



*Color  
Bible*

**artēxo**

CARE FOR BEAUTY

# *Artègo Mission Statement*

*Artègo is a manufacturing company of professional hair care products, which was founded out of the entrepreneurial spirit, a will to be daring and grow.*

*The challenge for the future that Artègo is taking on is to represent a constant point of reference for professional hair designers all over the world in all aspects of their lives. To seize every possible opportunity for professional success.*

*First and foremost, we were born in the salon and we believe in salons and our joint future.*

*Unlike most of the manufactures we are designer driven and are dedicated to designers and their success. To once again, make American salons profitable. Too many salon owners are working too hard just to survive. The savings a salon owner can make by changing to Artègo will benefit them in every area of their life.*

*Our vision for the future is to change the Beauty industry by direct selling and really partnering with salons to insure their future success.*

*We are also the largest importer of high fashion Italian Salon equipment and will offer this to all Artègo salons who are looking for another way to differentiate themselves from the masses.*

*What's important to us, is to bring real quality, truthful education to the colorist by using modern technology and make color education available to any and all colorist by our Newsletter, Web site, You Tube Videos and any new technology that enables us to make quality education available for all. We believe that distance learning for the professional is the way of the future and will produce it's own rewards.*

*We believe that our product quality, direct distribution, and quality education will allow Artègo to be a major player in the hair color industry and be the most professional company this industry has ever seen.*



# Advanced Color Formulation

## Understanding Translucent Hair Color and Tone on Tone

**Making Color last in resistant hair (Gray, Blonde, Red, or hair with a tight cuticle). Because of the shine and the reflective quality of "It's Color", designers using out dated opaque colors may find that the tones are noticeably brighter and may look lighter in comparison to other color lines.**

**The Artège "It's Color" has the answer for all your clients needs, 100% coverage of gray and hard to color hair while maintaining maximum shine and condition color.**

**1.) The % of Gray in the hair is the same % of the natural shades (N or NN) you would add to your formula. The natural is the base tone, which provides the foundation for the other tones. (ie, reds and golds) to attach. This will create a level and tone that will give 100% resistant and hard to color hair while preventing bright roots.**

**2.) Artège's conditioning peroxides in 10, 20, 30, 40 volume make 100% Gray coverage possible. Hydrogen Peroxide, in the most commonly used percentages-detailed below with the corresponding indications of use:**

**10 Volume=3% For the best color deposit (for example: when we want to darken). Up to one level of lift on natural hair.**

**20 Volume=6% Good Color deposit. From 1 to 2 levels of lift on natural hair. Recommended for fine/normal hair grey coverage.**

**30 Volume=9% To Maximize the reflexes of fashion shades. From 2 to 3 levels of lift on natural hair. Recommended to cover thick resistant grey hair.**

**40 Volume=12% From 3 to 4 levels of lift on natural hair. From 4 to 5 levels of lift mixed in double dose with Super & Ultra Blonde Shades.**

**0 Volume=0% The Base cream only contains treating ingredients, then it can't oxidize. Mixed with other oxidants it dilutes their potential, creating intermediate volumes.**

**3.) Pre-Pigmentation: (See Color Manual P.32)**

**4.) Color Boost:**

**100% Coverage for resistant gray hair.**

**A) 1 part peroxide + 2 parts color (ie: 1oz 30 Volume + 2oz "It's Color" cream hair color)**

**B) 1oz developer (30 or 40 volume) + 2oz "It's Color" cream color +1/2 to 1oz Artège Semi-Permanent Gel color of the same level.**

**C) Add depth to Semi-Permanent color.**

**Add 1-2 inch ribbon of the same level "It's Color" Permanent hair color.**

**5.) Reds:**

**Reds in the Copper-Gold series (.43, .4, .44, .40, and .64) as well as the Intensive Reds (.6, .66, .7, Flame Red, and Rubine Red) need Natural in the formula to provide base for the red tones to attach.**

**Color Formula:**

**Level 6 with 0% to 40% gray in the hair: 1 part natural series + 1 part red + 1 part 30 volume peroxide.**

**Level 6 with 40% to 100% gray in the hair: 2 parts natural series +1 part red series + 1 part 30 volume peroxide.**

**Levels 7, 8, and 9 with or without gray: 2 parts natural series +1 part red + equal parts peroxide (20 or 30 volume).**

**Auburn (.5), Red Auburn (.65), and Special Brown series:**

**Color Formula:**

**Whatever % of gray in the hair is the % of natural to be used in the color formula. Use appropriate volume of peroxide (10, 20, or 30).**

**6.) Golds and Sands:**

**The % of gray in the hair is the % of natural to be used in the color formula. Use appropriate volume of peroxide (10, 20, or 30).**

**7.) In extremely resistant hair (gray or natural):**

**1 part 40 volume + 2 parts color formula. Use 5cc's Artège "Creative Cream" hair color thickener (or 2 capfuls) and place client under processor. Check for scalp sensitivity.**

# Artègo Coloring Tools

Neutro - Neutro is the conditioners that make up the base to Artègo hair color minus any pigment.

It has a variety of uses:

#1 Use Neutro alone just for shine. Mix with 5 volume developer (equal parts of 0 volume + equal parts of 10 volume=5 volume).

#2 Mix Neutro with any Artègo color and it dilutes and lightens the color approximately one half level to one full level.

#3 Mix with bleaches to add condition and shine.

#4 If clients scalp is sensitive to bleach add 1/2 ounce of Neutro to the bleach.

#5 Use Neutro on the ends to prevent color fadage. Mix the formula and color the regrowth. Add an equal amount of Neutro to the color remaining in the bowl. Apply to the ends for 5-10 minutes. You will have beautiful shiny color and zero fadage. IF to thick you can add 0 vol developer. Also prevents dark ends as you are not overlapping color. No need to soap cap as water and soap fade color.

#6 Use as a barrier crème around the hair line.

## Extra Blonding Crème

- Use alone for 2 levels of lift on colored hair or 3-4 on natural hair with appropriate vol of developer.
- Mix with any color including the high lift blonds and get one full level of lift lighter.
- Mix with all 3 Artègo bleaches and Extra Blonding Crème for more lifting power.
- Use as a color remover.

## Extra Blonding Crème Light Blue

- Mixed with other It's Color shades (including Super and Ultra Blondes) it increases their lifting power.
- Used alone it lifts up to 2 levels on colored hair and up to 3 levels on natural hair, according to the peroxide used.
- It counteracts residual warm reflexes during the lifting.
- Use as a color remover.

## Creative Control Cream- The Thickener

Do you use heat or color processors with Artègo color? Use Artègo Conditioning Cream to thicken up your color- prevents runniness- speeds up the processing time!!

Mix 5ml of thickening cream (about a capful) with 60ml of color and developer. Process for 15 minutes under heat source. Cool down for 5 minutes to close the cuticle.

Color penetrates deeply in half the time!

## New Highlift Blondes

Artègo Highlift blondes provide 5+ levels of lift when mixed with double 40 volume. Add either of the extra blonde creams to them for 1 extra full level of lift. Example: see highlight and blonde page for all 9 shades. Also use to tone with lower volume developers.

## Color Boost

To achieve 100% gray coverage on resistant gray hair mix 2 parts color and 1 part 30 volume developer. Always use this formula on level 6 or darker hair. It creates an opaque color with great shine. Another color boost formula is 1oz 30 volume developer, 2oz of It's Color and 1/2- 1oz of the Color Gels. When working with the Color Gels you can also add 1-2 ribbon inches of It's Color to add depth to the semi permanent color and it helps the color last longer.

**.0>N Natural**

From level 1-10, it ensures perfect grey hair coverage. It reflects the Mediterranean taste of what is “Made in Italy”.

**.00>NN Cold Natural**

From level 4-, it expresses a richer and cold reflex, of Northern European taste. Great grey hair coverage.

**.01>NA Soft Ash**

From level 5-9, it gives a natural soft ash reflex able to counteract yellow -orange reflexes. Med grey hair coverage.

**.1>A Ash**

From Level 4-10, it gives an ash reflex able to counteract yellow and yellow-orange reflexes. Med grey hair coverage.

**.11>AA Ash**

Level 8 and 10 gives a intense ash reflex to counteract orange-red reflexes.

**S> Sand**

From Level 7-10, to obtain a beige reflex and weaken light gold reflexes. Med grey hair coverage.

**.81> Sand Ash**

From Level 7-10, to obtain a cool beige reflex and weaken light gold reflexes. Med grey hair coverage.

**.3>G Gold**

From level 4-10, it gives a gold warm reflex.

**.33>GG Rich Gold**

In Levels 6 and 8, it gives a rich gold warm reflex.

**.31> GA Brown Nut**

In levels 5 and 7, it gives a gold and slightly cold reflex.

**.7> M Special Maroon**

From level 3-9 (except level 8), it gives a brown warm reflex.

**.71> MA Cold Maroon**

From level 4 to 7, it gives a brown cold reflex.

**.41>KA Bronze**

From level 4-8, it gives a copper cold reflex.

**.16>AR Chroma**

From level 3-9 (except level 4 & 8), it gives a red ash reflex.

**.43>KG Copper Gold**

From Level 5-8, it gives copper cold reflexes.

**.4>K Copper**

From level 4-9, it gives a copper reflex.

**.44>KK Copper Rich**

From level 7-9, to give a richer copper reflex.

**.46>KR Red Maple**

From levels 6 and 8, it gives a red copper reflex.

**.64>RK Red Copper**

In levels 6 and 7, it gives a red copper reflex.

**.6>R Red**

From level 4-7, it gives a red reflex.

**.66>RR Rich Red**

In level 6 it gives a rich red reflex.

**.62>RV Red Violet**

In levels 3 and 5, it gives a red violet reflex.

**.5>RM Auburn**

In levels from 4-6, it gives an auburn reflex.

**.02>NV Irisè**

In levels 7-10, it gives a natural irisè hue and it counteracts gold reflexes. Med grey coverage.

# SPECIAL TONES

## LEVEL 9 Avion

It gives an ash reflex able to counteract orange and orange-red reflexes. When tonalizing on NATURAL levels 9 and 10, it expresses a blue avion reflex.

## LEVEL 10 Pearl

It gives a natural ash reflex. When tonalizing on NATURAL levels 9 and 10 it softens the light gold reflexes.

## LEVEL 9 Mother of Pearl

Is a violet pearl. It cancels gold and provides med grey coverage.

## 912 Ash Violet

Ash violet great for canceling warm tones.

## LEVEL 10 Sand Copper

It gives a natural copper reflexes. When tonalizing on NATURAL levels 9 and 10 it expresses a strawberry blonde.

## SPECIAL BLACK 1B>1B

Blue Black, on dark levels (from 1 to 3) it counteracts copper-red reflexes. Great grey hair coverage.

## 7.40 > 7KO SPECIAL COPPER

Intense Orange medium blonde, give trendy orange reflexes. It expresses the maximum vibrancy on grey and/or bleached hair (above level 7).

## RICH RED

### 6F> 6F RUBY RED

Intense red blonde, it gives trendy and intense red reflexes. It expresses its strongest vibration in presence of grey and/or bleached hair beyond Level 6.

### 7F> 7F FLAME RED

Light red blonde, it gives trendy intense red reflexes. It expresses its strongest vibrancy in presence of grey and /or bleached hair beyond level 7.

### 5.26>5VR SPECIAL VIOLET

Light violet brown red, it gives violet red reflexes.

## THE ENHANCERS

### YELLOW

Level 9. It enhances the gold reflex of all the shades it is mixed with.

### RED

Level 7. It enhances the red reflex of all the shades it is mixed with.

### BLUE

Level 4. It enhances the blue reflex of all the shades it is mixed with.

## **EXTRA BLONDING CREAMS**

### **NEUTRAL**

- Mixed with other It's Color shades (including Super and Ultra Blondes) it increases their lifting power.
- Used alone it lifts up to 2 levels on colored hair and up to 3 levels on natural hair, according to the peroxide used.
- Use to remove color.

### **LIGHT BLUE**

- Mixed with other It's Color shades (including Super and Ultra Blondes) it increases their lifting power.
- Used alone it lifts up to 2 levels on colored hair and up to 3 levels on natural hair, according to the peroxide used.
- It counteracts residual warm reflexes during the lifting.
- Use to remove color.

## **INTENSIFIERS**

### **BLUE**

#### **LEVEL 8**

It enhances cold/blue reflexes especially on high levels (from 7 to 10)

It counteracts red - orange reflexes.

It can be mixed with other It's Color shades, including Super and Ultra Blondes.

### **GRAPHITE GREY**

#### **LEVEL 8**

It enhances cold-grey reflexes especially on high levels (from 8 to 10)

It counteracts orange - yellow reflexes.

It can be mixed with other It's Color shades, including Super and Ultra Blondes.

### **VIOLET**

#### **LEVEL 8**

It enhances cold/violet reflexes especially on high levels (from 9 to 10)

It counteracts yellow reflexes.

It can be mixed with other It's Color shades, including Super and Ultra Blondes.

# SUPER AND ULTRA BLONDE SHADES

- On natural hair they lift up to 4/5 levels (according to the hair structure)
- They counteract residual reflexes while lifting.
- They are not advised to cover grey hair

## 12.00> 12NN SUPER BLONDE NATURAL

If there's no need to correct unwanted reflexes while highlifting.

## 12.1> 12A SUPER BLONDE ASH

It counteracts orange - yellow reflexes with a light grey reflex.

## 12.11> 12AA SUPER BLONDE INTENSE ASH

It counteracts red- orange reflexes with a cold blue reflex.

## 12.111> 12AAA SUPER BLONDE STRONG ASH

It counteracts intense orange - yellow reflexes with a cold grey reflex.

## 12.02> 12NV SUPER BLONDE NATURAL BEIGE IRISÉ

It counteracts yellow reflexes with a cold - slightly violet - reflex.

## 12.21> 12VA SUPER BLONDE IRISÉ ASH

It counteracts the yellow - orange reflexes with a cold violet - grey reflex.

## 12.03 > 12NG SUPER BLONDE NATURAL GOLD

It gives warm brightness while lifting.

## 13.00> 13NN ULTRA BLONDE NATURAL PEARL

It gives a light natural ash reflex and it softens gold reflexes while lifting.

## 13.01> 13NA ULTRA BLONDE NATURAL ASH

It softens orange-yellow reflexes with a light cold grey reflex.

# CREATING YOUR COLOR FORMULA

## THE 4 GOLDEN RULES

When formulating a color, which color tube has to be used to obtain the desired result? Which oxidant should we choose? Do we need to use one shade or mix more than one together? We should follow a method each and every time we start to prepare a color blend to be applied on natural hair with no grey, a constant line of thinking that will lead us to the established goal.

Let's check out the 4 simple yet precious steps to the color formula:

### **THE 4 IT'S COLOR GOLDEN RULES**

1. Determining the starting level and the natural reflex.
2. Determining the desired level (choosing the peroxide).
3. Determining the desired reflex.
4. Choosing the Formula.

#### **1.) Determining the starting level and the natural reflex.**

Diagnosing the base color is crucial to correctly select the It's Color shade to use.

Throughout a careful diagnosis we will establish the client level and her natural hair reflex: identify a strand with a comb (at the center of head), then compare the level of the re-growth area (0 to 2/3 cm from the scalp) placing it near to one of the natural shades, from 1 to 10, or the level selector in the It's Color chart.

To obtain a truthful result it is important to check different areas of the head (frontal and occipital area). If the base colors are not the same throughout the head, or if the color is an intermediate one, it is possible to choose according to one of the following evaluation:

- Consider the lighter level if we want to darken
- Consider the darker level if we want to lift

Once we checked and established the starting level, we can determine the reflex, that will be:

- Natural (neutral)
- Warmer (gold, copper, red)
- Colder (beige, ash)

This will be very helpful to elaborate the color formula.

#### **RECOMMENDATIONS:**

- Do not trust the visual evaluation from far away but always put the strands close one to another until for an efficient evaluation.
- Exclusively refer to It's Color chart, when communicating with you client.
- Do not rely 100% on the clients information look at the hair for color band or damage.

## 2) DETERMINING THE DESIRED LEVEL

Thanks to the second rule the client expectation will be confronted to the hairdresser's stylistic needs and to the technical possibilities offered from the coloration.

Comparing the color customer desires to her natural base level will lead us to an easy decision, whether to lift (and how much), darken, or maintain the same level. Based on this, we will then decide:

- The level we need in the color formula
- The volume of the peroxide O2 (following the chart below)

<b>% Peroxide Volumes</b>	<b>Result</b>
10 Volumes - 3%	For tone on tone coloration To darken To lift up 1 Level
20 Volumes - 6%	To darken To lift from 1 to 2 Levels
30 Volumes - 9%	To lift from 2 to 3 Levels
40 Volumes - 12%	To lift 3 to 4 Levels, up to 4/5 when mixed with Super & Ultra Blondes.

The 0 volumes peroxide can be diluted with others to obtain intermediate volumes. When formulating, it is necessary to consider that, as we go from lower to higher levels, the power to lift increases; from higher to lower levels, instead, the deposit potential increases. The lifting power of peroxide can vary depending on the starting level (it is different to lift a 1 black and a 7 blonde).

If we prepare to color on colored hair we must consider that the desired color level cannot be lighter than the existing one because we know that 'color does not lift color'. Therefore, we will either obtain same level results, we will darken (the portion of already colored hair) or we will modify the reflex.

## 3) DETERMINING THE DESIRED REFLEX

Next step is to finalize the color formula is defining a final result (a shade) with a dominant reflex or a neutral connotation (natural). First of all then we have to establish whether the client prefers a warm result (gold, copper, etc.), a cold one (beige, ash etc.) or a neutral one (natural). In line with these preferences, to formulate our color, we will now pick the desired reflex shade from the color chart (we chose the level already).

We need to remember that, according to the principles of colorimetry:

- Cold reflexes counteract warm reflexes
- Warm reflexes counteract cold reflexes

As the final result will always be the sum of the client's natural color and the artificial one we add on her hair, we need to remember that the hair natural reflexes need to be balanced with the ones chosen for the formula in order to get neutral/natural results.

We need to consider that, after lifting, the hair will always have residual 'warm tones', especially if we start from a dark level. If this is the case, remember to always balance the formula with cold shades. Last but not least, it is appropriate to remember that also the reflex on the lengths can be affected from previous colors, and we need to consider it when formulating.

#### 4) CHOOSING THE FORMULA

If the diagnosis is duly performed and the mental pattern represented by the three steps detailed below is followed, we will elaborate the perfect formula to achieve the final result:

<b>Diagnosis</b>
<b>Choice of the Desired Level and of the O2 Peroxide (Lift or Deposit)</b>
<b>Choice of the Desired Reflex (Also to Counteract Undesired Reflexes)</b>
<b>= Choice of the Formula</b>

Let's consider some practical examples illustrated in the chart below:

Please remember that the rules and formulas detailed in this chapter refer to heads without grey hair.

Gray coverage you will need to add N or NN this is the base tone, which provides the foundation for the other tones. (ie, reds and golds) to attach. This will create a level and tone that will give 100% resistant and hard to color hair while preventing bright roots.

<b>Gray Coverage</b>	
From 0 to 30%	<b>2 parts of target shades + 1 part of natural shades</b>
From 30% to 60%	<b>1 parts of target shades + 1 part of natural shades</b>
From 60% to 100%	<b>1 part of target shades + 2 parts of natural shade</b>



# Pigments

**NATURAL 0 > N: RED 50% - YELLOW 35% - BLUE 15%**

**NATURAL COLD 00 > NN: RED 50% - YELLOW 15% - BLUE 35%**

**LIGHT ASH 01 > NA: RED 40% - YELLOW 30% - BLUE 30%**

**ASH 1 > A: RED 25% - YELLOW 25% - BLUE 50%**

**GOLDEN 3 > G: RED 40% - YELLOW 50% - BLUE 10%**

**BROWN 7 > M: RED 60% - YELLOW 30% - BLUE 10%**

**COPPER 4 > K: RED 45% - YELLOW 45% - BLUE 10%**

**RED 6 > A: RED 75% - YELLOW 15% - BLUE 10%**

**MAHOGANY 5 > RM: RED 40% - YELLOW 20% - BLUE 40%**

**VIOLA 62 > RV: RED 50% - YELLOW 15% - BLUE 35%**



## Creative Control Cream

A Special thickener for it's Color if you are processing with heat. The conditioners in the color have a natural oil base. Heat causes it to run, Creative Control Cream prevents this from happening!

It does not modify the lifting or deposit of the color.

Use 5ml of creative control cream to 60ml of your color and developer mixture.



**no am**  
 semi-permanent  
 hair color gel



# Artègo YouUp2 (Color Gels)

## *Color Gels are changing to YouUp2*

YouUp2 are a semi-permanent and a demi-permanent hair color all in one. 3.4fl oz. bottles mix up 8oz of useable hair color. As a semi-permanent the YouUp2 are mixed 2 parts 1.8 energizer to 1 part YouUp2. The semi-permanent covers up to 55% grey hair as well as making great toners. It will last for 4-6 weeks.

Using the energizer 3 (also a 2-1 mix ratio) provides you with a demi-permanent color that covers up to 75% gray hair, and provides a level of lift.

YouUp2 offers excellent coverage, shine and translucency. There are 50 color choices including Neutral (Neutro) to mix with your color to produce a multitude of color options. These colors match exactly to the It's Color system. They are all on one chart which simplifies your life! Including the YouUp2 on your salon menu provides you with a variety of "add-on" services that will increase your income.

### **#1 Bleach & Tone**

Use YouUp2 to tone highlighted hair to an absolutely stunning result. Many salons bleach and leave the hair raw! Tone with the YouUp2 and stay tone on tone, eliminate the brassy yellow while improving the condition of the hair. Charge extra for the toning service! You have many beautiful choices of shades for toners. Use the following formulas for success!

9N mixed with 1.8 Energizer creates beautiful color balance.

10.01 and 8.01 can be used to tone gold or yellow.

10.3 and 8.3 can be used to tone ash (green or violet)

Use Neutral (Neutro) to dilute the color gels to create the effect you want:

Example- 75% You Up 2 + 25% Neutral (Neutro)

50% You Up 2 + 50% Neutral (Neutro)

25% You Up 2 + 75 Neutral (Neutro)

The more you add the lighter and softer the tone becomes.

Use either the 1.8 or 3 Energizer for individual desired effect. Be Creative!!!!

### **#2 Glazing**

Use Neutral (Neutro) to add extra shine to the hair after color or perming. Simply match the client's natural shade with the same shade in the YouUp2. Use the 1.8 energizer and the Neutral (Neutro) if needed and watch that new perm shine!

### **#3 Lowlights**

Use YouUp2 for your lowlights. Mix with the 3 Energizer and foil hair. If using heat, to make mixture thicker and prevent possible dripping add a little extra Energizer until desired thickness is achieved.

### **#4 Color Balance**

For a quick fix in the case of sun damaged hair or faded ends, use ammonia free acid balanced YouUp2 to balance out the color while conditioning and adding shine. Use the permanent color on the regrowth. Then apply YouUp2 to the rest of the hair.

We have many offers so all of you can try the Artègo YouUp2.



# Artègo

## Quick Reference Guide

### It's Color -

Must always be mixed with the Artègo 10, 20, 30, 40 - volume developer. Dispense the required amount of It's Color into a non-metallic mixing bowl or applicator bottle. Mix in equal amounts of the appropriate Artègo developer at the required volume. Apply with brush or bottle, process 30-40 min. Rinse with warm water until water runs clear, then use Artègo Good Society Rich Color Shampoo or Rain Dance Color Shampoo.

### Gray or Resistant Coverage- Color Boost

**1.) Use the NATURAL series. This series can be mixed with all other series ie: Gold, Red, and Ash to obtain depth and desired toning.**

Under 50-60% gray apply desired level.

Example:

1oz. #7 It's Color

1oz. 20 Volume Developer

Over 50-60% Gray, select half level darker than required.

Example:

3/4 oz. #7 It's Color + 1/4oz. #6

1oz. 20 Volume Developer.

**2.) Color Boost Mix-2 parts It's Color with 1 part 30 volume Artègo developer. Apply with brush or bottle, process 30-40 min. (test strand, make sure gray is covered) shampoo with Good Society Rich Color Shampoo or Rain Dance Color Shampoo rinse, and style.**

### Ultra Blonde Series-

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: Use 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/Timing-1:2 with 40 vol. Developer Approximately 45 minutes on new growth. (NOTE: Blonding Cream has a different Mixing Ratio)

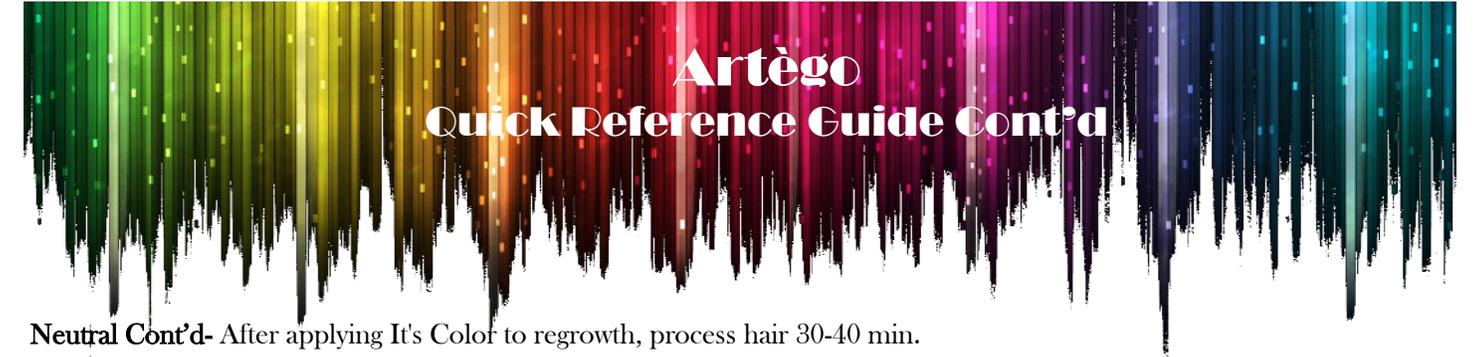
### Neutral -

Can be mixed with all It's Color shades to obtain lighter levels and condition the hair.

1.) Example: 1oz. #6 +1oz. Neutro = #7

1oz. #6 + 2oz. Neutro = #8

2.) **No More Soap Caps**



## Artège Quick Reference Guide Cont'd

**Neutral Cont'd-** After applying It's Color to regrowth, process hair 30-40 min.

Mix equal parts Neutral with remaining color in the bowl apply to the ends of the hair. Process for 5 min shampoo and style.

If there is not enough product left in bowl, add 0 volume developer to remaining It's Color+ (Neutral) to create enough product to cover the ends of the hair.

3.) When used alone, it does not change hair color; it adds shine and conditions hair. Mix Neutral with 5-10-volume developer only, process 30 minutes and style for brilliant shine.

### Extra Blonding Cream-

**Used Alone-**Mix equal parts 10, 20, 30, 40 volume developer, with Blonding crème you will get 1-3 levels lift.

Designed to give additional lift to It's Color, Ultra Blondes and Bleaches; ideal for special color techniques.

**It's Color-** Mix 1/4-1/2oz. To formula to increase lift by 1 level.

**Ultra Blondes-** Add 1/2 oz. to formula increase lift by 1 level.

**Bleach-**Add 1 oz. to Artège bleach to increase lift.

### Light Blue Extra Blonding Cream-

Recommended to neutralize red-orange reflexes during highlift. It is also used to accentuate the cold reflexes of all It's Color series, especially cold shades. **Used Alone or mixed with Intensifiers:** they neutralize residual reflexes during the highlighting process.

**Mix-** 1:1 ratio with 20-30-40 vol. Developer. Process for 20-45 minutes.

### Artège YouUp2-

Semi, Demi color gel is to be mixed only with it's specific Energizer; either the 1.8% or the 3% and always 2 parts Energizer to 1 part YouUp2.

Mix well and apply with brush or applicator bottle.

**Energizer 3% (10vol)** is used to obtain greater intensity of high-lights in all nuances. Energizer 3% will give approximately 1 level lift and makes for great coverage on gray hair. 75% gray coverage.

**Energizer 1.8% (5.8vol)** is used to obtain greater cooler deposit and 55% gray coverage respecting the tone on tone rule.

**Process** normal hair for 20 min. at room temperature. For gray white and resistant hair, protect hair with plastic cap and set under heat source for 5min. Let set for 15min at room temperature.

Rinse and proceed styling.

**Application** on virgin hair, first apply color to the ends of the hair (up to 1/2 in.) from scalp. Process for 5-10 min. Reapply to whole head process for 20 min.

**Retouch** apply to the roots first, process for 10-15 min; apply to rest of the hair process for a total of 20 min. If the ends are faded apply color to the entire head at once.

**Gray or White** apply the color to washed and dried hair starting at the roots, then mid-shaft and finally the ends. Use plastic cap and set under heat source for 5 min; then 15 min at room temperature.

Rinse until water runs clear, shampoo lightly rinse and proceed to styling.

**For Detailed Instruction Refer to the Color Manual**

# The Deco Bleach Family

## Lovely Light Bleach Paste

Bleaching cream with delicate and progressive action. Creates effortless blondes even on fragile hair.

Mixed with the conditioning and emollient agents of lovely light developer in order to ensure delicate treatment.

Soft, Silky and brilliant hair immediately ready for toning, coloring and styling services.

**Size: 16 oz.**



## Lovely Light

Violet Bleaching Powder with Coconut extracts, for gradual and constant Highliffing

**Size: 2.2 lb. ~ 6.6 lb.**

## No Am

Fast Acting Ammonia Free Bleaching Powder, enriched with Dairy Proteins and Cotton Oil. Rose Fragrance.

**Size: 2.2lb. ~ 6.6lb.**



## Balayage

Made just for the Balayage technique. No need for cotton or plastic.  
Easy to apply evenly throughout the entire section of hair so that the section is not spotted but instead lightened evenly.

Mixes thick and smooth, never grainy. Natural look or bold look.  
Clay Based Powder

**Size: 2.2 lb. ONLY!**

## X-light

Blue bleaching powder enriched with Cotton Oil, for a controlled, fast and efficient action.

**Size: 2.2lb. ~ 6.6lb.**



# Artègo

## Quick Reference Guide Cont'd

### LOVELY LIGHT POWDER

**Lovely Light** -This innovative controlled lift violet based bleaching system is recommended for all types of hair ideal for high-lighting and on the scalp bleaching. When bleaching on the scalp, add 1 oz. Extra Blonding Crème.

**MIX-** 1 scoop of Lovely Light bleach to 2 scoops of appropriate activator either 10, 20, 30 volume.

### **Results**

**10 Volume** Activator process for 30 min 1-3 levels lift.

**20 Volume** Activator process for 30 min 3-5 levels lift.

**30 Volume** Activator process for 30 min 5-7 levels lift.

**DECO BEAUTY**  
BLEACHING WITH CARE



# DECO BEAUTY

BLEACHING WITH CARE



## Lovely Light

Violet bleaching powder with Coconut extracts, for a gradual and constant highliftinging.

For natural or colored hair, sensitive and thinning hair.

**Gentle, gradual and intense action:** The hair bleaching will be gentle and the result incredibly shiny and cosmetic.

**Supreme Blonde:** The formulation is enriched with violet micro-pigments to counteract residual yellow reflexes.

**Highly Cosmetic Action:** Gentle conditioning action in synergy with Lovely Light Developer, enriched with Panthenol and Marigold Oil.

**Phyto-formulation. Nature meets technology.**

**Coconut Extract:** The combination of anti-inflammatory, hydrating and barrier-effect properties, makes this ingredient unique.

**Fragrance:** Mediterranean Pine, for a refreshing salon experience.

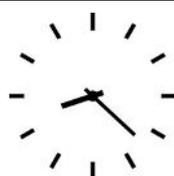
**Non volatile powder:** for a friendly work environment.

**Perfect for:**

- Gradual constant high lifting
- Bleaching for sensitive hair
- Bleaching with foils
- Brush techniques
- Free-hand techniques
- Color Correction

**Mixing:**

Great dosage versatility according to the technique and the density desired. 1 measuring cup (30g) of Lovely Light Bleaching Powder can be mixed with 30, 60 or 90g of Artego Lovely Light Developer (**Available in 10, 20 or 30 vol.**) according to the high lifting speed, level desired and hair type. Only use 30 volumes on thick, not porous hair.



### **Developing Time:**

It's Variable, depending on the desired bleaching level and on the hair structure. Check it every 5/10 minutes.

DECO BEAUTY  
BLEACHING WITH CARE



# Lovely Light Paste

Last generation white bleaching cream. Gradual and efficient with Corn Proteins, Castor Oil, and Beeswax.

**THE ALTERNATIVE TO THE BLEACHING POWDER, WITH GREAT BLEACHING PERFORMANCES.**

Perfect for those who are sensitive to volatile powders.

**Gentle, gradual and intense action:** The high lifting will be gentle and the result will be incredibly shiny and cosmetic, thanks to the oils and waxes present in the formulation.

**Clean Results:** The absence of pigments in the cream ensures the best final result.

**Highly Cosmetic Action:** Gentle conditioning action in synergy with Lovely Light Developer, enriched with Panthenol and Caledula.

**Phyto-formulation. Nature meets technology.**

**Corn Proteins:** Well known for their repairing and restructuring properties, but also renowned for making the hair elastic, thanks to the starch and fibers contained in its grains.

**Fragrance:** Low ammonia perception, thanks to the reduction of ammonia persulfate, by 50% compared to the previous Lovely Light Bleaching Paste.

**Creamy Bleaching Product:** Perfect for those who are sensitive to volatile powders.

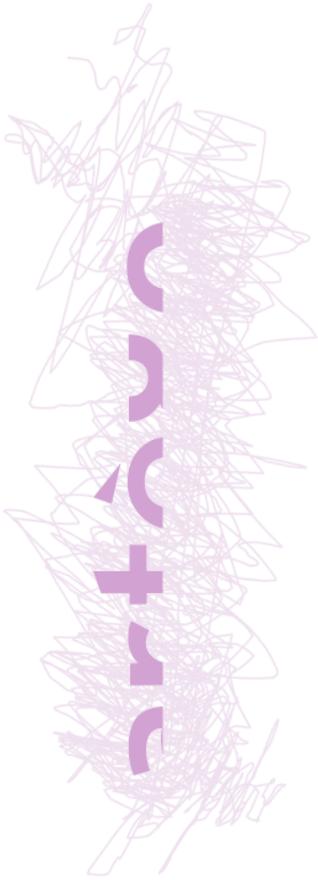
**Perfect for:**

- Gradual constant high lifting
- Bleaching for sensitive hair
- Color Correction
- Applications close to the scalp
- Foil Bleaching
- Brush techniques
- Free-hand techniques

**Mixing:**

It can vary according to the technique and the desired density.

# Lovely Light Bleaching Paste



**Lovely Light Bleaching Paste** is a gentle bleaching crème enriched with Jojoba natural oil, which is moisturizing and protective. By using the bleaching paste you have no formation of volatile, irritant powders.

**Preparation:** Before usage, wear protective gloves up to the end of the service. Protect the hairline with a barrier crème, ie: It's Color Neutro can be used in this manner. Always mix in a non-metallic plastic or glass bowl.

**Mixing Ratio:** 1:2

**Ex:** 30 grams Lovely Light bleaching paste + 60ml Lovely Light Cream developer 10, 20 or 30 Volume. Mix with a brush until soft and creamy with no lumps. To adjust the mixture to the various types of hair for bleaching refer to the mixing chart.

**Application:** Apply the mixture on dry and always unwashed hair starting from parts which are most likely more difficult to lighten. **If desired result requires an application on the scalp, never use a Lovely Light developer which is higher than 20 vol.** Be sure that the scalp doesn't have irritations or other visible damage and verify the absence of hypersensitivity by performing a preliminary test.

**Processing Time:** Leave on the time required to achieve the desired result by often controlling the level of bleaching achieved. The final result will depend also on other factors such as: natural or cosmetic color, nature and structure of hair, quantities and volumes of developer used in mixture. Do not use above 104° F.

**Rinsing:** At the end of processing time, rinse thoroughly and shampoo with Rain Dance Color Shampoo or Good Society Rich Color Shampoo. Follow up with Rain Dance color Conditioner or Good Society Rich Color Conditioner.

- On scalp bleach in a paste formula
- NO DUSTING so it's easier to mix
- 16 oz Pouch

## Table of Mixing

Structure and level of hair to bleach	Lovely Light Dev.	Mixing Ratio	Processing Time	Performance of Highlight
Natural thick, difficult, dark natural or colored up to Lvl 4	10 vol	1:1	15 min	1-2 levels
	20 vol	1:1	30 min	2-3 levels
	30 vol	1:1	45 min	4-5 levels
Natural normal or thin, medium/ light natural or colored	10 vol	1:2	15 min	2-3 levels
	20 vol	1:2	30 min	4-5 levels
	30 vol	1:2	45 min	4-5 levels
Regrowth bleaching from	10 vol	1:2	15 min	2-3 levels
	20 vol	1:2	30 min	4-5 levels
Regrowth bleaching from Lvl 4-7	10 vol	1:2	15 min	3-4 levels
	20 vol	1:2	30 min	4-6 levels



# DECO BEAUTY

BLEACHING WITH CARE



## X-Light

Blue Bleaching powder with Cotton Oil, for quick and uniform bleaching.

It lifts up to 2 levels more than a traditional bleaching product.

For natural or colored hair.

**Quick and uniform action:** the bleaching process will be quick and the result very shiny.

**Supreme blonde:** The formulation is enriched with blue micro-pigments to counteract residual orange or yellow-orange reflexes.

**Phyto-formulation. Nature meets technology.**

**Cotton Oil:** Rich in fat acids to preserve the hair beauty.

**Fragrance:** Menthol, for a pleasant Salon Experience.

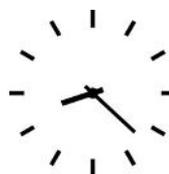
**Non volatile powder:** for a friendly work environment.

**Perfect for:**

- Bleaching with foils
- Brush techniques
- Free-hand techniques
- Color Correction

### Mixing:

Application on natural hair: 1 Measuring cup (30g) of powder mixed with 1,2 or 3 measuring cups (30, 60, 90g) of Peroxide, 10 or 20 volumes, according to the needed bleaching rate and the level you want to obtain. Only use 30 volume developer on thick not porous hair. Application on colored hair (stripping service): 1 measuring cup (30g) of powder mixed 1,2 or 3 (30, 60 or 90g) of Peroxide at 5 or 10 volumes (if needed, apply twice, always with 5 or 10 volumes). Only use 20 volumes developer on thick, not porous hair.



### Developing Time:

It's Variable, depending on the desired bleaching level and on the hair structure. Check it every 5/10 minutes.

# DECO BEAUTY

BLEACHING WITH CARE



## No-AM

Fast acting ammonia free bleaching powder, enriched with Dairy Proteins and Cotton Oil.

For natural or colored hair.

**Quick and uniform action:** the bleaching process will be extremely quick.

**Phyto-formulation. Nature meets technology.**

**Cotton Oil:** Rich in fat acids to preserve the hair beauty.

**Dairy Proteins:** With a protective action.

**Fragrance:** Delicate rose fragrance for a pleasant Salon experience.

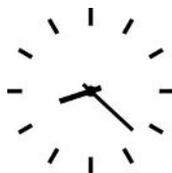
**Non volatile powder:** for a friendly work environment.

**Perfect for:**

- Fast Bleaching for customers who can't stand the ammonia smell.
- Bleaching with foils
- Brush techniques
- Free-hand techniques
- Color Correction

**Mixing:**

1 measuring cup (30g) of No-AM can be mixed with 30 or 60g of Artego 02 Developer (**No higher than a 30 vol.**)



**Developing Time:**

It's Variable, depending on the desired bleaching level and on the hair structure. Check it every 5/10 minutes.



# Balayage Bleach

Bleaching powder enriched with Cotton Oil, Guar Gum and Caolin; for balayage techniques or for free hand techniques.

## **THE ALTERNATIVE TO THE BLEACHING POWDER, WITH GREAT BLEACHING PERFORMANCES.**

For natural or colored hair.

**System Block Effect:** The powder only acts where it is applied; it doesn't affect the rest of hair it comes into contact with.

**Phyto-formulation. Nature meets technology.**

**Cotton Oil, Guar Gum and Caolin:** They have a hydrating and protective action and make the mix stick to the hair during developing time.

**Fragrance:** Neutral scent, without perfumes added.

**Non Volatile powder:** For a friendly work environment.

**Perfect for:**

- Free-hand techniques
- Spatula techniques
- Free-hand comb techniques
- Balayage Technique without foils

**Mixing:**

For Balayage or comb techniques, the recommended mixing ratio is 1:2, 1 measuring cup (30g) should be mixed with 30 or 60g of Artègo Developer. Avoid heat sources and foils. The mixing ratio can go up to 1:3 for any streak or highlift technique. We offer 2 enzymes developer for more lift 50 vol and 70 vol.



### **Developing Time:**

It's Variable, depending on the desired bleaching level and on the hair structure. Check it every 5/10 minutes.

# Artègo

## Understanding Highlight and Contour

All experienced colorist's realize, that the foundation for a quality hair color begins with the understanding of highlight and contour or (Contrast).

The eye follows the most dominate line....Light, bright, shiny, straight and moving.

MCPC (multi-color pigment concentration) This is a specific combination of all the primary colors. MCPC provides the brown base which gives incredible gray coverage and the color never appears blue or green. Artègo has 25% more pigment in our color which allows us to reduce the ammonia content by 25-40% depending on the shade

This is where the discussion of which base color provides the best foundation for highlights and contour begins.

The great debate is, which one, a Brown base or a gray base gives the best foundation to create those light, bright, shiny, youthful looking colors. When designing a base color we need to look at the color wheel. Generally when a base is made the formula looks like this:

### **Brown Base:**

**3 Yellow**

**2 Red**

**1 Blue...Balancing out the color wheel.**

### **Gray Base:**

**3 Yellow**

**2 Red**

**3 Blue...Making a dull matte color.**

When asking ourselves which colors create highlights and which colors create contour the answer is clear Red, Orange, Yellow creates a younger look with bright, shiny highlights while Blue, Violet, Green make contour shades with little or no movement.

Looking at the base formulas it becomes obvious that the brown base has more of those light reflecting molecules compared to the gray base which absorbs light instead of reflecting light, making it dull and washed out looking.

The question is asked, when a colorist is wanting to create beautiful movement in the hair why would you use a gray base? Most of the time it has to do with covering gray in the hair. The experienced colorist knows that a young looking brown base reflects light not absorbs light and therefore looks 1/2 to 1 full shade lighter than a gray base. It is not that a brown base will not cover gray hair it is that we want to add more contour to the formula by dropping down 1/2 to 1 level darker in the Natural series (refer to the Quick Reference Guide for these formulations.)

To get a clear view of how this works in application, get a set of watercolors or markers. Make a circle of brown and one of blue, and purple, fill both in. Now, take the red, orange, and yellow markers and make 1 line each through the brown and gray circles. Notice how the highlights reflect off the brown base and get lost or neutralized in the gray base. The hair reacts much the same way, highlights do not reflect light as well on a gray base as they do on a brown base. The brown base creates more movement and shine. Given today's market where we all want to look and feel younger, more vibrant and alive, why would anyone want to use a dull, matte color? Conduct your own test and see that Artègo has the answer for all your color needs.

# THE NEW COOL BLONDES!!

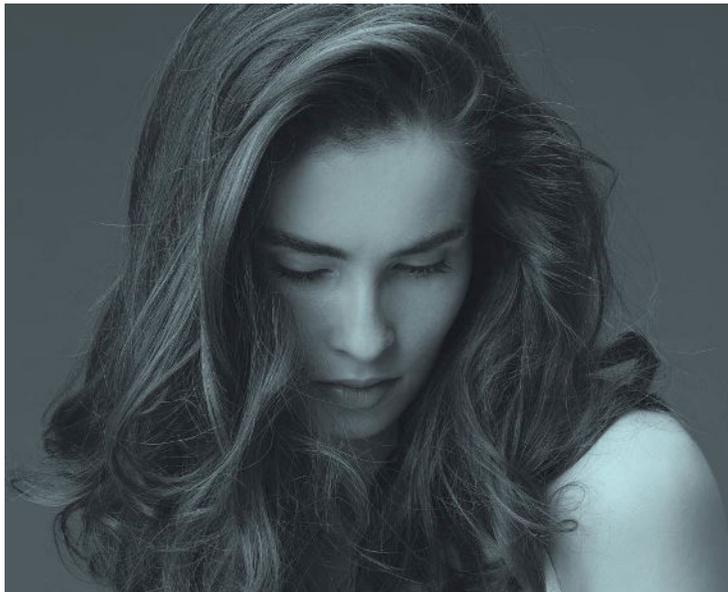
We broadened It's Color range adding new shades (levels 8 to 10) with cold/slightly cold reflexes (take 8.11 as an example), to meet global market's expectations (trends that are shying away from yellow/gold blondes and moving towards colder/neutral tones.)

- 10.00 Lightest Cold Blonde
- ● 8.11 Intense Ash Light Blonde
- ● 10.11 Intense Ash Lightest Blonde
- ● 8.81 Light sand Ash Blonde
- 9.81 Very Light Sand Ash Blonde
- ● 10.81 Lightest Sand Ash Blonde
- 8.02 Light Intense Natural Blonde
- ● 9.12 Very Light Irise Ash Blonde
- ● 9.16 very Light Red Ash Blonde
- ● 9 Mother of Pearl
- ● 10S Lightest Sand Blonde

Cool Blonde Swatch Book (Includes all Levels 8-13 Blondes)

2-Blueberry Color Shine Mask 1.7 oz. Samples FREE!!!





artèxo  
CARE FOR BEAUTY

# BEAUTYFUSION

PHYTO-TECH COLOR

*Yes, beauty is you!*

Up to 99% organic natural ingredients

## **BEAUTY FUSION: RESEARCH, SCIENCE, TECHNOLOGY FOR A GREAT COSMETIC BEAUTY PERFORMANCE**

EXCLUSIVE ACID BALANCED FORMULATION OF SELECTED, HIGH QUALITY PRIMARY AND SECONDARY PIGMENTS

### **PLUS**

1. Color stability
2. Better scalp tolerability
3. Shine, thanks to the absence of impurities
4. Fidelity to the color chart over time
5. Integrability among the different services, for a great personalization of the service

### **COCONUT DERIVED SURFACTANT**

It is a very gentle surfactant that eases pigments solubility and their diffusion inside the hair, uniformly, with cosmetic results of natural homogeneity all over the hair.

### **ORGANIC\* CERTIFIED THURIO SPRING THERMAL WATER** from Spezzano Thermal Baths Rich in valuable trace

elements for the hair and the scalp; they act as catalysts of the action of nourishing, rebalancing, soothing and protective active principles.

**UP TO 99% NATURAL ORIGIN INGREDIENTS** Certified by the Department of Chemistry, Biology and Biotechnology of the University of Perugia.

**DERMATOLOGICALLY TESTED. HIGH SKIN TOLERANCE** Certified by the Department of Chemistry, Biology and Biotechnology of the University of Perugia.

**THE COLOR FORMULA IS BIODEGRADABLE UP TO 98%**  
The ingredients selected in the color formulation are safe for the environment.

**NO COCAMIDE DEA, NO MEA, NO ADDED ALCOHOLS**  
Replaced in the formulation by natural components, of whom 100% **Organic Zemea®**, for a silky and soft final hair texture.

**NO PPD OR RESORCINOL ADDED TO THE FORMULA**  
None of the Beauty Fusion formulas contain paraphenylenediamine or resorcinol.

### **ALL THE SERVICES YOU CAN OFFER YOUR CLIENTS WITH ONE LINE**

#### **3 MASTER COLOR SERVICES**

- FULL: permanent color, up to 100% coverage
- DEMI PLUS: demi-permanent
- GLOSS: tone on tone color

### **Beauty Fusion Full Line Intro Offer**

63 Bottles of Beauty Fusion Color (3.3 oz. One of Each Shade)  
2 Boosters (1 & 2)  
5 Oxymilk (1each 5, 13, 20, 30 vol.)  
1 Beauty Fusion Full Swatch Book  
1 Beauty Fusion Shaker

**Call your Salesperson for Details and Pricing!**