



Beth Minardi's Guide

BEAUTYFUSION HAIR COLOR

"The Future Of Salon Professional Hair Color Has Arrived"

CHAPTER ONE

acid liquid demi color



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CARE FOR BEAUTY



BEAUTY FUSION

PhytoTech HAIR COLOR

One Superior Hair Color Collection

Creating three color formula options
every colorist needs

Dear Professional Friend,

Like you, I have committed my professional life to expanding the beautiful world of hair color.

I am delighted to introduce to you what I call...

"The Future of Hair Color"

BeautyFusion PhytoTech Hair Color.

We've designed this information to help you get started with this unique Earth and Human-Friendly color collection.

I look forward to seeing you in class one day soon.

Keep dreaming...and continue to dream "in color"

Beth Minardi

Introducing Beauty Fusion:

A multi functional Hair Color Collection

Designed to enhance the creativity and options every Modern Salon Colorist deserves...

With **BEAUTYFUSION** you can now offer color services without the chemical discomfort often associated with other color brands.

BEAUTYFUSION contains naturally derived plant extracts that protect and soothe the scalp.

BEAUTYFUSION does not contain:

- PPD
- MEA
- Alcohol
- DEA Cocamide
- Resorcinol

Option 1 - Create an acid no lift conditioning demi color formula which protects the scalp and pampers the hair.

Thirty Eight intermixable shades combined with equal proportions of 5 volume Oxymilk .

Results in shades that glaze, gloss, tone and refresh hair while offering remarkable levels of gray banishment .

Apply to damp hair.

Process for *5 - 20 minutes at room temperature.*

Then, *rinse, shampoo, condition* and admire rich color that's "better than natural", super-shiny, and long-lasting.



BEAUTYFUSION GLOSS

TONE ON TONE COLOR SERVICES



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USE these **38** intermixable Gloss shades to :

**EFFECTIVELY COVER GRAY ON MEDIUM TO FINE HAIR
TEXTURE**

25 minutes at room temperature

REFRESH FADED HAIR LENGTHS -

5 to 15 minutes, depending on hair condition and porosity

ENRICH AND DEEPEN NATURAL HAIR COLOR -

10 - 15 minutes depending on hair texture and condition

ADD INTENSE SHINE TO ALL SHADES OF HAIR

10 - 20 minutes depending on hair texture and condition

**STONE BLONDE HIGHLIGHTS OR GLOBALLY PRE-
LIGHTENED HAIR**

5 - 15 minutes, depending on porosity

SPECIAL CLEAR

NATURAL SHADES. 12.0, 6.0, 3.0,1.0

ASH SHADES: POWDER. 12.1

(EXTRA COOL) "BLUE" Shades. OCEAN, 9.11, 6.11, 1.11

SAND SHADES: 12.13

MATTE SHADES: MINT, 5.8

GOLD SHADES 12.3

INTENSE COPPER SHADES: 7.44, 5.44

WARM GOLDEN SHADES: 5.832, 6.34, 7.435, 8.523, 9.362,
10.321

RED SHADES: 6.6, 4.6

VIOLET SHADES: 12.2, 9.22, 5.2, 4.2

NATURAL VIOLET SHADES. 5.112, 6.21, 7.23, 8.283, 11.21

VIOLET RED: PINK, 6.26, 3.26

MAHOGANY 5.5