4 levels.

EXAMPLE - FULL color  
OBJECTIVE: 2 levels highlifting



## Multifunctional System: difference among the 3 services

BEAUTY FUSION represents all the services salons need: from a simple tonalization, up to a 100% grey hair coverage. With one product you can carry our 3 different services.

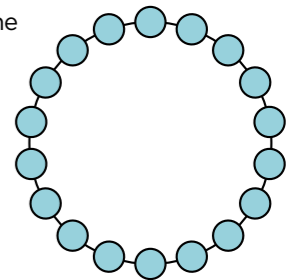
Which are the differences?

1) **GLOSS:** This type of service is obtained by mixing color + developer; it is a tonalizer with no addition of alkaline element, and it is especially suitable for every type of tonalization on dull hair.

EXAMPLE:

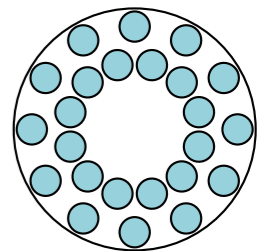


GLOSS COLOR: DISTRIBUTION ON THE HAIR  
Colors sediment on the outer layers of the cortex



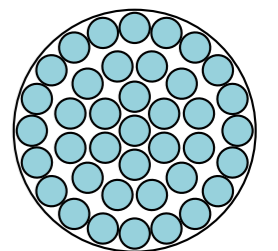
2) **DEMI PLUS:** This type of service is obtained by mixing color + developer (5, 13, 20, 30 vol), plus the addition of the Booster (10% of BEAUTY FUSION color). It is especially meant for those who want to have a soft color, a first color, for example, or mild highlifting.

EXAMPLE:



3) **FULL:** This type of service is obtained by mixing BEAUTY FUSION + Oxymilk developer (5, 13, 20, 30, 40 vol), plus the addition of the Booster (20% of BEAUTY FUSION color). It is a permanent color, with maximum grey hair coverage and optimum highlifting performances.

EXAMPLE:



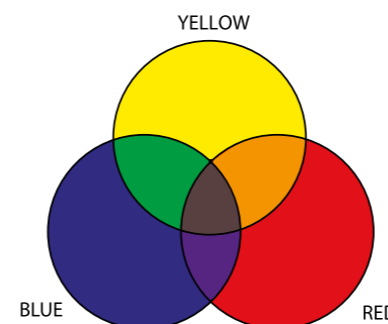
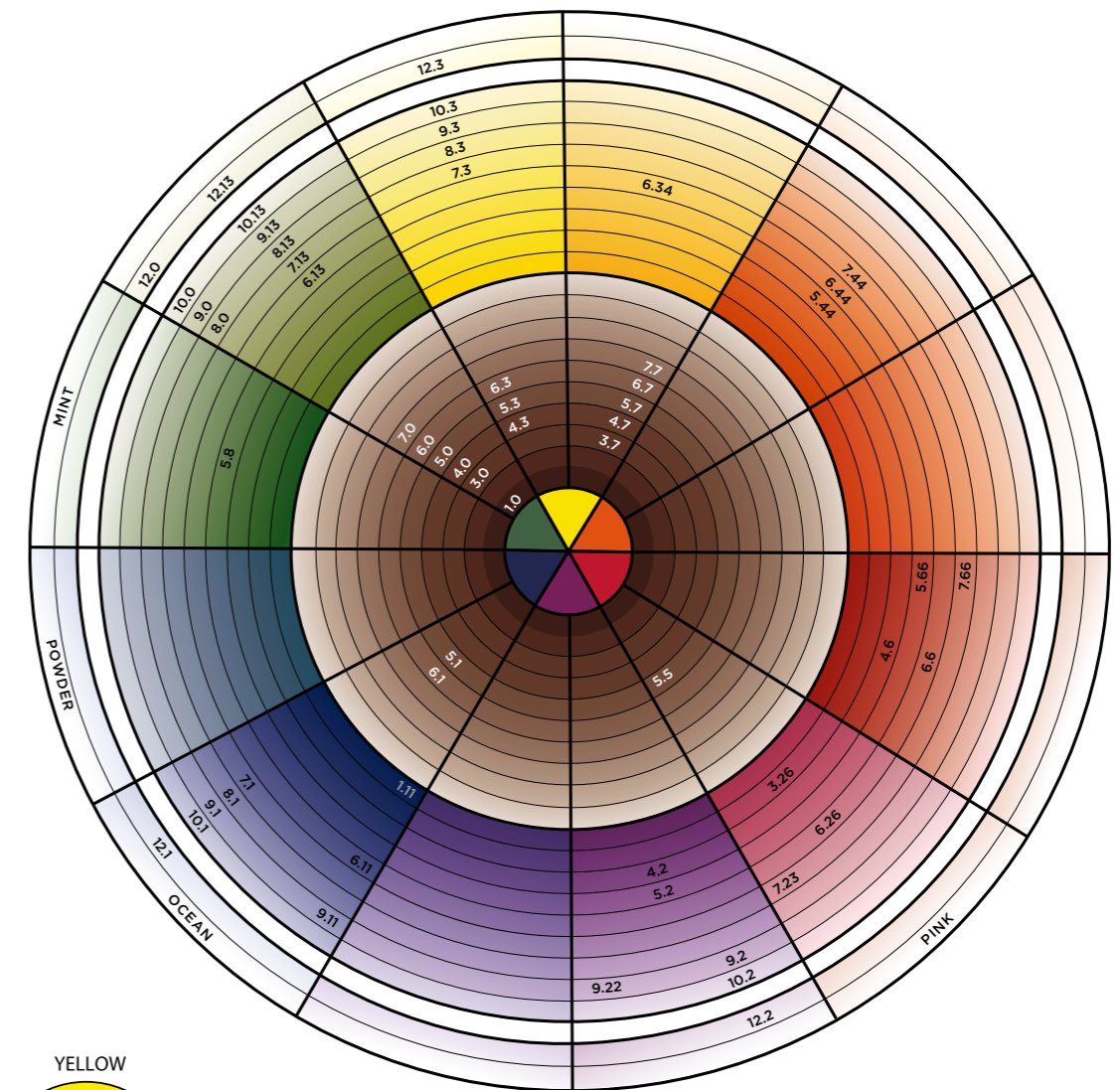
### Color summary chart according to the demand

GLOSS	DEMI PLUS	FULL
Tonalization Deposit	Conceals grey hair Highlifting up to 2 levels	Maximum color performance
DEVELOPER: 5 volumes	DEVELOPER: 5/13/20/30 volumes 10% BOOSTER	DEVELOPER: 5/13/20/30/40 volumes 20% BOOSTER from level 1 to 10 30% BOOSTER on level 12 SPECIAL BLONDE AND SOFT LIGHT
DURATION: 7/8 WASHES	DURATION: 20 WASHES	DURATION: UNTIL THE HAIR RE-GROWS
TO TONALIZE STREAKS OR BLEACHED HAIR	UP TO 70% COVERAGE	100% COVERAGE
IT DOES NOT LIFT NATURAL HAIR. IT DOES NOT OXIDIZE THE HAIR STRUCTURE	IT HIGHLIFTS NATURAL HAIR UP TO 2 LEVELS	IT HIGHLIFTS NATURAL HAIR UP TO 5 LEVELS
NO ADDED ALKALIZING AGENT	LOW AMMONIA CONTENT	LOWER AMMONIA CONTENT COMPARED TO COMMON CONCENTRATIONS
IT ADDS REFLEX	NATURAL COLOR TASTE	INTENSE COLOR TASTE

PRODUCT	100 % Grey Hair Coverage	70% Grey Hair Coverage	2 levels highlifting	+4 levels highlifting	No highlifting	Bleached lengths tonalization
GLOSS					○	○
DEMI PLUS		◐	◐			◐
FULL	●			●		●


### Color Wheel

The color wheel is fundamental for every type of coloration, because it helps understanding the line positioning and which shades one should choose to neutralize or strengthen a color reflex.



## *Reflex direction and numbering*

The entire **BEAUTY FUSION** line fully reflects its name, and its tones are perfectly calibrated, making possible to obtain endless shades and hues when mixing. This helps colorists to choose the best shade.

/0 NATURAL		NEUTRAL TONE
/1 ASH		ASH GREY TONE
/13 SAND		BEIGE TONE
/3 GOLD		GOLD TONE
/44 INTENSE COPPER		INTENSE COPPER TONE
/5 MAHOGANY		MAHOGANY TONE
/2 VIOLET		VIOLET TONE
/26 VIOLET RED		VIOLET RED TONE
/6 RED		RED TONE
/66 INTENSE RED		INTENSE RED TONE
/7 CHOCOLATE		WARM BROWN TONE
/11 BLUE		INTENSE ASH BLUE TONE
/34 WARM GOLD		INTENSE GOLD TONE
/8 MATT		GREEN TONE
/23 NATURAL VIOLER PEARL		GOLD VIOLET NATURAL TONE

## ○ *Gloss Color* tone on tone color



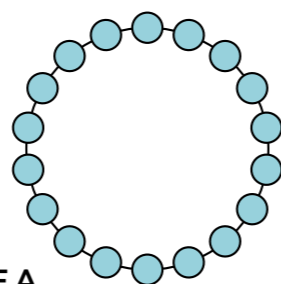
# Beauty Fusion Gloss

## *Product description and possible services*

GLOSS is a semi-permanent color system, with acidic pH, gentle on the scalp and the hair, that colors the hair thanks to oxidation. It does not contain MEA. The GLOSS service intensifies the hair color, regenerating washed out and dull tones. Boldness and reflex of the color vary according to developing time.

The natural oily components contained in the product protect the hair fiber during coloration, even though coloring process works by oxidation.

**BEAUTY FUSION's** oily texture makes application and use easy.



### NEUTRAL pH, WITHOUT MEA

- SHINY AND BRILLIANT EFFECT
- ACIDIC pH TECHNOLOGY FOR A PERFECT COSMETIC RESULT
- EASY AND RAPID APPLICATION WITH THE SHAKER - OILY TEXTURE
- THE BASE ITSELF PROTECTS AND CARE FOR THE HAIR FIBER

### HAIR TYPE

- NATURAL, COLORED, BLEACHED OR SENSITIZED

### POSSIBLE SERVICES

- TONING WASHED OUT STREAKS WITHOUT LIFTING THE NATURAL BASE
- DARKEN BLEACHED LENGTHS TO EVEN THE COLOR OUT
- REVIVE THE HAIR COLOR WITH A SHINY EFFECT
- NEUTRALIZE
- GLOSS EFFECT TO ADD LIGHT OR COLOR DURING A PERM OR STRAIGHTENING SERVICE

# *Gloss - Functional active principles*

NATURAL SOLVENTS (ZEMEA®) they counteract dryness while respecting the hair physiology

OLIVE OIL hydrating and disciplining, it adds shine and nourishment

RADISH EXTRACT anti-age, uv rays protection, color fixation

ZANTHALENE® EXTRACT scalp soothing

VITIS VINIFERA counteracting free radicals and protective

THERMAL WATER remineralizing for hair and scalp

### NO COCAMIDE DEA, MEA OR ADDED ALCOHOLS IN THE FORMULATION

The accurate selection of unconventional ingredients (in place of alcoholic solvents and cocamide) allowed for a refined formulation that made sure the final blend texture could be silky and soft. **BEAUTY FUSION** has up to 99% natural origin ingredients, and replaced aggressive substances with natural components combinations, including ZEMEA®, which is a natural-derived solvent (it comes from corn), 100% certified organic, rich in vitamins and phytosterols.

**BEAUTY FUSION** CLEAR:

ACTIVE PRINCIPLES	EFFECT ON THE HAIR
<u>SEAWEED EXTRACT</u>	polishing and shine enhancer

# Technical Properties

- **NO** GREY HAIR COVERAGE
- **NO** HIGHLIFTING
- OXYMILK 5 VOL.
- CLEAR TO DILUTE OTHER SHADES

**DEVELOPING TIME: up to 20 minutes**

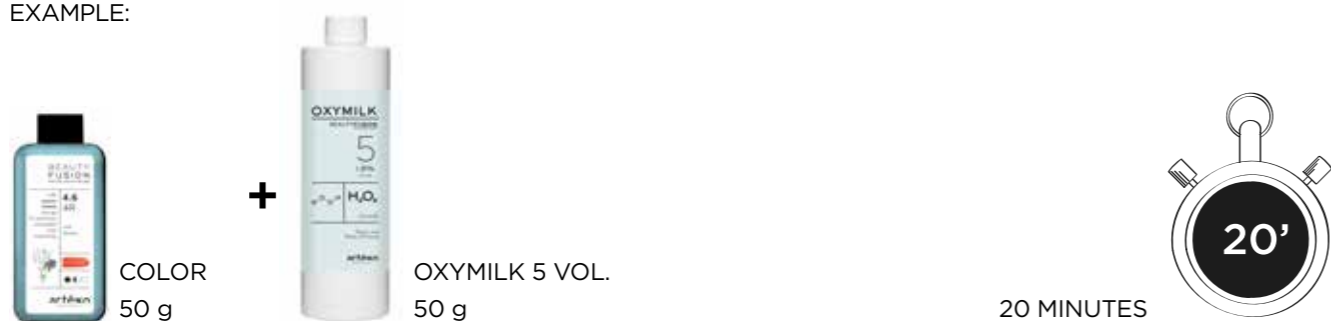
**MIXING RATIO: 1:1**

**DURATION: 7-8 washes**

# Preparation

1. MAKE A DIAGNOSIS
2. SHAMPOO THE HAIR
3. TOWEL-DRY UP TO 80%
4. CHOOSE BETWEEN THE BRUSH AND THE SHAKER
5. MEASURE OUT AND MIX 1 PART OF COLOR + 1 PART OF OXYMILK 5 VOL.
6. APPLY AND WAIT FOR DEVELOPING TIME (MAX 20 MIN)
7. RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
8. SHAMPOO THE HAIR, IF NEEDED
9. CONDITION THE HAIR

EXAMPLE:



# Color chart

LEVEL	FAMILIES	NATURAL .0	ASH .1	BLUE .11	SAND .13	MATT .8	GOLD .3	INTENSE COPPER .44	WARM GOLD .34	RED .6	INTENSE RED .66	CHOCOLATE .7	VIOLET .2	NATURAL VIOLET .23	VIOLET RED .26	MAHOGANY .5
	PASTEL	special clear	powder	ocean		mint									pink	
12	SPECIAL BLONDE	12.0 / 12N special blonde natural	121 / 12A special blonde ash		1213 / 12S special blonde sand		12.3 / 12G special blonde gold						12.2 / 12V special blonde violet			
10	LIGHTEST BLONDE															
9	VERY LIGHT BLONDE			9.11 / 9B special toner blonde v. light blue blonde									9.22 / 9V special toner blonde v. light violet blonde			
8	LIGHT BLONDE															
7	BLONDE							7.44 / 7CC intense copper blonde						7.23 / 7NVG violet natural blonde		
6	DARK BLONDE	6.0 / 6N dark blonde		6.11 / 6B special gray dark blue blonde					6.34 / 6WG warm gold dark blonde	6.6 / 6R red dark blonde					6.26 / 6VR violet red dark blonde	
5	LIGHT BROWN					5.8 / 5M matt light brown		5.44 / 5CC intense copper light brown					5.2 / 5V violet light brown			5.5 / 5RV mahogany light brown
4	BROWN									4.6 / 4R red brown			4.2 / 4V violet brown			
3	DARK BROWN	3.0 / 3N dark brown													3.26 / 3VR violet red dark brown	
2																
1	BLACK	1.0 / 1N black		1.11 / 1B blue black												

## Pastel Shades

The 5 PASTEL shades and the SPECIAL BLONDE 12 series are perfect to color very light hair, adding light and fashion hues to it.

PASTEL shades have the softer reflex of the whole coloring system.

PASTEL OCEAN TURQUOISE HUE

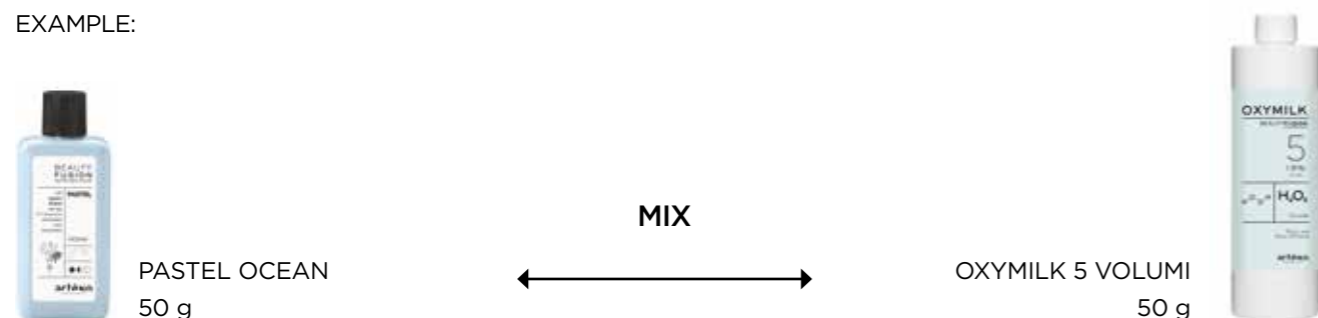
PASTEL POWDER POWDER HUE

PASTEL PINK PINK IRISÉ HUE

PASTEL MINT MINT GREEN HUE

CLEAR HALVES THE INTENSITY OF PASTEL SHADES, IF MIXED 1:1

EXAMPLE:



### PASTEL SHADES - HOW TO USE

- BEFORE DYEING, BLEACH THE HAIR NEATLY, TO A LEVEL 10-11
- WASH AND BLOW-DRY THE HAIR
- APPLY GOOD SOCIETY EQ FACTOR 51 EVENLY, ALL OVER THE HAIR
- MIX 1 PART OF PASTEL + 1 PART OF OXYMILK 5 VOL
- APPLY AND WAIT FOR DEVELOPING TIME
- RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
- CONDITION THE HAIR

**COLOR RESULT SOFTENS WASHING THE HAIR, THE EFFECT WILL APPEAR SOFTER AND SOFTER OVER TIME.**

**DEVELOPING TIME: up to 20 minutes**

**HOME MAINTENANCE: wash with specific color shampoo and conditioner from GOOD SOCIETY or RAIN DANCE**

## Special blonde tones: 9v, 9b

**This series is perfect to neutralize residual undertones, if you want to remove yellow or yellow-orange reflexes from the hair.**

	9V	9B
10	it neutralizes the base and adds an irisè reflex	it neutralizes yellow bases and adds an ash reflex
9	it neutralizes yellow bases	it neutralizes yellow-orange bases
8	it softens yellow reflexes	it softens yellow-orange reflexes

## Possible services

### HOW TO INSENSIFY A NATURAL COLOR

Gloss **BEAUTY FUSION** is the perfect treatment for those who never had their hair colored and want to intensify their base.

### PROCEDURE

- MAKE A DIAGNOSIS
- SHAMPOO THE HAIR
- TOWEL-DRY UP TO 80%
- MEASURE OUT AND MIX 1 PART OF COLOR + 1 PART OF OXYMILK 5 VOL.
- APPLY ROOT TO END ACCORDING TO THE NEED
- WAIT FOR DEVELOPING TIME (MAX 20 MIN)
- RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
- SHAMPOO THE HAIR, IF NEEDED
- CONDITION THE HAIR

## COLORING THE LENGTHS TO REVIVE THE HAIR COLOR

**BEAUTY FUSION** is the perfect choice to revive washed-out lengths, even for those who have had their roots colored with permanent dyes. Product has an acidic pH, so it will not modify the hair structure.

### PROCEDURE

- MAKE A DIAGNOSIS
- APPLY THE DESIRED BEAUTY FUSION FULL COLOR ON THE ROOT
- DURING THE LAST 10-20 MINUTES APPLY GOOD SOCIETY EQ FACTOR 51 SPRAY
- APPLY BEAUTY FUSION GLOSS WITH A SHAKER
- WAIT FOR RESIDUAL DEVELOPING TIME
- RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
- CONDITION THE HAIR

## MEN SPECIAL 6.11

This is a service designed for men, to conceal the first grey hair.

Developing time can vary, from 5 to 20 minutes, going from a very light grey (silver) to a dark grey (charcoal).

An alternative use can be mixing 6.11 to Clear.

### PROCEDURE

- MAKE A DIAGNOSIS
- SHAMPOO THE HAIR
- TOWEL DRY UP TO 80%
- PREPARE BEAUTY FUSION GLOSS 6.11
- APPLY QUICKLY WITH A SHAKER OR A BRUSH
- DEVELOPING TIME VARIES DEPENDING ON THE DESIRED INTENSITY (FROM 5 TO 20 MINUTES)
- RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
- SHAMPOO THE HAIR, IF NEEDED

## BRILLIANT - CLEAR

It is a Gloss service designed to enlighten both natural and colored hair. It is carried out using Clear only + Oxymilk 5 volumes. Clear Special shade is formulated with Red Seaweed extract, with polishing and protective properties.

### PROCEDURE

- SHAMPOO THE HAIR
- TOWEL DRY UP TO 80%
- PREPARE CLEAR + OXYMILK IN BLEND USING EITHER SHAKER OR BOWL
- APPLY AND WAIT FOR DEVELOPING TIME (20 MINUTES)
- RINSE
- CONDITION THE HAIR

## *Special shades: 9V, 9B, 7NVG, 6WG, 5M*

Exploring the endless possible customizations of the **BEAUTY FUSION** system, our laboratories formulated shades with strong technical features. Thanks to these special shades and to the guide that follows, each colorist will have the chance to personalize the color based on his/her taste or based on the pressing needs for neutralization, tonalization and repigmentation.

### **9V - 9.22**

This shade has been calibrated to remove yellow evenly and quickly. Thanks to **BEAUTY FUSION** pigments technology we developed a color with oxidizing pigments (not direct ones). This will allow an essential visual check by the colorist during Gloss services. Handy to be used in the backbar area with a shaker. Perfect for levels between 9 and 12, to create either a Pearl White or to create a neutral base before applying a Pastel shade. If working on overly bleached hair, we recommend to mix with Clear for a better control.

### **9B - 9.11**

This shade has been calibrated to remove orange as quickly as possible, or to create an ash neutralization. Thanks to the **BEAUTY FUSION** pigments technology we developed a color with oxidizing pigments (not direct ones). This will allow an essential visual check by the colorist during Gloss services. Handy to be used in the backbar area with a shaker. Perfect for levels between 6 and 8, to create either a Fog Grey base or before applying a Pastel shade to get a metallic effect. If working on overly bleached hair, we recommend to mix with Clear for a better control.

### **7NVG - 7.23**

This shade has two different souls: as a Gloss, as showed in the chart, has an intense violet reflex, next to a 7; it has been formulated to neutralize or counteract the warmest yellow tones, that in some cases can appear on a level 7 already, or when you want to eliminate decisively challenging yellow hues on level 8, often following a bleaching service.

### **6WG - 6.34**

This shade is the only one in its family. As a Gloss it has a gentle light reflex, close to a level 8. It recalls a very popular shade: Golden Apricot. Its technical value shows both as a warm - well calibrated - toner, or as a valuable ally during the Gloss step for quick re-pigmentation services, used alone or with some grams of 5.5.

### **5M - 5.8**

This shade is the only one in its family. It has been formulated to counteract and eliminate red reflexes. As a Gloss, it is perfect to conceal or eliminate - also as a quick step in the backbar area - all red reflexes. It can be conceived a little above a level 5. This is because we wanted to give the colorist a perfect red neutralization chance - that happens between level 4 and level 6 - without risking an excessive deposit or compromising the starting level.

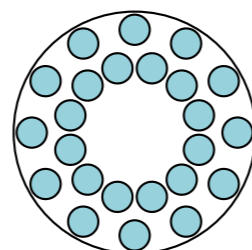


● *Demi Plus*  
demi-permanent color

# Beauty Fusion Demi Plus

## *Product description and possible services*

**BEAUTY FUSION** Demi Plus is the best compromise between hair care and product performances. In this service the Booster amount is 50% less than permanent color, and this makes the service perfect for all those customers who want to retouch the root between a color and the other, or for those who are more sensitive to color services: Demi Plus means gentle reflex and highlifting are actually very soft.



### DEMI-PERMANENT COLOR WITH LOW AMMONIA CONTENT

- GREY HAIR COVERAGE UP TO 70%
- EVEN RESULT
- INTENSE REFLEX
- COLOR IS SHINY, ALSO ON DARK BASES

### HAIR TYPE

- ON ALL HAIR TYPES: NATURAL, COLORED, GREY, BLEACHED OR SENSITIZED

### POSSIBLE SERVICES

- CONCEAL THE FIRST GREY HAIR
- GET A SOFT REFLEX ON NATURAL HAIR
- REVIVE COLOR
- CARRY OUT SOFT HIGHLIFTING SERVICES (UP TO 2 LEVELS)
- LONG LASTING STREAKS TONALIZATION
- REPIGMENTATION
- NEUTRALIZATION

# *Demi Plus - Functional active principles*

NATURAL SOLVENTS (ZEMEA®) they counteract dryness while respecting the hair physiology

OLIVE OIL hydrating and disciplining, it adds shine and nourishment

RADISH EXTRACT anti-age, uv rays protection, color fixation

ZANTHALENE® EXTRACT scalp soothing

VITIS VINIFERA counteracting free radicals and protective

THERMAL WATER remineralizing for hair and scalp

### NO COCAMIDE DEA, MEA OR ADDED ALCOHOLS IN THE FORMULATION

The accurate selection of unconventional ingredients (in place of alcoholic solvents and cocamide) allowed for a refined formulation that made sure the final blend texture could be silky and soft. **BEAUTY FUSION** has up to 99% natural origin ingredients, and replaced aggressive substances with natural components combinations, including ZEMEA®, which is a natural-derived solvent (it comes from corn), 100% certified organic, rich in vitamins and phytosterols.

### BEAUTY FUSION CLEAR:

ACTIVE PRINCIPLES EFFECT ON THE HAIR

RED SEAWEEED EXTRACT polishing and shine enhancer

## *Technical Properties*

- GREY HAIR COVERAGE UP TO 70%
- 2 LEVELS OF HIGHLIFT
- OXYMILK 5, 13, 20, 30 VOL.

**DEVELOPING TIME: from 15 to 30 minutes**

**MIXING RATIO: 1:1**

**BOOSTER: 10% of the color**

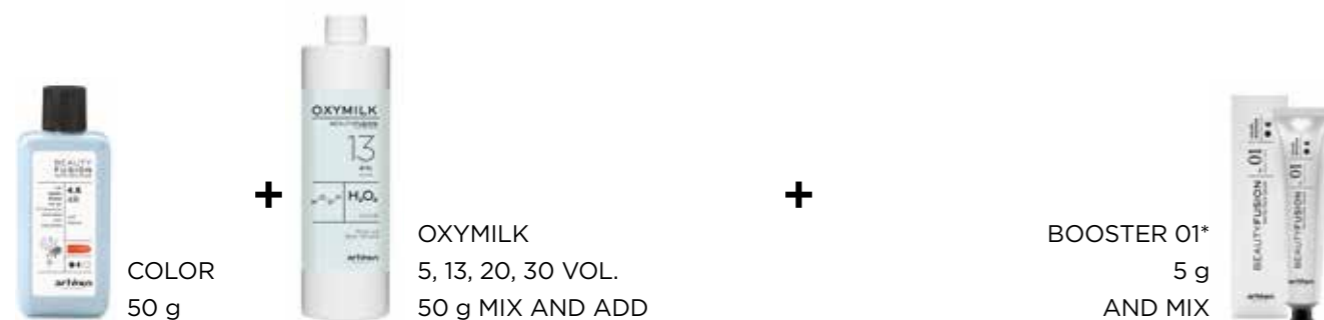
**DURATION: 20 washes**

## Preparation

1. MAKE A DIAGNOSIS
2. MEASURE OUT AND MIX 1 PART OF COLOR AND 1 PART OF OXYMILK 5, 13, 20 OR 30 VOL. IN A BOWL
3. ADD BOOSTER 01 OR 02 (10% OF THE COLOR) AND MIX
4. APPLY AND WAIT FOR DEVELOPING TIME (FROM 15 TO 30 MIN)
5. RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
6. SHAMPOO THE HAIR
7. CONDITION THE HAIR

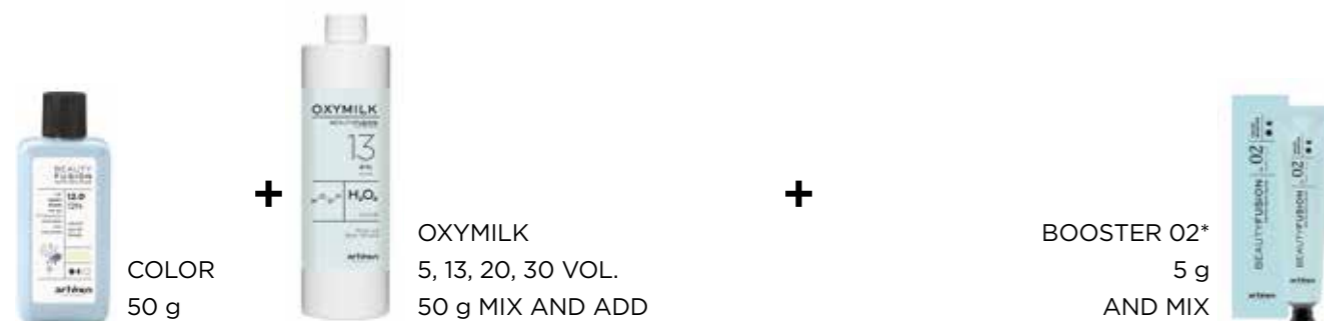
**BOOSTER:** use Booster 01 for shades from 1 to 6 and Booster 02 for shades from 7 to 12, as recommended\*

EXAMPLE: SHADE FROM 1 TO 6



\*MIX COLOR + OXYMILK, THEN ADD BOOSTER AND MIX CAREFULLY.

EXAMPLE: SHADES FROM 7 TO 12



\*MIX COLOR + OXYMILK, THEN ADD BOOSTER AND MIX CAREFULLY.

## Demi Plus Booster ratio chart

Once **BEAUTY FUSION** Color and Oxymilk are mixed, these are the Booster ratios we recommend to add to the Demi Plus blend:



5 g COLOR	+ 5 g OXYMILK	= 10 g	0,5 g BOOSTER
10 g COLOR	+ 10 g OXYMILK	= 20 g	1 g BOOSTER
15 g COLOR	+ 15 g OXYMILK	= 30 g	1,5 g BOOSTER
20 g COLOR	+ 20 g OXYMILK	= 40 g	2 g BOOSTER
25 g COLOR	+ 25 g OXYMILK	= 50 g	2,5 g BOOSTER
30 g COLOR	+ 30 g OXYMILK	= 60 g	3 g BOOSTER
35 g COLOR	+ 35 g OXYMILK	= 70 g	3,5 g BOOSTER
40 g COLOR	+ 40 g OXYMILK	= 80 g	4 g BOOSTER
45 g COLOR	+ 45 g OXYMILK	= 90 g	4,5 g BOOSTER
50 g COLOR	+ 50 g OXYMILK	= 100 g	5 g BOOSTER
55 g COLOR	+ 55 g OXYMILK	= 110 g	5,5 g BOOSTER
60 g COLOR	+ 60 g OXYMILK	= 120 g	6 g BOOSTER



# Color chart

LEVEL	FAMILIES	NATURAL .0	ASH .1	BLUE .11	SAND .13	MATT .8	GOLD .3	INTENSE COPPER .44	WARM GOLD .34	RED .6	INTENSE RED .66	CHOCOLATE .7	VIOLET .2	NATURAL VIOLET .23	VIOLET RED .26	MAHOGANY .5
	PASTEL	special clear	powder	ocean		mint									pink	
12	SPECIAL BLONDE	12.0 / 12N special blonde natural	12.1 / 12A special blonde ash		12.13 / 12S special blonde sand		12.3 / 12G special blonde gold						12.2 / 12V special blonde violet			
10	LIGHTEST BLONDE	10.0 / 10N lightest blonde	10.1 / 10A lightest ash blonde		10.13 / 10S lightest sand blonde		10.3 / 10G lightest gold blonde						10.2 / 10NV lightest natural violet blonde			
9	VERY LIGHT BLONDE	9.0 / 9N very light blonde	9.1 / 9A very light ash blonde	9.11 / 9B special toner blonde v. light blue blonde	9.13 / 9S very light sand blonde		9.3 / 9G very light gold blonde					9.22 / 9V special toner blonde v. light violet blonde	9.2 / 9NV very light natural violet blonde			
8	LIGHT BLONDE	8.0 / 8N light blonde	8.1 / 8A light ash blonde		8.13 / 8S light sand blonde		8.3 / 8G light gold blonde									
7	BLONDE	7.0 / 7N blonde	7.1 / 7A ash blonde		7.13 / 7S sand blonde		7.3 / 7G gold blonde	7.44 / 7CC intense copper blonde		7.66 / 7RR intense red blonde	7.7 / 7CH chocolate blonde		7.23 / 7NVG violet natural blonde			
6	DARK BLONDE	6.0 / 6N dark blonde	6.1 / 6A dark ash blonde	6.11 / 6B special gray dark blue blonde	6.13 / 6S dark sand blonde		6.3 / 6G dark gold blonde	6.44 / 6CC intense copper dark blonde	6.34 / 6WG warm gold dark blonde	6.6 / 6R red dark blonde		6.7 / 6CH chocolate dark blonde		6.26 / 6VR violet red dark blonde		
5	LIGHT BROWN	5.0 / 5N light brown	5.1 / 5A light ash brown			5.8 / 5M matt light brown	5.3 / 5G light gold brown	5.44 / 5CC intense copper light brown			5.66 / 5RR intense red light brown	5.7 / 5CH chocolate light brown	5.2 / 5V violet light brown			5.5 / 5RV mahogany light brown
4	BROWN	4.0 / 4N brown					4.3 / 4G gold brown			4.6 / 4R red brown		4.7 / 4CH chocolate brown	4.2 / 4V violet brown			
3	DARK BROWN	3.0 / 3N dark brown										3.7 / 3CH dark chocolate brown		3.26 / 3VR violet red dark brown		
2																
1	BLACK	1.0 / 1N black		1.11 / 1B blue black												

BEAUTY FUSION  
PHYTO-TECH COLOR

# Developers and developing times

WHICH IS THE RIGHT DEVELOPER? CHOOSE IT ACCORDING TO THE BASE YOU NEED TO COVER OR LIFT.

BEAUTY FUSION Demi Plus can lift natural hair up to 2 levels, and cover up to 70% grey hair; the chart below indicates the right volumes, depending on the levels that need to be lifted or the grey hair that need to be covered. If volumes change, developing time changes.



OBJECTIVE	VOLUMES AND DEVELOPING TIME
<ul style="list-style-type: none"> <li>Do not change the level, yet adding reflex</li> <li>Tonalized any bleached base</li> </ul>	5 VOLUMES / 15 MINUTES DEVELOPING TIME
<ul style="list-style-type: none"> <li>Gradually soften the reflex</li> <li>Tonalization</li> <li>Conceal the first grey hair</li> </ul>	13 VOLUMES / 20 MINUTES DEVELOPING TIME
<ul style="list-style-type: none"> <li>Lift around 1 level</li> <li>Cover up to 70% grey hair</li> </ul>	20 VOLUMES / 25 MINUTES DEVELOPING TIME
<ul style="list-style-type: none"> <li>Lift up to 2 levels</li> </ul>	30 VOLUMES / 30 MINUTES DEVELOPING TIME

DEVELOPING TIME CAN BE INCREASED IF NEEDED

## 13 VOLUMES TONALIZATION

.0/ .3/ .7 families have been specifically formulated to cover grey hair, so remember to use 1 or 2 levels higher when tonalizing.

## Grey hair coverage

**BEAUTY FUSION** Demi Plus can cover up to 70% grey hair: use series .0 for cold tones and series .3 or .7 for warm tones.

COLD SHADES COVERAGE	WARM SHADES INTENSE COVERAGE	WARM SHADES COVERAGE
.0	.3	.7

### BASE COLORS AND FASHION TONES MIX:

It is possible to cover grey hair up to 70% using .0 for cold tones, and .3 and .7 levels for warm tones. The ratio of base color varies according to the grey hair percentage.

EXAMPLE: OBJECTIVE 6.4 - 40-70% GREY HAIR



## Demi Plus – possible services

### FIRST COLOR SERVICE

**BEAUTY FUSION** Demi Plus is the perfect service for those women who want to get closer to the color world: low alkaline component content, medium grey hair percentage coverage, soft natural hair highlight.

### PROCEDURE

- MAKE A DIAGNOSIS
- PREPARE THE DESIRED BEAUTY FUSION DEMI PLUS BLEND
- START APPLYING THE PRODUCT FROM GREY HAIR AREAS (IF ANY) AND THEN - IF NEEDED - CONTINUE ON THE LENGTHS
- DEVELOPING TIME VARIES ACCORDING TO THE DEVELOPER
- RINSE
- SHAMPOO THE HAIR
- CONDITION THE HAIR

### TONE ON TONE HIGHLIFTING

**BEAUTY FUSION** Demi Plus can gradually lift natural hair by 1 or 2 levels; the effect will be soft and delicate.

### PROCEDURE

- MAKE A DIAGNOSIS
- CHOOSE THE DESIRED HIGHLIFTING TECHNIQUE
- PREPARE THE DEMI PLUS BLEND (REMEMBER THAT TO REACH 2 LEVELS OF HIGHLIFT DEMI PLUS SHOULD BE MIXED WITH OXYMILK 30V)
- APPLY THE PRODUCT FOLLOWING THE DESIRED TECHNIQUE
- WAIT FOR DEVELOPING TIME UNTIL THE HAIR HAS REACHED THE DESIRED BLEACHING LEVEL
- RINSE
- SHAMPOO THE HAIR
- CONDITION THE HAIR



## LONG LASTING TONALIZATION

**BEAUTY FUSION** Demi Plus is the perfect service to tonalize streaks, ensuring a longer lasting effect than semi-permanent toners. The Booster ratio inside the blend helps improving the color deposit and the pigments sticking on the hair.

### PROCEDURE

- MAKE A DIAGNOSIS
- CHOOSE BETWEEN SHAKER AND BRUSH
- MIX BEAUTY FUSION WITH 5 OR 13 VOLUMES OXYMILK AND ADD BOOSTER (10% OF THE COLOR)
- MIX WELL
- APPLY THE PRODUCT
- WAIT FOR DEVELOPING TIME ACCORDING TO THE DESIRED EFFECT
- RINSE
- SHAMPOO THE HAIR
- CONDITION THE HAIR

## Repigmentation

Colors can darken bleached hair, without the repigmentation step, up to 2 levels. Beyond that, the hair needs to be re-filled and reconstructed with the addition of base pigments, removed by the previous bleaching service.

The bleaching chart can help us as a guide to the perfect repigmentation, since it shows which pigments need to be replaced. The bleaching chart shows the hair's base reflexes (from brown black to light gold), that appear during the bleaching process. Thanks to the reflex, then, once can identify the reached level.

11/0	11N	LIGHT SHINY GOLD
10/0	10N	LIGHT GOLD
9/0	9N	GOLD
8/0	8N	ORANGE GOLD
7/0	7N	ORANGE
6/0	6N	ORANGE RED
5/0	5N	RED ORANGE
4/0	4N	RED
3/0	3N	DARK RED
1/0	1N	BROWN BLACK

### HAIR REPIGMENTATION - MIXING RATIO

**FORMULA:** repigmentation shade 10g + Clear 10g



### HOW TO USE

- CHOOSE THE SHADE FOR REPIGMENTATION
- SPRAY - WHERE NEEDED - GOOD SOCIETY EQ FACTOR 51 EQUALIZER
- APPLY A LITTLE AMOUNT OF PRODUCT ON EITHER DRY OR WET HAIR
- DEPENDING ON THE CASE, RINSE OR REMOVE THE PRODUCT IN EXCESS WITH A TOWEL
- APPLY THE DESIRED SHADE

## *Special shades: 9V, 9B, 7NVG, 6WG, 5M*

Exploring the endless possible customizations of the **BEAUTY FUSION** system, our laboratories formulated shades with strong technical features. Thanks to these special shades and to the guide that follows, each colorist will have the chance to personalize the color based on his/her taste or based on the pressing needs for neutralization, tonalization and repigmentation.

### **9V - 9.22**

This shade has been calibrated to remove yellow evenly and quickly. Thanks to **BEAUTY FUSION** pigments technology we developed a color with oxidizing pigments (not direct ones).

As a Demi Plus or Full service - maximum deposit - the violet pigment is bold, and it can be either use as a fashion shade (close to a Lilac) or to balance light blondes (used in small quantities and depending on one's taste). If working on overly bleached hair, we recommend to mix with Clear for a better control.

### **9B - 9.11**

This shade has been calibrated to remove orange as quickly as possible, or to create an ash neutralization. Thanks to the **BEAUTY FUSION** pigments technology we developed a color with oxidizing pigments (not direct ones). As a Demi Plus or Full service - maximum deposit - the blue pigment is bold, and it can be either use as a fashion shade (close to a Glaucous) or to balance medium blondes (used in small quantities and depending on one's taste). If working on overly bleached hair, we recommend to mix with Clear for a better control.

### **7NVG - 7.23**

This shade has two different souls: one is Gloss, the other is Demi Plus or Full. These latter ones give it a gentle reflex, close to a level 9.

It has been formulated to give a Pearl Spirit to the **BEAUTY FUSION** project. Even though it is close to the traditional 9NV - that the colorist has anyway, in this chart - this shade has an Irisè Pearl hue, in line with contemporary taste, creating translucent blondes- extremely classy and unique.

### **6WG - 6.34**

This shade is the only one in its family. As Demi Plus or Full it has a warm soul, intense but classy, level 6. It expresses its technical features as well balanced warm tonalizer.

### **5M - 5.8**

This shade is the only one in its family. It has been formulated to counteract and eliminate all red reflexes. As Demi Plus or Full service it can be used in blend when there's the need to neutralize the bleaching red residual reflex out of natural dark bases. It can be conceived a little above a level 5. This is because we wanted to give the colorist a perfect red neutralization chance - that happens between level 4 and level 6 - without risking an excessive deposit or compromising the starting level.

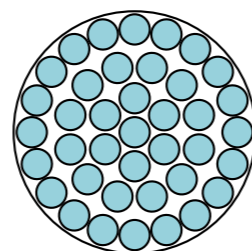


● *Full*  
permanent color  
100% grey hair coverage

# Beauty Fusion Full

## *Product description and possible services*

**BEAUTY FUSION Full** is a service dedicated to those who want to get the best performance out of their color. The **BEAUTY FUSION** base ensures the best hydration for the hair during the treatment. Soothing active principles, such as Zanthalene®, ensure maximum respect for the scalp.



### NATURAL ORIGIN PERMANENT COLOR

- UP TO 100% GREY HAIR COVERAGE
- GENTLE COLOR SERVICE
- LONG LASTING DURATION

### HAIR TYPE

- ALL HAIR TYPES: NATURAL OR COLORED, BLEACHED OR SENSITIZED

### POSSIBLE SERVICES

- GREY HAIR COVERAGE
- BEYOND 4 LEVELS HIGHLIFT
- CALIBRATED AND BOLD REFLEXES

# *Full Color - Functional active principles*

NATURAL SOLVENTS (ZEMEA®)	they counteract dryness while respecting the hair physiology
OLIVE OIL	hydrating and disciplining, it adds shine and nourishment
RADISH EXTRACT	anti-age, uv rays protection, color fixation
ZANTHALENE® EXTRACT	scalp soothing
VITIS VINIFERA	counteracting free radicals and protective
THERMAL WATER	remineralizing for hair and scalp

### NO COCAMIDE DEA, MEA OR ADDED ALCOHOLS IN THE FORMULATION

The accurate selection of unconventional ingredients (in place of alcoholic solvents and cocamide) allowed for a refined formulation that made sure the final blend texture could be silky and soft. **BEAUTY FUSION** has up to 99% natural origin ingredients, and replaced aggressive substances with natural components combinations, including ZEMEA®, which is a natural-derived solvent (it comes from corn), 100% certified organic, rich in vitamins and phytosterols.

### BEAUTY FUSION CLEAR: ACTIVE PRINCIPLES

### EFFECT ON THE HAIR

RED SEAWEEED EXTRACT	disciplining, shine enhancer
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# *Technical Properties*

- 100% COVERAGE
- 4-5 LEVELS OF HIGHLIFT
- OXYMILK 5, 13, 20, 30, 40 VOL.

**DEVELOPING TIME:** from 25 to 50 minutes

**MIXING RATIO:** 1:1

**BOOSTER:** 20% of the color

**DURATION:** until the hair re-grows

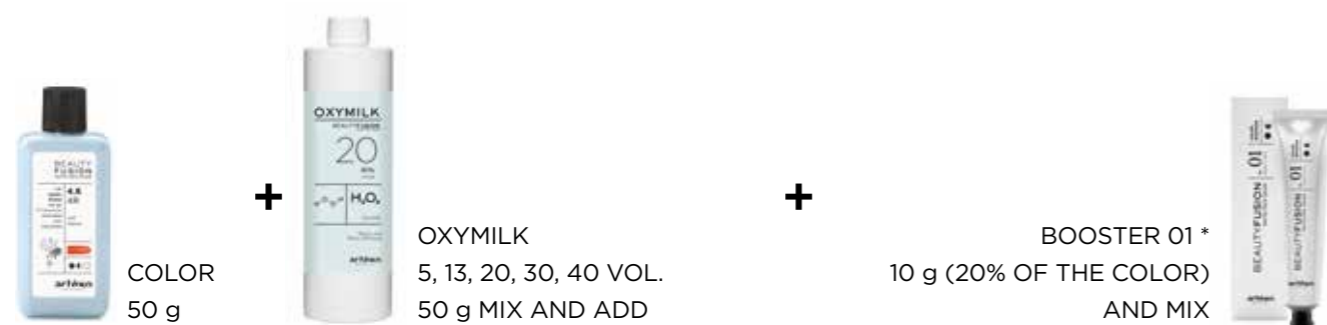


# Preparation

1. MAKE A DIAGNOSIS
2. MEASURE OUT AND MIX 1 PART OF COLOR AND ONE PART OF OXYMILK 5, 13, 20, 30 OR 40 VOLUMES IN A BOWL
3. ADD 01 OR 02 BOOSTER TO THE BLEND (20%OF THE COLOR) AND MIX
4. APPLY AND WAIT FOR DEVELOPING TIME (FROM 25 TO 50 MINUTES)
5. RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
6. SHAMPOO THE HAIR
7. CONDITION THE HAIR

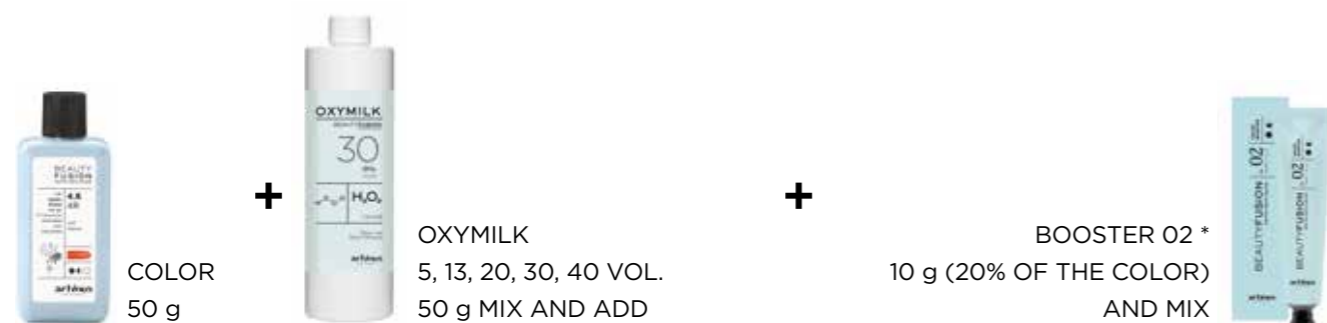
**BOOSTER:** use **Booster 01** for shades from 1 to 6 and **Booster 02** for shades from 7 to 12, as recommended\*

SHADES FROM 1 TO 6 - EXAMPLE



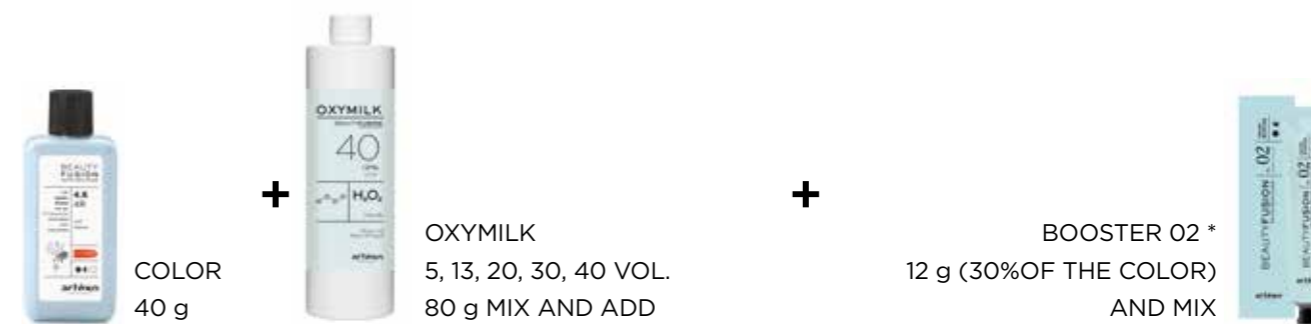
\*MIX COLOR + OXYMILK, THEN ADD BOOSTER AND MIX CAREFULLY.

SHADES FROM 7 TO 10 - EXAMPLE



\*MIX COLOR + OXYMILK, THEN ADD BOOSTER AND MIX CAREFULLY.

EXAMPLE: 12 SPECIAL BLONDE SERIES



\*MIX COLOR + OXYMILK, THEN ADD BOOSTER AND MIX CAREFULLY.

## Full Booster ratio chart

Once Beauty Fusion Color and Oxymilk are mixed, these are the Booster ratios we recommend to add to the permanent color blend:



5 g COLOR	+ 5 g OXYMILK	= 10 g	1 g BOOSTER
10 g COLOR	+ 10 g OXYMILK	= 20 g	2 g BOOSTER
15 g COLOR	+ 15 g OXYMILK	= 30 g	3 g BOOSTER
20 g COLOR	+ 20 g OXYMILK	= 40 g	4 g BOOSTER
25 g COLOR	+ 25 g OXYMILK	= 50 g	5 g BOOSTER
30 g COLOR	+ 30 g OXYMILK	= 60 g	6 g BOOSTER
35 g COLOR	+ 35 g OXYMILK	= 70 g	7 g BOOSTER
40 g COLOR	+ 40 g OXYMILK	= 80 g	8 g BOOSTER
45 g COLOR	+ 45 g OXYMILK	= 90 g	9 g BOOSTER
50 g COLOR	+ 50 g OXYMILK	= 100 g	10 g BOOSTER
55 g COLOR	+ 55 g OXYMILK	= 110 g	11 g BOOSTER
60 g COLOR	+ 60 g OXYMILK	= 120 g	12 g BOOSTER



# Color chart

LEVEL	FAMILIES	NATURAL N .0	ASH A .1	BLUE B .11	SAND S .13	MATT M .8	GOLD G .3	INTENSE COPPER CC .44	WARM GOLD WG .34	RED R .6	INTENSE RED RR .66	CHOCOLATE CH .7	VIOLET V .2	NATURAL VIOLET NV .23	VIOLET RED VR .26	MAHOGANY RV .5
	PASTEL	special clear	powder	ocean		mint									pink	
12	SPECIAL BLONDE	12.0 / 12N special blonde natural	12.1 / 12A special blonde ash		12.13 / 12S special blonde sand		12.3 / 12G special blonde gold						12.2 / 12V special blonde violet			
10	LIGHTEST BLONDE	10.0 / 10N lightest blonde	10.1 / 10A lightest ash blonde		10.13 / 10S lightest sand blonde		10.3 / 10G lightest gold blonde							10.2 / 10NV lightest natural violet blonde		
9	VERY LIGHT BLONDE	9.0 / 9N very light blonde	9.1 / 9A very light ash blonde	9.11 / 9B special toner blonde v. light blue blonde	9.13 / 9S very light sand blonde		9.3 / 9G very light gold blonde					9.22 / 9V special toner blonde v. light violet blonde	9.2 / 9NV very light natural violet blonde			
8	LIGHT BLONDE	8.0 / 8N light blonde	8.1 / 8A light ash blonde		8.13 / 8S light sand blonde		8.3 / 8G light gold blonde									
7	BLONDE	7.0 / 7N blonde	7.1 / 7A ash blonde		7.13 / 7S sand blonde		7.3 / 7G gold blonde	7.44 / 7CC intense copper blonde		7.66 / 7RR intense red blonde	7.7 / 7CH chocolate blonde		7.23 / 7NVG violet natural blonde			
6	DARK BLONDE	6.0 / 6N dark blonde	6.1 / 6A dark ash blonde	6.11 / 6B special gray dark blue blonde	6.13 / 6S dark sand blonde		6.3 / 6G dark gold blonde	6.44 / 6CC intense copper dark blonde	6.34 / 6WG warm gold dark blonde	6.6 / 6R red dark blonde		6.7 / 6CH chocolate dark blonde		6.26 / 6VR violet red dark blonde		
5	LIGHT BROWN	5.0 / 5N light brown	5.1 / 5A light ash brown			5.8 / 5M matt light brown	5.3 / 5G light gold brown	5.44 / 5CC intense copper light brown			5.66 / 5RR intense red light brown	5.7 / 5CH chocolate light brown	5.2 / 5V violet light brown			5.5 / 5RV mahogany light brown
4	BROWN	4.0 / 4N brown					4.3 / 4G gold brown			4.6 / 4R red brown		4.7 / 4CH chocolate brown	4.2 / 4V violet brown			
3	DARK BROWN	3.0 / 3N dark brown										3.7 / 3CH dark chocolate brown			3.26 / 3VR violet red dark brown	
2																
1	BLACK	1.0 / 1N black		1.11 / 1B blue black												

BEAUTY FUSION  
PHYTO-TECH COLOR

# Developers and developing time

WHICH IS THE RIGHT DEVELOPER? IT DEPENDS ON THE BASE YOU WANT TO COVER OR LIFT.

**BEAUTY FUSION** Full can lift natural hair beyond 4 levels and cover up to 100% grey hair. The chart below shows the right developer depending on the levels you need to lift. If volumes change, developing time changes.



OBJECTIVE	VOLUMES AND DEVELOPING TIME
<ul style="list-style-type: none"> <li>Do not change the level, yet adding reflex</li> <li>No Highlifting</li> </ul>	5 VOLUMES / 25 MINUTES DEVELOPING TIME
<ul style="list-style-type: none"> <li>Gradually soften the reflex</li> <li>Conceal the first grey hair / 0-1 Level highlift</li> </ul>	13 VOLUMES / 30 MINUTES DEVELOPING TIME
<ul style="list-style-type: none"> <li>Cover 100% grey hair</li> <li>1-2 levels highlift</li> </ul>	20 VOLUMES / 35 MINUTES DEVELOPING TIME
<ul style="list-style-type: none"> <li>Cover 100% grey hair (even difficult one)</li> <li>2-3 levels highlift</li> </ul>	30 VOLUMES / 40 MINUTES DEVELOPING TIME
<ul style="list-style-type: none"> <li>3-4 levels highlift</li> </ul>	40 VOLUMES / 45 MINUTES DEVELOPING TIME

DEVELOPING TIME CAN BE INCREASED IF NEEDED

## Grey hair coverage

**BEAUTY FUSION** Full can cover up to 100% grey hair: use series .0 for cold shades and series .3 or .7 for warm shades.

COLD SHADES COVERAGE	WARM SHADES INTENSE COVERAGE	WARM SHADES COVERAGE
.0	.3	.7

### BASE COLORS AND FASHION TONES MIX

It is possible to cover grey hair up to 100% using .0 for cold tones, and .3 and .7 levels for warm tones. The ratio of base color varies according to the grey hair percentage. The ratio of base color varies according to the grey hair percentage.

0-50% GREY HAIR: add .0 o .3 o .7 bases according (mixing ratio is 1:3)

50-100% GREY HAIR: add .0 o .3 o .7 bases according (mixing ratio is 1:1)

EXAMPLE: OBJECTIVE 6.44 - 50% GREY HAIR



35 MINUTES

EXAMPLE: OBJECTIVE 6.44 - 70-100% GREY HAIR

ADD THE BASE COLOR TO THE MIX (RATIO 1:1)



35 MINUTES

## Level 12 Super Blondes shades – highlifting mode

The 12 Series shades, in the **BEAUTY FUSION** system, have a great variety of use, and have been formulated to be both super blondes and pastel shades. Their polyvalency is possible thanks to the different Booster ratio in the mix.

The 12 Series is made by 5 shades: 12.0 natural, 12.1 ash, 12.12 beige, 12.2 violet, 12.3 gold. Adding Booster 02 we make it the Special Super Blonde Series of the system. Each 12 shade has a light reflex - useful when neutralizing unwanted reflexes - and lifts natural hair up to 5 levels.

- 12.0 SUPER BLONDE NEUTRAL Contains a neutral grey reflex
- 12.1 SUPER BLONDE ASH Contains an ash reflex
- 12.13 SUPER BLONDE BEIGE Contains a beige reflex
- 12.2 SUPER BLONDE IRISÉ Contains an irisé reflex
- 12.3 SUPER BLONDE GOLD Contains a gold reflex

### TECHNICAL FEATURES OF 12 SERIES IF USED AS A SUPER BLONDE

The Special Blonde series can be used mixing **BEAUTY FUSION** level 12 shades with Oxymilk and then adding Booster 02 (30% of the color).

**MIXING RATIO: 1:2**

**DEVELOPING TIME: see the chart below**

**BOOSTER RATIO: Booster 02 (30% of the color)**

EXAMPLE:



\*MIX COLOR + DEVELOPER, THEN ADD THE OXYMILK AND MIX WELL

**APPLICATION:** START THE APPLICATION FROM THE REAR AREA

DEVELOPER	HIGHLIFTING	DEVELOPING TIME
30 VOLUMES	3 TO 4 LEVELS	45 MINUTES
40 VOLUMES	4 TO 5 LEVELS	55 MINUTES

**IMPORTANT:** FOR A PERFECT HIGHLIFT APPLY AN ABUNDANT QUANTITY OF PRODUCT

### BOOSTER MIXING RATIO CHART TO GET A 12 SUPER BLONDE SHADE

Once color and developer are mixed, these are the BOOSTER ratios that should be added:

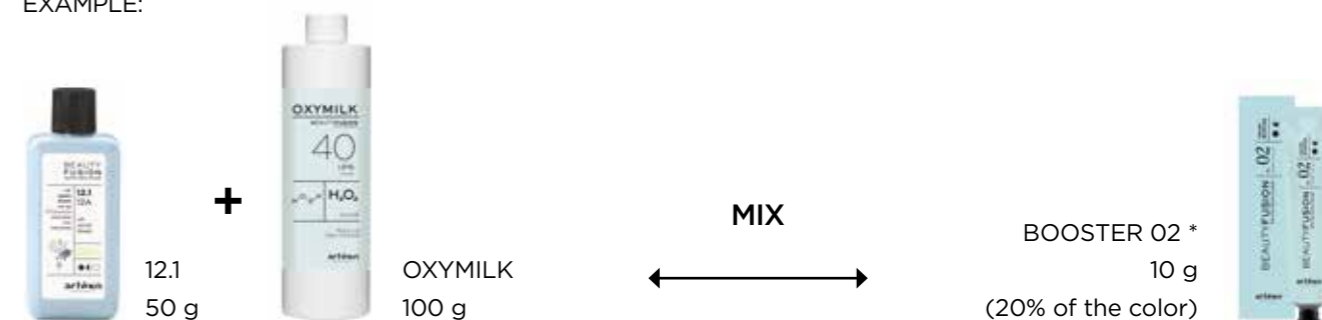
5 g COLOR	+ 10 g OXYMILK	= 15 g	1,5 g BOOSTER
10 g COLOR	+ 20 g OXYMILK	= 30 g	3 g BOOSTER
15 g COLOR	+ 30 g OXYMILK	= 45 g	4,5 g BOOSTER
20 g COLOR	+ 40 g OXYMILK	= 60 g	6 g BOOSTER
25 g COLOR	+ 50 g OXYMILK	= 75 g	7,5 g BOOSTER
30 g COLOR	+ 60 g OXYMILK	= 90 g	9 g BOOSTER
35 g COLOR	+ 70 g OXYMILK	= 105 g	10,5 g BOOSTER
40 g COLOR	+ 80 g OXYMILK	= 120 g	12 g BOOSTER
45 g COLOR	+ 90 g OXYMILK	= 135 g	13,5 g BOOSTER
50 g COLOR	+ 100 g OXYMILK	= 150 g	15 g BOOSTER
55 g COLOR	+ 110 g OXYMILK	= 165 g	16,5 g BOOSTER
60 g COLOR	+ 120 g OXYMILK	= 180 g	18 g BOOSTER

### PERFECT NEUTRALIZATION WITH THE 12 SERIES SHADES

Thanks to **BEAUTY FUSION** multifunctional working system one can work with the 12 Series lowering the shades' lifting power intensifying their neutralizing one, simply changing the Booster ratio.

This way, the 12 Special Blonde shades will be closer to a Level 11 Super Blonde.

EXAMPLE:



\*MIX COLOR + DEVELOPER, THEN ADD THE OXYMILK AND MIX WELL

## Full special services

### SOFT LIGHT - MILD HIGHLIFTING SERVICE WITH CLEAR

One additional **BEAUTY FUSION** service is the Soft Light highlifting cream. It can be made by mixing Clear with Oxymilk (20 or 30 volumes) and adding Booster 02 (30% of Clear). It lifts natural hair up to 4 levels and colored hair up to 2 levels.

#### PROCEDURE

- MAKE A DIAGNOSIS
- MEASURE OUT AND MIX 1 PART OF CLEAR AND 2 PARTS OF OXYMILK (20 OR 30 VOLUMES) IN A BOWL, THEN ADD BOOSTER 02 (30% OF CLEAR)
- **WARNING: NEVER EXCEED THE BOOSTER RATIO (30% OF THE COLOR)**
- APPLY AND WAIT FOR DEVELOPING TIME (CHECK THE PROCESS CONSTANTLY)
- RINSE WITH ABUNDANT WATER UNTIL IT RUNS CLEAN
- SHAMPOO THE HAIR
- CONDITION THE HAIR

EXAMPLE:



\*MIX COLOR + DEVELOPER, THEN ADD THE OXYMILK AND MIX WELL

### SOFT LIGHT SERVICE + GLOSS COLOR TONALIZATION

Using Gloss service in synergy with the Soft Light Service is perfect, since it allows to lift the hair gradually, and toning with a delicate color afterwards.

#### PROCEDURE

AFTER THE BEAUTY FUSION SOFT LIGHT SERVICE:

- SHAMPOO THE HAIR
- TOWEL DRY THE HAIR
- PREPARE THE GLOSS BLEND IN THE SHAKER TO TONE THE HAIR
- APPLY AND WAIT FOR DEVELOPING TIME (20 MINUTES)
- RINSE WITH ABUNDANT WATER, UNTIL IT RUNS CLEAN
- CONDITION THE HAIR

## *Special shades: 9V, 9B, 7NVG, 6WG, 5M*

Exploring the endless possible customizations of the **BEAUTY FUSION** system, our laboratories formulated shades with strong technical features. Thanks to these special shades and to the guide that follows, each colorist will have the chance to personalize the color based on his/her taste or based on the pressing needs for neutralization, tonalization and repigmentation.

### **9V - 9.22**

This shade has been calibrated to remove yellow evenly and quickly. Thanks to **BEAUTY FUSION** pigments technology we developed a color with oxidizing pigments (not direct ones).

As a Demi Plus or Full service - maximum deposit - the violet pigment is bold, and it can be either use as a fashion shade (close to a Lilac) or to balance light blondes (used in small quantities and depending on one's taste). If working on overly bleached hair, we recommend to mix with Clear for a better control.

### **9B - 9.11**

This shade has been calibrated to remove orange as quickly as possible, or to create an ash neutralization. Thanks to the **BEAUTY FUSION** pigments technology we developed a color with oxidizing pigments (not direct ones). As a Demi Plus or Full service - maximum deposit - the blue pigment is bold, and it can be either use as a fashion shade (close to a Glaucous) or to balance medium blondes (used in small quantities and depending on one's taste). If working on overly bleached hair, we recommend to mix with Clear for a better control.

### **7NVG - 7.23**

This shade has two different souls: one is Gloss, the other is Demi Plus or Full. These latter ones give it a gentle reflex, close to a level 9.

It has been formulated to give a Pearl Spirit to the **BEAUTY FUSION** project. Even though it is close to the traditional 9NV - that the colorist has anyway, in this chart - this shade has an Irisè Pearl hue, in line with contemporary taste, creating translucent blondes- extremely classy and unique.

### **6WG - 6.34**

This shade is the only one in its family. As Demi Plus or Full it has a warm soul, intense but classy, level 6. It expresses its technical features as well balanced warm tonalizer.

### **5M - 5.8**

This shade is the only one in its family. It has been formulated to counteract and eliminate all red reflexes. As Demi Plus or Full service it can be used in blend when there's the need to neutralize the bleaching red residual reflex out of natural dark bases. It can be conceived a little above a level 5. This is because we wanted to give the colorist a perfect red neutralization chance - that happens between level 4 and level 6 - without risking an excessive deposit or compromising the starting level.



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