



Beth Minardi's Guide

# BEAUTYFUSION

## PERMANENT COLOR SERVICES

### CHAPTER THREE



**artēxo**  
CARE FOR BEAUTY



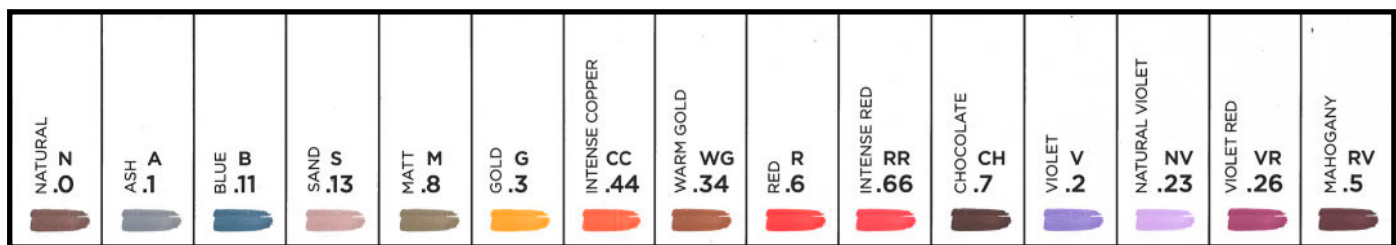


# BEAUTYFUSION PHYTO TECH COLOR

Provides extraordinary Permanent Hair Color options

Featuring complete gray coverage with an intermixable selection of shades offering every result a colorist requires.

From the ultra cool and natural cool shades to gold and natural warm shades, and also provides red shades that range from soft to "ultra brilliant".



Colorists will enjoy the superior shine, color retention, creative options and protective ingredients that bathe the hair and scalp in a conditioning broth expressed from plants.

The collection of vegan shades range from dramatically deep to pale and high lift blonde options. . .

Transitioning **BEAUTYFUSION** into a permanent hair color formula requires intermixing color, developer and booster.

Formulas are easy to mix. Equal parts of our exclusive OXYMILK developer, and your desired measure of Color Booster provide the optimum environment for color development and durability.



OXYMILK is available in a selection of five, thirteen, twenty, thirty and forty volume. These help colorists create a wide range of creative color options.

Promising clients with Ultra Blonde results in a single process requires mixing one ounce of color with two ounces of Forty Volume OXYMILK and Color Booster.

**BEAUTYFUSION** Color Booster contains ammonia. Chemists agree that the most effective hair color alkalizer is ammonia. Its addition to **BEAUTYFUSION** color and developer creates the required "lift and deposit" permanent hair coloring services require.



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

Our easy-to use mixing chart is illustrated here:

Note:

for your convenience, we illustrate easy mixing ratios in grams or ounces.

## QUICK REFERENCE MIXING GUIDE

NOTE : 30 GRAMS ARE EQUAL TO ONE OUNCE / 4 GRAMS EQUAL A TEASPOON

SERVICE	COLOR	DEVELOPER	BOOSTER
GLOSS	1 part color	1 part developer	No Booster needed
IE:	1 oz / 30 gr	1 oz / 30 gr	NA
DEMI PLUS	1 part color	1 part developer	10% of color portion of formula
IE:	1 oz / 30 gr	1 oz / 30 gr	3 GR
FULL PERMANENT	1 part color	1 part developer	20% of color portion of formula
IE:	1 oz / 30 gr	1 oz / 30 gr	6 GR
HIGH LIFT	1 part color	2 parts developer	30% of color portion of formula
IE:	1 oz / 30 gr	2 oz / 60 gr	9 GR

<b>BETH'S FAVORITE GOTO MIXING RATIO'S</b>			
<b>SERVICE</b>	<b>COLOR</b>	<b>DEVELOPER</b>	<b>BOOSTER</b>
GLOSS	60 gr / 2 oz	60 gr / 2 oz	N/A
DEMI PLUS	60 gr / 2 oz	60 gr / 2 oz	6 gr/ 1.5 tsp
FULL PERMANENT	60 gr / 2 oz	60 gr / 2 oz	12 gr / 3 tsp
HIGH LIFT	30 gr / 1 oz	60 gr / 2 oz	18 gr / 4.5 tsp

NOTE : 30 GRAMS ARE EQUAL TO ONE OUNCE / 4 GRAMS EQUAL A TEASPOON

BEAUTY**FUSION**'s color consistency allows for both bowl and brush or bottle application.

Color processes at room temperature.

Perfect gray coverage results after 45 minutes of processing at room temperature.

Perfect high lift blonde shades require room temperature processing at 55 minutes.

# USE THESE **72 SHADES** FOR FULL PERMANENT COLOR SERVICES

**NATURAL** : 1.0, 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0, 12.0

**ASH** : 5.1, 6.1, 7.1, 8.1, 9.1, 10.1, 12.1

**BLUE** : 1.11, 6.11, 9.11

**SAND** : 6.13, 7.13, 8.13, 9.13, 10.13, 12.13

**MATT** : 5.8

**GOLD** : 4.3, 5.3, 6.3, 7.3, 8.3, 9.3, 10.3, 12.3

**INTENSE COPPER** : 5.44, 6.44, 7.44

**WARM GOLD** : 5.832, 6.34, 7.435, 8.523, 9.362, 10.321

**RED** : 4.6, 6.6

**INTENSE RED** : 5.66, 7.66

**CHOCOLATE** : 3.7, 4.7, 5.7, 6.7, 7.7

**VIOLET** : 4.2, 5.2, 9.22, 12.2

**NATURAL VIOLET** : 5.112, 6.21, 7.23, 8.283, 9.2, 10.2, 11.21

**VIOLET RED** : 3.26, 6.26

**MAHOGANY** : 5.5

**PASTEL** : PINK, OCEAN, POWDER, MINT, CLEAR

# INGREDIENT FACT SHEET

ACTIVE PRINCIPALS

EFFECT ON HAIR

## **NATURAL SOLVENTS (ZEMEA®)**

counteract dryness while respecting the hair physiology

## **OLIVE OIL**

hydrating and disciplining, it adds shine and nourishment

## **RADISH EXTRACT**

anti-aging, uv ray protection, color fixation

## **ZANTHALENE®EXTRACT**

scalp soothing

## **VITIS VINIFERA**

counteracting free radicals and protective

## **THERMAL-WATER**

remineralizing for hair and scalp

## **RED SEAWEED EXTRACT**

polishing, shine enhancer

## **ZEMEA® *corn oil derived***

it contains vitamins and hydrating phytosterols



# **PHYTO TECH COLOR**

pure pigment advanced technology

Intermediate oxidation 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 impurity.

**BEAUTYFUSION:** technology provides for a careful selection of PURE PIGMENTS (*oxidizing intermediate pigments*) that help generate these benefits:

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

## **USING PURE PIGMENTS ALLOW FOR**

- 1 - DECREASED RISK OF SENSITIVITY
- 2 - BOLD COLORS
- 3 - HIGHER SAFETY FOR THE CLIENT
- 4 - ALMOST NO COLOR CHANGE OVER TIME